

## THE STORY OF 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 became 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.



## CONTACT DETAILS

To make an advertisement booking or ask any questions contact

Editor Marc Sibbald

Call 0409 126 429

Email [marc@fleetnewsgroup.com.au](mailto:marc@fleetnewsgroup.com.au)

2011

### Conception

We began providing specialist B2B automotive content.

2015

### Launch

Fleet Auto News was launched.

2016

### Leasing Guide

Expanded into print media with the annual Car Leasing Guide.

2020

### Streaming

Started podcasts and Youtube videos.

2022

### Expansion

Fleet EV News and Fleet HV News were launched.

2025

### Magazine

Fleet News Group magazine launch.

CHANNEL DESCRIPTION

Content

Bespoke written content created by Fleet News Group to educate and inform fleet buyers on the features and benefits of your product/service.

Fleet Auto News

This audience is looking for topics on efficiency to reduce fleet running costs; safety to increase compliance; and ideas to reduce fleet emissions. They are also looking for technology or innovative ideas to increase fleet utilisation and manage risk.

Fleet HV News

This audience is operating a diverse range of fleet assets including cars, trucks and machinery. They want news and information to keep abreast of new models and new technologies to manage compliance.

Fleet EV News

This audience is actively planning a transition to electric vehicles and has a mandate/target to reduce fleet emissions over the next five years.

Newsletter

Banner ad in weekly newsletter sent to 3,000+ fleet buyers with the CTA to generate leads.

Podcast

Long form interviews with industry leaders talking about the benefits of innovations being brought to the market and other key topics. The audience can digest complex topics by listening to the experts without a filter.

Solus EDM

Promotion EDM sent to 3,000+ fleet buyers to promote products/services with a CTA.

LinkedIn

Event coverage and product launches to leverage different types of marketing activities.

NEWSLETTER / EDM AUDIENCE PROFILE (3,100+ SUBSCRIBERS)

Newsletter Average Open Rate	38%
Newsletter Average CTR	17%
EDM Average Open Rate	26%
EDM Average CTR	5%

Audience

Corporate fleet Decision Makers	40%
Government Fleet Decision Makers	20%
Fleet Management Organisation employees	16%
Other industry suppliers	24%

AVERAGE MONTHLY WEBSITE TRAFFIC (2024)

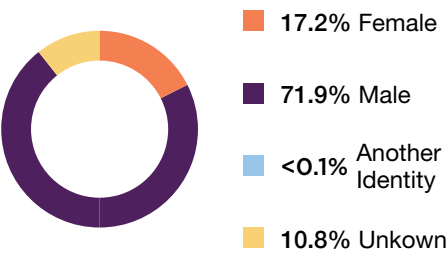
Fleet Auto News	20,000 visitors
Fleet EV News	10,000 visitors
Fleet HV News	5,000 visitors

Audience Source

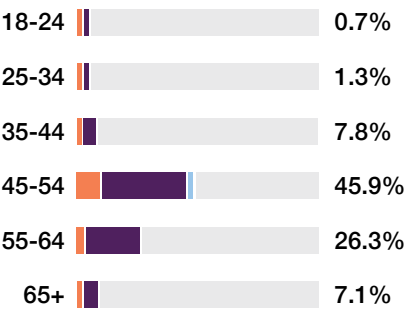
Direct	64%
Organic Search	23%
LinkedIn	4%
Other	9%

Audience demographic

Gender



Age



LINKEDIN (JANUARY 2025)

Fleet Auto News	4,500+ followers
Engagement Rate	5.2%
Fleet EV News	5,200+ followers
Engagement Rate	5.8%
Fleet HV News	1,300+ followers
Engagement Rate	6.4%



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

## Focus Areas in 2025

January	Fleet Management Outlook / Trends
March	Telematics
June	Service bodies and van fitouts
August	Fleet Remarketing
November	Total Cost of Ownership (TOC)

