



**MARKETING  
OPPORTUNITIES**

# ROUTE **ONE**

**NUMBER ONE** FOR COACH, BUS & MINIBUS

# STILL ADVERTISING?



// Stopping advertising to  
save money is like stopping  
your watch to save time //

**Henry Ford**

Getting your brand in front of the right people at the right time is challenging, especially during these unprecedented times. Yet, while many businesses are reducing their marketing spend, those still investing stand to benefit from reduced noise in the marketplace. That escalates the effectiveness of advertising, ultimately delivering higher sales and market share. When the economy recovers, **studies demonstrate\*** that those advances will persist.

*\*A Critical Review and Synthesis of Research on Advertising in a Recession, Tellis and Tellis, 2009*

# WHY routeone?



// As well as keeping the industry well informed with the latest news, **routeone** plays an important role in bringing the sector together with initiatives such as the **routeone** Awards and its support of the Skills Challenge, which we endorse wholeheartedly //



**John Dwight, Sales Director,  
Imperial Engineering**

As the industry evolves in the face of uncertainty, financial difficulties and new operational requirements, our readers trust **routeone** to bring them the latest need-to-know updates and insights.

**We are the largest multi-platform media business embedded in the UK coach, bus and minibuss sector.** We reach further and deeper into the domestic market than any other media outlet. With an operator-centric approach, expertise in matching buyers with sellers, unparalleled engagement, and a team fully equipped to work from home – we are here to assist you in reaching decision makers operating at the heart of the industry.

*Organised by*

**diversified**  
COMMUNICATIONS ■ UK

*The team behind*



# A NEW FORMAT



Today's readers consume news in a different way to those who first subscribed when the magazine launched back in 2003.

**routeone continues to evolve to meet those needs.**

The latest news has become ever more important during these turbulent times.

Over the last year, we have invested in developing a more responsive, faster-paced digital platform to meet the surge in demand from our readers.

Extraordinary engagement, and meaningful consultation with our readers and advertisers has shaped our thinking about the future of **routeone**.

We re-launched the industry's most in-demand magazine as a monthly publication in September 2020. We continue to deliver the latest news at the earliest opportunity through our online platform, while exploring the most significant developments in greater detail in our feature-led magazine.

While the way we present news has changed, our commitment to our readers has not. It is thanks only to their support that we have been able to return to print so successfully.

**routeone** will continue to evolve, because we are as invested in our readers as they are with us.

# WE KNOW YOUR AUDIENCE



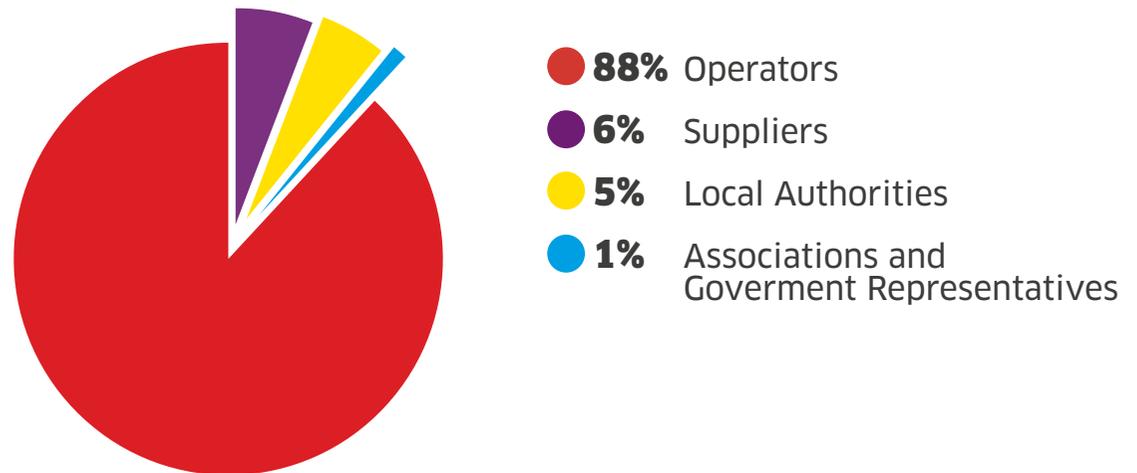
Each month, one copy of the print edition of **routeone** is sent to a senior representative at verified PSV operating businesses across the UK and Ireland, free of charge.

