



The official journal of the **IRTE**

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## TRANSPORT ENGINEER

[www.transportengineer.org.uk](http://www.transportengineer.org.uk)

## MEDIA PACK 2021

**OVER 70  
YEARS OF  
COMMERCIAL  
VEHICLE  
ENGINEERING  
INSIGHT**

**IRTE**

engineering success





# Investing in future success

Since 1944, the Institute of Road Transport Engineers – the IRTE – has published *Transport Engineer* magazine. Over its 76-year history, the magazine has provided high-quality editorial content on fleet management and professional engineering issues in the commercial, freight, passenger and specialist vehicles sectors. And to this day it continues to evolve to meet the needs of readers and advertisers in these sectors thanks to the efforts of an experienced publishing team.

*Transport Engineer's* mix of informed and interesting content, its detailed circulation database and its popular website ([www.transportengineer.org.uk](http://www.transportengineer.org.uk)) provide unique access to the industry's transport engineers and fleet and workshop managers, whatever the marketing campaign's intended channel or the scope of its ambitions.

Please contact Craig Molloy ([craig.molloy@markallengroup.com](mailto:craig.molloy@markallengroup.com)) to discuss how *Transport Engineer* can support your marketing campaigns through 2021.

**JON BENSON** Publisher, *Transport Engineer*

**2021 Media Pack**



## Transport Engineer 2021 FEATURES LIST

	Engineering technology	Vehicles	Workshop, maintenance & irtec	Operations, management & compliance	Product roundup	Events
January	Fifth wheels & couplings/ Cranes & loaders	Emergency services vehicles	Repair & maintenance	CV costs	Safety equipment	
February	Running gear, axles & suspensions	Temperature controlled transport	irtec accreditation	Load security	Telematics	
March	Fuels & lubricants	Rigids	Workshop health and safety	Apprentices	Oil and lubrication	CV Show (13-15 April) preview
April	Emissions control	Tractor units	Garage & workshop equipment	Fleet management	Fleet management	CV Show (13-15 April) issue
May	Electric drivelines	Coaches	Bodybuilding & body repair	Fuel/operational efficiency	Bodybuilding/ body repair equipment	CV Show (13-15 April) review
June	Gaseous fuels	Municipal vehicles	MOT first-time pass rates	Road safety	Vehicle cameras	
July	Telematics and tracking	Tipper	Bus & coach maintenance	Driver management	Consumeables	
August	Safety systems/ Autonomous vehicles	Urban trucks	Engine management	Training	TPMS	
September	Clutches & transmissions	Light commercial vehicles	Vehicle fault troubleshooting	Compliance and enforcement	Tools	
October	Tyres and retreads	Buses	Climate control	Winter preparation	Winter preparation	Euro Bus Expo (3-5 Nov) preview
November	Braking & stability/Tail-lifts	Trailers	Ramps, pits & lanes	Wheel security	Tyres	
December	Injection, combustion, filtration	Tankers & ADR	Workshop management	Parts and the aftermarket	Aftermarket	

TRANSPORT  
ENGINEER



# Knowledge and experience

## MARKET-LEADING CONTENT

Every issue of *Transport Engineer* includes a mix of regular sections. It provides qualified transport engineers and fleet managers with practical, up-to-date information in a professional and compelling format to support them in their daily activities and decision-making.

## IT TALKS THEIR LANGUAGE

*Transport Engineer's* highly-skilled pool of technical journalists includes qualified and experienced engineers and specialists with in-depth expertise and a passion for their subjects. The scope of content is set out in an annual editorial programme to ensure that all core topics are covered, with high-value content throughout the year. But there's more to each issue in print and online, with news, views, product and people updates...

## REGULAR SECTIONS

**Comment:** the editor's opinion of key legislative, political, business and technology developments affecting freight and passenger transport.

**News and analysis:** the stories behind the headlines – explaining their significance to transport engineers, fleet and workshop managers, and senior technicians.

**Technology features:** these one-, two- and three-page features cover key engineering topics and innovations, providing inside views and tips on subjects ranging from trucks and equipment to technical developments with engines, drivelines, suspensions, braking systems, stability systems, aerodynamics, telematics, tachographs and more.

**Management features:** again, one-, two- and three-page features, focusing on operating costs, legislation, training, health and safety, and compliance in driver and fleet management.

**Cover stories:** typically three-page features on topical issues with broad appeal across *Transport Engineer's* entire readership – such as fuel-reducing aids, dual-fuel and hybrid vehicles, type approval, diagnostics, the traffic commissioners, garage equipment and operations, and the aftermarket.

