



IRTE

OFFICIAL JOURNAL

TRANSPORT ENGINEER

www.transportengineer.org.uk

MEDIA PACK **2025**

**OVER 80
YEARS OF
COMMERCIAL
VEHICLE
ENGINEERING
INSIGHT**





Investing in future success

Since 1944, the Institute of Road Transport Engineers has worked to improve standards in commercial vehicles. Similarly, *Transport Engineer* magazine provides high-quality editorial content on fleet management, maintenance and legal compliance in the commercial, freight, passenger and specialist vehicle sectors. 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) 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 Lesley Evans (lesley.evans@markallengroup.com) to discuss how *Transport Engineer* can support your marketing campaigns through 2025.

JON BENSON Publisher, *Transport Engineer*



OFFICIAL IRTE JOURNAL

TRANSPORT ENGINEER FEATURES LIST 2025

	Engineering technology	Vehicles	Workshop, maintenance & irtec	Operations, management & compliance	Product roundup	Events & Supplements
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	MICROLISE SHOW ISSUE Microlise Show Preview CV Show preview
April	Gaseous fuels	Municipal vehicles	MOT first-time pass rates	Road safety	Tyres	CV SHOW ISSUE (29 April - 1 May 2025)
May	Emissions control	Tractor units	Garage & workshop equipment	Fleet management	Fleet management	Microlise Show Review
June	Clutches & transmissions	Light commercial vehicles	Vehicle fault troubleshooting	Compliance and enforcement	Tools & testing equipment	CV Show review IRTE Skills Challenge
July	Telematics and tracking	Tipper	Bus & coach maintenance	Driver management	On-board power	
August	Safety systems/ Autonomous vehicles	Grabs and loaders	Engine management	Training	Training courses	IRTE Skills Challenge Awards Winners Supplement
September	Electric drivelines	Coaches	Bodybuilding & body repair	Fuel/operational efficiency	Bodybuilding/ body repair equipment	
October	Tyres and retreads	Buses	Standards & practices	Winter preparation	Winter preparation	
November	Braking & stability/Tail-lifts	Trailers	Ramps, pits & lanes	Wheel security	Telematics	IAA (17-22 Sept) review
December	Injection, combustion, filtration	Tankers & ADR	Workshop management	Parts and the aftermarket	Aftermarket	

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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

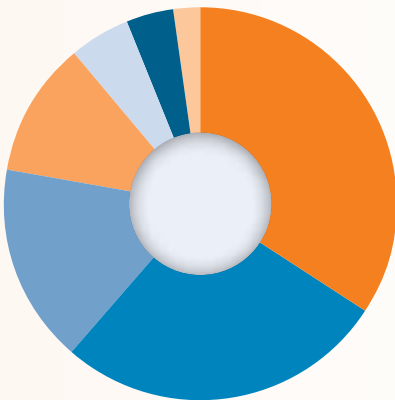


REACHING MORE READERS WITH REAL INFLUENCE
ABC 2024. 10,419 average monthly circulation Jan-Dec 2024

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.

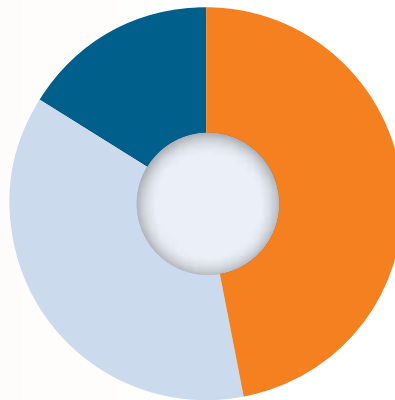
Transport Engineer reaches influencers, specifiers and buyers in every sector



- 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

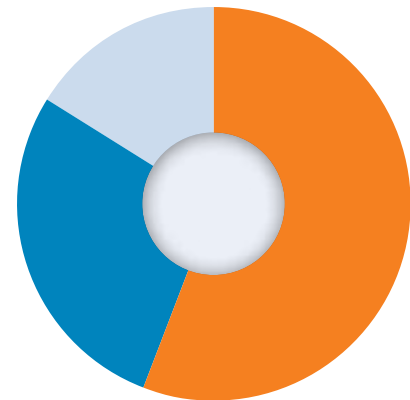
Transport Engineer readers by job function



- 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



Print Advertising

PRINT ADVERTISING COSTS

Double page spread	£4,250
Full page	£2,500
Half page	£1,300
Quarter page	£700

Volume discounts

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

Cover positions

Inside front cover AND outside back cover.....	+20%
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MECHANICAL DATA FOR PRINT ADVERTISING

