



**CBW**  
Coach&BusWeek

**2024**  
**MEDIA**  
**PACK**

**CBW**  
Coach&BusWeek

[WWW.CBWMAGAZINE.COM](http://WWW.CBWMAGAZINE.COM)

**CBM**  
Coach&BusMarket

[WWW.COACHANDBUSMARKET.COM](http://WWW.COACHANDBUSMARKET.COM)

**CBJ**  
Coach&BusJobs

[WWW.COACHANDBUSJOBS.COM](http://WWW.COACHANDBUSJOBS.COM)

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**CBW**  
Coach&BusWeek

**2024  
MEDIA  
PACK**

**MEDIA REACH**



12K  
FOLLOWERS



10K  
FOLLOWERS



12K  
FOLLOWERS



2.5K  
FOLLOWERS



7K  
SUBSCRIBERS



5K  
AVERAGE  
WEEKLY  
CIRCULATION



65K  
AVERAGE  
MONTHLY  
WEBSITE VISITORS

# WELCOME

## TO THE 2024 CBW MEDIA PACK

As we've done throughout our long history of reporting on and supporting all aspects of the coach and bus sectors, Coach & Bus Week continues to provide unrivalled editorial content every week to its core subscriber base via its printed and digital channels. Our subscribers include senior industry directors, chief executives and managers from major national groups, as well as regional and municipal operators, county councils and proprietors of small to medium operations, not to mention suppliers, manufacturers and others connected with the industry.

As the only paid-for and weekly magazine in the industry, we strive to deliver new, interesting, thought-provoking and cutting edge content every week. By offering our clients weekly advertising which is viewed by paying readers, your marketing campaigns are guaranteed the best possible exposure. At CBW we take pride in working closely with our advertisers to ensure their campaign goals are met.

The following pages outline the different advertising opportunities available. We are happy to adapt our packages and create bespoke opportunities which best suit your campaigns. Make sure to contact your account manager about any campaigns, launches or product news so we can provide you with the best marketing support.

Our dedicated editorial team are happy to visit you for interviews, tours and product demonstrations, providing them further opportunity to write detailed features. CBW also plans to attend as many industry events as possible during the year, from conferences and launches to major trade shows, which offer great opportunities to engage with our sales, advertising and editorial team to help us to help you. Your account manager will keep you informed of any special issues, including those focusing on upcoming industry events.

Once you have had a chance to review our range of advertisement opportunities, please make sure to get in touch. Your account manager will be able to discuss with you which issues of CBW are best to advertise in. Our marketing manager will be more than happy to look at your campaigns with you to make sure your adverts deliver the right message. We also have an in-house designer who can create adverts for you - please just ask your account manager.

We look forward to working with you.

Kind regards

**Gemma Ireland Pell**  
CBW Business Manager



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# DISPLAY ADVERTISEMENTS

Each week the editorial team deliver cutting edge features. The team makes sure to include a healthy balance of coach, bus and minibus. CBW's variety of articles include event coverage, test drives, vehicle launches, operator and supplier profiles and much more. CBW offers the opportunity to advertise next to these features. If we know your company or product are mentioned we will get in touch to offer you advertisement space alongside this feature, meaning readers know exactly who to call. If you are wishing to promote a specific product or service, speak to Gemma about our advertorial packages. Advertorials are a dedicated section for you to showcase your business.

Take a look at our display options below and call Gemma to discuss your 2024 campaign.

<b>EIGHTH PAGE NEWS STRIP</b>	£300 + VAT
<b>QUARTER PAGE NEWS STRIP</b>	£450 + VAT
<b>QUARTER PAGE</b>	£500 + VAT
<b>HALF PAGE</b>	£800 + VAT
<b>FULL PAGE</b>	£1500 + VAT
<b>INSIDE OR OUTSIDE COVER</b>	£1800 + VAT
<b>DOUBLE PAGE SPREAD</b>	£2200 + VAT

## ADVERTORIALS

<b>HALF PAGE</b>	£728 + VAT
<b>FULL PAGE</b>	£1310 + VAT
<b>DOUBLE PAGE SPREAD</b>	£2210 + VAT

**INSERTS** £450 + VAT\*

## **SPONSORSHIPS**

Contact Gemma to find out about our different sponsorship options



Contact Gemma  
to discuss further

**01733 293 247**

**gemma@**

**cbwmagazine.com**

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## VEHICLE FOR SALE ADVERTISEMENTS

Do you have a vehicle to sell (or 20)? We offer a range of advert sizes for you to advertise your vehicles for sale. We understand you do not always have the time to design these adverts, but do not worry, our designer will be happy to help.

Contact Gemma to find out more about our vehicle for sale packages.

<b>QUARTER PAGE</b>	£230 + VAT
<b>HALF PAGE</b>	£350 + VAT
<b>FULL PAGE</b>	£550 + VAT
<b>DOUBLE PAGE SPREAD</b>	£900 + VAT



## RECRUITMENT ADVERTISEMENTS

Are you looking to expand your team? Our magazine is read by potential candidates every week. We offer a fantastic deal on our recruitment advertisement, which is not worth missing.

