



**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



VERIFIED CIRCULATION



Print subscriptions are free of charge to every qualifying operator in the UK.

Our circulation is verified by the Audit Bureau of Circulations (ABC), so you can be confident that your message will reach the right hands.

 **7,186** requested copies
ABC Audit Jan - Dec 2019

OUR AUDIENCE



routeone is read by PCV operating businesses across the UK and Ireland, including coach, bus and minibus operators, local authorities and community transport organisations.



Our supplier database is extensive, representing every link of the supply chain.



At these businesses, our readership includes: Proprietors, CEOs, MDs, Directors of Operations, Engineering, HR, and Finance, Transport Managers, and Community Transport Officers.



17,563 Subscribers



8,614 Followers



6,752 Followers



5,184 Followers



SKYROCKETING ENGAGEMENT

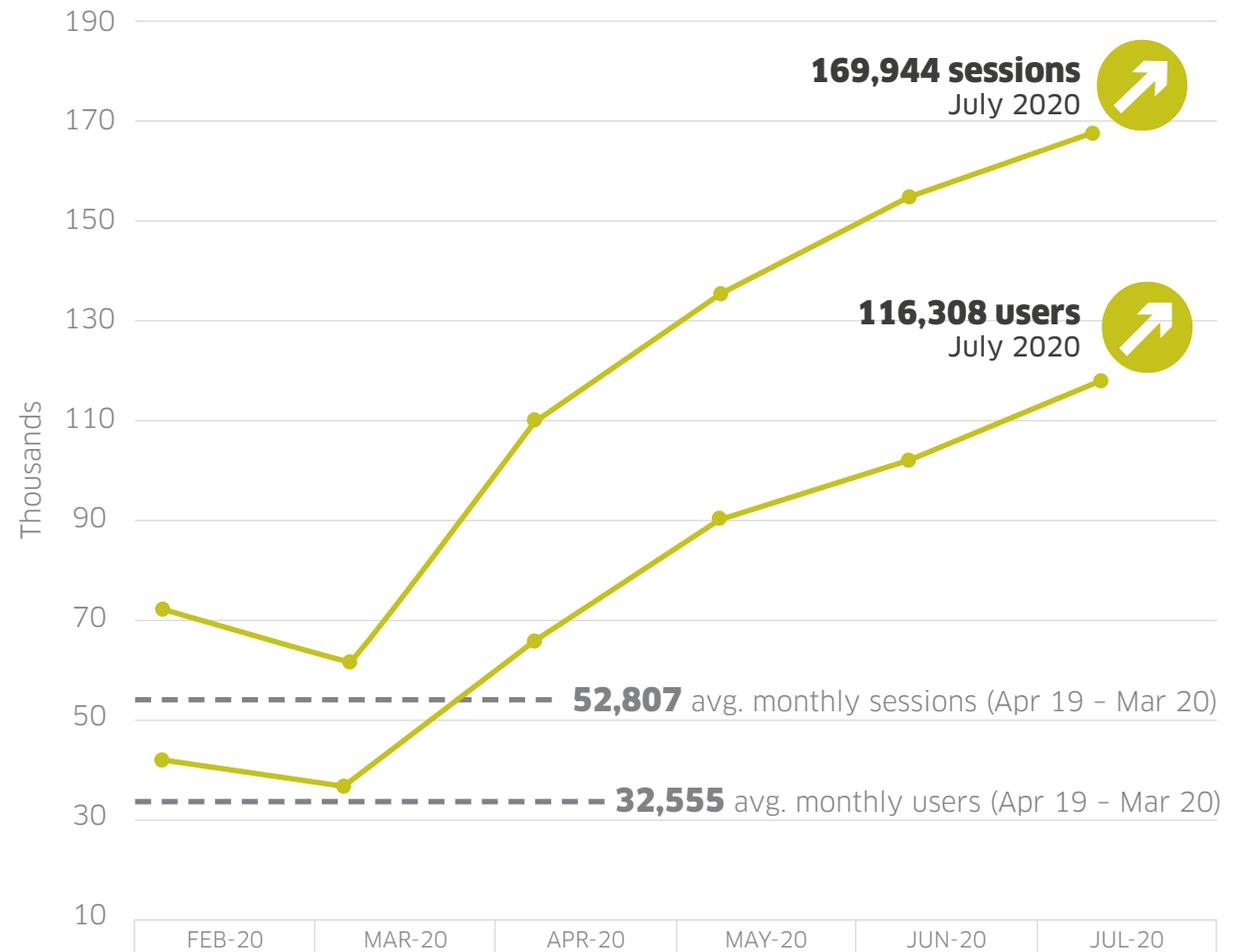


The industry is more invested in **routeone** now than ever before. Website traffic reached over three times the average in July 2020 - and the numbers are still climbing.



