

Since 2008, Truck & Bus Product Focus (now branded as Product Focus) has been providing the latest truck and bus product information through our winning **weekly email bulletin format**. Each week we focus on a specific aspect of the industry, such as tachograph or braking, and showcase a selection of relevant products or services.

What's more, an increasing presence in **Google search results** means our archived editions are attracting even more visitors as a result of web searches - every weekly Product Focus feature is archived for 12 months on our website. All previous bulletins can also be accessed through our previous editions sidebar that goes out with **every new email**, as well as archived on the Transport Operator website.



Accident Repair



[click here](#)
to visit the website

What you receive

- Headline caption plus up to 120 words of text
- Image/s of your product or service
- Company logo
- Direct hyperlink to your company website
- 12 Months' web coverage via our archived previous editions on the transport operator website

Overview

- Weekly Bulletin
- Digital Circulation 16,000+
- Open Rate average for 2025 = 30.2%

Banner Opportunities

- Lead banner (60px X 234px)
- MPU (175px X 210px)

Discounts available for multiple bookings

Performance data available for any campaigns

*For further information about pricing for Product Focus,
please contact Chris Saunders.

806	Tail Lifts	8 Jan
807	Load Handling	15 Jan
808	LONDON Direct Vision Standard	22 Jan
809	Wheel Alignment	29 Jan
810	Transport Training	5 Feb
811	Truck Body Components	12 Feb
812	AdBlue	19 Feb
813	Alcohol & Drug Testing	26 Feb
814	Brake Servicing & Diagnostics	5 Mar
815	Lubrication	12 Mar
816	Workshop Management	19 Mar
817	Tyre & Wheel Servicing	26 Mar
818	Road Safety & Visibility	2 Apr
819	Vehicle Diagnostics	9 Apr
820	Walkaround Checks	16 Apr
821	Workshop Operative Training	23 Apr
822	Fuel Cards & Fuel Purchase	30 Apr
823	CV Component Distributors	7 May
824	Vehicle Security	14 May
825	Air Conditioning & Servicing Equipment	21 May
826	Exhaust & Emissions	28 May
827	Fuel Management	4 Jun
828	Tachograph	11 Jun
829	Axes, Steering & Suspension	18 Jun
830	Workshop Fixed Lifts	25 Jun
831	Braking Systems & Components	2 Jul
832	Vehicle Weighing	9 Jul
833	Workshop Tools & Equipment	16 Jul
834	Windscreens & Related Equipment	23 Jul
835	Accident Repair	30 Jul
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836	Fuel Storage	3 Sep
837	Workshop Pits & Related Equipment	10 Sep
838	Reversing & Visibility Aids	17 Sep
839	Vehicle Washing	24 Sep
840	Batteries & Power Management	1 Oct
841	Vehicle Lighting	8 Oct
842	Workshop Premises	15 Oct
843	Fume Extraction Systems	22 Oct
844	Workshop Mobile Column Lifts	29 Oct
845	Trailer Servicing	5 Nov
846	Transmission & Clutch	12 Nov
847	Brake Testing	19 Nov
848	Engine Maintenance	26 Nov
849	Tyres & Wheels	3 Dec

Copy deadline - Monday before publication date

These features can be subject to change