

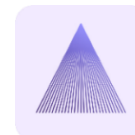
The reference media on purchasing, fleet management and maintenance of industrial vehicles

The leading media brand for the automotive service community.



392K

Unique visitors/  
month <sup>(1)</sup>



150K

Intentional emails in our  
database



21 500

copies distributed for  
Décision Atelier  
Magazine

HGV networks

HGV equipment manufacturers

Truck tyres

Truck services

Fleet management **Concession**

Logistics

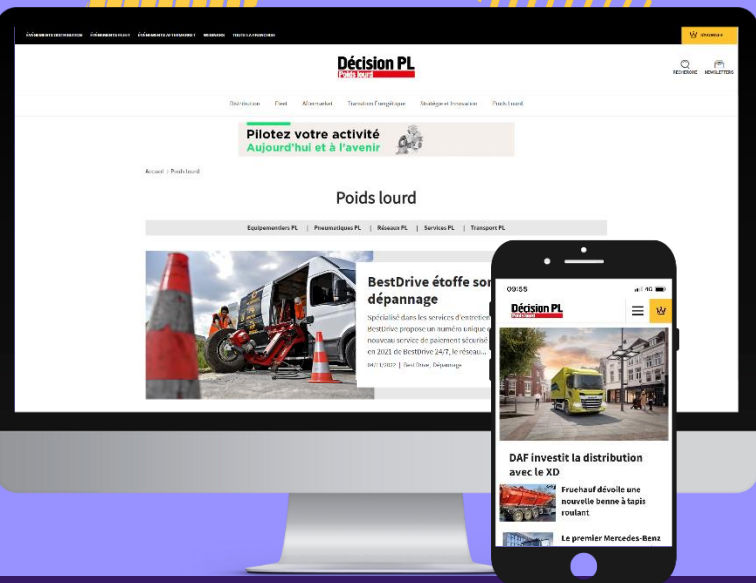
Innovation

Truck transport

Digitalisation

Distribution group

**Sustainable mobility** Financing



Sources :  
(1) AT Internet March 2022

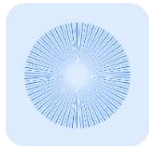
An expert and recognised editorial team in the fleet management and commercial vehicle maintenance sector



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Editorial Manager



**Jean-Marc GERVASIO**  
Technical editor



**Fabio CROCCO**  
Editor- in- chief



**Victoire de FAULTRIER TRAVERS**  
Journalist

Décision PL is the only brand that can provide you with:

- ▶ **Concise updates** on your sector and **interviews with key players** in the market.
- ▶ Analysis of:
  - **In-depth features** on the strategic issues and market innovation
  - **Competition Studies and service offers**
  - All **essential information** on the sale of heavy goods vehicles and the after-sale service

**Décision PL**  
**Poids lourd**



# Audience profile of Décision PL

## Breakdown by function :

Manufacturer networks (*Renault Trucks, Iveco, Volvo, Mercedes, Daf, Scania, Man workshops*)

Fleet managers

Independent repair networks (*Gtruck, Toptruck, ADPL, Star'Vi, Todd, TVI*)

HGV workshops (*freelancers*)

Transporters with integrated workshops

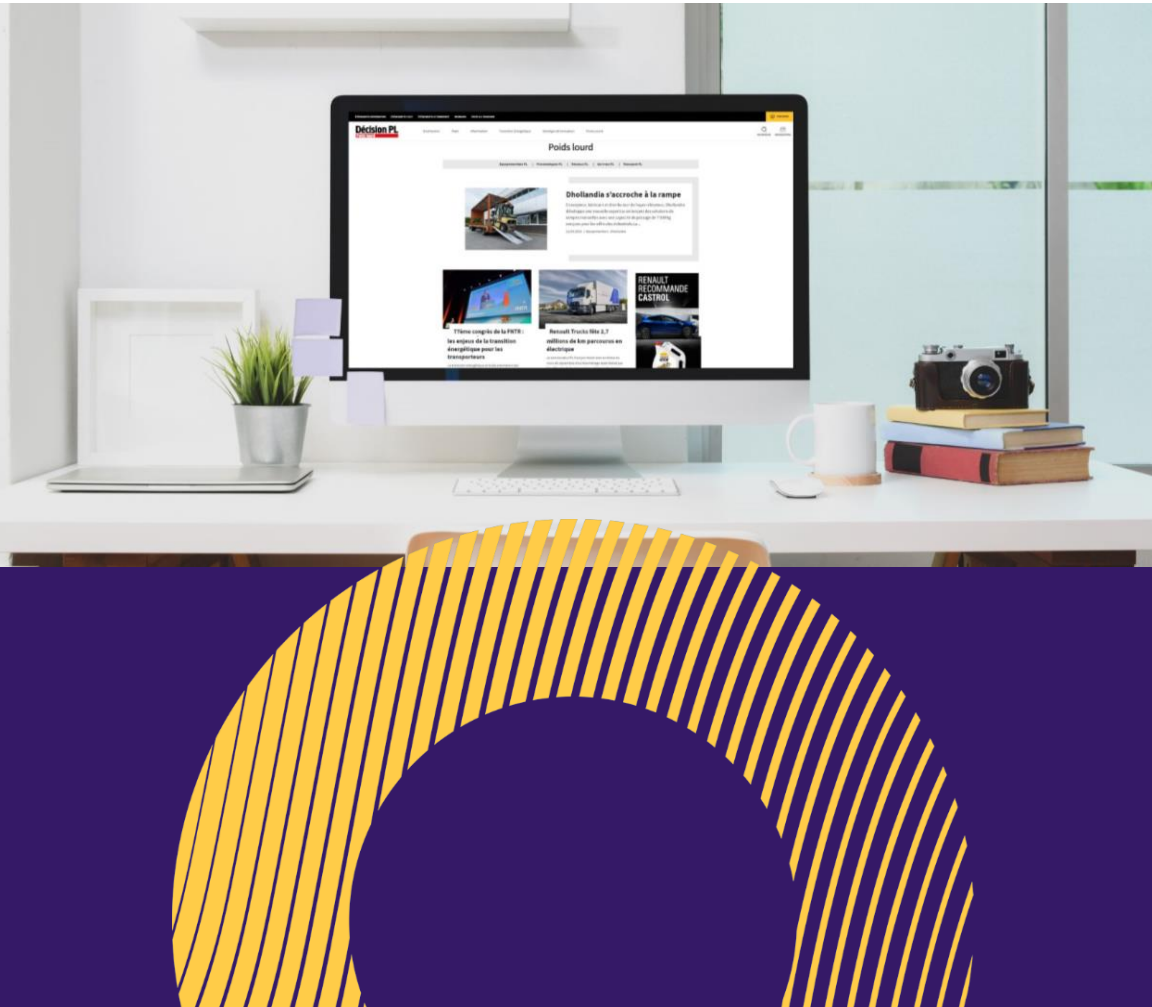
Specialists



# Audience profile of Décision PL



# Décision PL : focus on the newsletter



## *The Décision PL Newsletter:*

<b>E-Newsletter</b>	Hebdomadaire
<b>Publication Day</b>	Friday
<b>Subscribers</b>	3,200 contacts
<b>Average open rate</b>	18%



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