



# IRTE

OFFICIAL JOURNAL

## TRANSPORT ENGINEER

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

## MEDIA PACK 2023

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







# 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 Kim Reddick ([kim.reddick@markallengroup.com](mailto:kim.reddick@markallengroup.com)) to discuss how *Transport Engineer* can support your marketing campaigns through 2023.

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

**2023 Media Pack**



OFFICIAL IRTE JOURNAL

# TRANSPORT ENGINEER

FEATURES LIST 2023

	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	Load security & racking	
March	Fuels & lubricants	Rigids	Workshop health and safety	Apprentices	Oil and lubrication	CV Show preview
April	Gaseous fuels	Municipal vehicles	MOT first-time pass rates	Road safety	Tyres	CV SHOW ISSUE (18 - 20 April)
May	Emissions control	Tractor units	Garage & workshop equipment	Fleet management	Fleet management	CV Show review
June	Clutches & transmissions	Light commercial vehicles	Vehicle fault troubleshooting	Compliance and enforcement	Tools & testing equipment	
July	Telematics and tracking	Tipper	Bus & coach maintenance	Driver management	Consumeables	
August	Safety systems/ Autonomous vehicles	Grabs and loaders	Engine management	Training	Training courses	
September	Electric drivelines	Coaches	Bodybuilding & body repair	Fuel/operational efficiency	Bodybuilding/ body repair equipment	Busworld (7-12 Oct) preview
October	Tyres and retreads	Buses	Standards & practices	Winter preparation	Winter preparation	
November	Braking & stability/Tail-lifts	Trailers	Ramps, pits & lanes	Wheel security	Telematics	
December	Injection, combustion, filtration	Tankers & ADR	Workshop management	Parts and the aftermarket	Aftermarket	

Contacts: Will Dalrymple, Editor; Email: [will.dalrymple@markallengroup.com](mailto:will.dalrymple@markallengroup.com) • Kim Reddick, Commercial Manager; Email: [kim.reddick@markallengroup.com](mailto:kim.reddick@markallengroup.com) • Tel: 07967 169106

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:** an expert view from the chair of the IRTE professional sector council about a topical issue.

**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.

# Qualifications and budgets



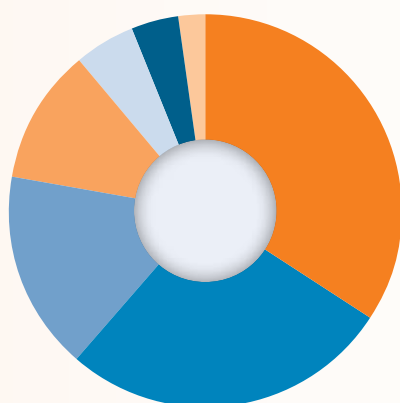
**REACHING MORE READERS WITH REAL INFLUENCE**

**ABC 2022. 11,977 average monthly circulation Jan-Dec 2022**

*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.

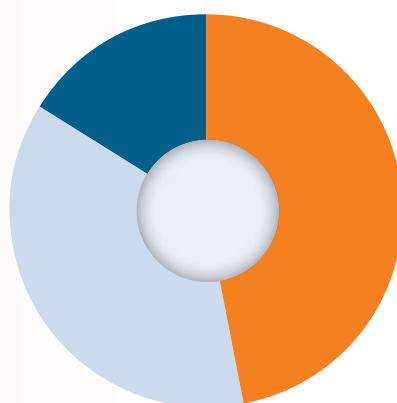
***Transport Engineer* reaches influencers, specifiers and buyers in every sector**



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

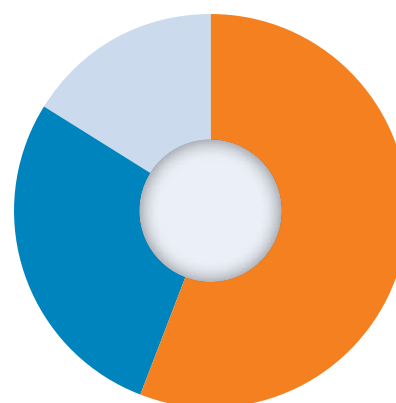
***Transport Engineer* readers by job function**



