

Bus & COACH Buyer



YOUR PARTNER
IN BUSINESS
FOR 30 YEARS

Media Kit 2019

At a glance; reasons to choose Bus and Coach Buyer

Understand our scale, reach and influence

30 Years serving the industry
1511 issues as of 21st December 2018



Largest Print circulation 4,710 ABC Total

July 2017 to June 2018 (certificate issued 01 August 2018)

Route One - 4,147 Jan-Dec17 Source Ref ABC.org.uk
Coach & Bus Week - Circulation figures unaudited

Different platform, different strengths

Monthly reach across different platforms

18,840 Print
8,506 Desktop
5,385 Mobile
1,505 Tablet
21,024 E-newsletters sent to online subscribers

We are social



2.8k likes



4.8k followers

UK Appeal

15,245 Active Users

9,391 are UK users
Engaged average **1m 30s** duration per session


Digital marketing and Sponsorship opportunities

Weekly digital magazine version
Section Front takeovers
Contextual targeting MPUs and Leaderboards
Video

Awards

International Bus & Coach of the Year UK representative
Gold Award for Services to the Coach Industry

WHO READS BUS AND COACH BUYER?

Bus and Coach Buyer is mailed out every week to over 4,710 named bus, coach and minibus operators. This is the largest audited circulation in the industry. 

Increasingly popular is our alternative online version of the full magazine. It is completely free to read and has an archive facility. Over 5,500 online subscribers view the magazine every week on the mobile optimised website.

WHAT'S IN IT?

Editorially we match the latest news with in depth features on manufacturers, operators, suppliers, exhibitions, conferences, industry issues, legislation, technology, training, rallies, dealers and much more.

Our advertising offering covers everything from the most read classified pages, full of genuine adverts, to a comprehensive range of display opportunities. We are the only magazine in the market to bring you full front cover availability. There are also digital opportunities on our website.

Bus and Coach Buyer is the longest running free weekly title and is an essential tool to the trade.

CAREERS

Where you will find the latest industry job opportunities. Promote your vacancies to the highest number of potential applicants in the bus and coach market.

CONTACT INFORMATION

Address: ATG Media
4 Milnyard Square, Orton Southgate,
Peterborough PE2 6GX

Sales: (main) 01733 362300
(direct) 01733 363472 Sallyanne
362703 Katie
363474 Tracey

Email Sales: bcbsales@busandcoachbuyer.com

Editorial: 01733 363476
mark@busandcoachbuyer.com

Websites: busandcoachbuyer.com
classified.busandcoachbuyer.com
directory.busandcoachbuyer.com

EDITORIAL FEATURES LIST

DATE	FEATURE
18 January	Computers, Apps and Web based services
15 February	Emissions control and Green Technology
15 March	Garage Equipment
19 April	Passenger Comfort and Refurbishment
17 May	Ticketing and Cash Handling
21 June	Fuels Additives, Storage and Management
19 July	Back to School
16 August	Insurance and Finance
20 September	CCTV
18 October	Parts and Components
15 November	Vehicle cleaning
13 December	Telematics

*Subject to change & additional features added

DATE	FEATURE	COVERAGE
29th - 30th January	Transport Ticketing Global 2019	8th Feb
6th February	UK Bus Summit	15th Feb
6-7th April	UK Coach Rally Review	12th April
30th April - 2nd May	Commercial Vehicle Show Review	10th May
2nd May	UK Coach Awards	10th May
7th - 9th May	Album Conference Review	17th May
4th - 5th September	Cenex LCVF 2019	13th September
2nd - 3rd October	Coach and Bus UK	PREVIEW 27th September REVIEW 11th October
18th - 23rd October	Busworld	PREVIEW 4th October REVIEW 1st November
TBC	UK Bus Awards	
TBC	Skills Challenge	

DISPLAY RATES BASED ON A SERIES BOOKING

FULL COLOUR - ALL PRICES PLUS VAT PER INSERTION

Full page from £680

Half page from £375

Quarter page from £190

Eighth page from £97

CLASSIFIED VEHICLE SALES - PRINT & WEB

classified.busandcoachbuyer.com

SHOWROOM 5x1 PRINT ONLY	SHOWROOM 5x1 PRINT + WEB	VEHICLES UNDER £10K 5X1 PRINT	VEHICLES UNDER £10K 5X1 PRINT + WEB
One Off - £64	One Off - £74	One Off - £47	One Off - £57
2-4 Weeks - £52	2-4 Weeks - £62	2-4 Weeks - £35	2-4 Weeks - £45
6-8 Weeks - £35	6-8 Weeks - £45	6-8 Weeks - £30	6-8 Weeks - £40

FIND A SUPPLIER SERVICE

"Advertise your business to your marketplace, meet potential customers, offer helpful advice, write positive reviews"

directory.busandcoachbuyer.com

Unique facility for your business to feature in our interactive online "Find a Supplier" section on Bus & Coach Buyers user friendly search engine. Our website has over 41,000 hits per month.

Not Just contact details the "Find a Supplier" service has a link to your website, map of your location, image gallery, introduction to your business, opening hours and video link integration.

Advertise your business for only £300+VAT a year.

INSERTS

Our insert facility is a cost effective alternative to on-page advertising. You can mail out your promotional material for as little as 10p per operator. We can even arrange printing if required. NB: Based on a list price plus postage price.



2812 Likes



4787 Followers

