

2019

media information

www.essentialfleetoperator.co.uk

Focus and content

ESSENTIAL FLEET OPERATOR complements our printed magazine title FLEET MANAGER and provides online content for fleet professionals who work for organisations that operate within the Essential Services Sector. This includes, the public sector, social housing, utilities and infrastructure management.

The website content is provided with free access without subscription and has been established for over 10 years.

ESSENTIAL FLEET OPERATOR focus is on providing, fleet industry news, fleet operator advice, links to useful organisations and current recruitment opportunities within the industry. It also can be used for listings for Fleet Industry

Audience

Job Titles within the readership

- Fleet Manager
- Transport Manager
- Plant Manager
- Head of Fleet Provision
- Workshop Manager
- Waste and Environment Manager
- Lease Car Manager
- Procurement Manager (Housing)
- Finance Manager (Housing)

Industry sectors covered

- Local Authorities
- Major Housing Associations
- Central Government Departments & Agencies
- NHS Trusts
- Specialist NHS Authorities
- Emergency Services
- Educational Establishments
- Power Generation
- Gas Supply
- Telecommunications
- Water Authorities
- Rail
- Infrastructure Management
- Construction



Events relevant to the Essential Services Sector.

The effective management of fleet assets and drivers helps to reduce unnecessary risk and costs. Therefore the visitors to **ESSENTIAL FLEET OPERATOR and readers of FLEET MANAGER Magazine** need to be armed with all the relevant tools and information to be able to deliver not only their corporate objectives, but to ensure that their role is effective in this process.

Within the Essential Fleet Sector fleet professionals operate extensive and diverse fleets, which are usually dispersed over large geographical areas. Managing capital assets and at the same time achieving standardisation in driver and vehicle safety across large fleets, is a complex task.

Fleet composition and the types of assets procured, include vehicles for engineers and corporate staff, as well as specialist and converted vehicles with on-board facilities such as welfare and power.

A key focus for the Essential Fleet Sector, has to be about optimising fleet utilisation and replacement. Improving asset accountability avoids unnecessary capital expenditure in the fleet procurement process.

ESSENTIAL FLEET OPERATOR and FLEET MANAGER Magazine are truly the unique routes to reach fleet and fleet related product and service decision makers within the whole of the Essential Services Sector.

Key Facts

Website

essentialfleetoperator.co.uk

Visitor Stats

Monthly Uniques:

+ 11,000

Monthly Page views:

+130,000

Visibility

Essential Fleet Operator has been established for over 10 years so has great visibility on Google for many keywords relating to the sector and industry. All content also tagged with keywords to drive visitors to individual news and advice posts.

Banner advertisement sizes / positions



HOME PAGE TOP BANNER

| | |
|---------------------------|----------------|
| 3 months coverage | £395.00 |
| 6 months coverage | £495.00 |
| 12 months coverage | £595.00 |

Homepage (Top) **750 pixels (W) x 200 pixels (H)**

Each advertisement can be changed during your coverage period and updated as required.

We cannot track individual advertisements but you can add your own unique URL or Bitly link to track performance yourself.

All advertisements are placed and remain in a static position and appear when each page is loaded. We don't use banner rotation.

Advertisements can be supplied as an animated gif, html code, or as a static jpeg. Sizes are displayed (right).

HOME PAGE MPU

| | |
|---------------------------|----------------|
| 3 months coverage | £295.00 |
| 6 months coverage | £395.00 |
| 12 months coverage | £495.00 |

Homepage MPU
300 (W) pixels x 200 (H) pixels

NEWS or ADVICE PAGES

| | |
|---------------------------|----------------|
| 3 months coverage | £195.00 |
| 6 months coverage | £295.00 |
| 12 months coverage | £395.00 |

News or Advice Page
- side banner
**200 (W) pixels x
200 (H) pixels**



If you are spending money on content creation why not have a defined strategy to feed this content to a targeted audience. **ESSENTIAL FLEET OPERATOR** and **FLEET MANAGER** Magazine are truly the unique route to reach fleet and fleet related product and service decision makers within the whole of the Essential Services Sector. With a range of engagement initiatives for your content to be seen and most importantly shared, **ESSENTIAL FLEET OPERATOR** will deliver your content directly to those who wish to engage with your business. Advertisement banners only deliver click throughs, but editorial content delivers a different level of engagement and is more likely to generate interest in your products and services.

Content / Editorial Opportunities

NEWS SECTION

6 months coverage

News posts with links - includes Social Share for each post. Content to be supplied by client. Content will be subject to editorial approval - articles must be relevant to the industry.

£295.00

6 months coverage

ADVICE SECTION

12 months coverage

Advice articles posted with links and contact details - includes regular monthly Social Share. Content will be subject to editorial approval - articles must be relevant to the industry.