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

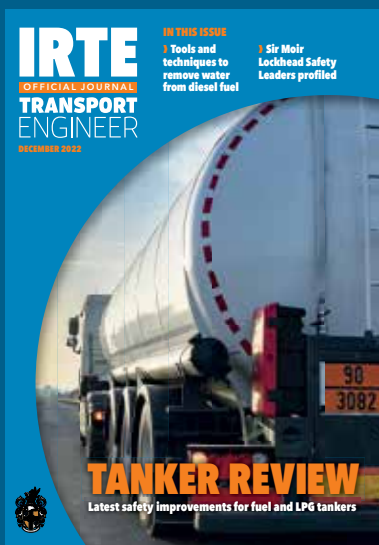
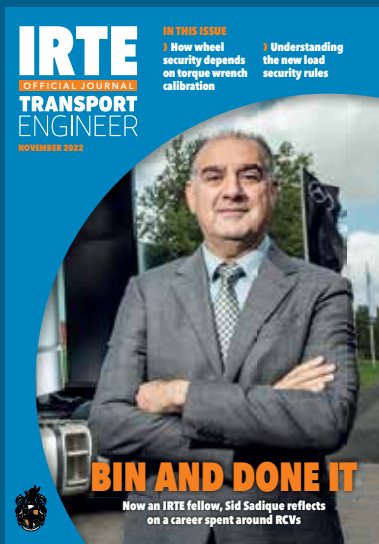
Source: Percentage of readers by site from 2019 circulation database

**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>	<b>Volume discounts</b>	
Full page .....	<b>£2,500</b>	6 advertisements .....	<b>15%</b>
Half page .....	<b>£1,300</b>	9 advertisements .....	<b>25%</b>
Quarter page .....	<b>£700</b>	Agency bookings .....	<b>10%</b>

### Cover positions

Inside front cover AND outside back cover .....	<b>+20%</b>
---	-------------

### Thought leadership broadens brand ROI

Today's buyers have a growing appetite for and, access to knowledge. In response, B2B marketers have adjusted their content strategies to focus on educating as well as selling. A holistic view of the B2B sales journey is driving marketers to measure success by more than lead generation, conversion and renewal. Industry special content differentiates your brand by offering new ideas and education, engaging prospects until, and long after, they make a purchase. Transport Engineer magazine can deliver topical, meaningful content that highlights your brand's expertise every step of the way. Talk to us today to find out more about our "partner content" offers.

### Tech Talk sponsored features

Our sponsored offering, called 'Tech-Talk', explains in detail how a technology solution or component works, and its value to a fleet operation.

This section consists of a two-page article running as a double page spread in the centrefold of the magazine. It is not a brochure, nor a training course, but rather something in between. Tech Talk will be text-heavy and will feature a sponsor logo or message on each page. It is written by our editorial team in conjunction with the suppliers marketing and technical teams.

The package includes access to a permanent digital reprint and a dedicated one-off promotional email newsletter push. Inclusive price: £3500

### 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. High-resolution PDF supplied.

### Advertorial

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

### 2023 Media Pack

# Delivering your audience Precisely

## ONLINE ADVERTISING

### B2B digital marketing

One of the most significant changes underway in B2B marketing is the shift to digital-centric marketing and advertising tactics. In 2020, B2B brands lost their go-to tactics of field marketing, conference and trade shows and outside sales. Cross-media optimization shows that online ads do help increase brand awareness and purchase intent, particularly when combined with print media. Talk to us today about our digital advertising options.

*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, DVSA 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>

### Email newsletter

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.

### 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.







#### Editor

**Will Dalrymple**

+44 (0)7860 715087

[will.dalrymple@markallengroup.com](mailto:will.dalrymple@markallengroup.com)

#### Contributing Editors

Steve Banner, John Challen,  
Toby Clark, Laura Cork, Dan  
Gilkes, Peter Shakespeare,  
Richard Simpson, Lucy Radley

#### Commercial Manager

**Kim Reddick**

+44 (0)1322 221144

+44 (0)7967 169106

[kim.reddick@markallengroup.com](mailto:kim.reddick@markallengroup.com)

#### Production

**Nicki McKenna**

+44 (0)1322 221144

[nicki.mckenna@markallengroup.com](mailto:nicki.mckenna@markallengroup.com)

#### Publisher

**Jon Benson**

*Transport Engineer* is published  
on behalf of the Society of  
Operations Engineers and the  
Institute of Road Transport  
Engineers by:

## MA Business

Part of

## Mark Allen

#### MA Business

Hawley Mill, Hawley Road,  
Dartford, Kent, DA2 7TJ

Tel: +44 (0)1322 221144

Fax: +44 (0)1322 221188

[www.markallengroup.com/  
ma-business](http://www.markallengroup.com/ma-business)

© Shutterstock - stock.adobe.com