This includes coach, bus and minibus operators, local authorities and community transport organisations.

Our subscriptions are requested and renewed regularly, ensuring that businesses are active, job profiles are up to date, and readers are engaged.

# 4012 QUALIFIED PRINT SUBSCRIBERS

## BUSINESS PROFILES



## OPERATOR PROFILES - SENIOR POSITIONS



# DIGITAL REACH

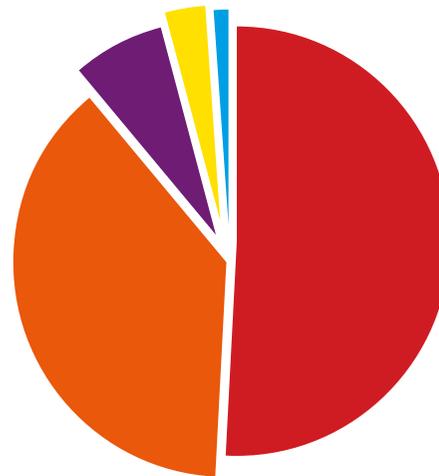


**Our digital readership is extensive**, representing every link of the PSV supply chain, and job functions spanning the entire sector.

In addition to **profiling every subscriber**, we undertake regular cleansing to ensure our emails are only sent to those who **consistently engage** with the content.

# 16,167 DIGITAL SUBSCRIBERS

## BUSINESS PROFILES



- **51%** Operators
- **38%** Suppliers
- **7%** Students and Private Subscribers
- **3%** Local Authorities
- **1%** Associations, Government, or Membership Bodies