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

route-one.net analytics



BACK TO PRINT



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.

We have established a more responsive, faster-paced digital platform, which is especially important during these turbulent times.

While our digital growth continues to be exponential, we know the value of the print edition to our audience.

Through meaningful consultation with our readers and advertisers - those we exist to support, we have developed a real understanding of their views and expectations. Following careful reflection, we are delighted to re-launch the industry's most in-demand magazine as a monthly publication in September 2020.

This allows us to continue delivering the latest news at the earliest opportunity through our online platform, while exploring the most significant industry developments in greater detail in our feature-led magazine.

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

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 audited and controlled circulation demonstrates that all 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.

Double Page spread:	£1,848 + VAT
Full Page:	£994 + VAT
Half Page:	£536 + VAT
Quarter Page:	£303 + VAT
Eighth Page:	£174 + 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. 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.

Buyer decision making process



Double Page spread: £1,848 + VAT

Full Page: £994 + VAT

Half Page: £536 + VAT

Quarter Page: £303 + VAT

FEATURE LIST

2020

- September** Disruptive Technology and Challenging the Norm
- October** Earned Recognition
- November** Branding and Business Promotion
- December** Training and Safety

2021

- January** Emission Compliance and Clean Air Zones
- February** Insurance, Finance and Leasing
- March** Telematics and Driver Monitoring
- April** Engines, Transmissions and Alternative Propulsion
- May** PSVAR Retrofit
- June** Vehicle Refurbishment and Maintenance
- July** Workshop Equipment and Safety Management
- August** Onboard Technology
- September** Passenger Comfort and Customer Experience.



Book advertising in one of our features to receive 50% discount on a contextual web banner placement in 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, reaching 40,785 desktop users in July 2020, it's an ideal time to own this space.

£1,750 + VAT per week

EURO BUS EXPO 2021
26-28 OCTOBER
NEC | BIRMINGHAM | UK
THE DEFINITIVE EXHIBITION FOR BUS & COACH PROFESSIONALS
REGISTER FOR FREE

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. Featured on the **routeone** home page, email news digest and shared 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



17,500+ 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 the industry's inboxes.

EMAIL BANNERS

Advertise alongside credible editorial content, in carefully crafted, weekly e-newsletters that are structured to optimise user experience across devices.

£250 + VAT per week

£700 + VAT for 4 weeks

£1,500 + VAT for 12 weeks

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.

PRINT ADVERTISING

Double Page spread: **£3,840 + VAT**

Full Page: **£2,160 + VAT**

Half Page: **£1,140 + VAT**

Quarter Page: **£600 + VAT**

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

ONLINE LISTING

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

£149 + VAT per week

JOB OF THE WEEK

- ✓ Stand out as a featured listing at the top of search results
- ✓ Add your company logo and profile
- ✓ Web banner at route-one.net/jobs
- ✓ Web banner in the weekly e-newsletter
- ✓ Social media posts across our network

£199 + VAT per week

(one available per week, on a first come, first served basis)



ROUTE-ONE.NET/JOBS
6,000+ page views per month
Avg. April 2019 - March 2020



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 enhancing your existing 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.

CASE STUDIES

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

SPONSORED ARTICLES

Grow your brand's presence and prompt action by diving deeper into a subject.

£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**



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 yours on the **routeone** Insights webpage, the weekly e-newsletter and across our social media channels.

Host your pre-recording on our Insights webpage to get the most out of the time and energy you've already invested.

£500 + VAT



**Not sure where to start?
Speak to the team about our
webinar hosting facilities**



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.

