

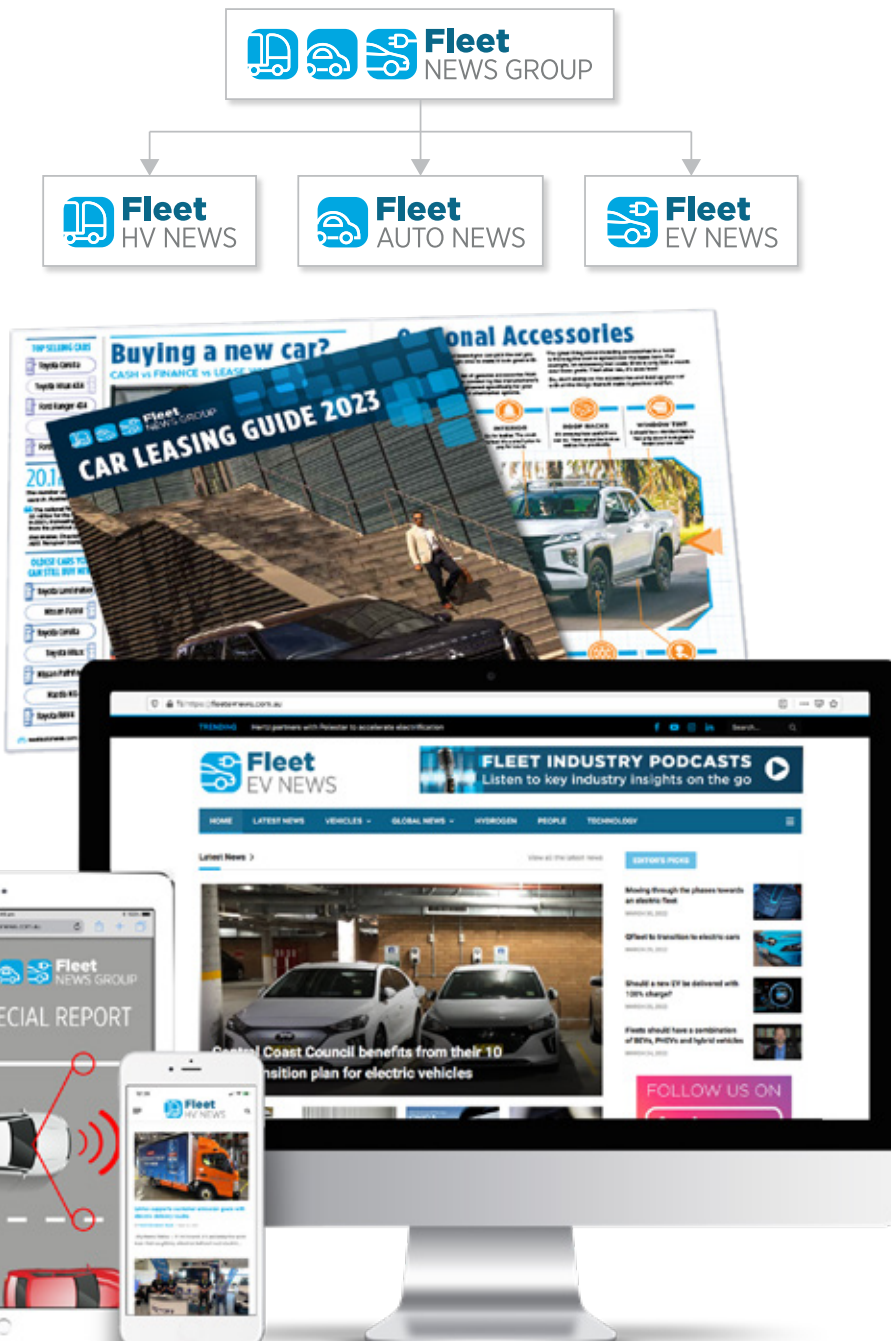
ABOUT FLEET NEWS GROUP

Fleet News Group started in 2011 to provide specialist B2B automotive content to help organisations engage with the fleet industry. In 2015 Fleet Auto News was launched and Fleet News Group has become a reliable and trusted source of news, data and other services for the fleet industry in Australia and across the globe.

In 2016 Fleet News Group moved into print with the annual Car Leasing Guide to educate new car buyers on the benefits of novated leasing and salary packaging.

