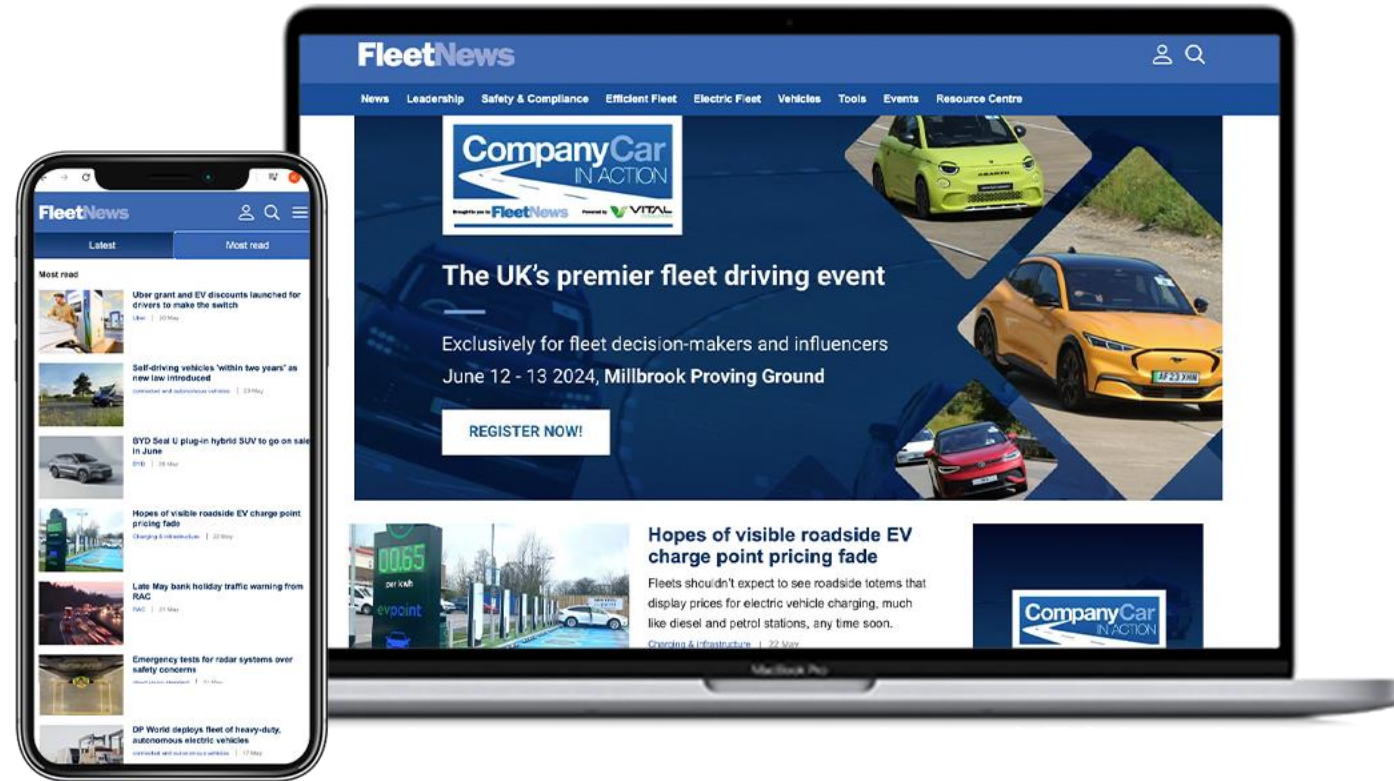




**Bauer  
Media  
Group**

**Enriching  
everyday life**



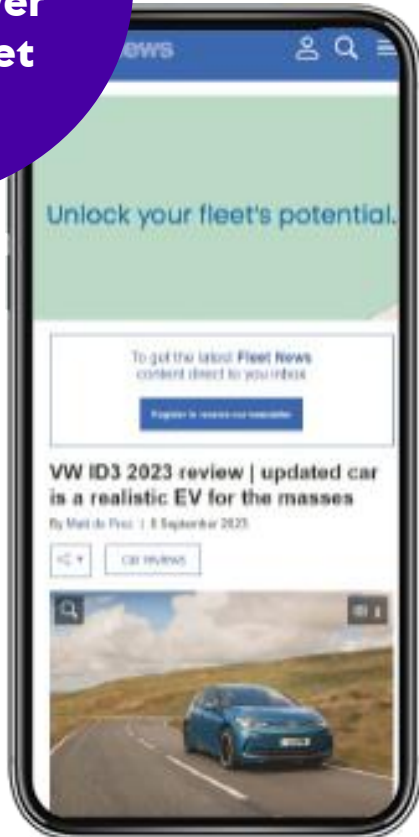


Fleet News is the industry leading B2B media and events brand providing invaluable insight and resource to the fleet market. As the most trusted and respected source of information, [www.fleetnews.uk](http://www.fleetnews.uk) consistently attracts over 90% of all industry traffic. If you are looking to build relationships and win fleet business, Fleet News offers unrivalled access to the fleet market across multiple opportunities and platforms.

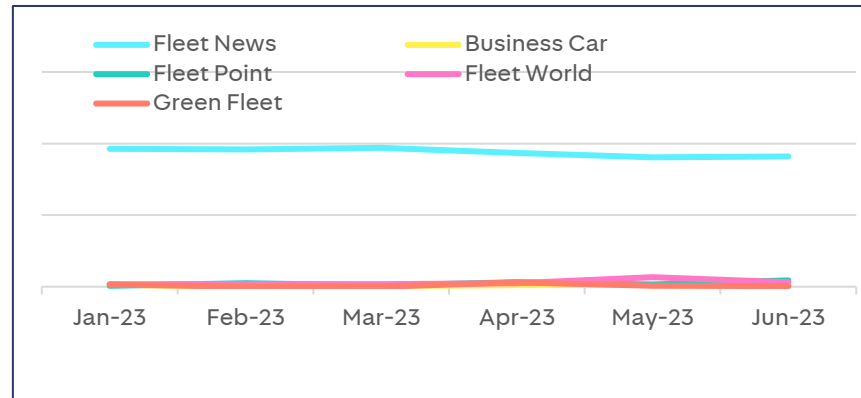
# Fleetnews.co.uk

As the leading website for the industry [www.fleetnews.co.uk](http://www.fleetnews.co.uk) consistently attracts over 90% of all industry traffic and is firmly positioned as the go- to destination for information and insight for fleet market.