Advert size	Depth	Width
Double page spread (trimmed)	297mm	420mm
Double page spread (3mm bleed)	303mm	426mm
Page size A4 (trimmed)	297mm	210mm
Page size A4 (3mm bleed)	303mm	216mm
Half page vertical	272mm	88mm
Half page vertical (3mm bleed)	303mm	104mm
Half page horizontal	130mm	186mm
Half page horizontal (3mm bleed)	148mm	216mm
Quarter page vertical	130mm	88mm
Quarter page horizontal	62mm	186mm

Our preferred digital medium is a high resolution PDF (300dpi) in CMYK. Please follow The Periodicals Press Association (PPA) Pass4Press digital advertising transfer standards. For details please visit their website www.pass4press.com

ADDITIONAL ADVERTISING OPTIONS

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.

Sponsored Features

Select the topic for your sponsored feature from the features list detailed on page 3. Minimum of a two page feature. Your company branding to appear at the top of the page. Two-three strip advertisements measuring 40mm in depth x 180mm in width to appear at foot of each page. A Comment Column supplied by your CEO or person of similar standing, along with the head shot of that person commenting. No other advertiser to appear within the sponsored feature.

Inclusive price: **£3,500**

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. 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

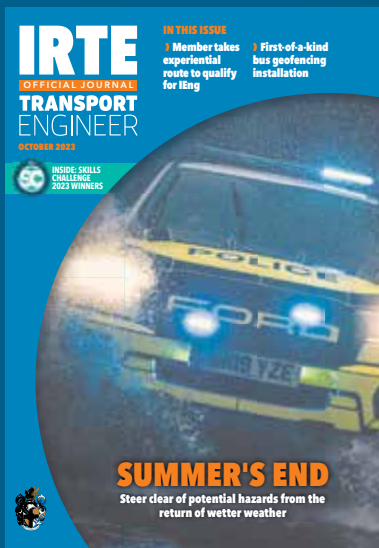
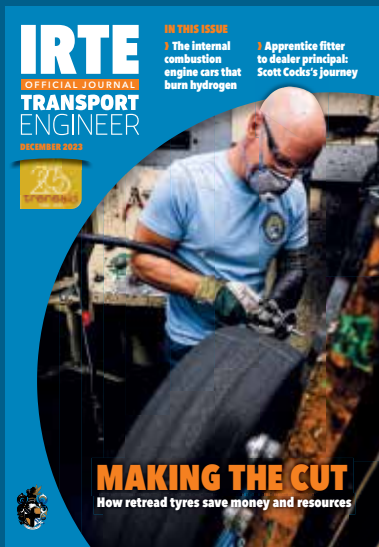
If you have a special story to tell or a message that simply cannot be put across effectively in conventional advertising format, advertorial pages are a powerful option. A combination of editorial and PR, they give you an opportunity to present your case in full. Advertorial pages are reproduced online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

Double page spread **£4,400**

Single page **£2,200**

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.



Digital Advertising

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.

Website Message Panel	£750 per month
Website Billboard	£900 per month
Website Leaderboard	£550 per month
Website Double Message Panel	£850 per month
Website Wallpaper	£1,500 per month

MECHANICAL DATA FOR DIGITAL ADVERTISING

Digital banner sizes	Depth	Width
Ezine Message Panel	250ppi	300ppi
Ezine Banner	60ppi	468ppi
Website Billboard	250ppi	970ppi
(supply all 3 sizes)	90ppi	728ppi
	60ppi	468ppi
Website Leaderboard	90ppi	728ppi
(supply all 3 sizes)	60ppi	468ppi
	50ppi	320ppi
Website Double Message Panel	500ppi	300ppi
Website Message Panel	250ppi	300ppi
Website Wallpaper	1440ppi	2560ppi

Our preferred digital medium is a screen resolution (72ppi) RGB jpeg or png file

ADDITIONAL DIGITAL MARKETING CAMPAIGNS

Transport Engineer Solus emails

Sent out from Transport Engineer with content and branding supplied by you. Emailed to our opted in database of approx 7,700 all at the same time. Choose your preferred date to send.

Inclusive price: **£900 per email**

MPU on the monthly 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 of just under 10,000.

Inclusive price: **£750 e-blast**

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.

Costs based on a one month advertising period
 Online listing (only) **£500**

Quarter Page Advertisement (print and digital issue)
 Includes online listing **£1,100**

Half Page Advertisement (print and digital issue)
 Includes online listing **£1,600**

Full Page Advertisement (print and digital issue)
 Includes online listing **£1,900**





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