

# Fleet Times

Fleet Times online is one of the leading sites for in depth news, reviews, product information and the ever changing legislation that affects the fleet industry in the UK.

The site is updated weekly with all the latest news and information affecting the fleet market, it tackles important issues affecting fleets in both the public and the private sector. The site is a guide for the fleet decision makers of the UK on new legislation, new models, products and services and has become the leading platform for communication and authoritative comment within the rapidly changing fleet sector.

Fleet Times online carries in depth analysis of the latest technological developments within the motoring industry and has been at the forefront of the governments strategies to reduce emissions.

Issues such as health and safety, environmental issues, telematics, fuel and fleet management, risk management and accident management are all highlighted on the site on a regular basis to keep the fleet managers and decision makers abreast of all the latest news information required to carry out their roles successfully.

The site is e-marketed on a monthly basis to over 20,000 named decision makers within the private and public sectors, these figures are made up of key fleet decision makers and lease car co-ordinators within sectors such as the NHS and all other major public sector bodies, fleet buyers in the private sector ranging from blue chip corporations to SME's. The members of our database are responsible for hundreds of thousands of car and commercial vehicles and thus represent an excellent target audience for fleet suppliers.

Fleet Times as a brand has been established for over 15 years and recently converted from a paper publication to an online presence in order to expand the readership to include the private sector and enable us to pass on to our users all the latest news, legislation and product launches with greater speed and accuracy.

Close ties exist between Fleet Times and respected trade organisations such as the National Health Service Transport Managers Association, the Institute of Transport Administration and the FTA.

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Fleet Times online is THE guide to new products and services and has become the leading platform for communication and authoritative comment within this rapidly changing sector.

With the role of fleet personnel coming under ever closer scrutiny and with the technological innovations sweeping the management of transport fleets it is easy to see why Fleet Times online provides a vital link for fleet decision makers and key personnel throughout the UK.

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SIZE AVAILABLE	SECTIONS	PERIOD	PREMIUM	STANDARD
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		6 months	£1,500	£975
		Annual	£2,600	£1,690
<b>LEADERBOARD</b> 728px (w) x 90px (h)	Road Tests, News, Directory Pages	3 months	£1,060	£700
		6 months	£2,035	£1,345
		Annual	£3,560	£2,350t
<b>LARGE RECTANGLE</b> 336px (w) x 280px (h)	Home, News, Road Tests, Directory Pages	3 months	£700	£470
		6 months	£1,350	£900
		Annual	£2,400	£1,600
<b>SQUARE BUTTON</b> 125px (w) x 125px (h)	All pages	3 months	£500	£325
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		Annual	£1,400	£910
<b>BUTTON 2</b> 120px (w) x 60px (h)	All pages	3 months	£300	£200
		6 months	£550	£370
		Annual	£850	£570

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