

Bus & COACH Buyer

MEDIA KIT 2020



“ Bus & Coach Buyer is the longest running free weekly title and an essential tool to the industry ”

WHY BUS & COACH BUYER

- Bus and Coach Buyer is mailed out every week to 4,697 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.
- 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 AIM IS TO PROVIDE ALL THE LATEST NEWS FROM SUPPLIERS
WE REACH YOUR CUSTOMERS



IN NUMBERS...



Largest Print circulation 4,697 ABC Total

July 2018 to June 2019 (certificate issued 01 August 2018)

Route One - 4,147 Jan-Dec17 Source Ref ABC.org.uk

Coach & Bus Week - Circulation figures unaudited



Over
3.2k
likes



Over
4.8k
followers



Over
15,000
Active Users

Over
9,000
are UK
users



**International
Bus & Coach
of the Year UK
representative**



**Gold Award
for Services
to the Coach
Industry**



**UK Bus
Awards
Partner**



**Bus&
COACH
Buyer**

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Monthly reach across different platforms

19,570

PRINT

8,758

DESKTOP

5,432

MOBILE

1,349

TABLET

21,024

E-NEWSLETTERS

KEY DATES

COMMERCIAL & EDITORIAL FEATURES

Advertisers in our Commercial features receive editorial at no extra cost, including support in writing from our editorial team.

Bus & COACH
Buyer

EVENTS/ SHOWS 2020

DATE	EVENT	BEING COVERED IN THE MAGAZINE
28th/29th January	Transport Ticketing	7th February
6th February	UK Bus Summit	14th February
18th/ 19th April	UK Coach Rally	Preview 10th April - Review 24th April
28th – 30th April	Commercial Vehicle Show	Preview 24th April - Review 8th May
5th- 7th May	ALBUM Conference	Review 15th May
13th/14th May	ITT Hub	Preview 1st May - Review 22nd May
24th -30th Sept	IAA Hanover	9th October
3rd- 5th Nov	Euro Bus Expo	Preview 30th October - Review 13th November

Other Events TBC

*subject to change and additional features added



FEATURES 2020

>17th January

- Digital & Online Technology

>21st February

- Emissions Control & Green Tech

>20th March

- Workshop

>17th April

- Maintenance & Refurbishment

>22nd May

- Onboard Passenger Experience

>19th June

- Fuel Additives, Storage & Management

>31st July

- Back to School

>21st August

- Insurance, Finance & Leasing

>18th September

- CCTV & Passenger Safety

>16th October

- Parts & Components

>27th November

- Compliance & Training

>11th December

- Telematics

PRINT

DISPLAY RATES

Full page	£850	one-off	£680 for a series booking
Half page	£470	one-off	£375 series
Quarter page	£240	one-off	£190 series
Eighth page	£130	one-off	£97 series

VEHICLE SALES

Showroom

**5x1 Plus all adverts feature on our vehicles for website -
classifieds.busandcoachbuyer.com**

One off	£74
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3 Weeks £62 each

6 Weeks £45 each

RECRUITMENT

All jobs advertised within Bus & Coach Buyer will also be listed as vacancies online

Quarter page	3 Weeks for £197 a week	Rate Card £297
Half page	3 Weeks for £327 a week	Rate Card £497
Full page	3 Weeks for £527 a week	Rate Card £797

INSERTS From just £350 for a single A4 flyer.

Inserts are 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.

[illegible]

PLEASE CONTACT US FOR A QUOTE
01733 362300

DIGITAL

OVER
21,000

E-NEWSLETTERS
SENT TO ONLINE
SUBSCRIBERS PER
MONTH

OVER
15,000

MONTHLY SITE
USERS PER MONTH
ACROSS DESKTOP,
TABLET AND
MOBILE

OVER
7,500

FOLLOWERS
THROUGH
SOCIAL MEDIA



E-SHOT

Bespoke dedicated e-shot sent to 4,691 number of subscribers linking directly to your website. £500

WEB BANNER

1 Month	£300
6 Months	£250 per month
12 Months	£200 per month

FIND A SUPPLIER

“ Advertise your business to your Marketplace, meet potential customers, offer helpful advice, write positive reviews”

Directory.busandcoachbuyer.com – over 41,000 hits per month.
Advertise your business for only £300+Vat a year.