Includes: Full page editorial in Fleet Manager Magazine in an issue of your choice, (600 word editorial, picture, company details).

£450.00

12 months coverage

£495.00

12 months coverage

EVENTS SECTION

3-6 Months coverage

Event listing including, links, editorial and video content - includes regular monthly Social Share. Content will be subject to editorial approval.

Includes: Full page editorial in Fleet Manager Magazine in an issue of your choice, (600 word editorial, picture, company details).

£395.00

6 months coverage

SOCIAL SHARE explained...

All news posts and articles will be shared via Zoho Social which is linked to our CRM system, this is integrated with our Twitter and Linked In accounts, profile and our Company pages.

Twitter: Essential Fleet Operator @FleetManager_UK + 4,150 Followers

Linked In: +1600 Connections

Essential Fleet Operator is also linked from every editorial page in **FLEET MANAGER** Magazine.

GET INTOUCH!

Advertising

Mark Cheadle

Sales Director

M: 07484 379839

T: 0161 705 0191

E: markc@jdmweb.co.uk

Editorial / Copy

Deborah Cheadle

Editor

T: 0161 705 0191

E: production@jdmpub.co.uk

ESSENTIAL FLEET OPERATOR

is published by:

JDM Web Publishing Ltd

Company Reg No: 7511460

www.jdmpublishing.co.uk

Follow Us @FleetManger_UK

Publishing Terms and Conditions

1: CONDITIONS OF ACCEPTANCE

By ordering an advertisement in any publication of the Publisher, the Advertiser agrees to accept the said terms and conditions of the advertising contract which is formed and that are set out in this document. For the purposes of this document the term 'Publisher' refers to **JDM Web Publishing Limited**, the term **Advertiser** is used to describe your **Organisation** or **Agent** acting on your behalf.

The confirmation is termed signed, if confirmation is received by email, fax, postal communication or is verbally agreed, where there in the Advertiser expresses agreement to the contents of the proposed booking as sent. The contract is termed 'formed' between the Publisher and the Advertiser in the expression of acceptance. The contract is binding and can not be cancelled without full payment of the entire contract.

These conditions shall apply to all bookings and advertisements accepted for publication or created by the Publisher on behalf of the Advertiser. Any other proposed condition shall be void unless incorporated clearly in written instructions and specifically accepted by the Publisher. The conditions of the terms set out in this document are termed delivered if sent as an attachment to an email confirmation or included in faxed or postal communications.

2: ADVERTISEMENT COPY SUPPLIED TO OR BY THE ADVERTISER OR ITS AGENTS

Advertisements and editorial content are accepted subject to the Publisher's approval of the copy and to the space being provided. All advertisement copy must be supplied in the agreed format and by the date specified – termed the 'copy deadline'.

The Publisher reserves the right to decline any advertising copy which is deemed unsuitable or an infringement of any of the rules as set out in this document.

The Publisher reserves the right to omit or suspend an advertisement at any time for good reason, in which case no claim on the part of any advertisers for damages or breach of contract shall arise. The copy deadline is determined by the Publisher and must be adhered to. The copy deadline is specified by the copy department on receipt of order and forms part of your acceptance of order.

If you are unable to supply copy or approve copy supplied to you or an Agent acting for

your Organisation to meet the copy deadline, this is termed as default on the part of your Organisation or your Agents. If a default arises, the space reserved for the advertisement shall be paid for in full, notwithstanding that the advertisement has not appeared. Such omission or suspension shall be notified to the Advertiser as soon as possible. If the Publisher is to create and provide copy to the Advertiser or Agent using the Publishers 'in house' facilities, every effort will be made to ensure that the copy supplied is in line with the Advertiser's 'Corporate' or 'Brand' Identity. It is however the full responsibility of the Advertiser or Agent acting on behalf of the Advertiser, to ascertain the validity of the copy against these guidelines and to provide images or editorial copy that does not contravene any copyright rules or that are subject any rules surrounding plagiarism termed as the 'wrongful appropriation' or 'close imitation' of another organisations copy or editorial content. The Publisher accepts no liability and the Advertiser will indemnify the Publisher fully in respect of any claim made against the Publisher arising from the advertisement, if any issues or claims arise from non-compliance.

Every effort will be made to contact you as the Advertiser or your Agent for the period leading up to and on the copy deadline itself by email and by telephone.

If approval is sort but no response is received by the agreed copy date, the Publisher reserves the right to run with the copy as supplied for approval or to repeat the most appropriate copy available.

Once a deadline has been determined it is the Advertiser or their Agent who must adhere to this deadline to ensure it is met.

3: REPRODUCTION

If the unlikely event that any issues arise over the reproduction of advertisements. The Advertiser will be contacted to discuss the situation, severity and impact.