**Interviews:** two-page interviews with senior industry figures with something serious and challenging to say.

**Engineer-to-engineer:** two pages helping our readers to learn from their peers' choices and experience across the full spectrum of transport engineering issues.

**Regulation updates:** impending and existing legislation, as well as cases likely to set precedents.

**Technology updates:** what's new for practicing engineers and fleet managers.

## 2021 Media Pack

# Qualifications and budgets



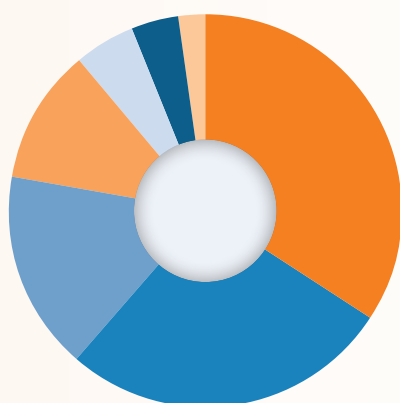
**REACHING MORE READERS WITH REAL INFLUENCE**

**ABC 2019. 14,221 average monthly circulation Jan-Dec 2019**

*Transport Engineer's* circulation is audited by the Audit Bureau of Circulation (ABC) every year. As the journal of the Institute of Road Transport Engineers (IRTE), copies are delivered each month to individual institute members.

Research confirms *Transport Engineer's* coverage of all sectors of the commercial vehicle market, provides a qualified audience of professional engineers and managers who, between them, control the majority of transport engineering budgets and influence most purchasing decisions.

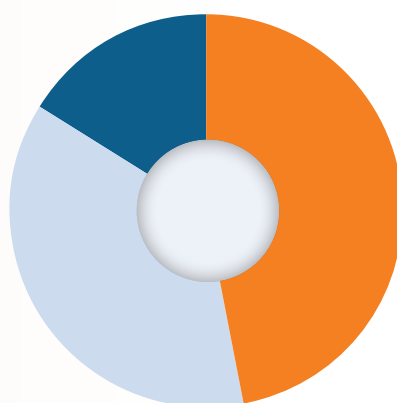
***Transport Engineer* reaches influencers, specifiers and buyers in every sector**



Manufacturing/Engineering	34%
Building and Construction	27%
Transport	16%
Wholesale and Distribution	11%
Public Services	5%
Others	4%
Retail Sector	2%

Source: Percentage of readers by site from TE's circulation database

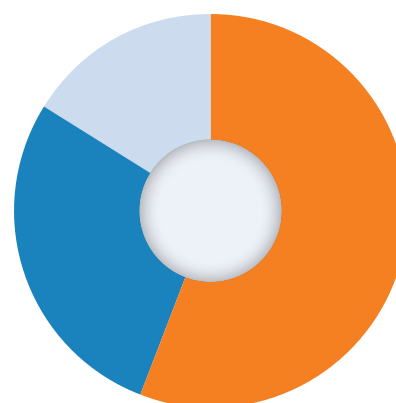
***Transport Engineer* readers by job function**



Head of Vehicle Maintenance Operations	47%
Fleet Transport Managers	37%
Vehicle Technicians	16%

Source: Percentage of readers by site from 2019 circulation database

**Size of commercial vehicle fleet, by number of vehicles at each site**



5 - 20 vehicles	56%
20 - 50 vehicles	28%
50 + vehicles	16%

Source: Percentage sites of 2019 circulation database  
Fleet criteria excludes cars and must include at least one HGV/PCV





# Transport Engineer

## In any format

### PRINT ADVERTISING

Double page spread .....	<b>£4,250</b>
Full page .....	<b>£2,500</b>
Half page .....	<b>£1,300</b>
Quarter page .....	<b>£700</b>

### Volume discounts

6 advertisements .....	<b>15%</b>
9 advertisements .....	<b>25%</b>
Agency bookings .....	<b>10%</b>

### Cover positions

Inside front cover AND Outside back cover.....	<b>+20%</b>
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### Inserts

*Transport Engineer's* circulation allows your event mailer, new product line brochure or general marketing messages to be delivered cost effectively. Cost for full circulation up to 10gm is £1,500. Additional charges of £1.50 per gm per 1,000 inserts for heavier items. With our comprehensive reach into the market and the accuracy of our database, an insert can save you both the time and cost of sourcing and cleaning the data.

### Advertorial

If you have a special story to tell or a message that simply cannot be put across effectively in conventional advertising format, advertorial pages are a powerful option. A combination of editorial and PR, they give you an opportunity to present your case in full. Advertorial pages are reproduced online with links from the Advertiser Spotlight Ezine to boost reader interest and lead potential. Low resolution PDF supplied.