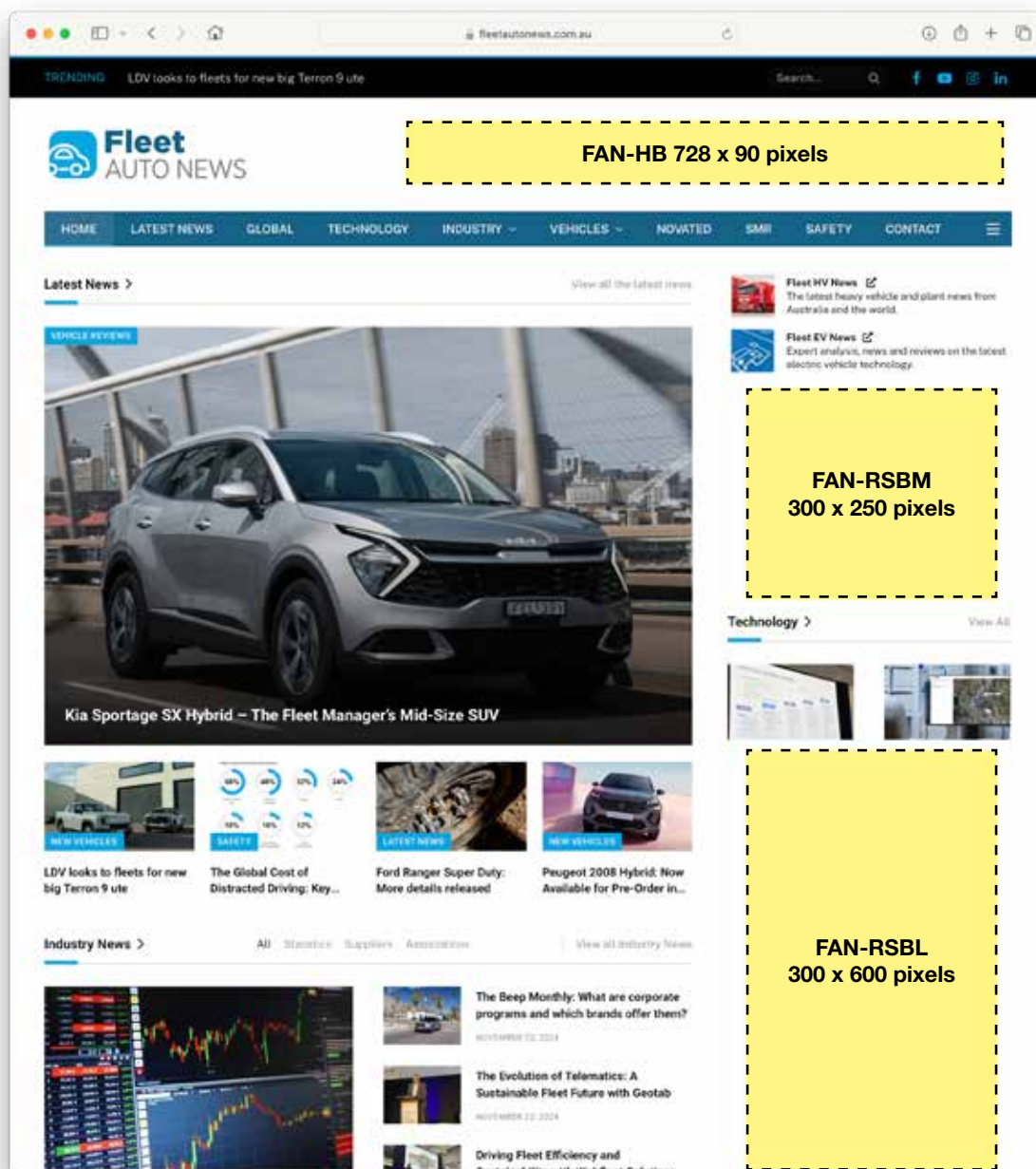
## Fleet Auto News advertising rates

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

## Digital artwork specifications

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
- Maximum size 140kb
- Supply active click through link if required
- Advertisements must have a border or distinctive edge.





