



## MARKETING OPPORTUNITIES



[www.route-one.net](http://www.route-one.net)



[/routeonemagazine](https://www.facebook.com/routeonemagazine)



[@routeoneteam](https://twitter.com/routeoneteam)



[routeone Magazine](https://www.linkedin.com/company/routeone-magazine)

# ROUTE ONE

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

# WHY routeone?



// **routeone** have done an incredible job of adapting to an ever-changing landscape. The new advertising platforms they have developed offer a plethora of options to reach our audience. My Account Manager really understands our business and it is an absolute pleasure working with him to bring fresh, innovative ideas on how to share news for the benefit of the whole industry. //

**Sally Whitson, CMO, Ticketer**

Our readers trust **routeone** to bring them the latest need-to know updates and insights. Why?

Because we are as invested in our readers as they are with us. We deliver the latest news at the earliest opportunity through our 'always on' **website**. We explore the most significant developments in greater detail in our feature-led, completely recyclable monthly **magazine**, at a frequency best suited for busy operators. We host the annual **routeone Awards** to commend industry achievements. We are the team behind the UK's leading coach and bus exhibitions, **Coach & Bus UK** and **Euro Bus Expo**.

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

*Published by*  
**diversified**  
COMMUNICATIONS

*The team behind*  
  
FOR OPERATOR EXCELLENCE

**EURO  
BUS** EXPO

**COACH  
& BUS  
UK**

**BRITISH  
tourism  
& travel  
SHOW**

# 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.

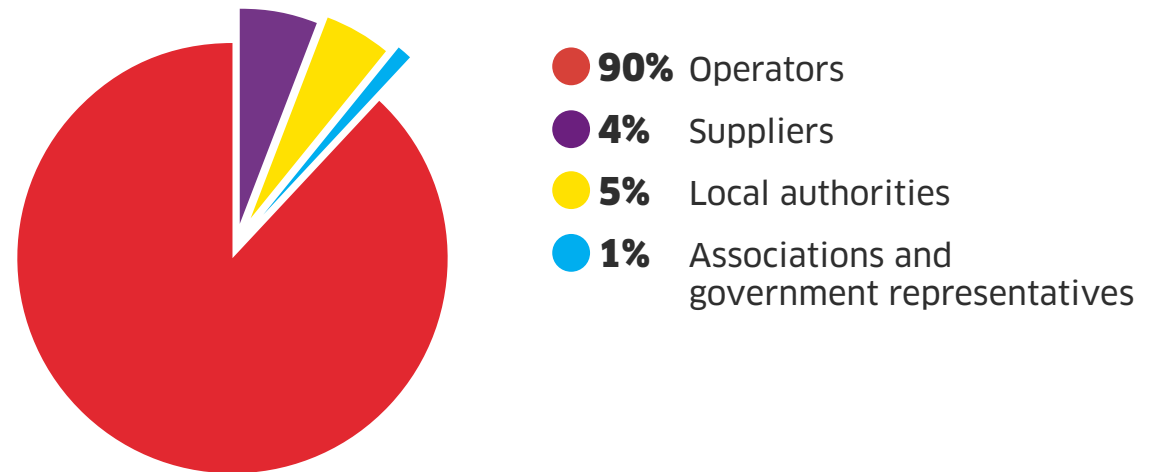
This includes coach, bus and minibuss operators, local authorities and community transport organisations.

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

## QUALIFIED PRINT SUBSCRIBERS

Average 3,878 readers, Oct 2021 - Sept 2022

### BUSINESS PROFILES



### OPERATOR PROFILES – SENIOR POSITIONS



**80%**  
Owners, Partners,  
CEOs or MDs



**10%**  
Transport Managers



**7%**  
Operations Managers

# EXTENSIVE ONLINE REACH



There are reasons why our digital readership is so extensive, representing every link of the PSV supply chain and job functions spanning the entire sector.

We focus on **digital-first news**, to ensure readers hear about the latest developments as they happen through our website, email newsletters and social media channels.