### Advertorial

Double page spread .....	<b>£4,400</b>
Single page .....	<b>£2,200</b>

### No resources to write it? No problem!

For an additional £500/page we can provide one of our staff writers to produce the content and our in-house studio can design the layout, working to your specification brief.

### Special advertising options

Alternatives to on-the-page advertising – such as belly bands, barn doors or gatefolds – are available. Specifications and rates are bespoke. Please talk to us about your requirements.

### Specialist recruitment

If you're looking to recruit skilled and qualified transport engineers or fleet managers, there's no better place than *Transport Engineer* to advertise your vacancies. The highly-qualified nature of *Transport Engineer's* readers means it delivers high-quality applicants. **Premium position display rates apply.**

### 2021 Media Pack

# Delivering your audience Precisely

## ONLINE ADVERTISING

*Transport Engineer's* website includes high-quality editorial, a comprehensive supplier database and a searchable summary archive of every article published over the last five years, and links directly to the SOE's IRTE main website. It hosts white papers, updates on legislative issues, VOSA vehicle recall data, general news, as well as the latest on trade shows and other relevant industry events. It is highly optimised to improve search engine results and to widen its appeal and attract web traffic from the UK and overseas.

For online campaigns, a host of conventional and rich media advertising options is available, ranging from traditional banners, buttons and skyscrapers through to more eye catching options, such as dynamic page peels, expandable banners and video.

Banners .....	<b>£500 per month</b>
Skyscrapers .....	<b>£850 per month</b>
MPU's (message panel units) .....	<b>£750 per month</b>
Sponsored articles .....	<b>£950 per month</b>

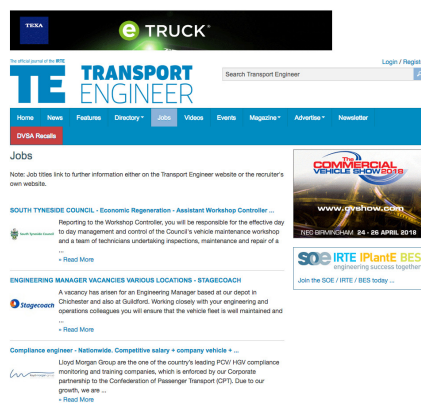
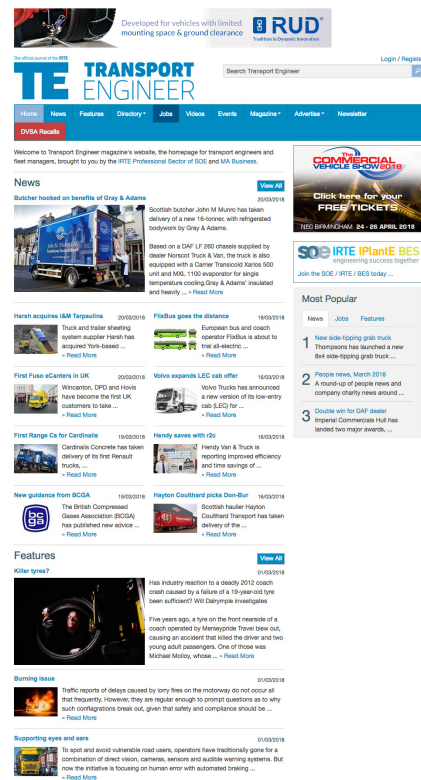
## Advertiser spotlight e-zine

To maximise reader interest in your advertised products and services, a monthly push e-zine is sent to all opted-in email addresses on the circulation database.

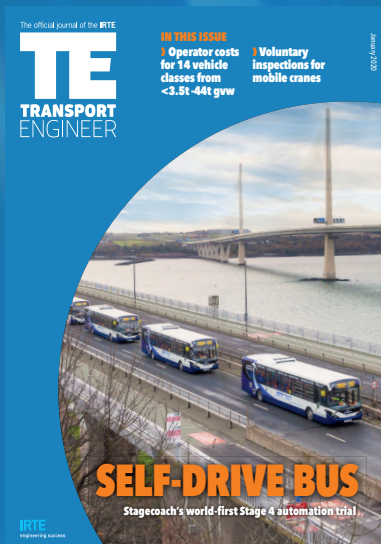
## Supplier directory

The *Transport Engineer* Supplier Directory is a detailed database of suppliers and service providers, including heavy goods vehicles, buses and coaches, trailers, exhaust systems, vehicle safety and security systems, fuel management systems, garage equipment, training services and maintenance.

Basic supplier information is included in the directory free of charge. Enhanced listings provide the supplier with a 100 word sales description or company profile, company logo, product links to supplier website and full contact details.







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