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

## Focus Areas in 2025

March	Electric vans
May	Electric trucks
July	Charging Infrastructure
September	Hydrogen and alternative fuels
November	Public Charging Networks

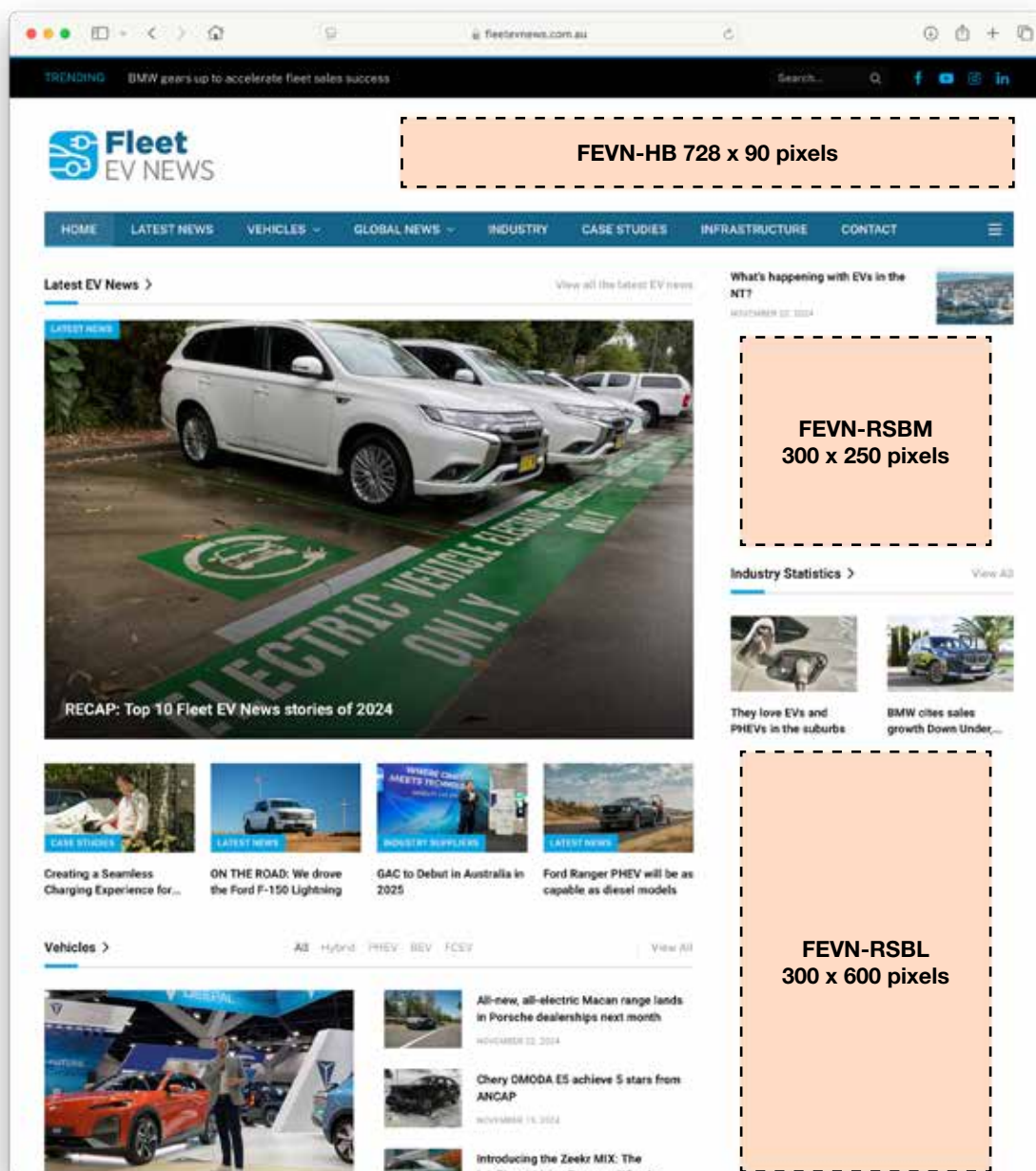
## Fleet EV News advertising rates

Key	Name	Size in pixels	Per month
<b>FEVN-HB</b>	Header Banner	728 x 90	\$2,000 +
<b>FEVN-RSBL</b>	Right Side Banner Large	300 x 600	\$2,000 +
<b>FEVN-RSBM</b>	Right Side Banner Medium	300 x 250	\$2,000 +

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

## Focus Areas in 2025

April	Transport Decarbonisation
June	Brisbane Truck Show
August	Plant and Equipment
October	Chain of Responsibility / Compliance
December	Workshop Safety and Efficiency