**Fleetnews.co.uk consistently attracts over 90% market share**



## Online Market Share Jan 23- Jun 23



(Sources: Google Analytics & SEMRush)

**483,802**

Average Monthly UK Users  
Source: Google Analytics Jan 23 – Jun 23

**1.541 m**

Average Monthly UK Page Impressions  
Source: Google Analytics Jan 23 - Jun 23

**13,500**

Email records of recipients happy to receive communications from 3<sup>rd</sup> parties.

## CONTENTS

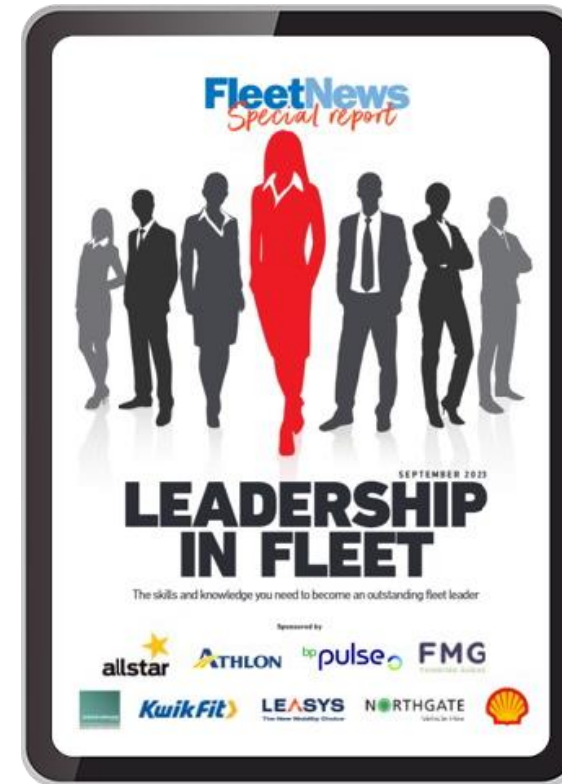
- Digital Industry Specials
- Bauer Illuminate Digital Display
- Takeovers
- Sponsorships
- Newsletters
- Bespoke Emails
- In Content Video
- Online Advertorial
- Newsfeed Promotion
- LinkedIn Advertising
- Business of Reports
- Bespoke Reports
- Content Creation
- Events

# DIGITAL INDUSTRY SPECIALS

Marketed to the Fleet News audience, Fleet News Digital Industry Specials deep dive into the prevalent topics across the fleet industry offering invaluable insight and advice to the Fleet decision making unit.

