



BAUER MEDIA GROUP

FleetNews
HELPING COMPANIES RUN EFFECTIVE AND EFFICIENT FLEETS

RAIL AM

**SMART
TRANSPORT**

ABOUT US

Bauer Media

Bauer Media is the largest publisher throughout Europe, which reaches over 22 million UK adults across print, digital, radio, TV and events.

An entertainment network of iconic and innovative multi-platform brands using insight and instinct to tell stories that are relevant to audiences and advertisers alike. No other media owner has the range and diversity of brands and audiences that Bauer has, it is this breadth and depth of cultural connections with audiences that makes Bauer truly different.

Our transport B2B portfolio is owned by Bauer Media, encompassing:

- Fleet News, the flagship title for fleet decision makers
- Automotive Management, the go to brand for franchised dealerships
- RAIL targets key stakeholders within the UK rail industry
- Smart Transport is the only title that connects public sector influencers with private sector enterprise.

We are the only B2B transport portfolio that can access automotive, fleet, commercial vehicles, retail, leasing, UK Business, rail, freight, logistics as well as government and public sector organisations in the UK giving us a unique and unrivalled 360° view of the UK Transport Industry.



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RAIL

AM
AUTOMOTIVE MANAGEMENT

**SMART
TRANSPORT**
Connecting Policy to Solutions



AM ONLINE
AUTOMOTIVE MANAGEMENT

2021

ABOUT US

AM

AM at the heart of the automotive industry for over 25 years.

Since 1990 AM (Automotive Management) has been the primary source of news, insight and analysis for the leading figures in the UK automotive industry.

With an emphasis on the franchised car dealer market, AM excels at delivering the latest news, insight and best practice through the AM publication, the best-read media website, AM can help position your brand at the heart of the industry



ABOUT US

Our Reach



WEBSITE USERS

250,000 per month



ABC CIRCULATION

11,031



NEWSLETTER SUBSCRIBERS

14,000 on the brand database



EMAIL SUBSCRIBERS

7,900 third party opt-ins



SOCIAL AUDIENCE

34,000



ABOUT US

Why Us?

AM has built a reputation for being the prime source of news, insight and best practice information for senior executives in the UK automotive retail sector. AM reaches every manufacturer in the UK.

As a leading business to business brand our mission has always been focussed on quality over quantity and we work to ensure that when brands work with us they reach those companies and individuals that can have a significant impact on our advertisers business.

These business communities are traditionally hard to reach which is why we use our industry credibility and brand strength to provide them with unobtainable and valuable content which cannot be accessed via our competitors or through mainstream media outlets.

As a result this means our content is business critical and essential for our readers to strategically plan the future, run their vehicles more efficiently, remain compliant and chose the right product and services that meet their business needs.

ABOUT US

Our Audience

Job Title

DESCRIPTION	TOTAL	Print Edition	Digital Edition
Dealer Principal/Franchise Director/Franchise Manager/General Manager	3,455	3,200	255
Sales Director/Sales Manager	2,098	1,900	198
Aftersales Director/Manager, Parts Director/Manager, Service Director/Manager, BodyShop Director/Manager	2,710	2,500	210
Chairman/Chief Executive/Managing Director/Director/Owner/Proprietor	890	800	90
Finance Director/Finance Manager	373	300	73
HR Director/HR Manager/IT Director/IT Manager/Marketing Director/Marketing Manager/Purchasing Director/Purchasing Manager/Operations Director/Operations Manager	653	550	103
Other	195	150	45

10,374 individuals were analysed (98% of the audit issue)



RESULTS

Testimonials

“We have found AM Online's promoted emails a simple, effective way to reach an engaged dealer audience. The results from our email marketing campaigns have been impressive and highly cost effective.”

Alex Buttle, Marketing Director, Motorway

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