

MEDIA KIT 2024

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

**Bus&
COACH**
Buyer



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.



TOP 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



Over
5.9k
followers



Over
5.8k
followers



INTERNATIONAL

Bus & Coach
of the Year UK
representative



GOLD AWARD

for Services to the
Coach Industry

LAST 30 DAYS
REACH ACROSS
DIFFERENT
PLATFORMS

Update — December 2023

E-NEWSLETTERS

20,000

MOBILE

9,200

PRINT

8,400

DESKTOP

7,000

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

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



PARMA

OPEN DAYS EVENT
25th-26th August

10 YEARS ANNIVERSARY

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

Offers on selected used vehicles

Come Join Us

Light refreshments & Birthday Cake!

At our Nation

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



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