 **8745** Followers

 **6953** Followers

 **5525** Followers



# SKYROCKETING ENGAGEMENT

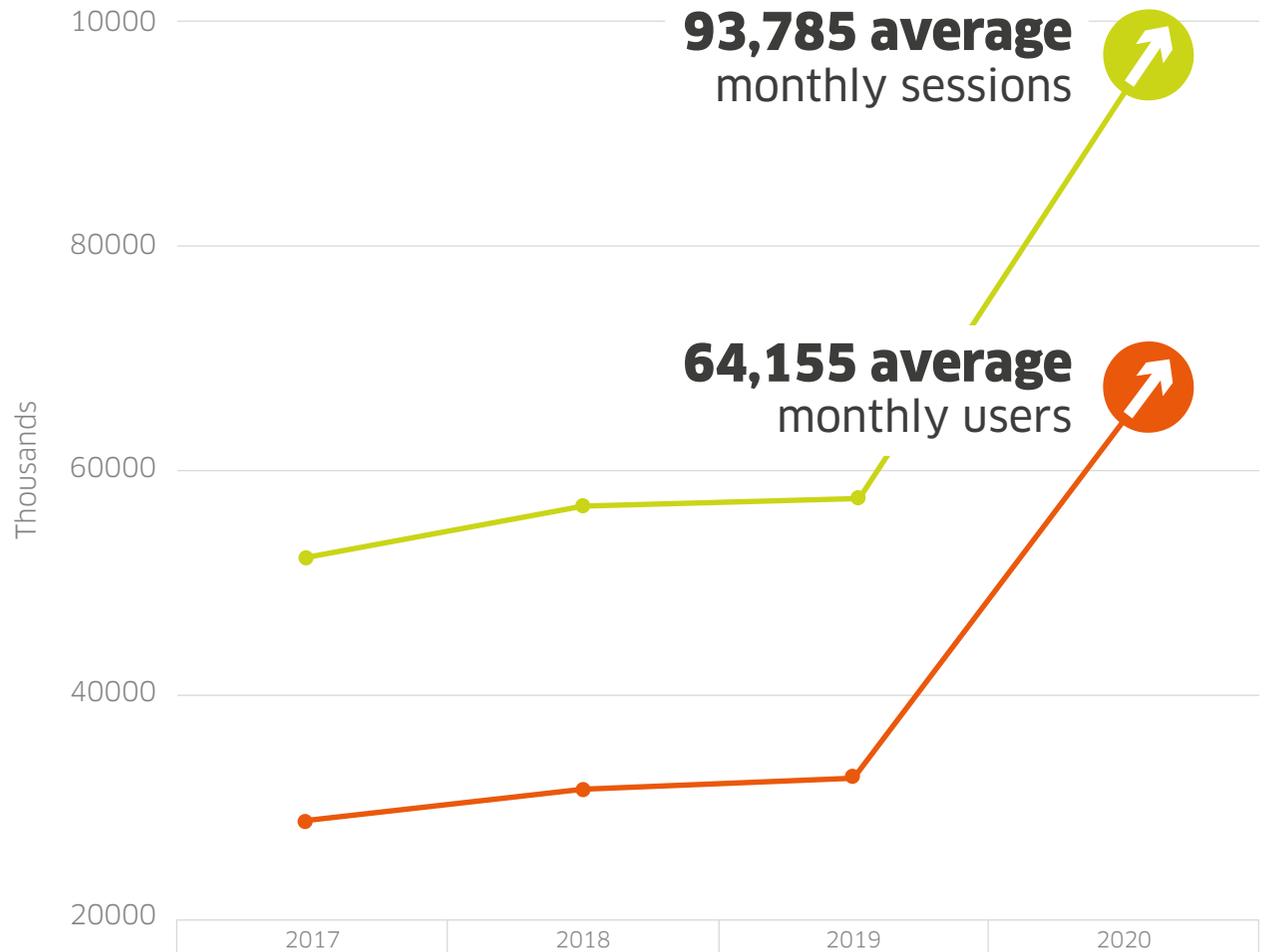


The industry is more invested in **routeone** now than ever before. Website users doubled in 2020, demonstrating that **routeone** has been the industry's news source of choice throughout the pandemic.



Statistical reports are available with every digital campaign to help you optimise performance.

route-one.net analytics



# STRATEGY FIRST



## YOUR GOAL

**INCREASE BRAND  
AWARENESS**

**GENERATE LEADS**

**DRIVE ACTION**

**MAINTAIN  
AWARENESS AND  
REPUTATION**

Every marketing campaign should be fuelled by strategy, using the right tactics, and using the right performance metrics to measure success. Use the strategy guide below to see which of our opportunities best suit your campaign goals.

## YOUR OBJECTIVE

**Maximise impressions**

**Demonstrate value**

**Sell the benefits**

**Position your brand**

## MARKETING OPPORTUNITIES

Display advertising (print or digital)  
Website takeover  
Brand partnerships  
Sponsored content  
Contextual / feature advertising

Case studies  
Webinars  
Whitepapers  
Directory listing

Sponsored content  
Contextual / feature advertising  
Solus e-shot  
Display advertising (print or digital)  
Directory / recruitment listing

Case studies (leverage influencers)  
Webinars (thought leadership)  
Whitepapers (thought leadership)  
Contextual / feature advertising (strategic positioning)  
Partnership (strategic positioning)



# PRINT ADVERTISING

## In the most trustworthy media channel

Form meaningful impressions by placing your brand in your audience's hands. Our subscriptions are relevant, requested and regularly renewed. Put simply, our professional readers are invested in the industry updates **routeone** provides. Advertising is a key part of that experience. Such is the popularity of advertising in the print edition, we are selling out weeks in advance. We recommend that you book early to avoid disappointment.

<b>Double Page spread:</b>	£1,848 + VAT
<b>Full Page:</b>	£994 + VAT
<b>Half Page:</b>	£536 + VAT
<b>Quarter Page:</b>	£303 + VAT

## INSERTS

### Affordable, flexible and creative

Inserts offer a time and cost-effective alternative to direct mail, a powerful part of any promotional campaign. Flexible, multi-page formats allow ample room to craft your message or present multiple products or services. Avoid mailing expenses and administrative burden by utilising our fully opted in database. Precisely target your audience by profile or geographic location.

