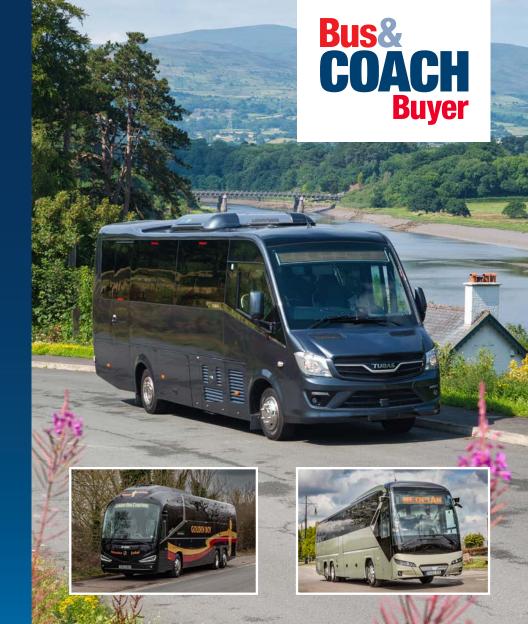
MEDIA KIT 2024

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



WHY BUS & COACH BUYER?







Our aim is to provide all the latest news from suppliers

WE REACH YOUR CUSTOMERS

- Bus and Coach Buyer is mailed out to an average of 4,211 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 4,000 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.



PERFORMANCE METRICS

Average Jan 23 - Dec 23

22,900 Active Users per month 29,900 Active Sessions per month

Across www.busandcoachbuyer.com & classifieds.busandcoachbuyer.com



INTERNATIONAL Bus & Coach of the Year UK

representative



GOLD AWARD

for Services to the Coach Industry

LAST 30 DAYS **REACH ACROSS** DIFFERENT **PLATFORMS**











KEY DATES

Commercial & Editorial features

Shows and Events 2024

- 13-14 April UK Coach Rally
- **22-24 April** ALBUM conference
- 23-25 April Commercial Vehicle Show
- 15-16 May Sustainable Road Transport (formerly ITT Hub)
- 12-14 November Euro Bus Expo

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

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



Issue Dates 2024

- January 12th & 26th
- February 9th & 23rd
- March 8th & 22nd
- April 5th & 19th
- May 3rd, 17th & 31st
- June 14th & 28th
- July 12th & 26th
- August 9th & 23rd
- September 6th & 20th
- October 4th & 18th
- November 1st, 15th & 29th
- December 6th & 20th

Confirmed features are:

- Jan 25th: Fare collection
- Feb 23rd: Passenger Comfort
- March 8th: Spring vehicle deliveries
- March 22nd: Keeping compliant
- April 19th Electrification
- May 31st: Cleaning
- June 14: Summer vehicle deliveries
- June 28th: Seating
- July 26th: Garage Equipment
- August 23rd Telematics
- September 6th: Autumn Vehicle deliveries
- September 20th: Parts
- October 18th: Refurbishment
- November 1st: Winter Deliveries
- November 29th: Passenger Information
- December 20th: Uniforms and Workwear

PRINT

Display Rates

- Full page
 £900 one-off £720 series
- Half page£500 one-off £399 series
- Quarter page£255 one-off £202 series
- Eighth page £140 one-off £111 series

All prices are + VAT and per insertion. Series based on 6 or more insertions

Vehicle Sales

NEW OPERATOR PACKAGE 5x1 print + web **£45**

Recruitment

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

- Quarter page coverage)2 Issues (one month £210 per insertion
- Half page coverage)2 Issues (one month £347 per insertion
- Full page coverage)2 Issues (one month £558 per insertion

Inserts

From just £550+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.



DIGITAL

E-shot

 Bespoke dedicated e-shot sent to 4,750 subscribers linking directly to your website. £550

Web banner

- 1 Month £309
- 6 Months £257 per month
- 12 Months £206 per month







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