

CV Dealer

MONTHLY

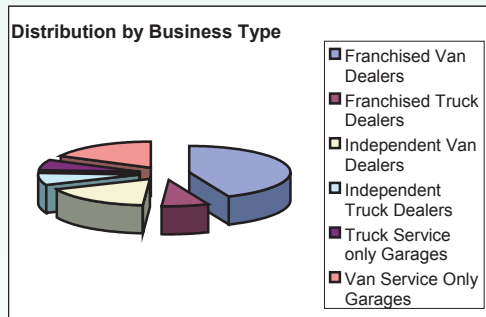
COMMERCIAL VEHICLE DEALER
The only magazine for the Commercial Vehicle Industry

Editorial Synopsis

Detailed industry news, regular features covering areas such as recruitment and auctions with in-depth analysis of business critical subjects, combined with useful monthly statistics, auction information and a healthy classified advertising section.

Useful features, covering a wide range of subjects, from bodybuilding to security products aim to inform and entertain readers, providing them with the information they need to help them do their job right.

The only magazine to focus 100% on the CV Dealer industry, CV Dealer is the place industry specialists look for a new job.



Circulation and Demographics

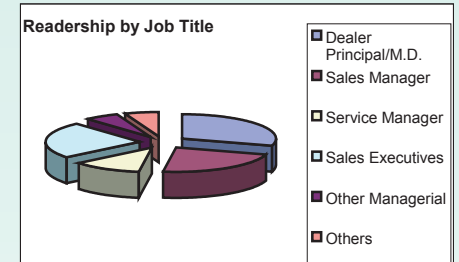
It is important to understand your readers. At CV Dealer, we have undertaken extensive research to ensure that our readership mailing list is as targeted as possible. Our aim is to reach every commercial vehicle dealer, franchised and independent, new and used.



www.cvdealer.co.uk

Serious Influence

With the majority of CV Dealer readers in a senior management and sales management role, they are in an excellent position to *influence* the commercial vehicle operator on a wide range of areas regarding the purchasing, accessory specification and operation of their commercial vehicles.



Regular Features

At least two areas of interest are featured every month. Each feature provides an overview of the subject, any important legislation and the key companies who can provide a service to commercial vehicle dealers.

Readers of CV Dealer magazine, especially those dealing in trucks, require a broad knowledge of the many subjects that are covered in CV Dealer's features.

Throughout the magazine, we recommend that the readers keep their copies for reference when a customer requests information on a specific subject that has already been featured.

focus publishing

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