## Align with thought leadership

- Jan - OEM Launch Report 2025
- Feb - Running a Safe Fleet
- Mar - Fleet News Awards
- May - EV
- Jul - Fleet Leadership / Operational Excellence
- Sep – Fleet 200
- Oct - EV
- Nov - FN50 – Analysis and Insight of the leasing sector
- Dec - Fleet Recommended



**Sponsorships  
From £6k**

**Advertising  
From £2k**

**Promoted to the fleet news audience across multiple channels including email, newsletters, push notifications, web adverts, digital article links and brand social channels**

## USER

We collect data signals across the Fleet News website enabling us to accurately define and target audiences. Each audience 'cohort' is built based on specific levels of interest to include ad engagement, tool interaction and the content type/ topics someone is interested in. Your advertising will follow the most relevant and engaged visitors across the B2B websites

## METRICS AND REPORTING

Illuminate provides detailed insights before, during and after your campaign. This includes optimisation, reporting, measurement and \*creative testing to help you understand your current campaign, and to shape your future ones.

## SAFE, TRUSTED AND FUTUREPROOF

Illuminate gives exclusive access and precise targeting that reaches all relevant users to your campaign in a safe environment with privacy built in by design for users

# BAUER ILLUMINATE

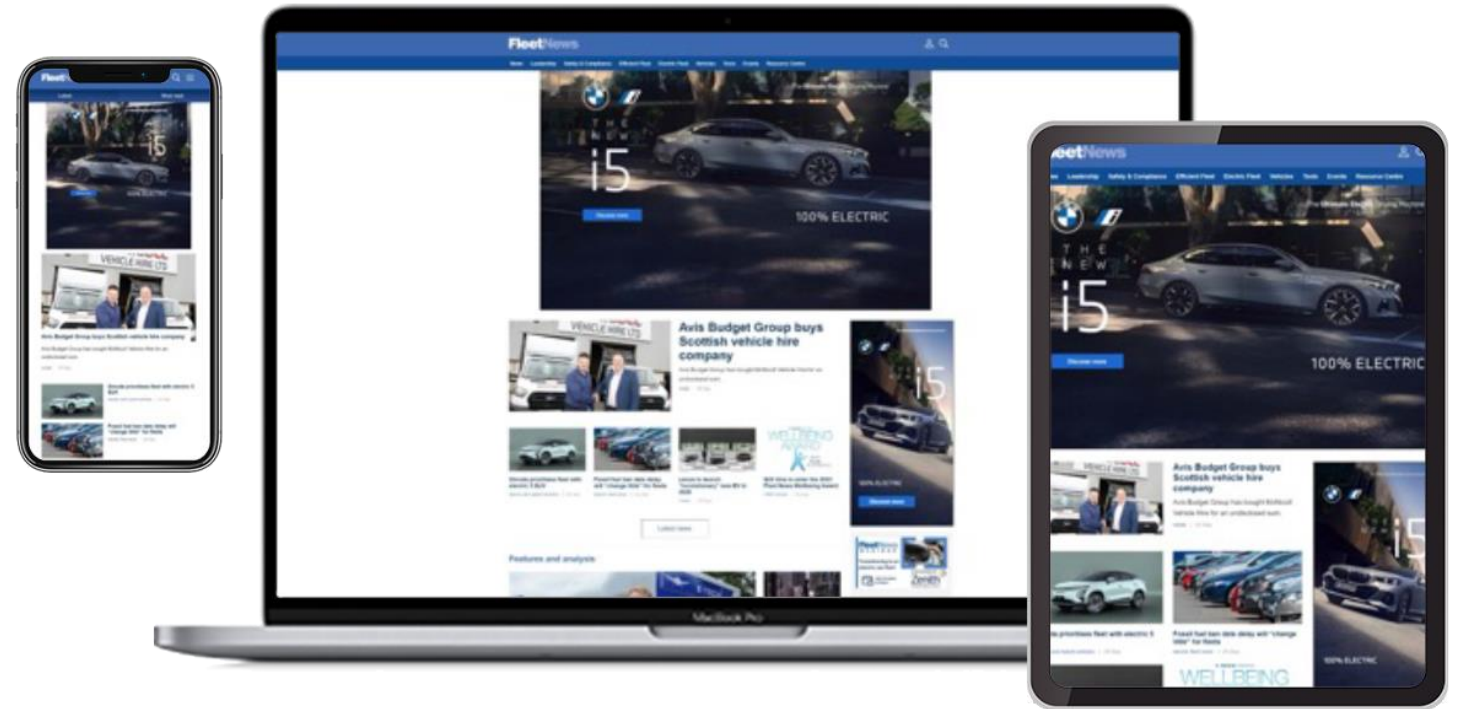
Targeted first party digital display ensuring that your adverts are served to those most likely to be interested in your products and services.