Contact Gemma to find out more about our recruitment packages.

<b>QUARTER PAGE</b>	£600 + VAT
<b>HALF PAGE</b>	£1150 + VAT
<b>FULL PAGE</b>	£2250 + VAT



Contact Gemma  
to discuss further

**01733 293 247**

**gemma@**

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# CLASSIFIED ADVERTISEMENTS

Our Classified section is the ideal place to advertise all kinds of products and services, from wheel trims and seat belts to refurbishments and training. At CBW we have developed a significant array of advertising packages for you to target relevant buyers from within the industry.

Contact Amy to find out more and discuss the packages we have on offer.

<b>LINEAGE</b>	£165 + VAT
<b>EIGHTH PAGE</b>	£325 + VAT
<b>QUARTER PAGE</b>	£295 + VAT
<b>HALF PAGE</b>	£565 + VAT



## EXTRAS

If your company has been featured and you would like to purchase extra copies, PDFs or reprints, get in touch with Amy. If you wish to share the feature, we ask that you purchase the PDFs with copyright before doing so. Once you have purchased the PDFs this allows you to share them to all your employees and on your social media and website.

<b>EXTRA COPIES</b>	£3.99 PER ISSUE + DELIVERY AND VAT
<b>PDFS</b>	CONTACT AMY
<b>REPRINTS</b>	CONTACT AMY



Contact Amy  
to discuss further

**01733 293 482**  
**amy@**  
**cbwmagazine.com**

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# DIGITAL ADVERTISEMENTS

During 2024 we plan to strengthen our digital advertisement opportunities. We will be happy to discuss your requirements and accommodate as best as possible any digital campaigns you plan for 2024.

Please get in touch with Gemma to discuss your digital plan.

<b>LEADERBOARD - 12 MONTHS</b>	<b>£3,600 + VAT</b>
<b>MPU - 12 MONTHS</b>	<b>£3,100 + VAT</b>
<b>DEDICATED DEALER PAGE ON CBM</b>	<b>£1,300 + VAT</b>
<b>JOB LISTING ON CBJ</b>	<b>CONTACT GEMMA</b>
<b>EMAIL SPONSORSHIP</b>	<b>£350 + VAT</b>
<b>BESPOKE EMAIL</b>	<b>£650 + VAT</b>
<b>YOUTUBE VIDEO CREATION</b>	<b>£600 + VAT</b>

We have a fantastic social media following across many platforms, with high engagement and impression rates. Speak to Gemma about creating social media campaigns, including sponsorship of our YouTube videos, social media posts and much more.



Contact Gemma  
to discuss further

**01733 293 247**

**gemma@**

**cbwmagazine.com**



12K  
FOLLOWERS



10K  
FOLLOWERS



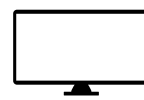
12K  
FOLLOWERS



2.5K  
FOLLOWERS



7K  
SUBSCRIBERS



65K  
AVERAGE  
MONTHLY  
WEBSITE VISITORS

# SPECIFICATION

DOUBLE-PAGE SPREAD  
420mm x 297mm + 3mm bleed

FULL PAGE  
210 mm x  
297mm +  
3mm bleed

HALF PAGE  
HORIZONTAL  
190mm x 134mm

HALF  
PAGE  
VERTICAL  
93mm x  
272mm

EIGHTH PAGE 93mm x  
67mm

QUARTER  
PAGE  
93mm x  
134mm

EIGHTH PAGE STRIP  
30mm x 190mm

QUARTER PAGE STRIP  
64mm x 190mm

Digital Leaderboard  
728px x 90px

Digital MPU  
300px x  
250px

Please get in touch  
if you have queries  
about advert  
specifications.



# DEADLINES

All deadlines are the Friday before publication date. If you are providing full artwork, please send this by midday. If we are creating the advert, Sarah will be in touch a few days before to discuss the design. Changes can be submitted each week, but this again must be done by midday on Friday.

Deadlines may change around busier times such as show issues and at Christmas.

Please get in touch if you have any queries regarding deadlines.



Contact Sarah to  
discuss your advert design,  
specifications and deadlines

**01733 293 481**

**sarah@**

**cbwmagazine.com**



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# CONTACT

## ADVERTISING

**Gemma Ireland Pell** - Sales Manager  
01733 293 247  
gemma@cbwmagazine.com

**Amy Greaves** - Subscription and Sales Assistant  
01733 293 482  
amy@cbwmagazine.com

## EDITORIAL

**Jonathan Welch** - Deputy Editor  
01733 293 240  
jonathan.welch@cbwmagazine.com

## MARKETING AND PRODUCTION

**Sarah Ward** - Advertising Production  
01733 293 481  
sarah@cbwmagazine.com

## ADDRESS

Coach & Bus Week Ltd,  
3 The Office Village,  
Cygnet Park,  
Forder Way,  
Hampton,  
Peterborough,  
PE7 8GX

## SWITCHBOARD

01733 293240