**EPOA** Prices start from £750 + VAT



**Include an exclusive offer or add a QR code to encourage readers to retain your insert**



# FEATURE ADVERTISING

Relevant, credible and highly targeted

Each month, **routeone** delves into a topical supplier market with an in-depth feature carefully chosen to interest operators. Advertising alongside one of these features is a powerful way to move potential customers through the decision making process.

Buyer decision making process



By drawing attention to updates in the field, the article assists with problem recognition and information search. Your advertisement highlighting your product or service benefits provides the details potential buyers need to evaluate against alternatives. A compelling call to action will drive warm leads to your sales team.

**Double Page spread:** £1,848 + VAT

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## FEATURE LIST

**2021**

<b>January</b>	Emission Compliance and Clean Air Zones
<b>February</b>	Women in transport, plus Insurance, Finance and Leasing
<b>March</b>	Telematics and Driver Monitoring
<b>April</b>	Engines, Transmissions and Alternative Propulsion
<b>May</b>	PSVAR Retrofit
<b>June</b>	Vehicle Refurbishment and Maintenance
<b>July</b>	Workshop Equipment and Safety Management
<b>August</b>	Onboard Technology
<b>September</b>	Passenger Comfort and Customer Experience
<b>October</b>	Euro Bus Expo Preview
<b>November</b>	Euro Bus Expo Review
<b>December</b>	Training and Safety



**Book advertising in one of our features to receive 50% discount on a contextual web banner placement within the online article**



# DIGITAL DISPLAY ADVERTISING

Need to make a big impression?



**WEBSITE TAKEOVER**

**EURO  
BUS EXPO  
2021**

26-28 OCTOBER  
NEC | BIRMINGHAM | UK

THE DEFINITIVE  
EXHIBITION  
FOR BUS & COACH  
PROFESSIONALS

**REGISTER  
FOR FREE**



## WEBSITE TAKEOVER

Our most powerful brand awareness opportunity, delivering the most views from unique users - a website takeover is impossible to overlook. Your brand will be seen by every visitor to the **routeone** website. While engagement is at an all time high, it's an ideal time to own this space.

**£1,750 + VAT** per week

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THE DEFINITIVE  
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## VIDEO ADVERTISING

The undisputed king of digital content. Video advertisements are one of the most effective methods to use when communicating an information-heavy message, and have an incomparable ability to deliver a lasting impression. Your video will be featured on the **routeone** home page, and shared in our email news digest and across our social media channels.

**£900 + VAT**



# WEB BANNERS

Cost-effective, interchangeable, reusable and measurable

Update your graphics at any time to test your messaging and drive maximum ROI



## LEADERBOARDS AND MPUs

Whether you're launching a product or a service, or building your brand through visual repetition, banner advertising is effective in drawing and maintaining attention. Visible across the entire website, they're guaranteed to deliver thousands of impressions. Universal sizing allows you to reuse your web banners, making them one of the most cost-effective tools in the box.

**£700 + VAT** per month in a shared space

## CONTEXTUAL PLACEMENT

Right time, right place. Contextual placement is a great targeting technique to improve performance of your web banner. By embedding it within an article that is directly relevant, users are more likely to be receptive to it. Fine tune your message to increase relevance and maximise results.

**£150 + VAT** for a lifetime banner within an article of your choice





# EMAIL ADVERTISING

Follow the customer into one of the most heavily used marketing channels



**16,000+** engaged subscribers rely on us to keep them up to date with the latest news in a rapidly changing business landscape. Leverage our established trust and advertise directly in your customers' inbox.

## EMAIL BANNERS

Advertise alongside credible editorial content in carefully crafted e-newsletters that are structured to optimise user experience across devices. Choose from our weekly e-mail news digest or monthly 'latest issue' email.

