

## Introduction

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## Introduction

**V**TD (Volvo Truck Driver) Magazine is the latest publication from the CV Driver Magazine stable. Aimed at the Volvo Truck driver, owner and all who have aspirations either to know about or to own one of these iconic Swedish classics, VTD delivers up-to-date news and tips and puts the spotlight on fellow Volvo users from all around the globe. As well as Volvo news, VTD also gives a fantastic opportunity for suppliers to engage with a very select group who have real power to spend on adorning and enhancing their own 'Pride of the Road'. Published bi-monthly and distributed through the proven CV Driver Magazine network, TVD launches in December 2011.



## Contact Info

**General Info: Matthew Eisenegger**  
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**Advertising Sales: David Johns**  
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## Magazine data

<b>Circulation</b>	15,000 incremental growth to 45,000
<b>Issues per year</b>	5 plus launch issue for 2012
<b>Numbers of pages</b>	32/48
<b>Distribution</b>	Free circulation
<b>Publication date</b>	1st week of every month

## Advertising schedule

<b>Issues 2011</b>	<b>Editorial Deadline</b>	<b>Advert Deadline</b>
<b>Launch</b>	<b>18 Nov 2011</b>	<b>25 Nov 2011</b>
<b>March</b>	<b>15 Feb 2012</b>	<b>17 Feb 2012</b>
<b>May</b>	<b>17 April 2012</b>	<b>20 April 2012</b>
<b>July</b>	<b>15 June 2012</b>	<b>21 June 2012</b>
<b>October</b>	<b>17 Sept 2012</b>	<b>21 Sept 2012</b>
<b>December</b>	<b>19 Nov 2012</b>	<b>22 Nov 2012</b>

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## Advertising rates

Single insertion	Price
Double Page Spread	£3,600
Full Page	£1,995
1/2 Page	£1,150
1/4 Page	£895
1/3 Page	£1,050

## Special insertions

Single position	Price
Outside Back Cover	£2,995
Inside Front Cover	£2,450
Inside Back Cover	£2,250

## Discounts

6 Adverts	15%
10 Adverts	20%
Agency commission	10%

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## Advertorial rates

If you are about to have a product launch or just want to deliver an effective high impact message advertorials are a proven way to get to your target audience. With a clever mix of PR and editorial, advertorial gives you the opportunity to deliver your story in your own words. Clearly branded as an advertising feature and subject to editorial approval the feature can be strategically placed alongside a display advertisement to maximize its impact. For an affordable fee advertisers can even utilize the Volvo Truck Driver editorial and design teams to produce meaningful content with the right look

**Price**

**Double Page Spread** 1200 words with three images **£1995**

**Full Page** 600 words and one or two images

## Special advertising

For clients that want to deliver their unique message in a different style Volvo Truck Driver offers a wealth of opportunities to on page advertising. Why not consider belly bands, barn doors, Inserts or gatefolds, please speak to our advertising team to discuss your specific requirements.

## Supplier directory

The supplier directory offers a great and highly cost effective opportunity to promote the clients products and services in a high impact easy to read style. Simply supply a hi-res 300dpi photograph a heading and approx 150 description including contact details and web address and let Volvo Truck Driver do the rest. All 3rd party content is subject to editorial approval.

**Price**

**Directory insertion** **£250 per issue**

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## Online advertising

On line media offers a fantastic opportunity to engage with your target audience on a heavily visited website and driving web traffic directly back to the advertiser

Single insertion	Price
<b>Banners</b>	<b>£400 per month</b>
<b>Buttons</b>	<b>£195 per month</b>
<b>Leaderboard</b>	<b>£900per month</b>
<b>Skyscraper</b>	<b>£650 per month</b>
<b>Central Message Panel</b>	<b>£1295 per month</b>

## Online directory

The Volvo Truck Driver Online Directory is a detailed database of suppliers to the Commercial Vehicle industry and offers a dedicated search tool, including both product type and keywords. Potential clients can find exactly what they need quickly and without fuss. This service is available exclusively to all Volvo Truck Driver advertisers at very favorable rates

	Price
<b>On-line directory insertion</b>	<b>£150 for 6 weeks duration</b>

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## Insertion dimensions

All measurements in millimeters (width x height)  
All advertisements to be supplied in a digital format high resolution (300dpi)  
– pdf, jpeg or tiff files

Mechanical Data	Dimensions
Full Page	210 x 297
DPS	420 x 297
Half Page DPS	420 x 147.5
Half Page Horizontal	182 x 130
Half Page Vertical	88 x 265
Quarter Page Horizontal	182 x 65
Quarter Page Vertical	88 x 130
Eighth Page Strip	182 x 25

**Bleed:** Please allow 3mm on all edges if your Full Page, DPS or Half Page DPS ad is to bleed.

**Type:** Please avoid type 12.5mm from the edge of trim on all sides.

**Gutter:** Magazine is saddle stitched, please avoid type 10mm either side from central spine.

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