Municipal Vehicle Operator & Plant Review

MVO

Media Information 2013

In February 2013 MVO celebrates its 5th birthday. For information on special rates and advertising opportunities in this issue, and throughout 2013, call us on 01604 823356

Schedule

February 2013 – **5th birthday issue**
Increased print run – sent to every UK local authority
Editorial deadline: 08/01 Ad booking deadline: 11/01

May 2013
Editorial deadline: 04/04 Ad booking deadline: 12/04

August 2013
Ediorial deadline: 02/07 Ad booking deadline: 10/07

November 2013
Ediorial deadline: 03/10 Ad booking deadline: 11/10

Contacts

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The Chartered Institution of Wastes Management

About MVO

CIWM launced MVO magazine because it saw and recognised a need for the waste and resources industry to create stronger links with the vehicle and plant sector. 20 issues and five years later, MVO has gone from strength to strength.

The magazine's modus operandi was simple from the start: to provide the missing link between manufacturer and operator. As project coordinator, Malcolm Bates has helped MVO achieve its goals of breaking stories and trialing products and it has a significant presence at key industry events, such as Londonderry Garage, RWM in partnership with CIWM and numerous CIWM Business Club events, with which it is strongly linked.

Why Advertise?

As well as establishing its own subscribers during the last two years, MVO benefits from being mailed to all 7,000+ members of the CIWM, meaning you reach not only the private sector, but also the notoriously hard to reach local authority market. MVO has continued to increase in size and readership, now becoming truly established as a leading magazine in its market. Advertising in it will help increase your brand awareness, put your product in front of influential purchasers and help you to align your organisation with both CIWM and CIWM Business Club.

You will also reach an appreciative audience with excellent purchasing power: 82% of readers rated MVO as being "good" to "excellent" in our latest survey; and 75% of those receiving MVO either make purchasing decisions, specify the products to purchase or have influence over the deciison of what to purchase.

What's In MVO?

Alongside the latest industry news and vehicle and plant product developments in every issue, you can expect MVO to bring you test drives, hands-on reports, reviews from across the globe and lots of regular opinion and comment!

Key areas covered regularly in MVO include:
electric and hybrid vehicles – RCVs, street sweepers and municipal transport solutions
refuse collection, vehicles and best practice… UK and overseas
street scene, local environmental quality, street sweepers, storage solutions and street furniture
diggers, crushers, excavators and the latest in plant technology
emerging operators – the new businesses and the new products to make an impression worldwide.

Advertising Rates

MVO carries display advertising, but we are happy to discuss further bespoke advertising solutions.

	Book into 1 issue	x 2 issues	x 4 issues
Double Page Spread	£2,460	£2,100	£1,500
Full Page	£1,700	£1,450	£1,045
Half page	£1,200	£1,000	£720
Quarter Page	£750	£640	£460
Outside Back Cover (Full Page)	£POA	£POA	£POA
Inside Front Cover (Full Page)	£POA	£POA	£POA
Inside Back Cover (Full Page)	£POA	£POA	£POA
Directory: 12 months online and in the next 4 issues of MVO – £300; In print only in the next 4 issues of MVO – £200			

And don't forget CIWM Business Club…

Created to bring manufacturers and service providers closer to their potential customers, CIWM Business Club gives you a 12-month online and print marketing campaign and allows you to organise and attend events under the auspices of the CIWM.

Join more than 20 of the industry's biggest names in making use of all Business Club and CIWM has to offer. Raise your profile, work with your fellow Business Club members to promote your organisation and reap the rewards of membership today…

Sign up today at www.ciwm.co.uk/businessclub or call Julie Fitt on 01604 823346

CIWM BUSINESS CLUB