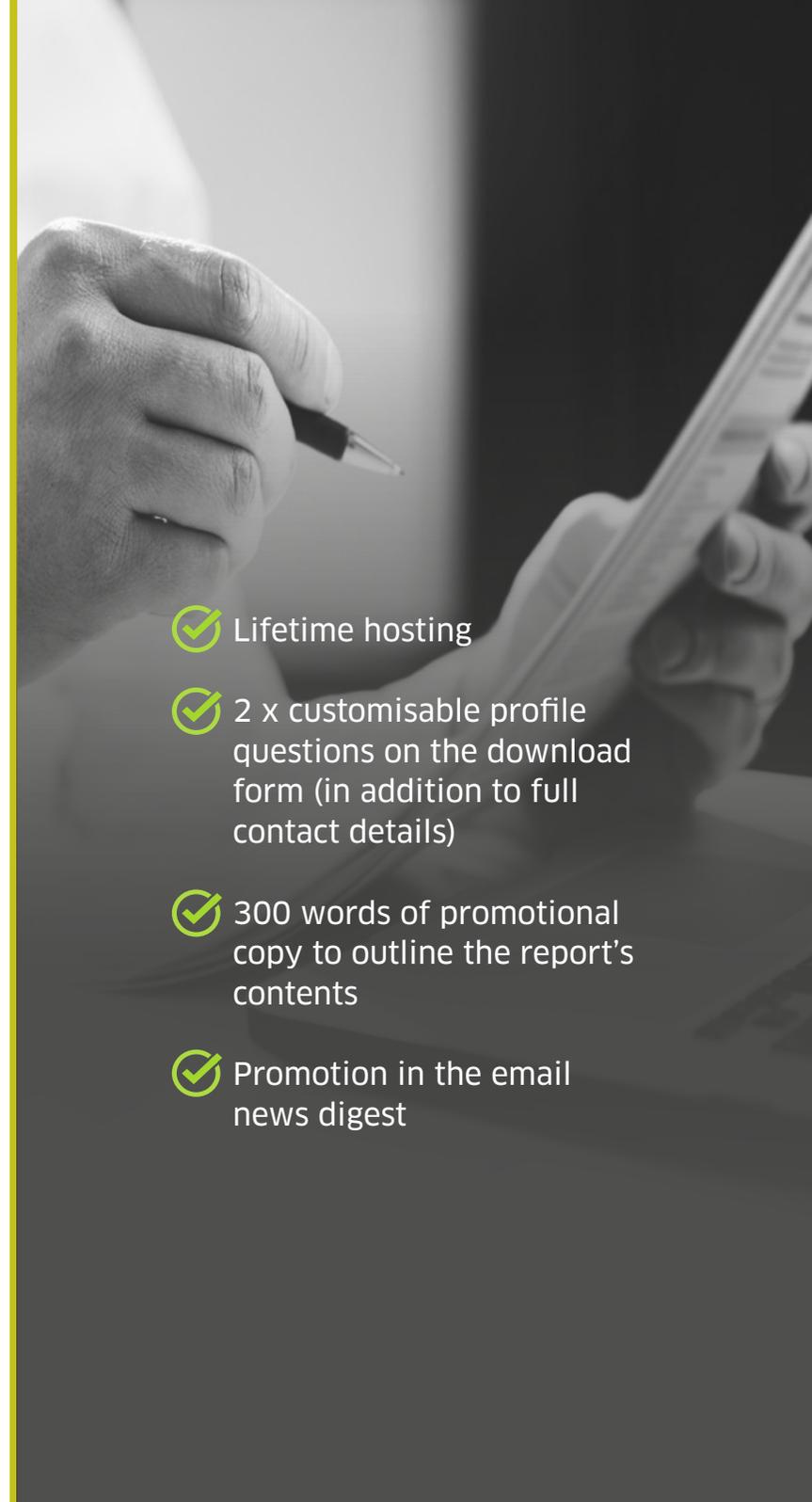
Demonstrate your competencies and credentials

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.

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





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.

£ POA



// 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



Daniel Lunn
Sales Manager
01733 405730
dlunn@divcom.co.uk



Matt Woodley
Senior Sales Executive
01733 405730
mwoodley@divcom.co.uk



Christina Glenister
Group Marketing Manager
01733 889690
cglenister@divcom.co.uk



MECHANICAL DATA & DEADLINES

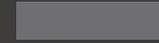
PRINT ADVERTISING BOOKING AND COPY DEADLINES

Copy must be submitted by 12pm the Friday before the magazine issue goes to print to adcopy@divcom.co.uk

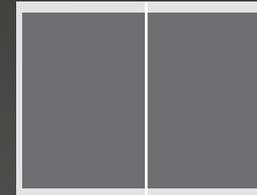
ISSUE	ISSUE DATE	DEADLINE
September	09/09/2020	04/09/2020
October	14/10/2020	09/10/2020
November	11/11/2020	06/11/2020
December	09/12/2020	04/12/2020
January	13/01/2021	08/01/2021
February	10/02/2021	05/02/2021
March	10/03/2021	05/03/2021
April	14/04/2021	09/04/2021
May	12/05/2021	07/05/2021
June	09/06/2021	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



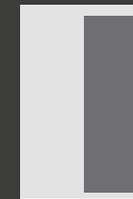
Double-page spread
420mm wide x 297mm high
3mm bleed to edges. Please allow an inner margin for perfect binding



Full-page
210mm wide x 297mm high
3mm bleed to all edges



Half-page horizontal
180mm wide x 132mm high



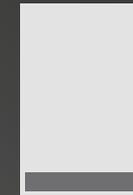
Half-page vertical
88mm wide x 268mm high



Quarter-page
88mm wide x 132mm high



Quarter-page strip
180mm wide x 60mm high



Eighth-page strip
180mm wide x 28mm high



Eighth-page
88mm wide x 60mm high

Artwork should be supplied as a high resolution PDF or similar via e-mail to adcopy@divcom.co.uk