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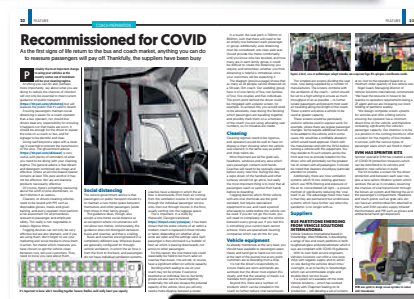
# MEDIA KIT 2021

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

# WHY BUS & COACH BUYER?

- Bus and Coach Buyer is mailed out to 5,600 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 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...



Over  
**4.5k**  
likes



Over  
**5.6k**  
followers



**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

**18,764**

E-NEWSLETTERS

**13,057**

MOBILE

**11,000**

PRINT

**9,345**

DESKTOP

**1,790**

TABLET

# 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

## SHOWS AND EVENTS 2021

DATE	EVENT	BEING COVERED IN THE MAGAZINE
31st Aug – 2 Sept	Commercial Vehicle Show	Preview 27th August – Review 10 September
30 June – 1 July	ITT Hub	Preview 18 June – Review 16 July
TBC	ALBUM Conference	TBC
9 – 14 October	Busworld	Preview 24 September
26 – 28 October	Eurobus Expo 2021	Preview 22 October – Review 5 November

\*subject to change and additional features added



## FEATURES 2021

### >26th March

- Computer, App and Web Based Systems

### >9th April

- PSVAR

### >7th May

- CCTV and Security Feature

### >21st May

- Telematics

### >4th June

- Air Conditioning and Heating Systems

### >2nd July

- Fuel Efficiency

### >30th July

- Garage Equipment

### >27th August

- Part Suppliers

### >24th September

- Training

### >8th October

- Tyres

### >19th November

- Maintenance and Repair

### >17th December

- Annual Review



# 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

### NEW OPERATOR PACKAGE

5x1 print + web  
£35 (2 week shelf life)

## RECRUITMENT

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

Quarter page	2 Issues - (one month coverage)	£197 per insertion
Half page	2 Issues - (one month coverage)	£327 per insertion
Full page	2 Issues - (one month coverage)	£527 per insertion

## INSERTS From just £500+VAT 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.



Let our family business look after yours.

0141 639 1410

www.sps.co.uk



Ferqui SR 33 seater - Available for immediate delivery

Corrosion Free Galvalume steel and polyester body  
8 speed 40 km/h automatic gearbox  
3 years chassis and body warranty  
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The perfect Ferqui 4x4 Coach Solution  
Also available as a 25/29 seat configuration

Tel: 01405 814064  
www.connaughtpsv.co.uk



Let our family business look after yours.

0141 639 1410

www.sps.co.uk



Orion Evolution: The new high-spec, 17 passenger low floor bus from Hailo



## Viator: EVM's Iveco flagship

Collaboration between EVM and Lithuania-based Altas has been around for a while, sharing production of the EVM Lowfloor, among other vehicles. Until now, it's all been about Sprinters but now EVM is adding Altas Viator – an Iveco-based 29-seat midcoach. We caught up with the Viator during a visit to Greys of UK, in Cambridge.

PLEASE CONTACT US FOR A QUOTE

**01733 362300**

# DIGITAL

OVER  
**19,000**

E-NEWSLETTERS  
SENT TO ONLINE  
SUBSCRIBERS PER  
MONTH

OVER  
**20,000**

MONTHLY SITE  
USERS PER MONTH  
ACROSS DESKTOP,  
TABLET AND  
MOBILE

OVER  
**9,300**

FOLLOWERS  
THROUGH  
SOCIAL MEDIA



## E-SHOT

Bespoke dedicated e-shot sent to  
4,750 approx number of subscribers  
linking directly to your website. £500

## WEB BANNER

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