

Transport Engineer

www.transportengineer.org.uk



**Media Pack
2014**

- The trusted source for transport engineers and commercial fleet managers
- Reaching 14,231 (ABC) transport sector readers every month
- Multi-channel marketing for maximum return – in print, online and ezine

Driving innovation and growth for future business success

The IRTE's (Institute of Road Transport Engineers) *Transport Engineer* magazine, with its high-quality, incisive editorial content, has been synonymous with transport engineering and fleet management in the commercial, freight, passenger and specialist vehicles sectors since 1944. In its 70-year history, it has constantly evolved to deliver to its readers and advertisers the market-leading, professional engineering and transport management brand.

Whichever format best suits your marketing ambitions, online or in-print, all advertisers enjoy the same benefits. Benefits delivered by the combination of *Transport Engineer's* strong mix of editorial excellence, its powerful circulation database and its website, which together deliver unique access to the industry's transport engineers, and fleet and workshop managers – known individuals with money to spend and the authority to spend it.

Please contact any member of the team to discuss how *Transport Engineer* can support your marketing campaigns through 2014.

Peter Knutton
Publisher, *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 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.

Qualifications and budgets

Reaching more readers with real influence: **ABC 2012. 14,231 monthly**

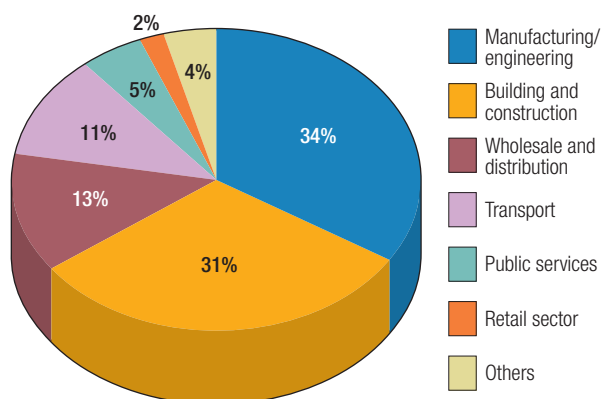


Transport Engineer's circulation is audited by ABC every year. As the journal of the Institute of Road Transport Engineers (IRTE), copies are delivered each month to individual institute members.

An additional 5,000 controlled circulation copies are distributed each month to a highly targeted database of influential fleet managers, transport engineers and transport engineering managers at their place of work. This validated database is regularly updated by Findlay Media's industry-leading database research team – to identify fleet sizes, types and all-important purchasing authority.

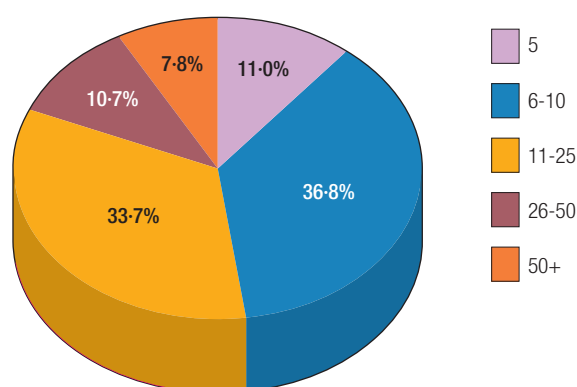
Research confirms *Transport Engineer's* coverage of all sectors of the commercial vehicle market, providing a qualified audience of professional engineers and managers who between them control the majority of transport engineering budgets and influence most purchasing decisions.

Transport Engineer reaches influencers, specifiers and buyers in every sector



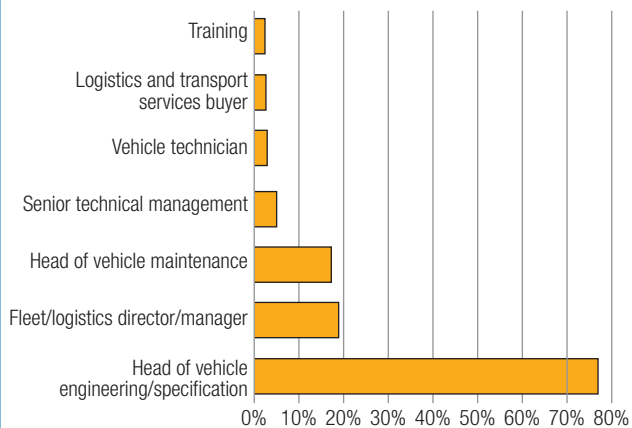
Source: Percentage of readers by site from TE's circulation database

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



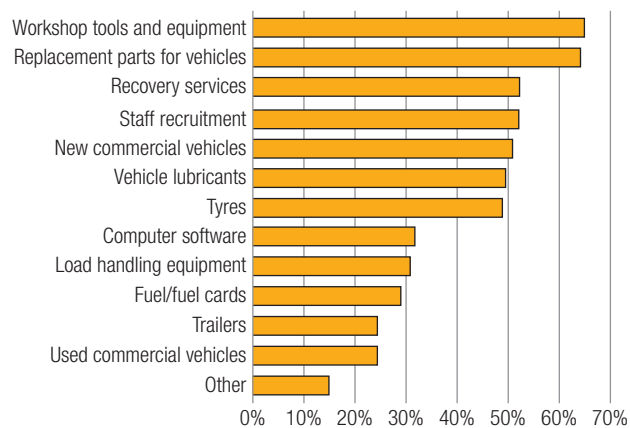
Source: Percentage sites of 2013 circulation database. Fleet criteria excludes cars & must include at least one HGV/PCV

Transport Engineer readers by job function
(multi response analysis)



Source: Percentage of readers by site from 2013 circulation database

Specifying/purchasing responsibility of Transport Engineer readers by site



Source: Transport Engineer readership survey

Multi-media marketing options

Transport Engineer is the first choice route to marketing the complete range of products and services essential for managing today's commercial vehicle fleets – both large and small, HGVs, LCVs, coaches or buses.

Transport Engineer offers a multi-platform routes to market, combining the best of print, online and e-zines.

Print advertising

Double page spread	£4,000
Full page	£2,200
Half page	£1,200
Quarter page	£655
Eighth page	£360

Cover positions

Outside back	+20%
Inside front cover	

Volume discounts

6 advertisements	15%
9 advertisements	25%
Agency bookings	10%

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 10g 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	£4,400
Single page	£2,200

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.

Transport Engineer's NEW website www.transportengineer.org.uk

Transport Engineer's new website includes high quality editorial, a comprehensive supplier database and a searchable summary archive of every article published over the last five years, linking direct 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 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.

Online advertising

Banners	£500 per month
Skyscrapers	£750 per month
Panels/Buttons	£250 per month
White papers	£750 per month

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 (circa. 60% of circulation).

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.

Preferred Supplier Status

Suppliers spending more than £2,000 per annum with Transport Engineer, enjoy the real benefits of Preferred Supplier Status which are:

- Preferential positioning and highlighted entries in all Supplier Directory search results
- Up to 24 product/service press releases posted into the Product News Section of the web site (subject to meeting editorial approval criteria)

E-zine >

Home page



Enhanced supplier record card





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