



Media Pack
2020

FLEET VISION INTERNATIONAL



Thought-leading intelligence for frontline services and fleet management operations

Fleet Vision International is a new international magazine aimed at fleet, transport and operational, and workshop depot directors/managers who deal with sophisticated commercial fleets and frontline services.

Our readers work in local authorities, contracting organisations, emergency services, construction companies, utilities, airports, and transport operations.

Published by Visie Communications, Fleet Vision International is brought to you by a team steeped in the industry. Ann-Marie Knegt (Editor) has more than 15 years of experience covering the local authority fleet and emergency services sector, while Jason Pidgeon (Commercial) has worked for 10 years in the local authority transport industry.

Together they bring you a fresh perspective on all the issues that matter.



about us



Our mission is to create a knowledge exchange platform between the public sector and private fleets, major international cities, Government, and transport authorities. Fleet Vision International aims to:

- To provide solutions to create clean fleets
- To reduce emissions from diesel and petrol fleets
- To promote cleaner air for all
- To promote better workshop and maintenance standards
- To improve fleet and road safety standards
- To enhance diversity in fleet management
- To improve fleet procurement standards
- To attract drivers and mechanics to the industry
- To promote driver and staff wellbeing

content

Fleet Vision International will be published online quarterly, supported by a twice-monthly e-newsletter. News and features are uploaded to our website daily and regular pieces included online via our social media channels.

We send Fleet Vision International to 10,000 fleet and transport managers in local authorities, operational managers with a responsibility for fleet, fleet and workshop managers in emergency services, construction companies, utilities, airports, transport operations and other specialist fleet operations.

Fleet Vision International has a strong opinion element. Fleet managers, industry professionals, academics, and consultants express their opinion in personal comments about the industry, which provides room for discussion on our online platforms.

We publish case studies about operations for frontline services and sophisticated fleet operations, national as well as international and background articles on the latest legislation, recent relevant events, as well as vehicle tests. It will have returning features every quarter including 60-second interviews, fleet managers in profile, and tongue-in-cheek industry comments.

partnerships



Fleet Vision International is the official journal of OWL (The Optimised Waste and Logistics partnership). OWL brings together suppliers from the waste, transport and logistics industries to develop integrated products and services.



Fleet Vision International is the approved magazine for the Westminster Commission for Road Air Quality, led by Barry Sheerman, MP for Huddersfield, who chairs the Parliamentary Advisory Council on Transport Safety. WCRAQ aims to reduce road air pollution and its impact on human health.



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advertise

Fleet Vision International provides clients with a unique route to market each quarter, reaching more than 10,000 of the most influential fleet and operational managers across a variety of sectors.

Covering all the latest information in an ever-changing landscape, Fleet Vision aims to keep readers informed between issues with twice-monthly e-newsletters.

Priced competitively, customers can advertise in the magazine, place advertorials, or even send out their own e-shots to the entire circulation.

Advertising Costs

- Quarter page - £350
- Half page - £500
- Full page - £900
- Double page spread - £1,500
- Outside Front Cover - £1,750
- E-shot - £600 (£400 if two or more are booked)
- Case study (full page editorial + full page advertisement + e-shot) = £1,500



Advertising
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forward features

JUNE 2020

- Case study
- Clean fleet solutions
- Air quality
- Driver and staff wellbeing
- Waste and street cleansing
- Covid19
- Upcoming events preview
- New product update

SEPTEMBER 2020

- Case study
- Clean diesel, lubricants, biofuel
- Workshop management and maintenance
- Fleet procurement
- Emergency services focus
- Upcoming events preview
- New product update

DECEMBER 2020

- Case study
- Clean fleet focus
- Fleet and road safety
- Fleet finance
- Construction focus
- New product update
- Upcoming events preview

MARCH 2021

- Case study
- Electric vehicles
- Telematics
- Attracting talent
- Logistics and delivery focus
- Upcoming events preview
- New product update

JUNE 2021

- Case study
- Hydrogen vehicles
- Apprenticeship schemes
- Fleet and road safety
- Weighing technology
- Highways focus
- Upcoming events preview
- New product update



editorial board



Barry Sheerman
Member of Parliament for
Huddersfield, Westminster
Commission for Road Air Quality



Vince Dignam
Business Performance &
Transport Group Manager,
City of London



Sharon Fleming
Director of Fleet Services
City of Calgary,
Canada



Steve Rapanos
Branch Manager, Fleet and
Facility Maintenance,
City of Edmonton, Canada



Eddie Cross
Managing Director, ProSolution
Management Services



Arend Mouton
Group Fleet Manager,
Wates Group



Kevin Barcroft
Academy Training Manger
Simply Waste Solutions



Sarah Houde
CEO
Propulsion Quebec



our partners

In addition to coverage of all things fleet, Fleet Vision International is the official magazine of the OWL (Optimised Waste Logistics) Partnership and The Westminster Commission for Road Air Quality (WCRAQ). We will regularly report on the activities and events of these organisations and circulate the magazine to their members and partners.

tech specs - magazine



Full page

Bleed: 303 (h) x 216 (w) mm

Trim: 297 (h) x 210 (w) mm

Type: 275 (h) x 190 (w) mm

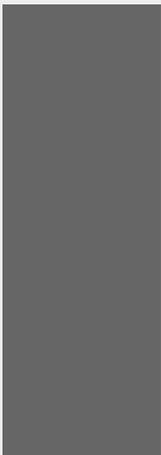


Double page spread

Bleed: 303 (h) x 426 (w) mm

Trim: 297 (h) x 420 (w) mm

Type: 275 (h) x 400 (w) mm



Half page vertical

Trim: 270 (h) x 90 (w) mm

Half page horizontal

Trim: 133 (h) x 190 (w) mm



Quarter page vertical

Trim: 133 (h) x 90 (w) mm

Quarter page horizontal

Trim: 66 (h) x 190 (w) mm



- All adverts should be supplied as high resolution PDF files
- Images in adverts should be 300 dpi for high quality display
- 3mm bleed must be included on all full page and double page adverts

Files should be sent to Jason Pidgeon at jason.pidgeon@visiecommunications.co.uk