**£250 + VAT** per banner



**Discounts available for series bookings**

## SOLUS E-SHOTS

Instant impact, easy to share and easy to measure. Utilise our opted-in mailing list to send your message to a segment of your choosing. Provide your own email design, or just the content and we can create it for you.

**From £2,000 + VAT**

## EMAIL PARTNERSHIP

Year-round exposure. Your branding will be incorporated in a prominent position in 50 weekly e-newsletters, alongside a banner advertisement positioned to immediately capture the reader's attention and drive the best response.

**£16,000 + VAT**



# RECRUITMENT ADVERTISING

Attract the right candidates

Advertising your vacancy with **routeone** will save you time, directly reaching relevant and experienced candidates in your target audience. What's more, you'll further promote your company in this niche sector.

## ONLINE LISTING

Your vacancy will be:

- ✓ Featured on the **routeone** careers webpage until your specified closing date
- ✓ Promoted in the **routeone** email newsletter
- ✓ Promoted across the **routeone** social media networks

### Plus:

- ✓ Receive CVs directly or via our online form
- ✓ Monitor performance with analytics reports
- ✓ Update your copy at any time

**£349 + VAT**

## PRINT ADVERTISING

Double Page Spread:	<b>£3,840 + VAT</b>
Full Page:	<b>£2,160 + VAT</b>
Half Page:	<b>£1,140 + VAT</b>
Quarter Page:	<b>£600 + VAT</b>

Each print advert includes a standard online listing.



**BUY ONE PRINT ADVERT,  
GET ONE HALF PRICE!**

Offer valid for advertisements the same size or smaller



# CLAIM YOUR FREE DIRECTORY LISTING

Ensure your company can always be found when potential customers search for your products or services



- ✓ Be present among your competitors
- ✓ Receive leads direct or from the online enquiry form
- ✓ Boost your own website SEO via backlinks
- ✓ Update your profile at any time

## STANDARD LIFETIME LISTING - FREE

Don't miss the new options for improving your existing free listing, including adding your: company profile, full contact details, social media links, unlimited product and service categories, plus keywords to boost search performance.

## ENHANCED LISTING FOR ONE YEAR - £500 + VAT

All the benefits of a standard listing, plus - stand out at the top of the search results, add your logo, an image, video and opening times. What's more, you'll receive a banner advert on the vehicle and supplier web pages to catch attention even when your customers aren't searching.

**CLICK HERE** to create or update your profile



# CONTENT MARKETING

## Showcase your expertise

### SPONSORED CONTENT

Credible, influential and shareable. An article showcasing your business or brand published on the **routeone** website and promoted via the email news digest and social media.

Control your brand's narrative. Provide the content as you would like it published, and we will share it at a time that works for you.