# TAKEOVERS

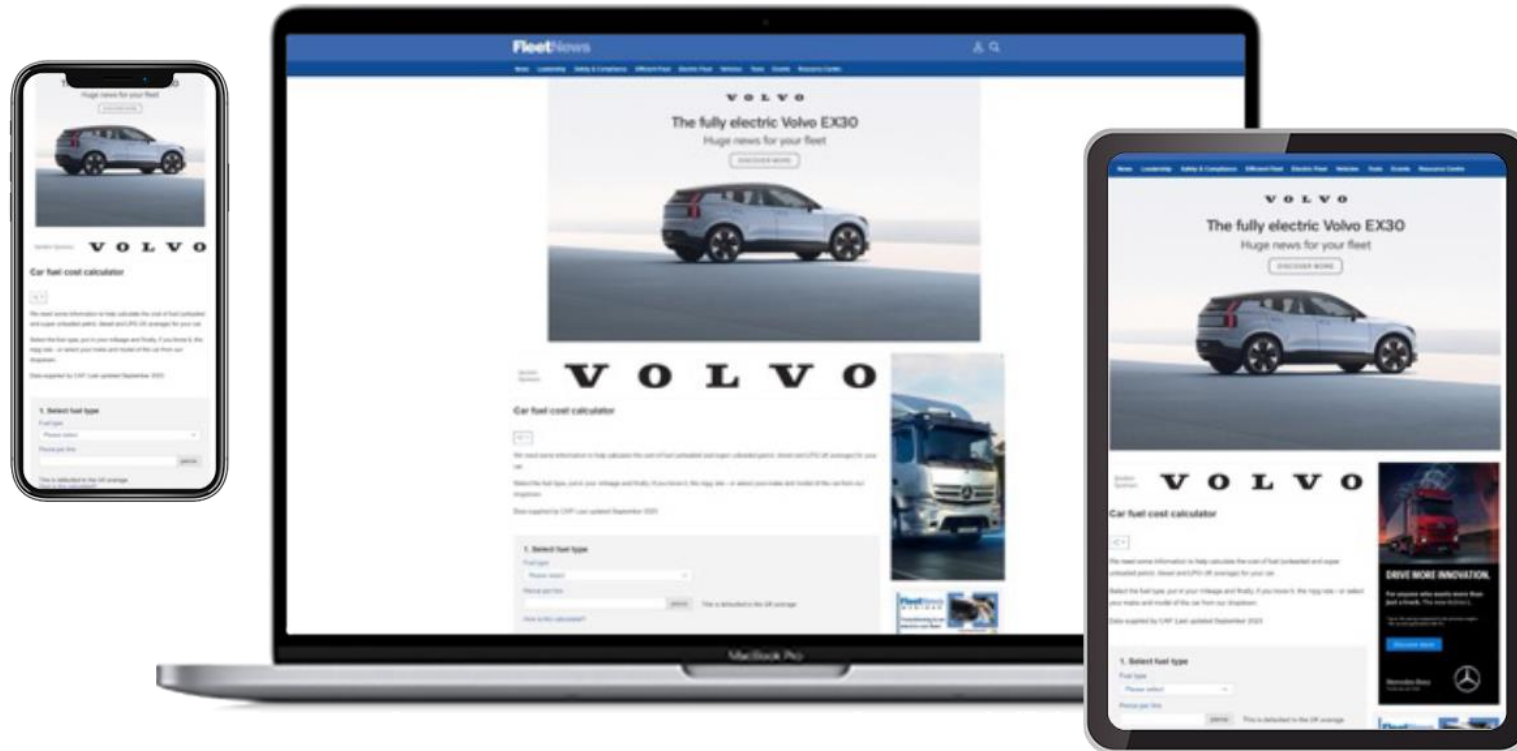
The Fleet News homepage and Car Review section are two of the most important sections of the Fleet News website. Create maximum impact and brand awareness over a 5-day period with a Takeover that roadblocks every ad position on the page.

