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2025 Media pack and mechanical data

In the fast-moving world of environmental change, brand new publication *Destination Net Zero* captures the latest news, views and intelligence in this vitally important transport and logistics sector. Core content covers all emerging fuel technologies, as well as fuel enhancement products and services, including all infrastructure considerations. *Destination Net Zero* will also call on a pool of industry experts offering sound advice, thought leadership and honest opinion.

This multi-media publication is distributed via a specialist database and also subscription and strategic distribution partners in both hard copy print and digital media channels. It will target the key people within the transport and logistics sector who have environmental change front and centre in their procurement process for both hardware and its supporting infrastructure.

When viewed via smartphone, *Destination Net Zero* also utilises the latest AR (Augmented Reality) software, allowing the use of supporting video media to further enhance the magazine experience. *Destination Net Zero* is also fully supported by all main social media network channels as well as the very latest online page turning software.

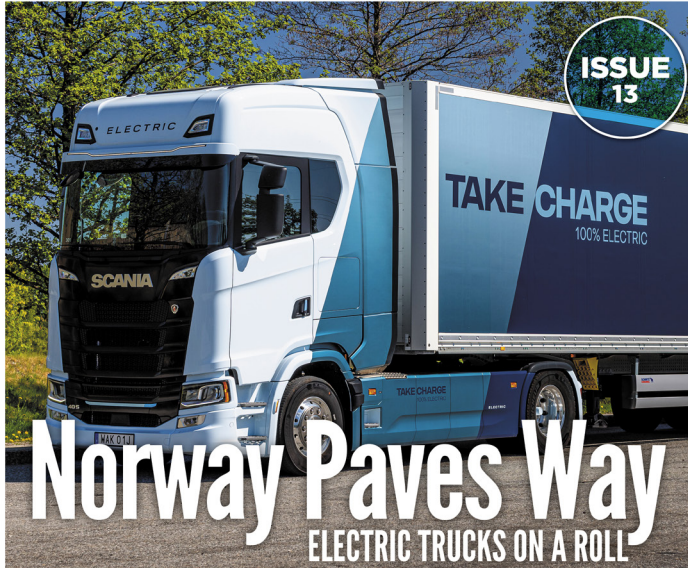
The journey towards a cleaner transport world has started. Join us for *Destination Net Zero*.



“The journey towards a cleaner transport world has started. Join us for *Destination Net Zero*.”

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ROAD TRANSPORT



ISSUE 13

Norway Paves Way ELECTRIC TRUCKS ON A ROLL

MAN megacharger Bolt-on hybrid DNZ at CV Show Canoo launched

DEPOT DESTINATION AND ROADSIDE CHARGING BOOSTED



Welcome to issue 14 of Destination Net Zero

A Chinese takeaway from Germany

If the massive UK Show in Germany was made for one thing, it was to show us what we can learn from the manufacturing and battery-electric solutions that are being developed here.

And what a difference has been made in the past 12 months. It's not just the fact that we're seeing more and more electric trucks on the roads, but the fact that we're seeing more and more electric trucks on the roads.

China's electric truck market is expected to reach 1.5 million units in 2025, up from 1.1 million in 2023. This is a significant increase, and it's a testament to the country's commitment to sustainable transport.

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admission and system such as an integrated, real-time data system for all trucks. This will be a key factor in the success of the electric truck market.

Germany's electric truck market is expected to reach 1.5 million units in 2025, up from 1.1 million in 2023. This is a significant increase, and it's a testament to the country's commitment to sustainable transport.



Hydrogen, probably, is an alternative to be considered. It can offer a viable solution to the problem of long-haul transport, where electric trucks are not yet a viable option.

Hydrogen's potential is being explored by many companies, and it's a key area of research for the future of sustainable transport.



Latest news and updates

Everything you need to know from the last two months

ELECTRIC TRUCK TARGET WILL BE MISSED

Despite the fact that the UK government has set a target of 10% electric trucks by 2025, it is likely that this target will be missed.

US EV MANUFACTURER CANOO SETS UP SHOP AT BIESTER MOTION

Canoo, the US electric vehicle manufacturer, has set up a shop at Biester Motion, a leading trade show for the trucking industry.

EFiciency has gone through the roof

EFiciency, a leading electric vehicle manufacturer, has seen a significant increase in sales, with its revenue going through the roof.

Five steps to decarbonise and digitise your fleet

Plans to invest in digital power company Great British Energy

1. Assess your fleet's carbon footprint
2. Set a target for decarbonisation
3. Invest in electric vehicles
4. Implement digital tools for fleet management
5. Monitor and report on progress

Daimler takes the next step

With battery electric trucks already in demand, Daimler is now developing hydrogen fuel cell trucks.

There is a growing demand for hydrogen fuel cell trucks, and Daimler is taking the next step in developing this technology.

Making it Easy

Partner Powered Alliance

The must minimise the friction and streamline the process

Shocking times

Costs led on an road in Norway to encourage the uptake of their new electric trucks

There are electric trucks operating in the UK, but in small numbers due to the huge step up in cost over a diesel and the lack of infrastructure.

Canoo launch

Canoo is the electric truck you have probably never heard of

Exhibitions at the CV Show

“Destination Net Zero also utilises the latest AR (Augmented Reality) software”



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2025 Stats



Magazine circulation **10,000**



Issues per year **6**



Number of pages **36-64**

2025 Schedule

February Release date 21.2.25

August Release date 15.8.25

April Release date 18.4.25

October Release date 3.10.25

June Release date 6.6.25

December Release date 3.12.25

“LinkedIn has been chosen as the correct B2B social media platform to promote this new venture. LinkedIn also allows us to push our partners message via a mix of organic and sponsored performance growth. A recent study of LinkedIn activity demonstrated a phenomenal 600% increase in page impressions for Destination Net Zero, further underpinning our decision.”



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2025 Advertising rates and mechanical data

Dates

February Issue 17

Booking deadline	January 31st
Copy deadline	February 7th
Release deadline	February 21st

April Issue 18

Booking deadline	March 24th
Copy deadline	April 4th
Release deadline	April 18th

June Issue 19

Booking deadline	May 16th
Copy deadline	May 23rd
Release deadline	June 6th

August Issue 20

Booking deadline	July 18th
Copy deadline	July 25th
Release deadline	August 15th

October Issue 21

Booking deadline	September 12th
Copy deadline	September 19th
Release deadline	October 3rd

December Issue 22

Booking deadline	November 14th
Copy deadline	November 21st
Release deadline	December 3rd

Magazine Rates

Quarter page	£795
Half page	£1,345
Full page	£2,495
Inside front cover spread	£4,695
Centre spread	£4,495
Inside back cover spread	£4,295
Outside back cover	£3,295
News in brief page	£995
Index page	By request

Insertion dimensions

All measurements in millimetres (width x height).
All advertisements to be supplied in a digital format high resolution (300dpi) – pdf.

Quarter Page <i>(Vertical)</i>	89 x 135mm
Half Page <i>(Horizontal)</i>	185 x 135mm
Half Page <i>(Vertical)</i>	89 x 286mm
Full Page <i>(include 3mm bleed)</i>	210 x 297mm
DPS <i>(include 3mm bleed)</i>	420 x 297mm
News in brief page	186 x 99mm

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Bleed: Please allow 3mm on all edges if your Full Page, DPS or Half Page DPS ad is to bleed.

Type: Please avoid type 12mm from the edge of trim on all sides.

Gutter: Magazine is saddle stitched, please avoid type 10mm either side from central spine.

“This multi-media publication will be distributed via a specialist database”

