

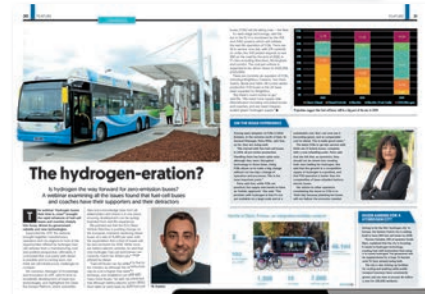


MEDIA KIT 2022

“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 5,100 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 4,300 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
4.8k
followers



Over
5.6k
followers



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



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



**UK Bus
Awards
Partner**



17,404

E-NEWSLETTERS

5,662

MOBILE

10,400

PRINT

5,906

DESKTOP

figures from January 2022

**Bus&
COACH**
Buyer

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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 2022

DATE	EVENT	BEING COVERED IN THE MAGAZINE
9-10 April	UK Coach Rally	Review 15th April
26-27 April	Album Conference	6th May
11-12 May	ITT Hub	Preview 6th May/Review 20th May
24-26 May	Commercial Vehicle Show	Preview 20th May/Review 3rd June
18-21 October	FIAA	TBC
1-3 November	Eurobus Expo	Preview 28th October/Review 11th November
TBC	UK Coach Awards	TBC

*subject to change and additional features added



FEATURES 2022

>28th January

- Contactless Ticketing

>25th February

- Passenger Comfort

>25th March

- Keeping Compliant

>29th April

- Keeping Clean

>27th May

- PSVAR

>24th June

- Seating

>22nd July

- Garage Equipment

>26th August

- Apps

>23rd September

- Parts

>21st October

- Refurbishment

>25th November

- Passenger Information

>9th December

- Uniforms and Workwear

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

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.

Bus & Coach Buyer
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Reliability • Flexibility • Independence

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Bus & Coach Buyer
INSIDE THIS ISSUE
SAFEGUARD STEPS UP TO THE CHALLENGE

BHI UK
UK's most comprehensive range of Bus and Coach seats, fittings and hand-rail padding

NEXT DAY DELIVERY

For parts and installations of:
Seating, floor-rail padding and flooring
Tel: 01522 688911 Email: bhi@bhiuk.com
www.bhiuk.com

Access all areas
The Touristline Access provides a Euro VI engine, PHEV and a good basic specification at a price considerably lower than most of its competitors. Can this be true? Bus and Coach Buyer has been out on the roads of Cambridgeshire and Lincolnshire to see what this new offering is all about and whether it meets all the needs of pure Coach coach operation.

PLEASE CONTACT US FOR A QUOTE
01733 362300

DIGITAL

OVER
17,000

E-NEWSLETTERS
SENT TO ONLINE
SUBSCRIBERS PER
MONTH

OVER
18,000

MONTHLY SITE
USERS PER MONTH
ACROSS DESKTOP,
TABLET AND
MOBILE

OVER
10,000

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