4: RIGHT OF CANCELLATION

If the Publisher considers it necessary to modify the space or alter the position of insertions or make any other alteration, the Advertiser will have the right to cancel if the alterations requested are unacceptable, unless such changes are due to an emergency or circumstances beyond the Publisher's control. Every care is taken to

avoid mistakes but the Publisher cannot accept liability for any errors due to third parties, subcontractors or inaccurate copy instructions. The Advertiser has no right to cancellation once confirmation of booking has been received. It is determined as acceptance of our terms as outlined in this document, when a booking is confirmed by email, by electronic or paper communication, from a person acting as your Agent or on behalf of your Organisation.

No acceptance of cancellation will be allowed if subsequently, a person acting as your Agent or on behalf of your Organisation, leaves your employment or no longer represents your Organisation as an Agent. Confirmation is determined at the point of order. If you wish to make a representation to publisher as to the reason for intended cancellation, consideration will be made only in extraordinary circumstances. This representation must be made in writing to the Managing Director only. There is no guarantee of acceptance and this should not be relied on as a means of cancellation.

5: ADVERTISEMENT RATES

Advertisement rates are subject to revision at any time and orders are accepted on condition that the price binds the Publisher only in respect of the next issue to go to press.

6: SERIES BOOKINGS

A series booking is considered by the Publisher to be a commitment to be invoiced for more than one issue of a publication. This agreement forms part of a contract that is considered as a total cost. Payment is subject to the original terms as specified on order. The advertiser must seek agreement for extended payment terms if required. The series booking is not subject to cancellation unless as specified in the event of a rate increase.

In the event of a rate increase, the Advertiser will have the option to cancel the order without surcharge or continue the order at the revised advertisement rates. A series booking is subject to the same conditions as set out in this document. Copy deadlines will be set out by our copy department and must be adhered to. If a

series is cancelled or suspended for any other reason other than advertisement rate rises the advertiser is liable to pay the balance of the contract.

7: PURCHASE ORDER / INSERTION ORDER NUMBERS

If an Purchase or Insertion Order is required to confirm the booking and for invoicing purposes, this must be supplied at the point of order. If it is determined after the booking has been confirmed that an order is required but has not been supplied, this does not negate the validity of the invoice issued. All purchase and insertion order numbers are considered as your our Organisation internal system and have no bearing on the validity of the bookings or contract formed at the point of confirmation. The onus is on your Organisation or Agent acting on your behalf to supply an order or insertion numbers required. If you require further information in order to issue a number please contact our copy department.

8: ADVERTISING AGENTS

Advertising agents will be allowed by the Publisher 10% commission on the quoted rates as appropriate provided payment is made by the due date and all other requirements are strictly complied with. No further discounts must be applied to an issued invoice by the advertisers agency without prior arrangement.

9: PAYMENT TERMS

Payment is due on publication of your advertisement unless otherwise stated. Where payment terms are offered, the due date for payment is set as Strictly 30 days from the date of Invoice. All credit terms are offered subject to approval by the Financial Controller and that the appropriate information has been supplied. All new accounts must be set up on our publishing systems and form the basis of our communication with your Organisation, so please ensure a new supplier account form has been completed. If you have a different payment cycle, system or usual payment terms, this should be notified to our accounts department at the point of order and acceptance of the new terms will be agreed subject to approval by the Financial Controller.

All late payments will be subject to the following charges, which will be applied to your account if the requested balance has not been received within a period of 7 days from the due date of the invoice(s) requested. Under The Late Payment of Commercial Debts (Interest) Act 1998, we will pursue a claim for interest, from the date this account became due. In addition a charge of £40 to cover administration fees already incurred in pursuant of the debt. The Publisher reserves the right to remove any credit terms if the Advertiser or Agent demonstrates an inability to pay within the agreed terms. Terms will then be removed and the full balance of the invoices issued will become due regardless of the due date displayed on the invoice.

10: ACCEPTED PAYMENT METHODS

By BACS to:
BARCLAYS BANK PLC
Account No: 93914879
Sort Code: 20-54-58
IBAN - GB40BARC20545893914879 SWIFT Code - BARCGB22
Registered address: The Studio, 7 Sisley Close, Kersal, Salford. M73BB
Company Reg: 07514160
Accounts contact: Debbie Cheadle
Email: debbie@jdmweb.co.uk

11: WARRANTIES

The Advertiser warrants that the advertisement does not contravene any Act of Parliament nor is it in any other way illegal or defamatory or an infringement of any other party's right or an infringement of the British Code of Advertising Practice.

In accepting financial advertisements, the Publisher does so on the understanding that their copy content authorisation and placing have been processed in accordance with the requirements of the Financial Services and Markets Act 2000.

The Publisher and its agents will not accept liability for any errors due to inaccurate copy or copy instructions.