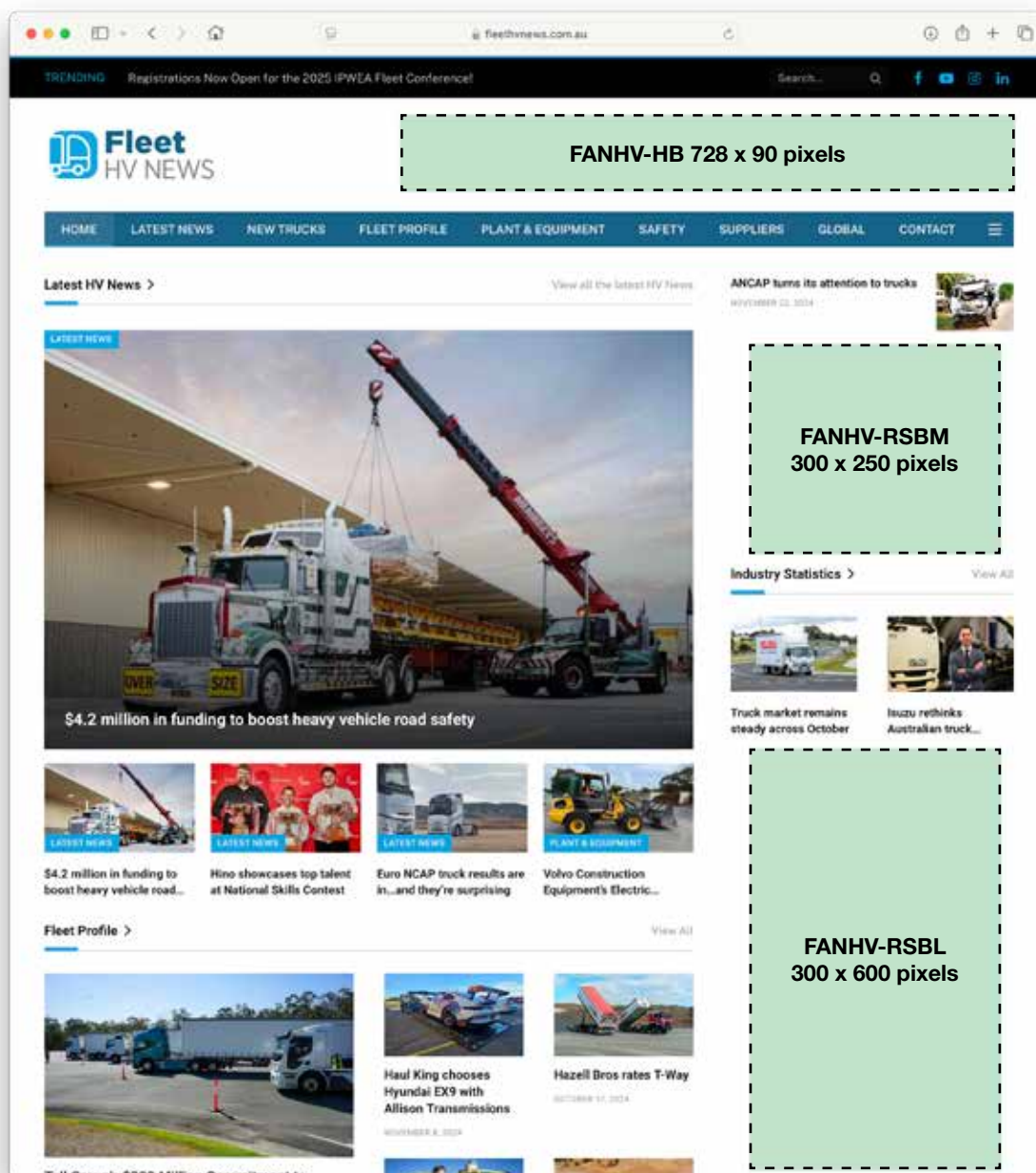
## Fleet Auto News advertising rates

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

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## 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
<b>NB</b>	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	\$200 +

## 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

## DIGITAL ARTWORK SPECIFICATIONS

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2026 NOVATED LEASING GUIDE



About

The annual Novated Leasing Guide is designed for new car buyers, offering an independent resource on the advantages of salary packaging. It helps buyers navigate their options to choose the perfect style and brand of car that aligns with their lifestyle. Distributed year-round through QANTAS Club Lounges and industry conferences, the guide serves as a trusted companion for informed decision-making.