A Fleet News Homepage or Car Review Section Takeover includes a hero creative and double MPU positioning.



**Home Page**  
Approx 10k ad imp  
**£4,995**

**Car Reviews**  
Approx 13k ad imp  
**£4,995**



# SPONSORSHIPS

With an unrivalled selection of market leading tools and resources [www.fleetnews.co.uk](http://www.fleetnews.co.uk) helps Fleet Decision Makers and User Choosers make the right decisions for their needs.

Sponsorship of a relevant tool or section will allow you to influence and promote to a targeted audience at scale.

**“REACH AND INFLUENCE USER CHOOSERS  
AND FLEET DECISION MAKERS AS THEY MAKE  
IMPORTANT DECISIONS AROUND VEHICLE  
CHOICES “**

**FLEET NEWS  
RUNNING COSTS**

Average 30,000 Page Impressions Monthly  
**From £940 per month**

**CARTAX  
CALCULATOR**

Average 60,000 Page Impressions Monthly  
**From £2,400 per month**

**EV SECTION  
SPONSORSHIP**

Average 60,000 Page Impressions Monthly  
**From £3,000 per month**

**FUEL COST  
CALCULATOR**

Average 80,000 Page Impressions Monthly  
**From £3,008 per month**

**VAN RUNNING  
COSTS & FUEL  
CALCULATOR  
COSTS**

Average 4.5k Page Impressions Monthly  
**From £400 per month**

**FURTHER  
OPPORTUNITIES**

Speak to us about bespoke opportunities  
**P.O.A**





# FN NEWSLETTERS



Registering to receive the latest and best news and features from Fleet News, newsletter subscribers by their nature are some of the most influential people in the fleet industry. Sponsorship provides your brand regular and prominent exposure to this most engaged audience.

**DAILY £5K  
PER MONTH**

**WEEKLY £3K  
PER MONTH**

**MONTHLY £1.2K  
PER MONTH**

## EXCLUSIVE BRANDING

Sponsorship of the newsletters provide exclusive branding in the form of sponsors logo and 3 x banner adverts. (A 4th banner position will be utilised for Fleet News promotions)

## NEWSLETTER REACH

Daily (Mon to Fri) Approx 32k subscribers  
Weekly Approx 35k subscribers  
Monthly Approx 35k subscribers

# BESPOKE EMAIL

Take your message directly to the inboxes of opted in subscribers from across the industry. Recipients have actively requested to receive this type of communication to keep abreast of new products and services.



**SINGLE EMAIL**  
**£3,500**

**SEND & FOLLOW**  
**£4,995**

## COMMUNICATE

Send a message, case study, insight or video to an opted in audience of 13,500+ subscribers. Fleet News Solus emails receive an average of 20% open rates. Although popular, Fleet News solus emails are limited to 2 per week to protect engagement levels with the audience and open rates for the advertiser.

## SEND AND FOLLOW

Target our audiences further by sending a follow up, more targeted message three days later based on how our audience interacted with your first email (didn't open your email, opened your message but didn't click on a link or opened the message and clicked on your link).

# IN CONTENT VIDEO

You've invested in creating your video, now you need it broadcasting to Fleet professionals.

## 30 SECONDS VIDEO

Plays directly in the heart of editorial content on the news pages of Fleet News

## ENGAGEMENT TRACKED

On the completion of your campaign, you'll be able to see how users viewed your video and for how long.

## HIGH IMPACT

Video ads are limited in availability to provide high impact and view through.

## AVAILABILITY

Available to book in blocks of 10,000.

