



Truck^{and}Track

The Haulage & Logistics Buyers Magazine

MEDIA INFORMATION 2024



Truck and Track – reaching the major decision makers in haulage & logistics

As Britain's leading voice for haulage and logistics, Truck and Track is keen to work with you by providing essential market intelligence and publicising your company's USPs in profitable new areas. After all, how will your potential customers know what you offer if you don't tell them? Truck and Track is one of the most widely read and respected magazines in your marketplace and continues to attract the industry's biggest and most successful names.

Launched in September 2009, Truck and Track is the UK's most dynamic and fastest-growing magazine for haulage and logistics, published quarterly with a readership of over 50,000 industry professionals including online. The flipbook version of the magazine - on www.truckandtrack.com - is also circulated quarterly to 20,000 named decision makers via our Digital News emailer.

Whatever your campaign or your customer targets, rely on Truck and Track to make sure that your message reaches the industry's most influential decision makers.

Display advertising

Display advertising will raise awareness of your brand and products and will reinforce your company's image in the marketplace. Truck and Track is the ideal sales tool to inform the market about your

products and services, your upcoming exhibition stand or your hot company news. Advertise in the publication which is the first choice of your target audience for acquiring insight and information. With 90% repeat business, Truck and Track delivers a clear message of success.

Inserts

You can aim at specific sectors of Truck and Track's circulation by choosing to promote your message as an insert. Bound or loose inserts are available to the full circulation or on a split-run basis, giving you the freedom to promote your message with your own dedicated material.

Online advertising

Online Truck and Track offers many solutions to effectively combine with and complement your print campaign: just ask for further information.

Contact the Publishing Director: Barbara Ryan

barbara.ryan@truckandtrack.com

Tel +44 (0)121 733 2810

Web www.truckandtrack.com



Features & themes planned for 2024

Bodybuilding
Business News
Communications
Customs
Dangerous Goods
Driver Training
Euro VI

Factory Management
Fleet Management
Fuel Economy & Fuel Cards
Knowledge & Training
Loading Bays
Low Emissions
Major Exhibition Reviews & Previews

Oils & Lubricants
Pallet Networks
Ports
Railfreight
Road Tolls
Safety & Security
Tachograph Analysis

Telematics
Trailers
Truck & Trailer Safety Lighting
Tyres
Vehicle Diagnostics
Warehousing & Distribution
Workshop Equipment & Services



Truck and Track display advertisement rates 2024

Double page spread (DPS): £2750
Full page: £1750
Half page: £950
Quarter page: £750
Guaranteed position 10% extra

Front cover: £4750
Back cover: £2750
Inside front cover: On application
Inside back cover: On application
Centre fold: £2750
Prices allow for four-colour bleed adverts
Belly Band: £4125

Series discounts

2 insertions: 10%
4 insertions: 15%
10% discount on bookings prepaid

Inserts (to full circulation)

Weight not exceeding:
10g: £1100
20g: £1375
30g: £1650
40g: £1925

2025 Maintenance Planner (published July 2024)

90mm W x 135mm H: £995
135mm W x 70mm H: £750

2025 Year Planner (published September 2024)

90mm W x 135mm H: £995
135mm W x 70mm H: £750

Prices plus VAT where applicable

Emailer

Up to 20,000 emailer: £800

For all advertising & press release submissions, contact Barbara Ryan, Publishing Director.
barbara.ryan@truckandtrack.com
Tel +44 (0)121 733 2810
Web www.truckandtrack.com



Technical Data

Advertisement sizes for Truck and Track

Front cover trim area: 210mm W x 233mm H
Front cover bleed area: 216mm W x 239mm H
DPS type area: 390mm W x 256mm H
DPS trim area: 420mm W x 297mm H
DPS bleed area: 426mm W x 303mm H
Page type area: 180mm W x 256mm H
Page trim area: 210mm W x 297mm H
Page bleed area: 216mm W x 303mm H