We provide a comprehensive resource for operators at **route-one.net**, which includes a second-hand vehicle marketplace - 'Trader'.

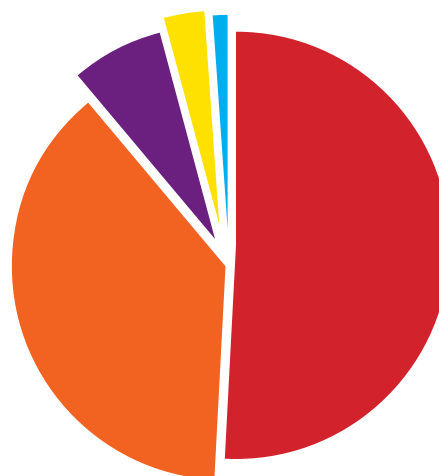
 **9,100** followers






 **7,400** followers

 **6,600** followers

# ENGAGED DIGITAL READERS

**15,000+ EMAIL SUBSCRIBERS\***



-  **53%** Operators
-  **38%** Suppliers
-  **5%** Students and private subscribers
-  **3%** Local authorities
-  **1%** Associations, government or membership bodies

## HIGH-PERFORMANCE WEBSITE

→ **72,003** sessions\*

→ **45,169** users\*

→ **122,677** page views\*

\*Average per month Oct 2021 - Sept 2022



# 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

Website takeover  
Speciality print options  
Brand partnership  
Display advertising (print or digital)  
Sponsored content  
Contextual / feature advertising

Case study  
Webinar  
Whitepaper

Sponsored content  
Contextual / feature advertising  
Solus e-shot  
Speciality print options  
Display advertising (print or digital)

Case study (leverage influencers)  
Webinar (thought leadership)  
Whitepaper (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>	£1,960 + VAT
<b>Full Page:</b>	£1,050 + VAT
<b>Half Page:</b>	£570 + VAT
<b>Quarter Page:</b>	£320 + 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**

# PRINT TAKEOVERS HELP YOU STANDOUT



When readers choose a print magazine over a digital version, it's because they want to hold it in their hands, turn the pages, and take it with them.

**A surprising, interactive front cover is guaranteed to pique their interest.**

*\*Excludes printing, double page spread or insert costs*

## SPECIALITY PRINT OPTIONS

Creative options for maximum impact

### FOLD OUT COVER

Unique and creatively flexible, a gate fold front cover boldly demands attention. Its multiple unfolding pages offer ample space to tell your whole story, illustrated with eye-catching, even panoramic, imagery. Benefit from the front cover's visibility and heavier paper stock to take your print advertisement to the next level.

**£4,000 + VAT**

### BELLY BAND

Break the mould in your next campaign with an unmissable belly band wrap. It's the first thing readers see when they pick up the magazine, and every subscriber will have to engage with your promotion to access its content. Provide your own band to benefit from complete creative freedom with your paper texture, weight, and finish.

**£4,500 + VAT\***

### SPOT BELLY BAND

For additional high impact messaging, use a spot belly band to force the magazine to open on your own double page advertisement inside, or to secure your own brochure as a supplement.

**£5,000 + VAT \***





# 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 raise awareness of your brand and capabilities, highlight your product or service benefits and drive warm leads to your sales team.

**Double Page Spread:** £1,960 + VAT

**Full Page:** £1,050 + VAT

**Half Page:** £570 + VAT

**Quarter Page:** £320 + VAT



**Book advertising against a topical feature to receive 50% discount on a contextual web banner placement within the online article**

## COMMERCIAL FEATURE LIST:

**2023**

<b>January</b>	Zero-Emission & Infrastructure
<b>February</b>	Finance, Leasing & Investment
<b>March</b>	Data-driven Tech
<b>April</b>	Engines, Transmissions & Alternative Propulsion
<b>May</b>	Legal & Legislation
<b>June</b>	Vehicle Refurbishment & Maintenance
<b>July</b>	Workshop Equipment & Safety Management
<b>August</b>	Earned Recognition & Compliance
<b>September</b>	Apps & E-Ticketing
<b>October</b>	Coach & Bus UK Preview
<b>November</b>	Coach & Bus UK Review
<b>December</b>	Workplace Training & Upskilling





# DIGITAL DISPLAY ADVERTISING

Need to make a big impression?