Cost **£1,200** per **10,000 starts**



# ADVERTORIAL

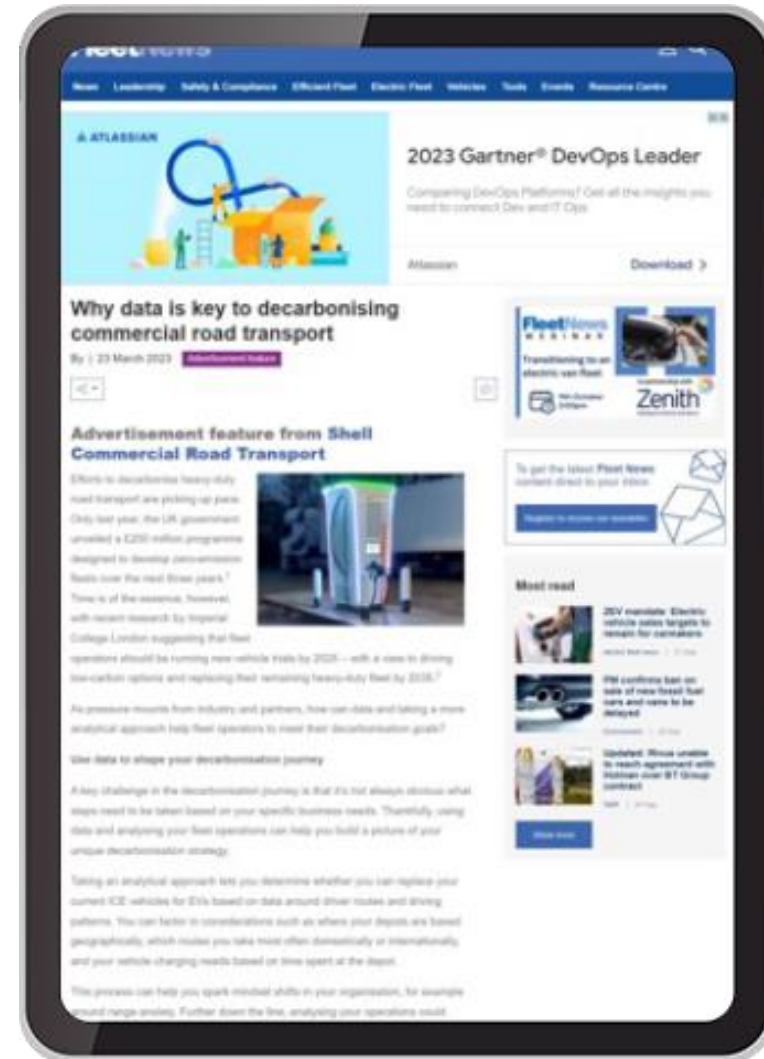
## GUARANTEED RESULTS

Promote your company, products, case study or services to the fleet industry with an advertorial hosted on [www.fleetnews.co.uk](http://www.fleetnews.co.uk). An advertorial provides the opportunity to share the detail of your products and services.

## DRIVE TRAFFIC

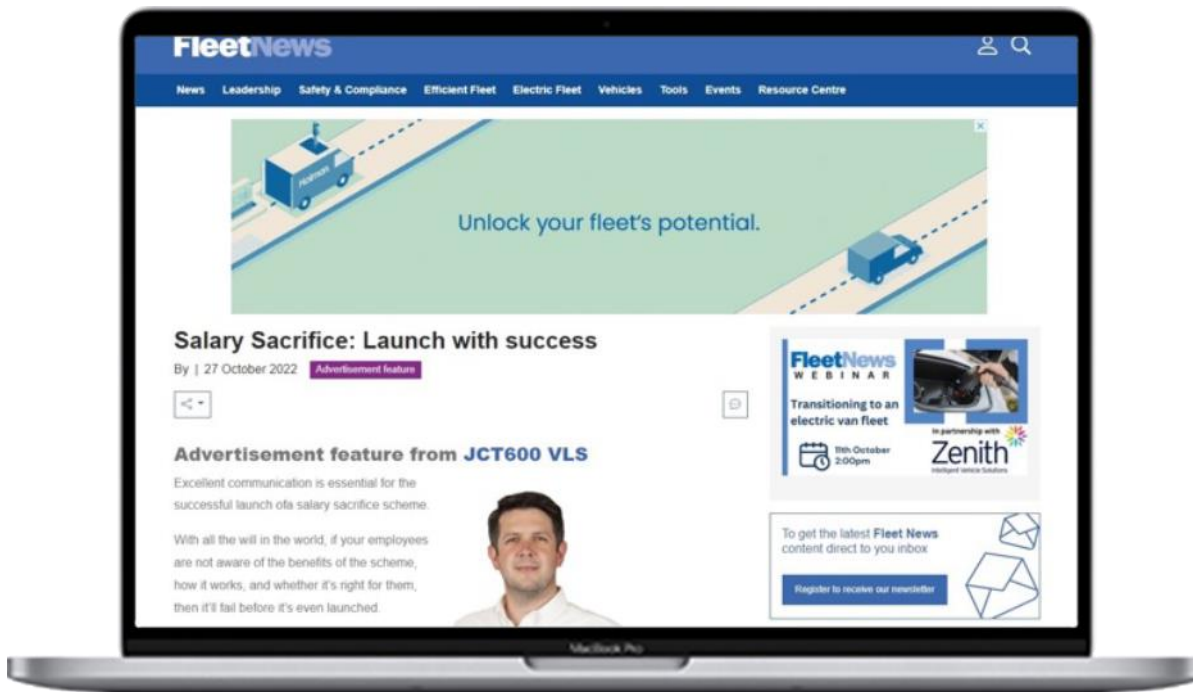
Linked In traffic drivers (included as part of the package) to guarantee eyeballs to your content.

