

# Demographics

Vehicle sales to fleets account for around 80% of all new vehicle sales, with statistics like this fleet owners and operators should be your first priority for advertising and **NZ COMPANY VEHICLE** magazine represents the only media to specifically target this area. Our readers are responsible for over 200,000 fleet vehicles, giving access to a huge potential market whether for new vehicles, leasing and finance, accessories, service or other fleet requirements. We target fleets in the 10+ size range and include smaller 3+ fleets in our reach. **NZ COMPANY VEHICLE** is designed to be a business magazine about cars, it is written in a true business style for an audience that is interested in running their fleet in an efficient manner, rather than in the intimate details of vehicle technology. Distribution is primarily via controlled circulation to targeted businesses, corporates and government organizations with the balance retail sales through bookshops.



**New Zealand Company Vehicle audited circulation for the six months ended 31/12/09 is 7,142 copies per issue with the recipients' average fleet size of 26 vehicles.**

## Reader Information

- **72%** of readers have read every issue in the past 12 months.
- **84%** pass Company Vehicle on once they've read.
- On average, 4 people read each issue of Company Vehicle reaching over 21,000 readers.
- **96%** of our readers rated our road tests as being a good balance of information/length.

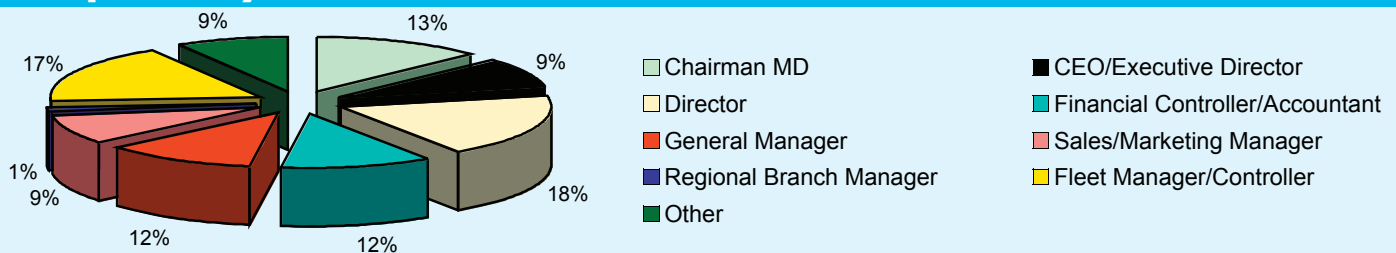
### READERSHIP PROFILE

- **96%** of our readers are male
- **74%** of our readers are aged between 45 and 54 years.

## Geographic Distribution

Auckland	5117
Hamilton	169
Wellington	721
Christchurch	401
Dunedin	150
Provincial Cities	711
Town & Rural	179
<b>Total Circulation</b>	<b>7,142</b>

## Recipients by Title



## Fleet Information

### Fleet Size

Average fleet size is **26** vehicles. Typical fleet mix comprises **62%** cars; **27%** Light Commercial Vehicles; **11%** light trucks.

### Purchase of new fleet vehicles

**48%** will purchase fleet vehicles through a local dealer  
**28%** will purchase through a leasing company  
**22%** will purchase direct from the manufacturer  
 As of April 2008 **66%** of companies are intending to replace some of their vehicles within the next 6 months.

### Replacement Cycle

**47%** replace their fleet within a 2-3 year period  
**35%** replacing within a 4-5 year period.

### Products and Services to be purchased in the next 12 months

Leasing, Fleet Management, Fuel Cards, Vehicle Signage  
 Vehicle Insurance, Driver Training, Vehicle Accessories, Tyres.

### Servicing

**72%** of servicing is done through franchised dealers with **27%** of servicing done through independent repairers.

### Fuel

**90%** use a fuel card, **70%** of vehicles use petrol, **30%** of vehicles use diesel

### Tyre Replacement

**25%** have a preferred brand.

## Reader Comments

- “Keeps me informed and easy to understand for non petrol heads”
- “Well written articles - about right length. Honest opinions”
- “Good practical examinations of company fleet relevance”
- “Great insights into new products and accessories”