



STANDARD MAGAZINE

2024 Media pack and mechanical data

The Standard is committed to bringing you the latest news, information and guidance regarding compliance, legislation and regulations for road transport. Reinforcing and supporting the messages set out by FORS – the Fleet Operator Recognition Scheme – The Standard is ideally placed to ensure operators are fully briefed and informed on all matters relating to road and vehicle safety.

With an ever-growing desire for improved safety

and road awareness, there is a need to maintain continuous investment in vehicle fleets and The Standard offers the perfect platform for these products to be showcased.

Within the pages of the magazine, readers have the opportunity to discover new products on the market and learn about how these innovations have helped operators to remain compliant, reduce vehicle downtime and improve safety levels. ●

Advertising rates and mechanical data

Dates

March/April (Pre CVShow)

Booking deadline	February 25th
Copy deadline	March 1st
Release date	March 4th

June (Post CV Show)

Booking deadline	May 13th
Copy deadline	May 20th
Release date	June 12th

September (Pre-Conference)

Booking deadline	August 16th
Copy deadline	August 23rd
Release date	September 27th

November/December (Post-Conference/Year summary)

Booking deadline	October 21st
Copy deadline	November 6th
Release date	November 27th

Magazine Rates

Quarter page	£795
Half page	£1,345
Full page	£2,495
Inside back cover	£2,895
Inside front cover	£2,995
Outside back cover	£3,295
Front cover	£3,495

Website Rates

(www.thestandardmagazine.co.uk)

Directory Listing (including link/logo/description)	£195 one off cost
Website Button	£895 (12 month period)
Website Button on the Homepage	£1,395 (12-month period)

If all four issues in 2019 are booked as a 1/4 or 1/2 page, you will be given the option of a permanent website directory listing for £50

If all four issues in 2019 are booked as a full page or premium position, you will receive a FREE website directory listing and be given the option of a website button for £295 for a 12-month period.

The Standard is distributed to the exclusive FORS member database as well as FORS Associates who support the supply chain. The operators who receive the magazine are responsible for more than 100,000 vehicles, meaning The Standard has nationwide coverage. The Standard is also available to all those attending major exhibitions and industry events – included FORS events – and is distributed to other third parties as well as Commercial Vehicle Media & Publishing's national distribution network and partners. The Standard has a print run of 12,000.

Insertion dimensions

All measurements in millimetres (width x height). All advertisements to be supplied in a digital format high resolution (300dpi) – pdf.

Mechanical data

Full Page (include 3mm bleed)	210 x 297mm
DPS (include 3mm bleed)	420 x 297mm
Half Page Horizontal	185 x 121mm
Half Page Vertical	90 x 247mm
Quarter Page Vertical	90 x 121mm

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

Type: Please avoid type 12mm from the edge of trim on all sides.

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

2024 features

Spring 2024

- Electric vs gas power – the big debate
- Running a greener truck fleet
- Latest legal updates
- Last mile delivery options

Summer 2024

- Direct vision standard changes
- Truck overloading dangers
- Running a substance-free operation
- Spotlight on FORS Gold fleets

Autumn 2024

- FORS Annual Conference preview
- Loading and unloading dangers
- Drivers' mental health tips
- Bad weather driving

Winter 2024

- Transitioning to net zero
- FORS Annual Conference review
- Personal protective equipment
- Spotlight on safety cameras

Contact information

General Info: Matthew Eisenegger

Tel: 01257 231 521 **Mobile:** 07747 717 578 **Email:** matthew@cvdriver.com

Advertising Sales: David Johns

Tel: 07590 547 343 **Email:** sales@thestandardmagazine.co.uk



STANDARD MAGAZINE