



IRTE

OFFICIAL JOURNAL

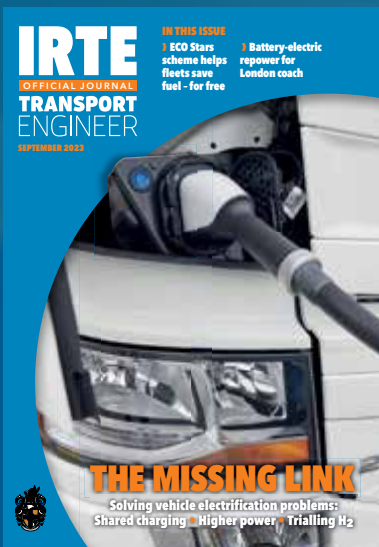
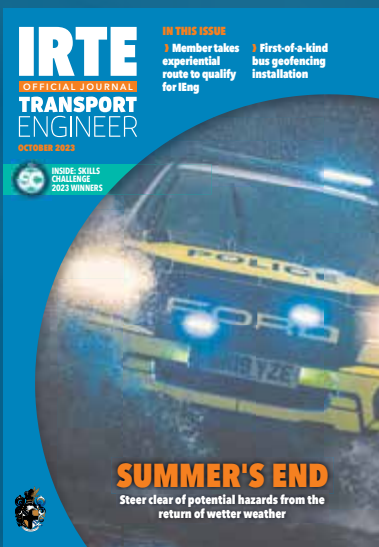
TRANSPORT ENGINEER

www.transportengineer.org.uk

MEDIA PACK **2024**

**OVER 70
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 2024.

JON BENSON Publisher, *Transport Engineer*

2024 Media Pack



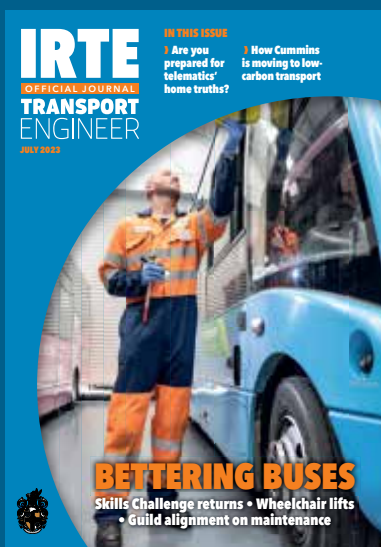
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TRANSPORT ENGINEER FEATURES LIST 2024

| | 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 (23-25 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 | On-board power | |
| 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 | |
| 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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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.

2024 Media Pack

Qualifications and budgets

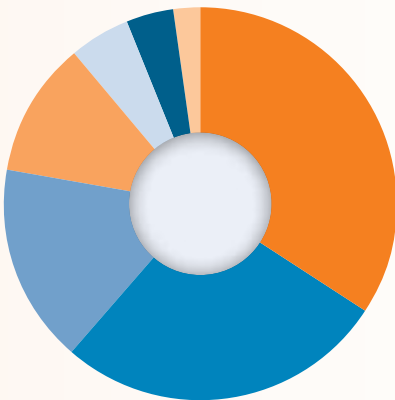


REACHING MORE READERS WITH REAL INFLUENCE
ABC 2023. 11,086 average monthly circulation Jan-Dec 2023

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.

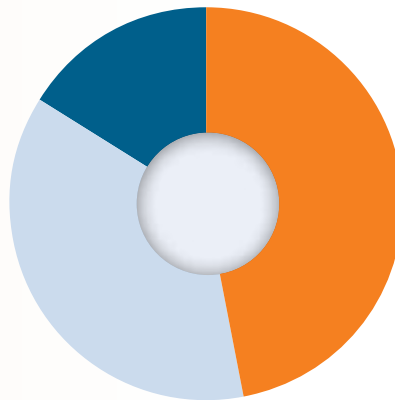
Transport Engineer reaches influencers, specifiers and buyers in every sector



- 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

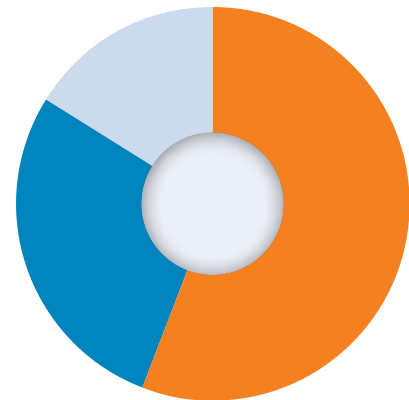
Transport Engineer readers by job function



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

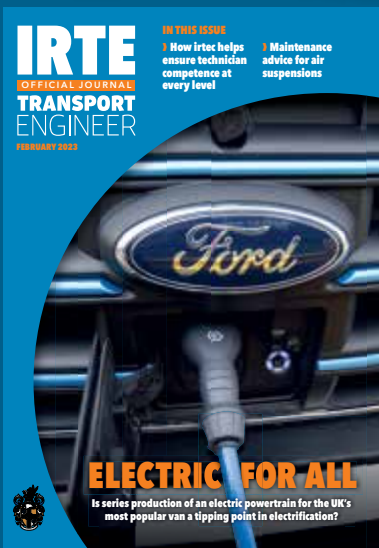
Source: Percentage of readers by site from 2019 circulation database

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 | £4,250 | Volume discounts | |
| Full page | £2,500 | 6 advertisements | 15% |
| Half page | £1,300 | 9 advertisements | 25% |
| Quarter page | £700 | Agency bookings | 10% |

Cover positions

Inside front cover AND outside back cover..... **+20%**

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 | £4,400 |
| Single page | £2,200 |

2024 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.

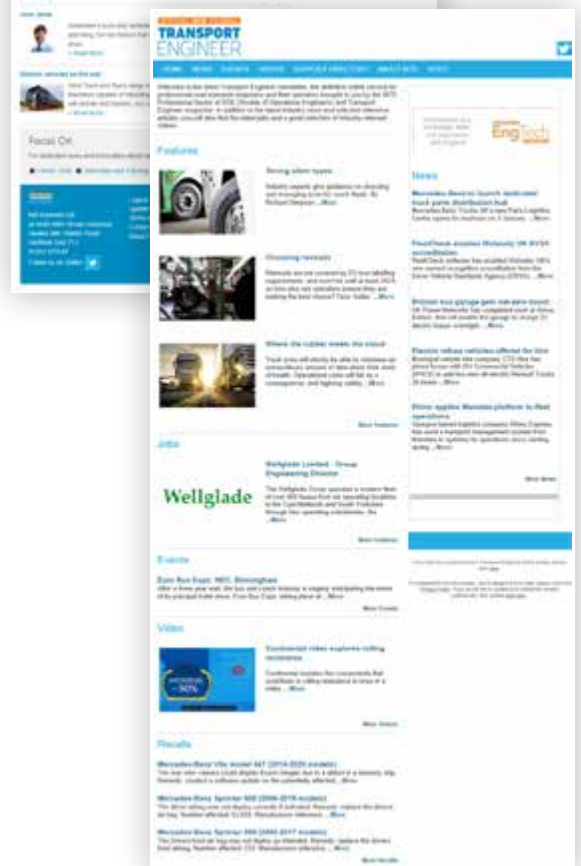
| | |
|-----------------------------------|-----------------------|
| Banners | £500 per month |
| Skyscrapers | £850 per month |
| MPU's (message panel units) | £750 per month |
| Sponsored articles | £950 per month |

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.





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