Half page vertical: 86mm W x 256mm H
Half page horizontal: 180mm W x 124mm H
Quarter page: 86mm W x 124mm H
Quarter page (Strip): 180mm W x 60mm H
Eighth page (Strip): 180mm W x 30mm H
1 column: 39mm
2 columns: 86mm
4 columns: 180mm

Digital Information

File formats: PDF Files (PDF/X-1a: 2001), Mac/PC TIFF, EPS and JPEG. For further information, email Creative Director, Marc Pittaway: marc@truckandtrack.com

Digital Files

Digital files must be supplied at 300dpi (min). All files CMYK separated.

Online advertising rates 2024

www.truckandtrack.com

The screenshot displays the Truck and Track website interface. At the top, a navigation bar includes links for HOME, NEWS, MAGAZINE AND VIDEO, MEDIA INFORMATION, ABOUT US, SUBSCRIBE NOW, and CONTACT US. The main header features the 'Truck and Track' logo with the tagline 'The Haulage & Logistics Buyers Magazine'. Below the header, several advertising spots are highlighted with callouts:

- Rolling Leaderboard**: Located at the top right, featuring 'VISION FORS and CLOCS compliance' and 'steril KONTI' logos. Price: £715.
- Banner Right**: Located on the right side, featuring 'Allports Group' and 'SignTek' logos. Price: £336.
- Rectangle**: Located on the right side, featuring the 'gowash' logo. Price: £336.
- Wide Skyscraper**: Located in the center, featuring a woman working on a laptop. Price: £935.
- Secondary Banner**: Located below the Wide Skyscraper, featuring a polar bear. Price: £550.
- Button**: Located on the left side, featuring a blue button with a white icon. Price: £550.
- Banner**: Located in the center, featuring a blue banner with white text. Price: £336.

At the bottom of the website, there is a section for 'MULTIMODAL 11-13 June 2024 NEC Birmingham UK' and 'SUPPLY CHAIN MANAGEMENT AND LOGISTICS EVENT FOR CARGO OWNERS'.

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Annual visitors to truckandtrack.com:

