

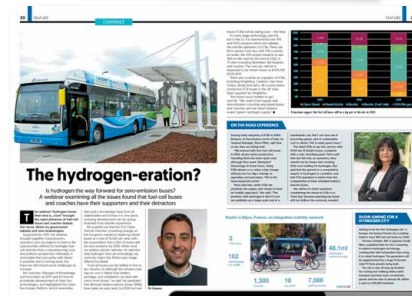


MEDIA KIT 2023

“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 4,500 named bus, coach and minibus operators. This is the largest 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
5.3k
followers



Over
5.7k
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

20,000

E-NEWSLETTERS

10,700

MOBILE

8,727

PRINT

8,900

DESKTOP

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 2023

DATE	EVENT
27-29 March	Album Conference
1 & 2 April	UK Coach Rally
18-20 April	Commercial Vehicle Show
10-11 May	ITT Hub
8-9 November	Coach & Bus Live
TBC	UK Coach Awards

*subject to change and additional features added, all events will be covered in magazine

FEATURES 2023

>27th January

- Contactless Ticketing

>24th February

- Passenger Comfort

>24th March

- Keeping Compliant

>21st April

- Driver Distraction

>19th May

- Air Conditioning

>30th June

- Seating

>28th July

- Garage Equipment

>25th August

- Telematics

>22nd September

- Parts

>20th October

- Refurbishment

>17th November

- Passenger Information

>15th December

- Uniforms and Workwear

PRINT

DISPLAY RATES

Full page	£875	one-off	£700 for a series booking
Half page	£485	one-off	£388 series
Quarter page	£247	one-off	£197 series
Eighth page	£135	one-off	£108 series

VEHICLE SALES

NEW OPERATOR PACKAGE

5x1 print + web
£40

RECRUITMENT

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

Quarter page	2 Issues - (one month coverage)	£203 per insertion
Half page	2 Issues - (one month coverage)	£337 per insertion
Full page	2 Issues - (one month coverage)	£542 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
INSIDE THIS ISSUE...
ACCESS ALL AREAS ON NEW TOURISMO
www.assetalliancegroup.co.uk

ASSET ALLIANCE GROUP
www.assetalliancegroup.co.uk

AWARD-WINNING SERVICE
SPECIALIST BUS & COACH FINANCE
Reliability • Flexibility • Independence
Our experts will drive down the cost of your finance

Bus & Coach Buyer
INSIDE THIS ISSUE...
SAFEGUARD STEP UP TO THE CHALLENGE
www.bhiuk.com

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: graham@bhiuk.com

Access all areas
The Tourismo Access provides a Euro VI engine, PIVAR and a good basic specification at a price considerably lower than most of its competitors. Can this be true? Bus & 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 post-Covid coach operation.

PLEASE CONTACT US FOR A QUOTE
01733 362300

DIGITAL

OVER
20,000

E-NEWSLETTERS
SENT TO ONLINE
SUBSCRIBERS PER
MONTH

OVER
20,000

MONTHLY SITE
USERS PER MONTH
ACROSS DESKTOP,
TABLET AND
MOBILE

OVER
11,000

FOLLOWERS
THROUGH
SOCIAL MEDIA



Irizar OPEN DAYS
EVENT
25th-26th August

CELEBRATING
10
YEARS
ANNIVERSARY

10-10-10
i6 Campaign
10 i6 Coaches with
10 Months Assisted
Leasing for our
10th Birthday
Celebrations

Light
refreshments
& Birthday
Cake!

Offers
on selected
used
vehicles

Come
Join
Us

At our National Coach Sales Centre



PARMA

rs matter...



**GET £500 TO SPEND ON
WORKSHOP EQUIPMENT!**
WHEN YOU ORDER A SET OF COLUMN LIFTS OR A BRAKE TESTER*

**BLACK
FRIDAY**

25% OFF



**BusCoach
Buyer**

VEHICLES FOR SALE

NEWS

FEATURES

EDITOR'S BLOG

LEAD INQUIRY

EVENTS

CURRENT RESPONSES
NEW PAGES
OF YOUR FLEET

EDITOR'S PICKS

135

Five dangerous buses at North Westall garage

CELEBRITY: Mike Brown - 1920-2020

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