**£500 + VAT**



**Struggling to find the words?  
Speak to the team if you  
require editorial assistance**

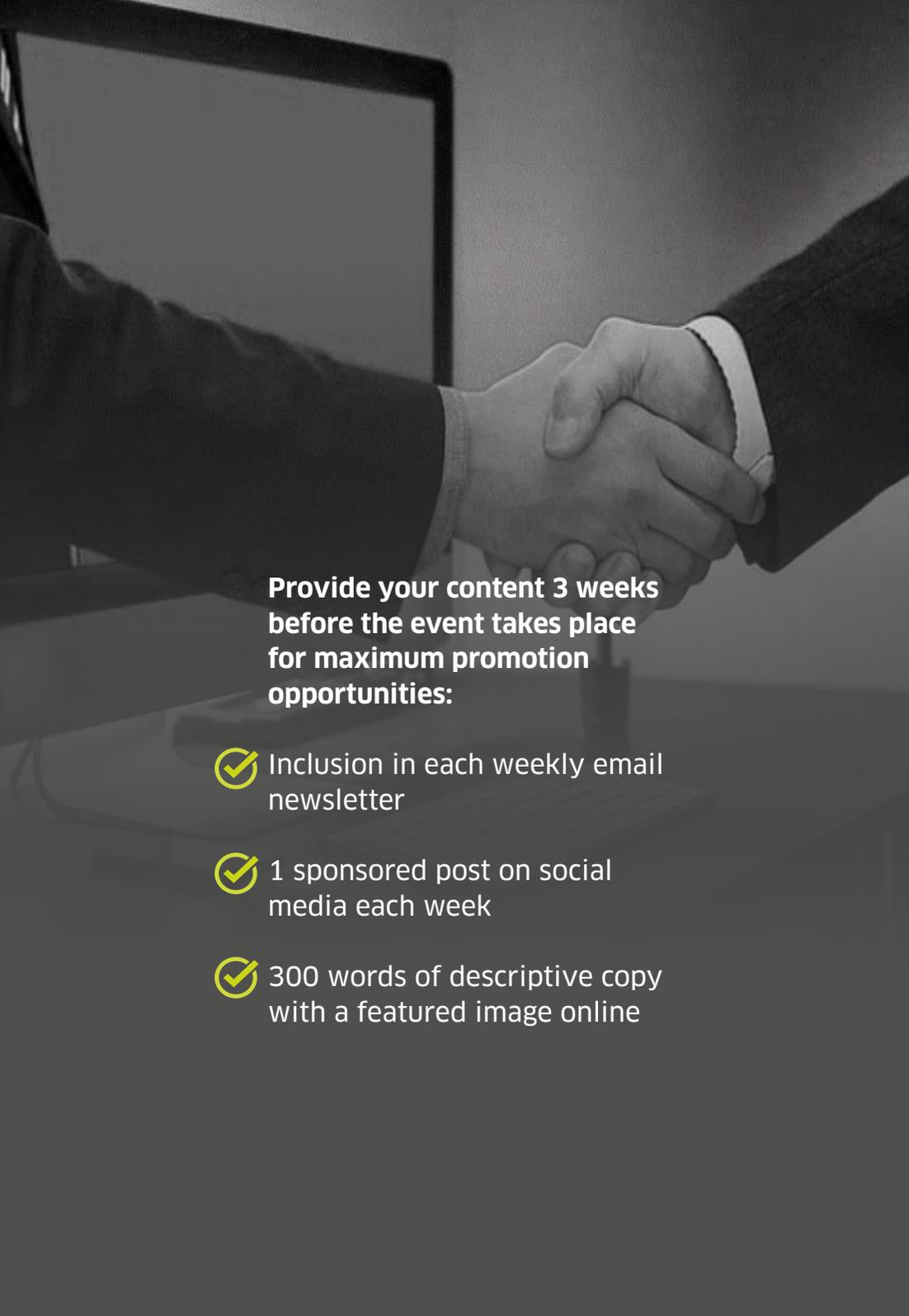


// We're delighted with the coverage and quality of **routeone's** online readership. Within minutes of our article being published, we started receiving calls from operators. By the end of the first week we had almost 100 orders.

The **routeone** team have been incredibly attentive and responsive, not just at the outset, but as we move forward to establish Aura Air as the defacto solution addressing the fear of airborne coronavirus transmission on vehicles. //



*Paul Kasler,  
Aura Air Limited*



**Provide your content 3 weeks before the event takes place for maximum promotion opportunities:**

- ✓ Inclusion in each weekly email newsletter
- ✓ 1 sponsored post on social media each week
- ✓ 300 words of descriptive copy with a featured image online



## **WEBINARS**

### **Break down barriers**

Webinars have undeniable benefits for brand positioning, generating leads, and eliminating barriers to conversion by facilitating two-way communication with your potential customers.

Promote your upcoming event on the **routeone Insights webpage**, the weekly e-newsletter and across our social media channels.

If you want to get more value from your webinar after it has taken place, send us a link to the recording and we will host it on our website until it is no longer relevant. You will continue to receive leads through our online registration form.

**£500 + VAT**



# WHITEPAPERS

## The content tool with staying power

Hosted on the **routeone** Insights webpage indefinitely, whitepapers are the lead generating, brand positioning gift that will keep on giving.