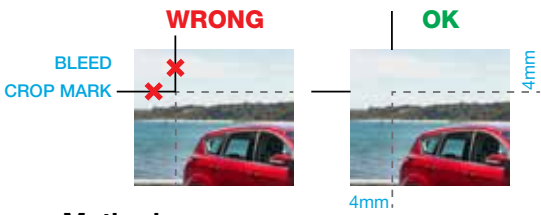
Dates

Booking deadline	28th November
Artwork deadline	15th January
Publication	March 2026
Circulation	5,000

Artwork

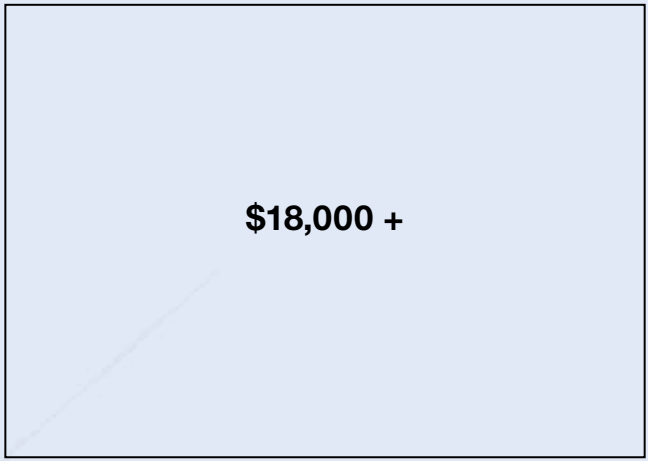
Material must be supplied to the correct dimensions as a press ready PDF file, CMYK with fonts and high res images embedded at a minimum of 300ppi with a maximum ink weight of 300%.

Crop marks and bleed are only needed if the ad is a full-page, then allow for a **4mm bleed**. Crop marks must be **outside of the bleed** as per the diagram below.



Delivery Methods

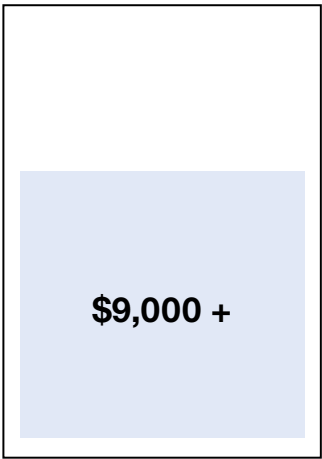
Email ads to [marc@fleetnewsgroup.com.au](mailto:marc@fleetnewsgroup.com.au). If the file size is larger than 10MB please use a file transfer service such as Drop Box or We Transfer.



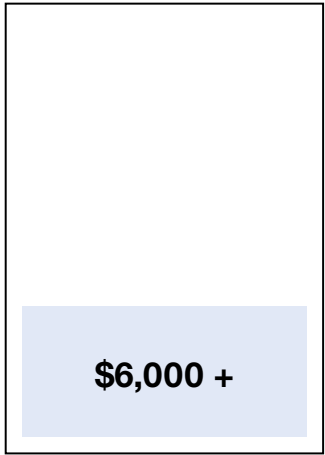
Double page spread trim size  
420mm x 297mm



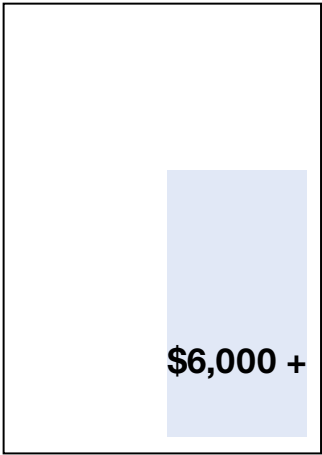
Single page trim size  
210mm x 297mm



2/3 page  
184mm x 166mm



1/3 page horizontal  
184mm x 83mm



1/3 page vertical  
91mm x 166mm

FLEET NEWS GROUP MAGAZINE (LAUNCHING IN 2025)

About

In 2025, Fleet News Group will expand into print with the launch of a quarterly magazine, distributed through QANTAS Club Lounges, industry conferences, and directly to our fleet audience.

