

Trucklocator

Magazine Profile

Trucklocator Magazine is a weekly, national business to business magazine, specialising in advertising trucks and their related products and services. With its unique method of distribution and glossy paper, the magazine, launched in 1996, stands out clearly in the marketplace. Full colour throughout, it is organised with the trucks for sale at the front of the magazine, and a very healthy truck-related classified section at the back.

Distribution

Trucklocator's unique distribution ensures that readers in the market for a truck or related service always have a magazine to hand. A total distribution of more than 22,000 each week helps to keep more used trucks on the move.

Mailing

Targeted mailings from an in-house database ensure that practically every company with an Operators Licence, (O-Licence. receives a copy every eight to ten weeks. With 14,000+ copies mailed each week, the overall coverage in the industry is as broad as possible.

Free at Truckstops

To target the owner driver and others out on the road, 8,000 magazines are distributed via nearly 400 truckstops and dedicated diesel refuelling stations the length and breadth of the country.



Web site

Advertisers with vans in Trucklocator magazine can pay a small fee to add their vans to the trucklocator.co.uk website. The website reaches thousands of additional truck buyers every month and provides advertisers with hundreds of sales enquiries every week.

Packages are available for companies to advertise using banners - ideal for insurance and other service companies.

- Launched in 1996
- 22,000 copies per week
- Unique distribution
- Sent directly to every operator's door
- 400+ Truckstops

New & Used Truck Advertising

Advertisers can take advantage of the glossy paper throughout the magazine - no need to hide your advertisements in a separate glossy section that may contain advertisements for plant and equipment.

Generous discounts are available for advertisers who place a series of advertisements.

Classified Advertising

A very healthy 'classified' section of the magazine demonstrates its popularity. The truck-related services, from finance & insurance to owner drivers and dismantlers, is arranged into categories, making it easy for the reader to find what they are looking for. There is no clutter in the way - all the services advertised have something to do with owning and operating a truck.



THOUSANDS OF TRUCKS FOR SALE

Trucklocator
Weekly

www.trucklocator.co.uk



USED TRUCKS	1
AUCTIONS	40
USED TRUCKS CLASSIFIED	41
SPECIALIST	43
SPARES & ACCESSORIES	44
GENERAL SERVICES	49
OWNER DRIVERS & RETURN LOADS	56
TRAILERS & SEMI TRAILERS	57



Tipper



Trailers



7.5 Tonners



Tractor Units



Light Commercial



18 Tonners

**KEEPING MORE USED TRUCKS ON THE MOVE!!
TO ADVERTISE CALL 0870 7477770**

Contact

Focus Business Media Limited
100 Bridge Street
Peterborough
PE1 1DY
T: 01733 566933
F: 01733 566776
E: sales@trucklocator.co.uk
W: www.trucklocator.co.uk