Visits 105,384

Unique Visitors 21,744

Page Views 207,792

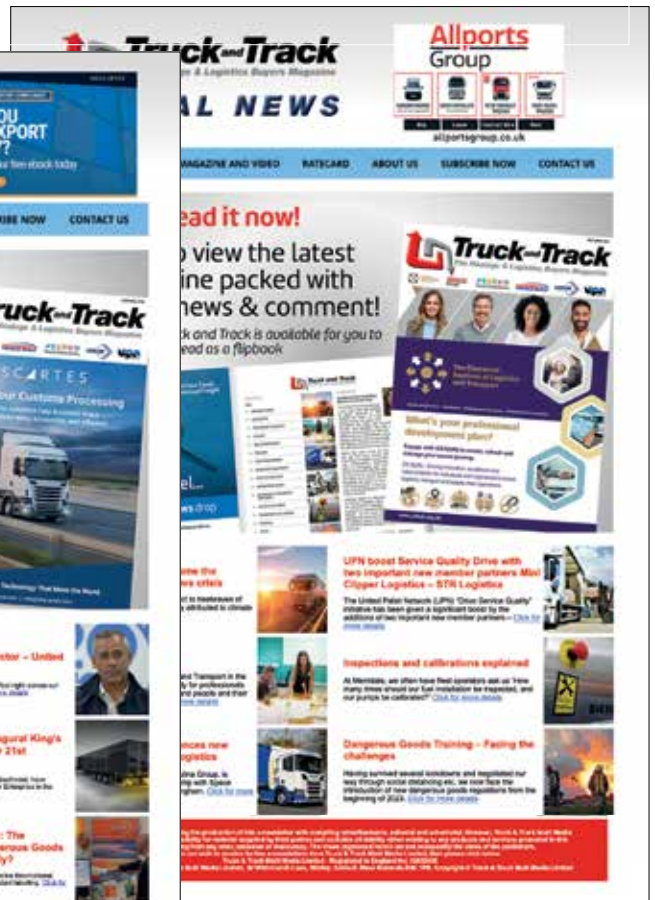
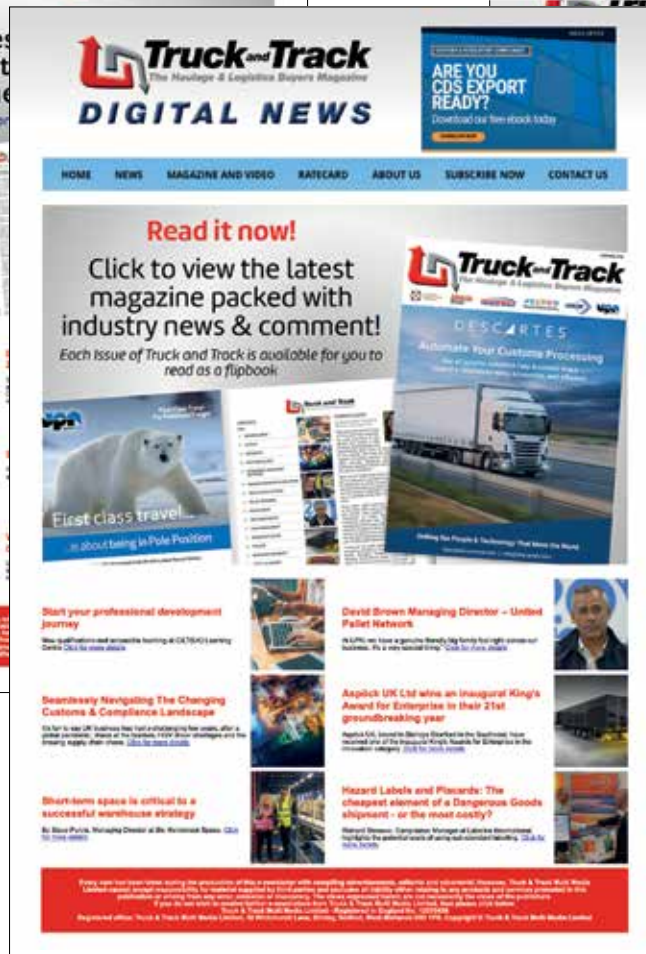
Data formats: GIF, animated GIF, JPG.

Target website: please specify the URL to which your banner should be linked. All banners & buttons can have up to 4 rotating messages.