**INVESTMENT  
starts at  
£3,650**



# NEWSFEED PROMOTION

**Add your news to the most popular area of the Fleet News Website.**



## GUARANTEED COVERAGE

Of your company news or press release.

## LIMITED AVAILABILITY

Only 1 newsfeed promotion loaded per day to sit within the latest news stories from across the industry. Your headline will appear on the daily newsfeed tagged “advertisement feature”. This will click directly through to the full article and images.

## HIGH VISIBILITY

News is the biggest generator of traffic to the Fleet News website.

**NEWSFEED ONLY  
£500**

**TO INCLUDE  
SOCIAL BOLT-ON  
£995**



# LINKEDIN ADVERTISING

**Reach Fleet News 1<sup>st</sup> party audience on LinkedIn and benefit from guaranteed outcomes and a perceived brand endorsement from Fleet News.**

## ENGAGED AUDIENCE

Using Fleet News 1st party website data alongside relevant LinkedIn 3rd party data, booking a campaign with Fleet News ensures you reach your target market.

## YOUR CHOICE

Choose between an engagement campaign ( a like, share, follow or comment) or a web-click campaign to meet your objectives

## GUARANTEED OUTCOMES

Your campaign will run until the guaranteed number of engagements or web clicks have been reached.

**Guaranteed Engagement campaigns  
start from £1,150 and Web-click  
campaigns from £2,180**

# BUSINESS OF REPORT

Position your brand as a thought leader and expert across a particular sector/topic to a fleet audience.

## INSIGHTFUL AND ADVICE DRIVEN EDITORIAL

An in-depth editorial report showcasing the latest developments and insight across a topic/sector.