Each issue will spotlight a key area of fleet management, featuring expert insights from industry leaders and real-world case studies. These stories will showcase how Fleet Managers are tackling challenges and implementing strategies to ensure their fleets remain safe, efficient, and future-ready.

Circulation	3,000
Distribution	QANTAS club lounges Conferences

Dates

April Edition - Heavy Vehicles

Booking deadline	14th February
Artwork deadline	7th March
Publication	15th April

July Edition - Fleet Technology

Booking deadline	14th May
Artwork deadline	7th June
Publication	15th July

October Edition - Fleet Electrification

Booking deadline	14th August
Artwork deadline	7th September
Publication	15th October

February Edition 2026 - Safety and Compliance

Booking deadline	1st December 2025
Artwork deadline	7th January 2026
Publication	15th February 2026

Artwork

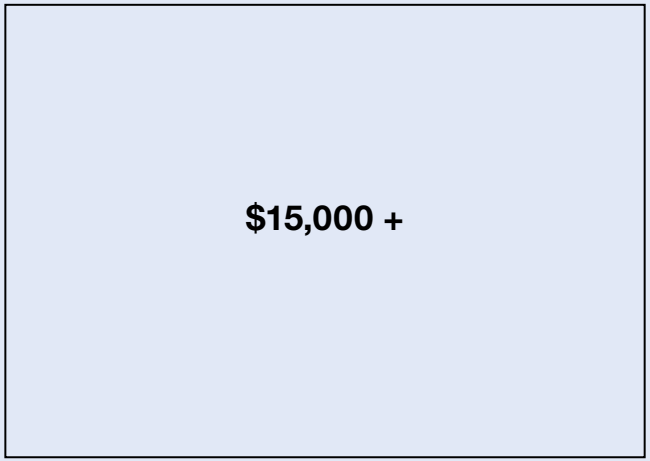
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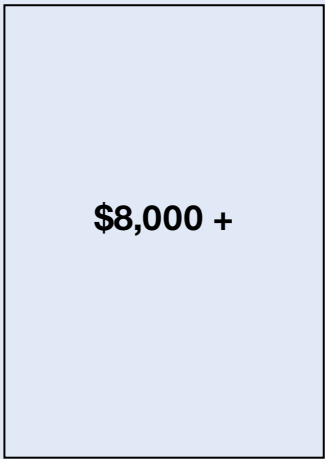


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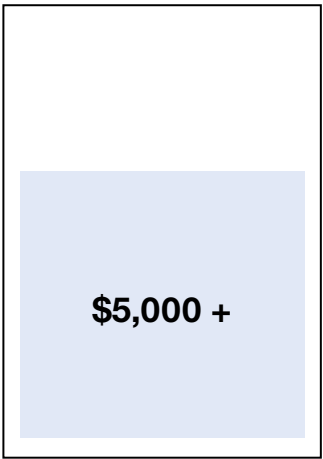
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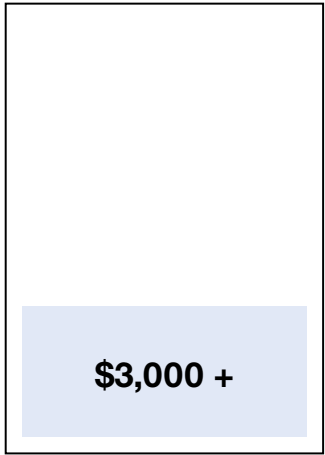
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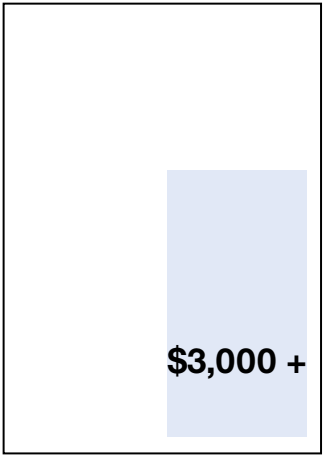
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