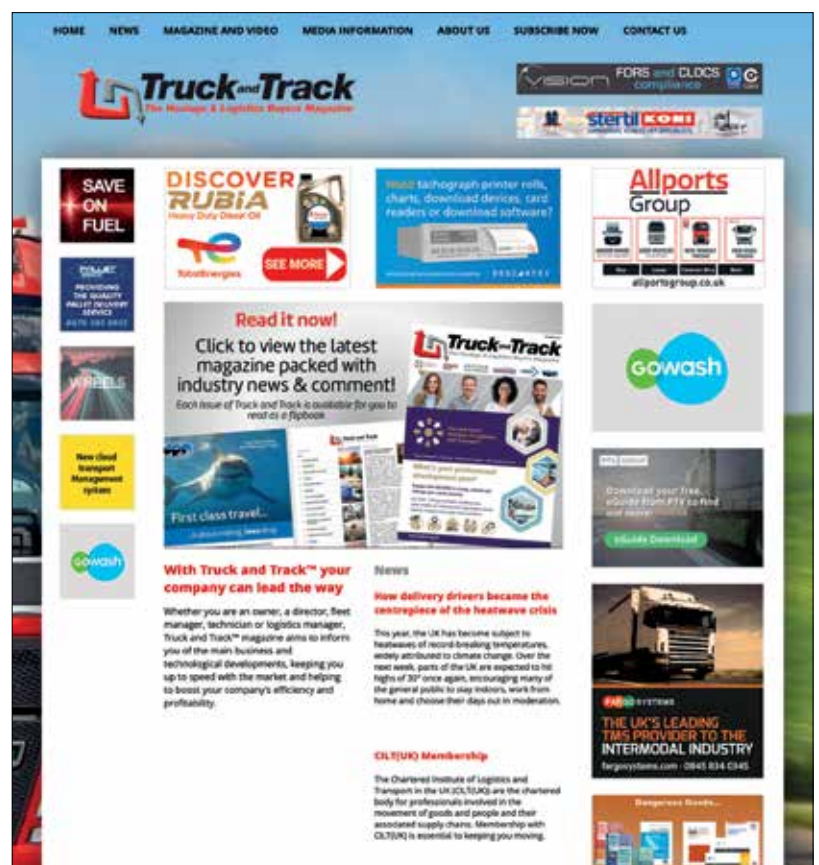
Rolling Leaderboard	351 W x 45 pixels H / 150kb max	£715 per month/£5000 per year
Secondary Banner	450 W x 45 pixels H / 150kb max	£550 per month/£5000 per year
Button	105 W x 105 pixels H / 50kb max	£550 for 6 months
Rectangle	244 W x 170 pixels H / 150kb max	£336 per month/£3000 per year
Wide Skyscraper	244 W x 473 pixels H / 200kb max	£935 per month/£8500 per year
Banner	263 W x 170 pixels H / 150kb max	£336 per month/£3000 per year
Banner Right	244 W x 170 pixels H / 150kb max	£336 per month/£3000 per year

Prices plus VAT where applicable

Truck and Track Digital News e-newsletter



Truck and Track
Website
www.truckandtrack.com



Truck and Track Maintenance Planner and Year Planner

The image displays two versions of the 'Truck and Track' 2024 planner. The top version is a 'Maintenance Planner' featuring a large grid for scheduling, surrounded by various advertisements for truck-related products and services. The bottom version is a 'Year Planner 2024' featuring a monthly calendar grid, also surrounded by similar advertisements.

Recent Truck and Track advertisers include

Allports Group
AS24 (Total Group)
Aspöck Systems
Bowe UK
Boxhaul
Cargo Training International Ltd
CILT (UK)
Commercial Body Fittings Ltd
Commercial Vehicle Show
Continental Automotive (VDO brand)
Deker Solutions
Descartes Systems UK
DFDS Seaways
DKV Euro Service
Fargo Systems
GB Railfreight
Giti Tire (GT Radial brand)
GoWash
Greenox (Tennants Distribution Ltd)
GroupAuto (G-Truck & TopTruck)

Handling Equipment UK Ltd
Irish Ferries Freight
Istobal UK Ltd
Labeline International Ltd
Lasalign Ltd
Lytx
Mandata Ltd
Merridale Fuel & Tank Management Systems
Millers Oils Ltd
Morris Lubricants
Multimodal (Clarion Events)
Oil Tank Supplies (OTS)
PTV Group UK Ltd
Rotronics Battery Management Solutions
SNAP Account
Steertrak Ltd
Steril UK Ltd
Tachosys
Talent in Logistics

TDi - Transport Data Interchange Ltd
Tennants Distribution Ltd (Greenox brand)
Total UK Ltd - Lubricants Division
Totalkare
Transdek UK Ltd
Truck & Trailer Components (Unipart Autoparts)
Truckcom Systems Ltd
TruckEast Ltd
TruTac Ltd
Unisto Ltd
United Pallet Network (UPN)
VBG Group Sales Ltd
Vision UK Ltd
Web Boutiques
Wilcomatic
Xclusive Recruitment
XDP Ltd
Yuasa Batteries

Truck and Track Exhibitions



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