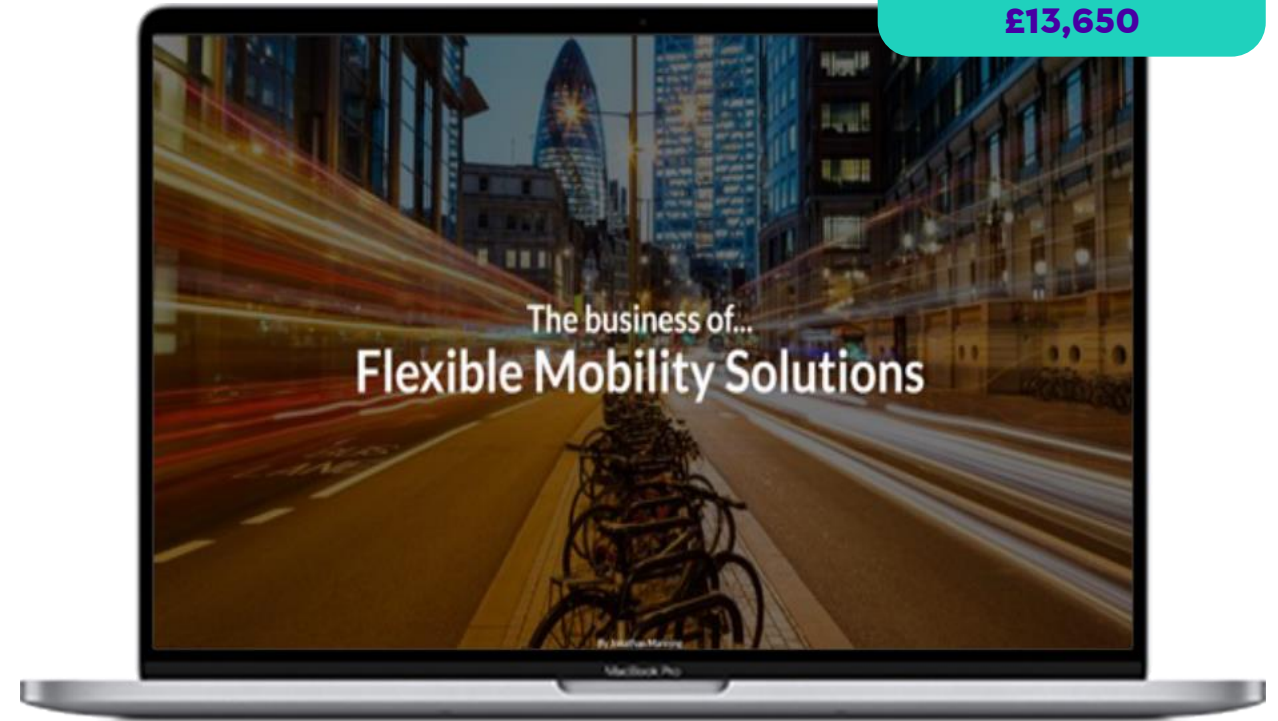
## EXCLUSIVITY

Partnering with Fleet News positions your brand as a thought leader and the only advertiser within the report with a partner's comment column, company branding and advertorial inclusions.

## REACH

Hosted on the Fleet News website, a business of report will include solus email distribution to the Fleet News audience along with targeted advertising via Bauer Illuminate and LinkedIn

**INVESTMENT**  
starts at  
**£13,650**



# BESPOKE REPORTS

Utilise Fleet News editorials expertise in writing content for the fleet market.

## CREDIBILITY

Written by Fleet News editorial, a bespoke report provides a client access to the Fleet News writer's expertise in writing compelling, unbiased and credible content.

You, as the client will provide a brief on what you are looking to communicate. Fleet News will then independently create the coverage to communicate these set objectives.

To ensure and maximise credibility, all content remains under editorial control and factual amendments only are permitted by the client. If a client wishes to have full control of content, then coverage would need to be branded as "advertorial".

## REACH

Hosted on the Fleet News website, a business of Report will include solus email distribution to the Fleet News audience along with targeted advertising via Bauer Illuminate and LinkedIn

**INVESTMENT**  
starts at  
**£15,650**





# CONTENT CREATION AND MARKETING

As a brand we know that success stems from getting the right content to the right audiences and have over 40 years' experience in doing just that.

## SPEAK TO US

Our team of experienced account directors, writers and project managers can act as an extension to your business in delivering on your strategy and objectives.

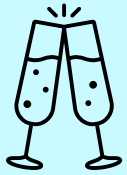
We will listen to what you are looking to achieve and use our skillset and knowledge of the fleet market to build a comprehensive campaign and communication plan.

Fleet News can create content on your behalf or take ready-made content and position this in front of a targeted audience across an unrivalled portfolio of digital channels and live events.



\*TARGETED DIGITAL DISPLAY

# FLEET NEWS EVENTS



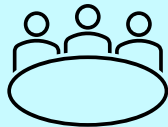
**INDUSTRY  
LEADING  
DINNERS &  
AWARDS**



**UK'S LARGEST  
FLEET RIDE AND  
DRIVE  
EXPERIENCE**



**UK'S LEADING  
EXHIBITION FOR UK  
FLEET AND  
MOBILITY  
PROFESSIONALS**



**INDUSTRY ROUND  
TABLES  
& EXCLUSIVE  
CLUBS**



**TOPICAL  
WEBINARS**

**Alongside Fleet News digital routes to market, we offer an unrivalled portfolio of industry leading events allowing our advertisers to directly interact with the fleet market to forge new and build on existing relationships.**

Bauer Media B2B Events have an industry-leading reputation for delivering professional B2B events, featuring expert speakers, relevant content and great experiences.

From award ceremonies for more than 1,300 guests, to conferences, seminars, round tables, breakfast briefings, dinners and webinars, each is carefully designed according to demand, providing excellent networking opportunities.

Whether attending as a delegate or a sponsor, the opportunities are unrivalled.

# Thank You



**Kelly Crown**

B2B Commercial Manager  
[kelly.crown@bauermedia.co.uk](mailto:kelly.crown@bauermedia.co.uk)

Tel: 01733 366364

Mobile: 07753 326127



**Emma Rogers**

Fleet News Account Director  
[e.rogers@bauermedia.co.uk](mailto:e.rogers@bauermedia.co.uk)

Tel: 01733 979570

Mobile: 07739 516263



**Mark Wilde**

Fleet News Account Manager  
[Mark.wilde@bauermedia.co.uk](mailto:Mark.wilde@bauermedia.co.uk)

Tel: 01733 979431