

Canada's Fleet Publisher

*canadian automotive*

**FLEET**

THE MANAGEMENT MAGAZINE FOR CAR AND TRUCK FLEET OPERATORS

**FLEET**  
*VANS & TRUCKS*

**2012**

Media and Marketing Data Card

**FleetBusiness.com**

# 2012 MEDIA AND MARKETING DATA CARD

## Editorial Schedules

For Canadian Automotive Fleet and Fleet Vans & Trucks

(Bi-Monthly plus Annual Fact Book Directory)

Advertising Close Material Due Dates Mail-Out Date	Issue Editorial Themes
November 14, 2011 November 21, 2011 December 12, 2011	<b>December/January CAF</b> (Includes Fleet Vans & Trucks) CAF: 2012 Model Preview - Part Two FV&T: Diesel vs. Gas
January 16, 2012 January 23, 2012 February 13, 2012	<b>February/March CAF</b> CAF: Fleet OEM Roadmap Fuel Card Review Distracted Driving
February 13, 2012 February 21, 2012 March 12, 2012	<b>2012 Fact Book</b> Annual Buyers' Guide and Directory Industry Statistics Fleet Dealer Directory
March 19, 2012 March 26, 2012 April 16, 2012	<b>April/May CAF</b> (Includes Fleet Vans & Trucks) CAF: Vehicle Licensing Procedures Risk and Safety Car Allowance vs. Company Car FV&T: Cargo Van Comparison
May 14, 2012 May 22, 2012 June 11, 2012	<b>June/July CAF</b> (Includes Fleet Vans & Trucks) CAF: Annual Green Fleet Issue FV&T: Annual Green Fleet Issue
July 16, 2012 July 23, 2012 August 13, 2012	<b>August/September CAF</b> (Includes Fleet Vans & Trucks) CAF: Lessor Model Recommendations 2013 Fleet Incentives FV&T: Lessor Model Recommendations
September 17, 2012 September 24, 2012 October 15, 2012	<b>October/November CAF</b> (Includes Fleet Vans & Trucks) CAF: 2013 D3 Model Preview FV&T: 2013 Van and Truck Preview

## Fleet Vans & Trucks

Produced in a tabloid format (9.5" by 13.25") Fleet Vans & Trucks provides analysis, product information, and news related to pickups, vans, and light and medium-duty trucks in fleet applications. The fleet vans and trucks market is dynamic and growing. The publication monitors and investigates industry developments.

## 2012 Advertising Rates

Page Size	1 time	7 times	13 times*	Classified: \$87 inch Std. AAAA Colour: \$485/page 4-colour process: \$1,165/ page Matched colour: \$715/page Metallic Inks on request Terms: 15 per cent agency commission Dealer Discount: 25 per cent Inserts: Less than four pages-earned B/W rate More than four pages- rates on request.
2 page spread	5,785	5,494	4,531	
1 page	3,142	2,997	2,674	
2/3 page	2,669	2,554	2,274	
1/2 page	2,227	2,096	1,764	
1/3 page	1,420	1,353	1,321	
1/4 page	1,103	1,045	1,030	
1/6 page	859	812	801	

**Position Premium:** OBC and centre spread, 25 per cent; IFC and IBC, 15 per cent

\* The 13-times rate reflects 13 insertions in CAF, FVT, Fact Book, or any other combination.

**Fact Book Premium:** Insertions in the Fact Book only are subject to 15 per cent premium on the one time rate.

**Goods and Services Tax:** Our published rates DO NOT include GST.

**One Year Subscription:** Canada \$35, USA \$40, International \$50

## Circulation

For Canadian Automotive Fleet and Fleet Vans & Trucks

Over 13,000 organizations operating car and truck fleets across Canada. Copies are addressed to fleet managers and corporate management in business and government with responsibility for vehicle purchasing, leasing, operation and service.

**Base Qualifications:** Car and light and medium duty truck fleets numbering 10 or more vehicles and organizations that purchase a minimum five new vehicles over a 12 month period.

### Geographic Breakdown of Canadian Automotive Fleet and of Fleet Vans and Trucks Circulation

British Columbia	1,364	Ontario	5,613	Quebec	1,095
Manitoba	678	Nova Scotia	402	PEI	66
New Brunswick	386	Yukon	26	Nunavut	3
Newfoundland	141	Northwest Territory	31	Misc.	44
Alberta	2,734	Saskatchewan	469	Total	13,052

### Vocational Demographics: Fleet Types

**Business/Corporate:** Manufacturing, delivery, oil field, sales, service, electrical.

**Leasing:** Fleet lessors and major consumer lessors.

**Daily Rental:** Airport and off-airport daily rental operations.

**Utilities:** Gas, telephone, electric and similar operators.

**Government:** Federal, provincial and municipal government including police.

**Taxi/Limo:** Car and for hire operators.

### Circulation Demographics and Fleet Share of Total Vehicles Sales

	Cir.	Cars		Trucks	
		Bought 2010	Operated	Bought 2010	Operated
Business/Corporate: (including fleet lessors who lease primarily to such fleets)	11,040	47,133	188,532	77,463	464,784
Daily Rental	325	46,832	70,248	76,815	115,224
Government/Utility	1,608	6,318	69,932	10,371	124,000
Other	79				
<b>Total</b>	<b>13,052</b>	<b>100,283</b>	<b>328,712</b>	<b>164,649</b>	<b>704,008</b>

## Advertising Dimensions

(all measurements in inches—width by height)

### Canadian Automotive Fleet (Saddlestitched—unless otherwise specified)

**Full Page:** Trim: 8.125 x 10.875; Safety: 7.625 x 10.375; Bleed: 8.375 x 11.125

**DPS:** Trim: 16.25 x 10.875; Safety: 15.75 x 10.375; Bleed: 16.5 x 11.125

**Half Page:** 7 x 5

**One Third Page:** Horizontal - 7 x 3.5

**Quarter Page:** Horizontal - 7 x 2.5

**Published:** Bi-monthly; Out-date-mid-month

### Fleet Vans & Trucks (Saddlestitched)

**Full Page:** Trim: 9.5 x 13.25; Safety: 8.625 x 12.375; Bleed: 9.75 x 13.5

**DPS:** Trim: 19 x 13.25; Safety: 18.125 x 12.375; Bleed: 19.25 x 13.5

**Half Page:** Horizontal - 8.625 x 6

**One Third Page:** Horizontal - 8.625 x 3.8125

**Published:** Dec/Jan, April/May, June/July, Aug/Sept, Oct/Nov

## Web Site Advertising

### Dimensions (all measurements in pixels – width by height)

**Leaderboard:** 728 x 90      **Skyscraper:** 160 x 600      **Square:** 250 x 250

### Pricing - Home Page (Per Month\*)

**Leaderboard:** \$650      **Skyscraper:** \$550      **Square:** \$550

### Pricing - All Other Pages (Per Month\*)

**Leaderboard:** \$450      **Skyscraper:** \$450      **Square:** \$450

### Fleet Week Pricing (Per Issue/Week\*)

**Leaderboard:** \$150      **Skyscraper:** \$150

\*Minimum schedule for Web Site is three months and Fleet Week is one month.

For more information on web advertising please contact: kmclaughlin@fleetbusiness.com or john@fleetbusiness.com.