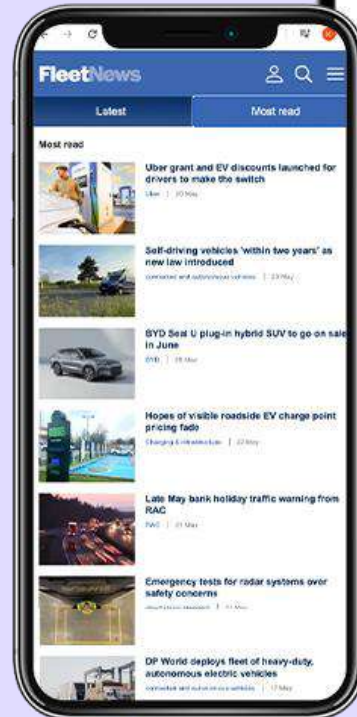


FLEET NEWS DIGITAL MEDIA PACK 2026



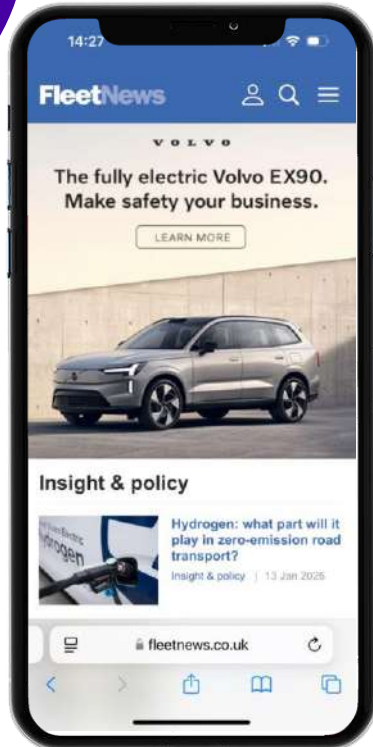


Fleet News is the industry **leading B2B media and events brand** providing invaluable insight and resource to the fleet market. As the most trusted and respected source of information, www.fleetnews.co.uk consistently attracts over 90% of all industry traffic. If you are looking to build relationships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

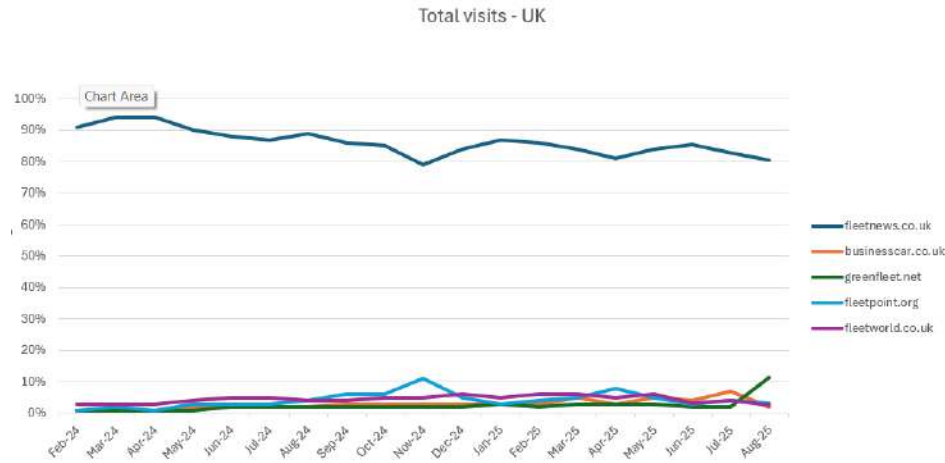
Fleetnews.co.uk

As the leading website for the industry www.fleetnews.co.uk 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 Feb 24 – Aug 25



(Sources: Google Analytics & SEMRush)

309,724

Average Monthly UK Users
Source: Google Analytics
Jan 25 – Aug 25

1.015 m

Average Monthly UK Page Impressions
Source: Google Analytics
Jan 25 – Aug 25

13,800

Email records of recipients happy to receive communications from 3rd parties.