### **Demonstrate your competencies and credentials**

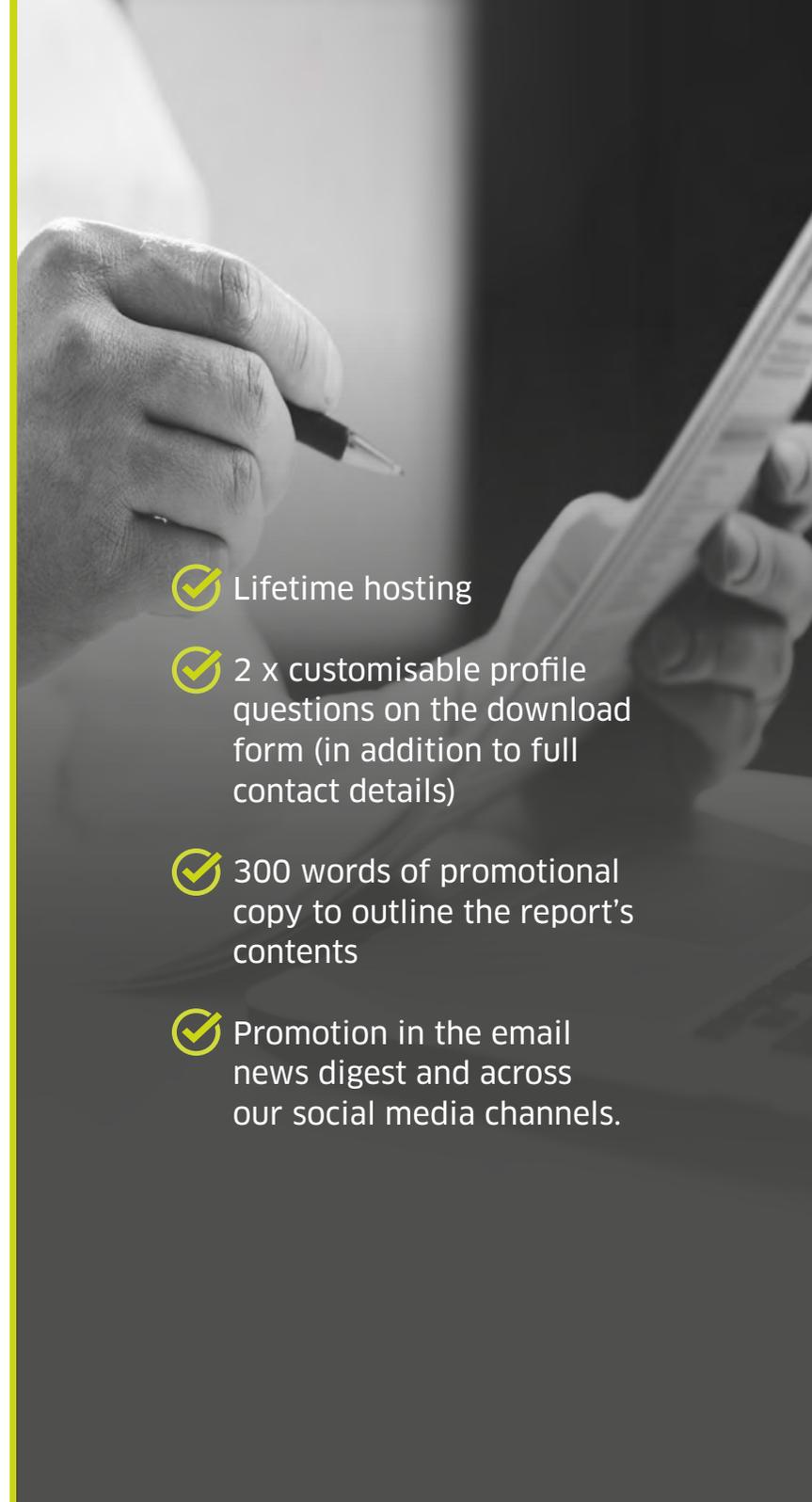
Establish your company as an expert on a topic to build rapport with potential customers by giving a balanced and informative overview, while subtly highlighting your expertise.