**WEBSITE TAKEOVER**



## 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 accessing the **routeone** website via PC. With weekly desktop page views averaging 8,400, your advert is guaranteed to deliver a high return on investment.

**£1,750 + VAT** per week

Average weekly desktop views,  
Oct 2021 - Sept 2022



## 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** per fortnight



# 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.

**£740 + 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.

**£160 + 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



**15,000+** 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 **routeone's** e-newsletters, which consistently achieve high open rates. Choose from our weekly e-mail news digest or monthly 'latest issue' email.

**£265 + 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 £POA**

## 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.

**£16,960 + 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 every **routeone** email newsletter until the closing date
- ✓ 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

**£399 + VAT**

## PRINT ADVERTISING

Double Page Spread:	<b>£4,070 + VAT</b>
Full Page:	<b>£2,290 + VAT</b>
Half Page:	<b>£1,200 + VAT</b>
Quarter Page:	<b>£640 + VAT</b>

Each print advert include all the benefits of an online listing.



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

Offer valid for advertisements the same size or smaller



# 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.

**£550 + 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.

**£600 + 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. Provide a balanced and informative overview, while subtly highlighting your expertise.

The opportunities for whitepaper content are endless. You could consider sharing research results, statistics from product or service usage, informed 'how to' guides, or case studies from your client base. A genuine endorsement backed up with proven results is a effective way to demonstrate your capabilities and instill 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.

**£1,600 + 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.







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

**Peter Drucker**



# 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**



# 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



Daniel Lunn  
Sales Manager

**T: 01733 405730**  
**M: 07733 073120**

**[dlunn@divcom.co.uk](mailto:dlunn@divcom.co.uk)**



Matt Woodley  
Senior Sales Executive

**T: 01733 405730**  
**[mwoodley@divcom.co.uk](mailto:mwoodley@divcom.co.uk)**

## EDITORIAL



Tim Deakin  
Editor

**[tdeakin@divcom.co.uk](mailto:tdeakin@divcom.co.uk)**



Alex Crawford  
Senior Journalist

**[acrawford@divcom.co.uk](mailto:acrawford@divcom.co.uk)**



Christina Glenister  
Marketing Director

**[cglenister@divcom.co.uk](mailto:cglenister@divcom.co.uk)**

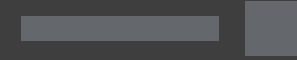


# MECHANICAL DATA & DEADLINES

## PRINT ADVERTISING BOOKING AND COPY DEADLINES

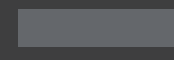
Submit your copy to [adcopy@divcom.co.uk](mailto:adcopy@divcom.co.uk)

ISSUE	DEADLINE	ISSUE DATE
January	12/01/2023	18/01/2023
February	03/02/2023	09/02/2023
March	03/03/2023	09/03/2023
April	06/04/2023	14/04/2023
May	05/05/2023	12/05/2023
June	09/06/2023	15/06/2023
July	07/07/2023	13/07/2023
August	04/08/2023	10/08/2023
September	08/09/2023	14/09/2023
October	06/10/2023	12/10/2023
November	16/11/2023	22/11/2023
December	08/12/2023	14/12/2023



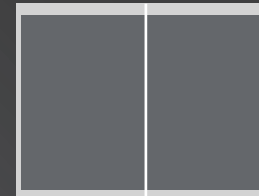
### Leaderboard and MPU banners

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 and emailed to [adcopy@divcom.co.uk](mailto:adcopy@divcom.co.uk)

Contact the team for artwork specifications for speciality print options.