CONTENTS

- Digital Industry Specials
- Fleet IQ
- Bauer Illuminate Digital Display
- Takeovers
- Sponsorships
- Newsletters
- Bespoke Emails
- Online Advertorial
- Newsfeed Promotion
- LinkedIn Advertising
- Reports
- Events Introduction

DIGITAL INDUSTRY SPECIALS

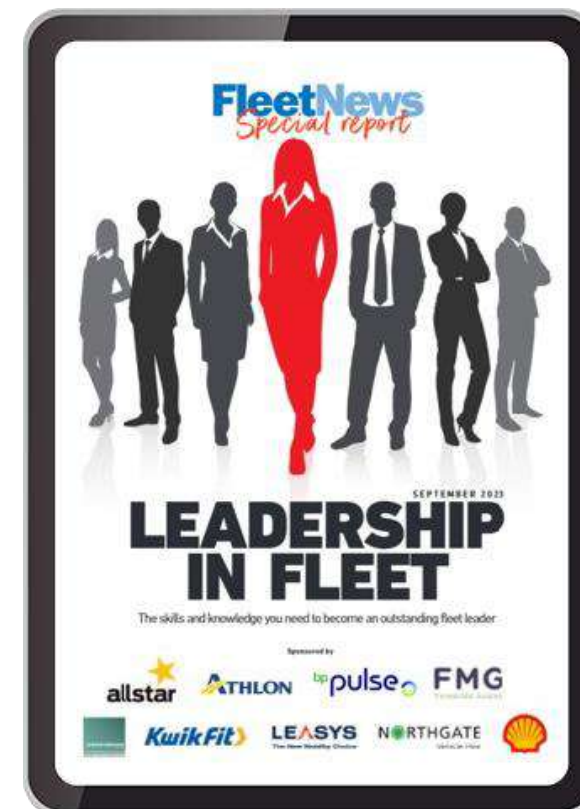
FleetNews

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 Guide 2026
- Mar - Fleet News Awards
- April - Running a Safe Fleet
- May – Electric Fleet
- Jul – Managing Cost and Efficiency
- Oct – Fleet 200 – analysis and best practice from the largest and most influential UK fleet operators
- Nov - FN50 – Analysis and Insight of the leasing sector
- Dec - Fleet Recommended

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



Sponsorships
From £6k

Advertising
From £2k



FLEET IQ – PRINT & DIGITAL

FleetNews

Fleet News is back in print with a new quarterly magazine called Fleet News iQ. Launched due to popular demand from fleet decision-makers, Fleet News iQ will be limited to 1,000 print copies which will be sent to 1,000 of the UK's biggest fleets. It will also be available as a digital magazine, giving all fleet leaders the opportunity to access insightful features, in-depth fleet and supplier profiles, manufacturer interviews and test comparisons of the latest electric cars and vans, as well as many other exclusive and thought-provoking articles.

Publication Dates:

- 11th March
- 17th June
- 16th September
- 2nd December

Regular features available for sponsorship:

- Safety
- Efficiency
- EV
- Leadership & Strategy

Print copies sent to named decision makers and digitally promoted to the FULL Fleet News audience across multiple channels including email, newsletters, push notifications, web adverts, digital article links and brand social channels



Feature Sponsorships from £4,750

Advertising from £2,700



BAUER ILLUMINATE – DIGITAL DISPLAY

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

Fleet News 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.