Digital and print are supported by Podcasts and a strong social presence on LinkedIn, Facebook and Instagram with the YouTube channel providing video car reviews plus coverage of fleet conferences and other automotive events.

With a growing and diverse audience, Fleet EV News and Fleet HV News were launched in 2022 to support decision makers with information on emerging topics that are relevant to the type of assets in their fleet.



FLEET INDUSTRY PROFILE

Vehicle Purchases (2022)

- 500,934 (46% of all new vehicles)

Employees (est)

- 10,000

Industry Associations

- IPWEA
- AfMA

Products and Services

- Fleet Management
- Procurement
- Leasing
- Telematics
- Novated Leasing/Salary Packaging
- Fuel Cards
- Accident Management
- Tyres
- Vehicle Maintenance
- Vehicle Auctions
- Road Tolls
- FBT Management

Market Size*

- 2,513,000 vehicles
- 20,900 businesses with more than 20 vehicles

FMO Usage*

- Only 62% of fleets use a Fleet Management Organisation (FMO)

Vehicle Finance*

- Only 76% of fleets use finance

Novated Leasing Penetration*

- Only 66% of business offer their employees a novated lease
- Only 29% of eligible employees take up a novated lease

*ACA Research

CONTACT

To make an advertisement booking or ask any questions contact

Marc Sibbald

Call 0409 126 429

Email marc@fleetnewsgroup.com.au

WEBSITES



The latest fleet management and leasing news on passenger vehicles, light commercials and novated leasing.



Everything you need to know to help your organisation transition a fleet to zero emission vehicles.



Helping businesses and local government manage diverse fleets with news and information on heavy vehicles, plant and equipment.

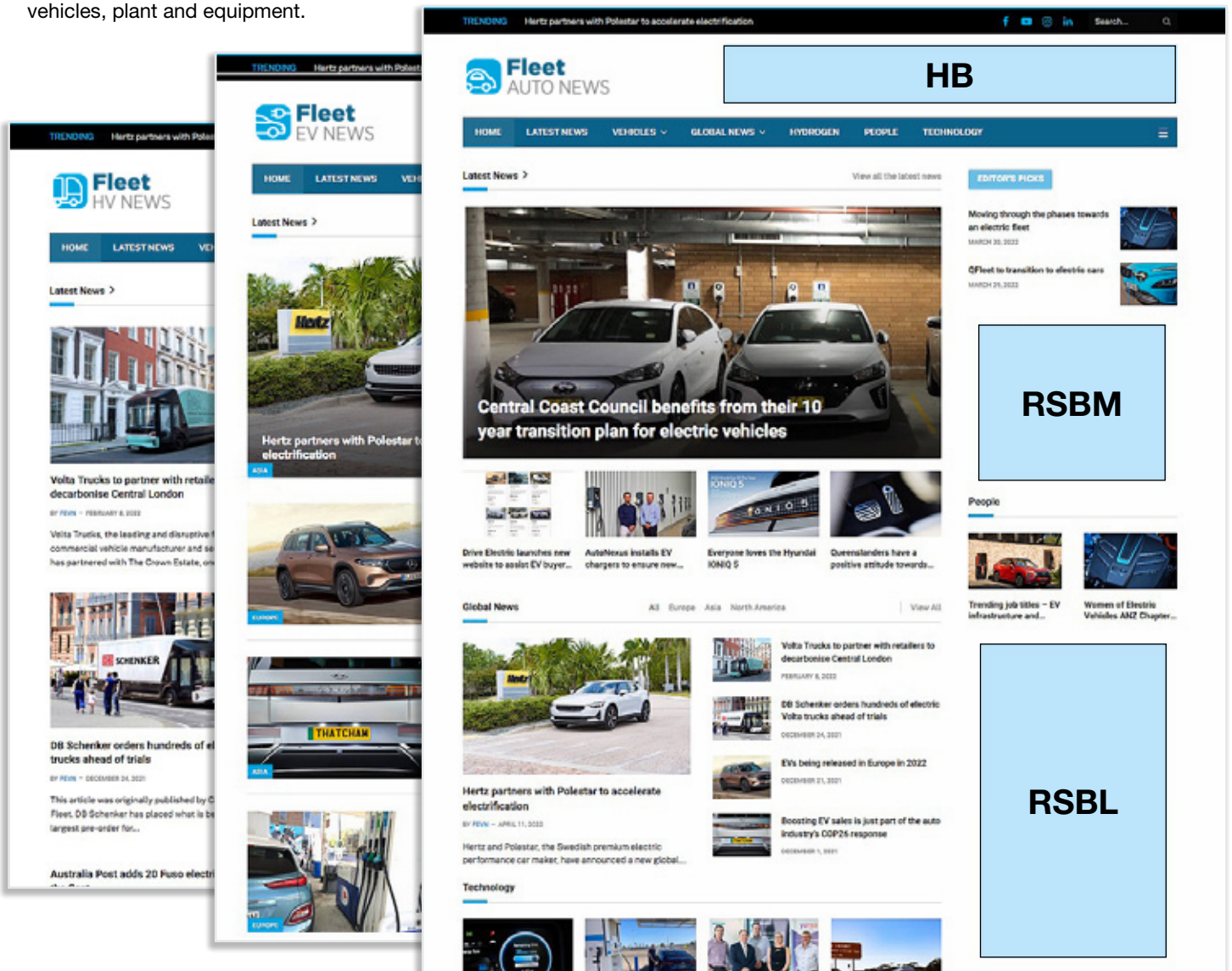
The way people move around will change over the next two decades and car ownership will decline while asset utilisation will increase. The industry will pivot towards B2B as more vehicles become part of a fleet and are provided to consumers on demand (Mobility as a Service – MaaS).

