



# BAUER MEDIA GROUP

**FleetNews**  
HELPING COMPANIES RUN EFFECTIVE AND EFFICIENT FLEETS

**RAIL AM**

**SMART  
TRANSPORT**

## ABOUT US

# Bauer Media

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Bauer Media is the largest publisher throughout Europe, reaching more than 22 million UK adults across print, digital, radio, TV and events.

The company is an entertainment network of iconic and innovative multi-platform brands, using insight and instinct to tell stories relevant to audiences and advertisers alike.

No other media owner has the range and diversity of brands and audiences that Bauer has. It is this breadth and depth of cultural connections with audiences that makes Bauer truly different.

Our B2B transport portfolio is owned by Bauer Media, encompassing:

- Fleet News, the flagship title for fleet decision-makers
- Automotive Management, the go-to brand for franchised dealerships
- RAIL, targeting key stakeholders within the UK rail industry
- Smart Transport, the only title that connects public sector influencers with private sector enterprise.

We are the only B2B transport portfolio that can access automotive, fleet, commercial vehicles, retail, leasing, UK business, rail, freight, logistics as well as government and public sector organisations in the UK giving us a unique and unrivalled 360° view of the UK transport industry.



**FleetNews**  
HELPING COMPANIES RUN EFFECTIVE AND EFFICIENT FLEETS

**RAIL**

**AM**  
AUTOMOTIVE MANAGEMENT

**SMART  
TRANSPORT**  
Connecting Policy to Solutions



# FleetNews

2021

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ABOUT US

# Fleet News

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Fleet News has over 40 years of heritage and is the most established fleet industry trade title in the UK. We connect the audiences we serve with compelling and quality content whenever, wherever and however they want.

As a leading business-to-business brand our mission has always been focussed on quality over quantity and we work tirelessly to ensure that when brands work with us they reach those companies and individuals that can have a significant impact on our advertisers' business.

These business communities are traditionally hard to reach which is why we use our industry credibility and brand strength to provide them with unobtainable and valuable content which cannot be accessed via our competitors or through mainstream media outlets.

As a result this means our content is business critical and essential for our readers to strategically plan the future, run their vehicles more efficiently, remain compliant and chose the right product and services that meet their business needs.



# Our reach

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## WEBSITE USERS

295,000 per month



## ABC CIRCULATION

21,731 Jan – Dec 2019



## NEWSLETTER SUBSCRIBERS

15,500+ on the brand database



## EMAIL SUBSCRIBERS

10,000 third party opt-ins



## SOCIAL AUDIENCE

15,100



ABOUT US

# Why us?

- We are part of Bauer Media Group, the largest publisher in Europe.
- Fleet News is the most influential, and trusted fleet media title. Content and insight is delivered to fleet and commercial fleet decision-makers who rely and trust us to help them make strategic decisions and navigate the complexities of modern day fleet management.
- No other UK publishing business can rival the access we have into the entire UK transport network.
- The Commercial Fleet section encompasses insight and analysis as well as news on operational and future developments. 75% of our audience operate commercial vehicles.
- [www.fleetnews.co.uk](http://www.fleetnews.co.uk) consistently attracts over 80% of all industry traffic.

## ABOUT US

# Our audience

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We are the only fleet media title that publishes a full profile ABC certificate, which means that we can independently demonstrate who we reach and in what sectors.

Our circulation is completely free and controlled. Fleet News is sent to fleet decision-makers through their own request. We have an 85% market share, meaning we have significant engagement with your target audience in the fleet market.

Fleet decisions are increasingly made cross-department with influence from finance, HR and procurement. We reach all of these departments, together with transport and logistics.

- 1,967 of our readers run more than 1,000 cars and fall into the large fleet sector.
- 3,759 of our readers run between 101-1000 cars.
- 1,837 of our readers run between 51-100 cars and fall in the small corporate sector.
- 12,748 of our readers run less than 50 cars and therefore sit in the fast growing and desirable SME market.
- 1,139 of our readers run over 1000 LCV's and fall into the large fleet sector.
- 2,397 of our readers run between 101-1000 LCV's.
- 1,276 of our readers run between 51-100 LCV's and fall in the small corporate sector.
- 11,725 of our readers run less than 50 LCV's and therefore sit in the fast growing and desirable SME market.



# Contact

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