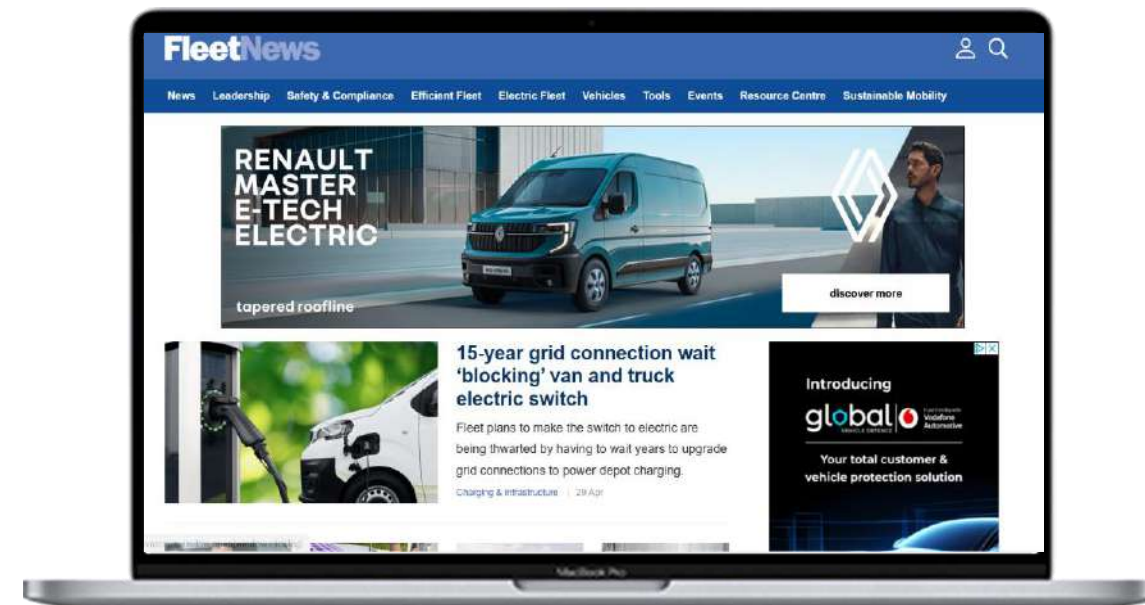
Metrics & Reporting

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 & 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

- A detailed insight report is available on spends of 2.5k+ across a 3-month period
- ** Creative testing is available on spends of 10k+ across a 3-month period



**Standard
Creative
£70 per 000'**

**High Impact
Creative
£90 per 000'**

**Video
creative
£120 per 000'**



TAKEOVERS

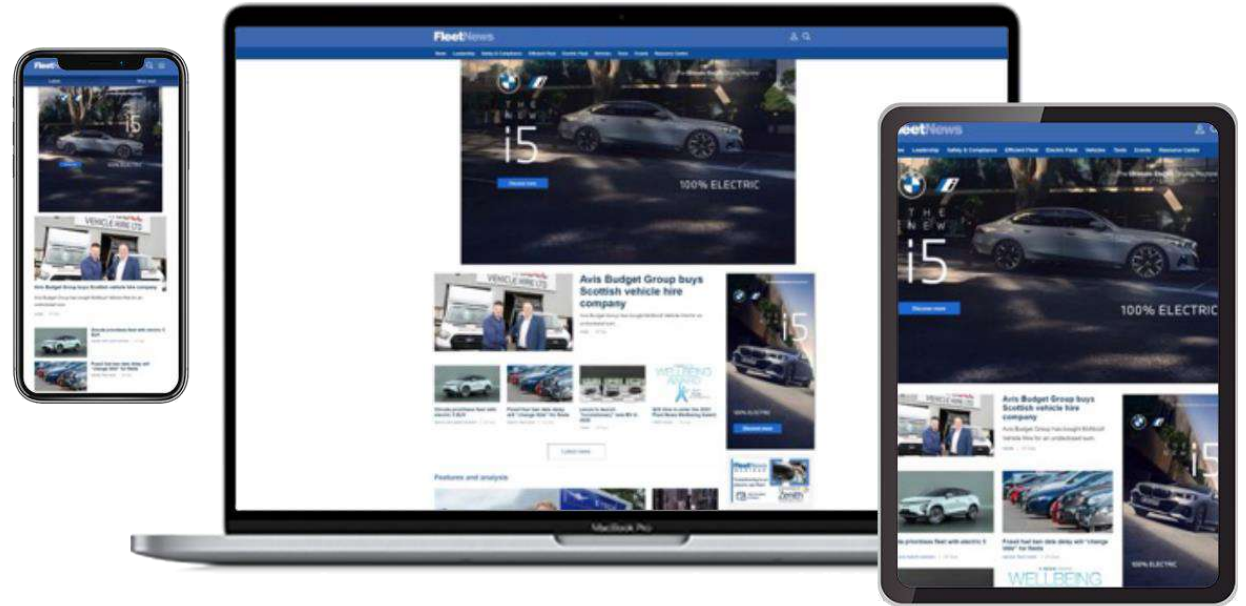
The Fleet News homepage and Car Review section are two of the most important sections of the Fleet News website. Create maximum impact and brand awareness over a 5-day period with a Takeover that roadblocks every ad position on the page.