Purchases of vehicles, servicing/maintenance/tyres and automotive accessories will be concentrated amongst the owners of fleet vehicles which are providing MaaS.

When you advertise with Fleet News Group, your brand will be seen by fleet owners, decision makers and influencers to create awareness of your products or services.

Website advertising rates

| Key | Name | Size in pixels | Per month |
|-------------|--------------------------|----------------|-----------|
| HB | Header Banner | 728 x 90 | \$3,000 + |
| RSBL | Right Side Banner Large | 300 x 600 | \$2,000 + |
| RSBM | Right Side Banner Medium | 300 x 250 | \$1,000 + |



Through the websites, weekly newsletter and social media, Fleet News Group are the leading providers of automotive content and news to the fleet management and leasing industry. Our loyal and sticky audience use the articles and stories we publish to guide and inform their decision making and purchases.

WEEKLY EMAIL NEWSLETTER

The recipients who receive our email marketing messages are people who have subscribed and consist of prospects who are more likely to convert.

| Key | Name | Size in pixels | Per week |
|-----------|-------------------|----------------|----------|
| NB | Newsletter Banner | 728 x 90 | \$500 + |

PROMOTIONAL - SOLUS EDM

| Name | Audience | Per EDM |
|------------------------|----------|-----------|
| Email Direct Marketing | 2500 + | \$1,500 + |

SOCIAL MEDIA

| Name | Type | Per insertion |
|-----------|----------------------------------|---------------|
| Instagram | Image, slideshow or video | \$100 + |
| Facebook | Image, slideshow, video or event | \$100 + |
| Linkedin | Image, slideshow, video or event | \$300 + |

YOUTUBE

Contact us to discuss the best option to advertise on our YouTube channel.

PRESS RELEASE - GUEST POST

| Name | Per item |
|--------------|----------|
| Website post | \$100 + |

BESPOKE CONTENT

With our experience in creating unique and relevant B2B content, the team at Fleet News Group can write exclusive content for your business because we have a passion for all things automotive.

| Type | Per word |
|---------------------------------------|------------|
| Without interview (minimum 500 words) | \$1 + |
| With interview (minimum 500 words) | \$2 + |
| Special Reports and Whitepapers | Contact us |



MARKETING STATISTICS

Fleet News Group reaches a large global audience of fleet owners, decision makers and influencers across our digital, print and social activity. For detailed information on readership and engagement you can email the team at editor@fleetnewsgroup.com.au

DIGITAL ARTWORK

All material must have a purchase order number and be supplied 3 working days prior to publication.

- Formats accepted: jpeg, png, gif and animated gif
- Size: max 40kb
- Supply active click through link if required
- Advertisements must have a border or distinctive edge.

DESIGN AND CREATIVE

For digital, web or graphic design creative services we use and recommend Pastiche Design.

Call 0412 156 661

Email studio@pastichedesign.com.au