Consider a case study. A genuine endorsement about how you have helped an existing customer is a persuasive method of demonstrating your capabilities and instilling trust.

**Combine information with persuasion** to help prospects through the decision-making process. Provided your content is unique and contains quality information, expect relevant leads as readers exchange contact details for your report.

**£1,500 + VAT** per whitepaper

- ✔ Lifetime hosting
- ✔ 2 x customisable profile questions on the download form (in addition to full contact details)
- ✔ 300 words of promotional copy to outline the report's contents
- ✔ Promotion in the email news digest and across our social media channels.





# MARKET RESEARCH

## Insights from the industry

Test the market and gain impartial feedback, review your current services without bias, or further understand the latest trends to make decision making simpler.

Whether you're conducting your own research and want to extend it to the **routeone** audience, or you want to commission a research project and benefit from our industry knowledge, we can work with you to help determine the sampling and methodology best suited to your research aims, through survey creation, distribution and reporting.

**EPOA**



// The aim of marketing is to know and understand the customer so well, the product or service sells itself //

**Peter Drucker**



# PARTNERSHIP

Meaningful collaboration results in high rewards

If you're looking for a campaign that's unique, spans channels, or targets a specific segment, talk to us about a partnership. Every one is unique, reflecting the diversity of the businesses we work with. They can be expansive, involving any or all of our promotional opportunities. We can find the right mix for any budget and help to:

- ✓ **Extend your marketing budget**
- ✓ **Increase your reach and exposure**
- ✓ **Integrate your campaign across channels**
- ✓ **Target your messaging for each audience segment**
- ✓ **Optimise your campaign schedule for the most effective results**

Our team is fully immersed in the sector and experienced in delivering successful campaigns. We know the most effective routes, methods and timing to reach your prospective customers and deliver the best returns for your strategic aims.

**Discuss your objectives with us to explore how we can work together to make a positive, lasting contribution to your business.**



// We approached **routeone** with one objective, to relaunch our brand in this market.

Since working together, we have seen a noticeable uplift in our brand exposure.

Their accommodating approach makes for a rewarding, mutually beneficial partnership //

*Rebecca Cole, Croner-i*



**Croner-i**  
*Inform • Advise • Protect*



# CONTACT THE TEAM

For more information about the opportunities available  
and for no-obligation advice about your next campaign

## SALES

## EDITORIAL



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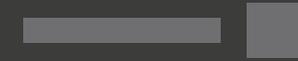


# MECHANICAL DATA & DEADLINES

## PRINT ADVERTISING BOOKING AND COPY DEADLINES

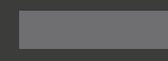
Submit your copy to [adcopy@divcom.co.uk](mailto:adcopy@divcom.co.uk)

ISSUE	ISSUE DATE	DEADLINE
January	13/01/2021	08/01/2021
February	10/02/2021	05/02/2021
March	10/03/2021	05/03/2021
April	14/04/2021	09/04/2021
May	12/05/2021	07/05/2021
June	09/06/2021	04/06/2021
July	14/07/2021	09/07/2021
August	11/08/2021	06/08/2021
September	08/09/2021	03/09/2021
October	13/10/2021	08/10/2021
November	10/11/2021	05/11/2021
December	08/12/2021	03/12/2021



### Leaderboard and MPU banners

728px wide x 90px high  
300px wide x 250px high



### Email banners

564px wide x 150px high



### Double-page spread

420mm wide x 297mm high  
3mm bleed to edges. Please allow an inner margin for perfect binding



### Full-page

210mm wide  
x 297mm high  
3mm bleed to all edge



### Half-page horizontal

180mm wide  
x 132mm high



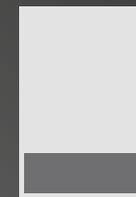
### Half-page vertical

88mm wide  
x 268mm high



### Quarter-page

88mm wide  
x 132mm high



### Quarter-page strip

180mm wide  
x 60mm high

Artwork should be supplied as a high resolution PDF or similar via e-mail to [adcopy@divcom.co.uk](mailto:adcopy@divcom.co.uk)