FleetNews Homepage

A Fleet News Homepage includes a hero creative and double MPU positioning.

Car Review Takeover

A Car Review takeover includes a hero creative and double MPU on the landing page and billboard and a double MPU on all pages within the Car Review Section.



Home Page
Approx 4.5k ad imp
£4,995

Car Reviews
Approx 40k ad imp
£6,500

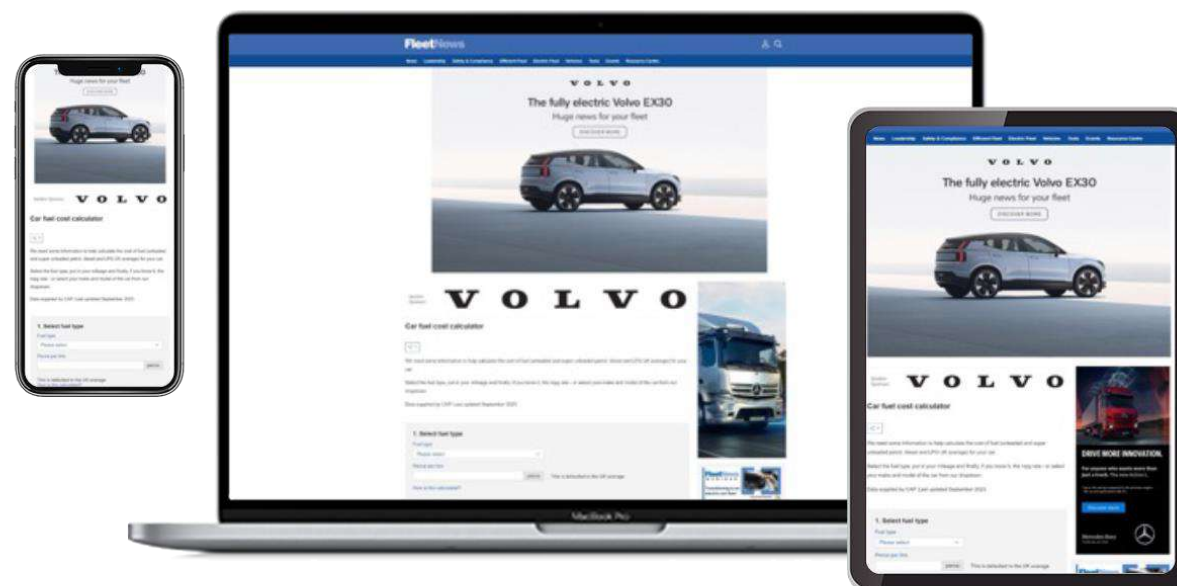


TOOL & SECTION SPONSORSHIPS

With an unrivalled selection of market leading tools and resources 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.

Sponsorship includes a large hero creative at the head of each tool/section.



**FLEET NEWS
RUNNING
COSTS**

Average 10,000 Page
Impressions Monthly
£1,100 per month

**CAR TAX
CALCULATOR**

Average 80,000 Page
Impressions Monthly
£6,750 per month

**VAN PACKAGE
INCL VAN RUNNING COST, FUEL
CALCULATOR AND VAN REVIEWS**

Average 38,000 Page
Impressions Monthly
£4,000 per month



NEWSLETTER SPONSORSHIP

Fleet News newsletter subscribers are among the most proactive and influential professionals in the industry, actively requesting the latest news and insights directly to their inboxes.

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)

Reach

Daily (Mon to Fri) Approx 32k subscribers

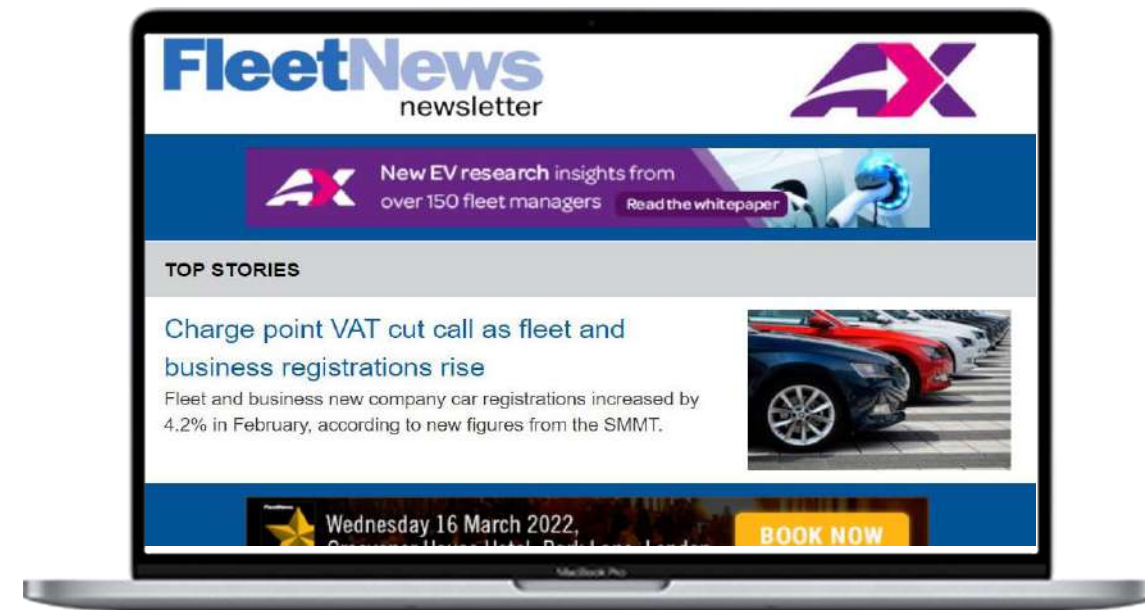
Weekly Approx 35k subscribers

Monthly Approx 35k subscribers

**DAILY £5K
PER MONTH**

**WEEKLY £3K
PER MONTH**

**MONTHLY £1.2K
PER MONTH**



BESPOKE (SOLUS) 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.

Send a message, case study, insight or video to an opted in audience of 13,800+ 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 & 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).



SINGLE EMAIL
£3,500

SEND & FOLLOW
£4,995

DESIGN
SERVICE £500



ADVERTORIAL

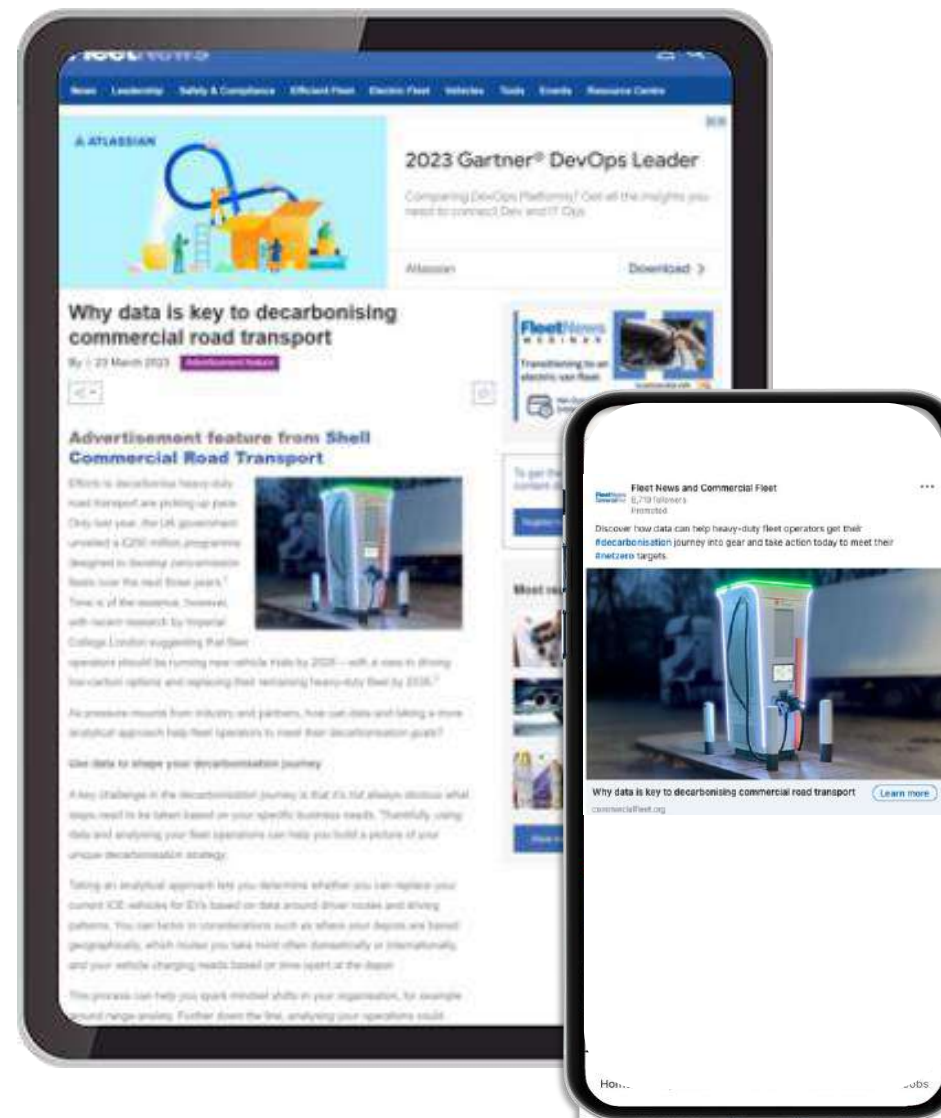
Promote your company, products, services, or case studies directly to the fleet industry.

An advertorial offers the ideal platform to highlight the value of your offerings and demonstrate real-world benefits to a targeted audience of fleet decision-makers.

Your content will be hosted on the *Fleet News* website, with targeted LinkedIn traffic drivers included as part of the package — ensuring guaranteed visibility and engagement.

INVESTMENT
starts at
£3,750*

Investment stated includes 250 guaranteed **click** campaign



NEWSFEED PROMOTION

Guaranteed promotion of your latest news or press release, positioned within the latest industry newsfeed on www.fleetnews.co.uk.

Your headline will appear on the daily newsfeed tagged “advertisement feature”. This will click directly through to the full article and images.

Headline and link to full story will also appear on the daily newsletter for 5 days and shared across the Fleet News social channels.

Limited to one per week.

INVESTMENT
£1,500



LINKEDIN ADVERTISING:

Reach Fleet News 1st party audience on LinkedIn and benefit from guaranteed outcomes.

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.

- Prices stated are for a guaranteed 250 engagements or webclicks
- Video Views price quoted for 25,000 views



**Engagement
Campaigns from
£1,250**

**Web Click
Campaigns from
£2,180**

**Video View
Campaigns from
£1,000**



REPORTS

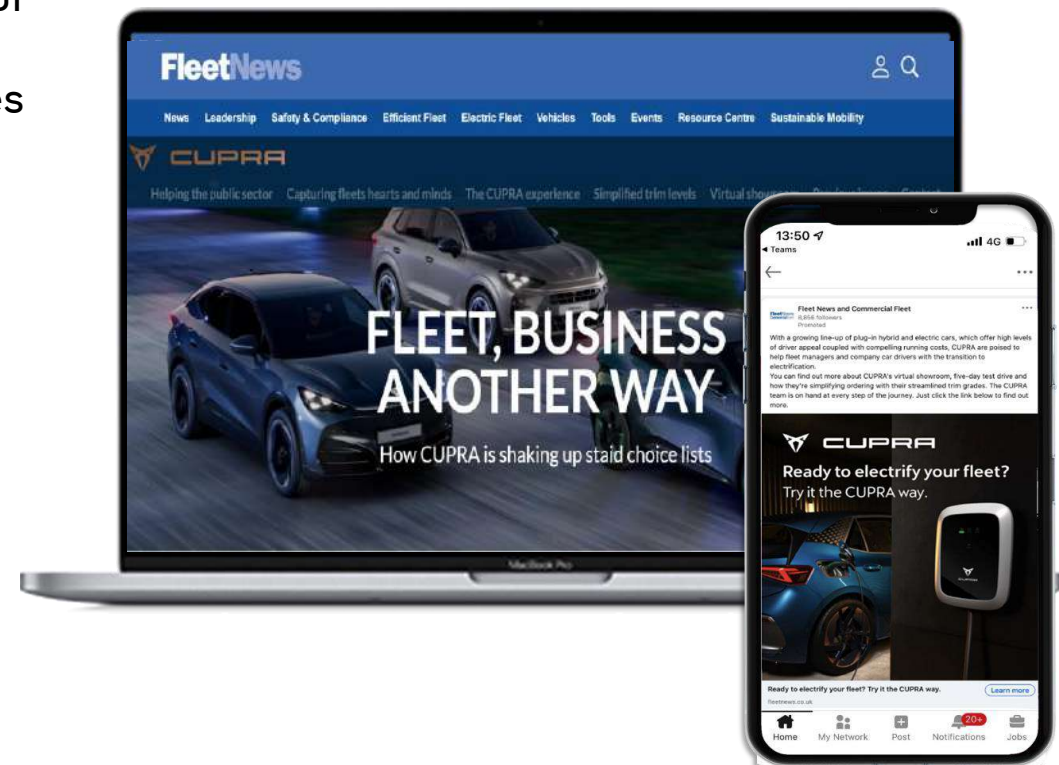
Partner with Fleet News to create a tailored report designed to engage a fleet audience and achieve your strategic goals. Whether your aim is to position yourself as a thought leader or to promote your company, products, or services, you can leverage Fleet News' expertise in crafting compelling, credible content that truly resonates with fleet decision-makers.

Options

- **Business of Report** – bringing the most recent developments, news and insight on a specific industry sector or topic together. (A Fleet News report sponsored by...)
- **Special Report** - All about you as a business – can include key insights, stakeholder interview. Case study etc. (Client report created by Fleet News)
- **Industry Insight Report** – Fleet News gathers audience insight to create a topical sponsored report.

Marketing

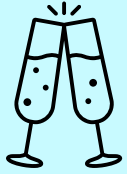
All reports include the following marketing. Solus email send to FN database, LinkedIn guaranteed views and hosting on the FN website.



Prices start from
£15,650



FLEET NEWS EVENTS



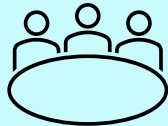
**INDUSTRY
LEADING
DINNERS &
AWARDS**



**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.

FLEET NEWS AWARDS | FN50 DINNER | FLEET AND MOBILITY LIVE | COMPANY CAR IN ACTION | FLEET STRATEGY NETWORK | EMPOWERING WOMEN IN FLEET | FLEET STRATEGY SCOTLAND | WEBINARS | ROUND TABLES

Thank You



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