



## 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** magazine continues to be a valuable resource for the bus and coach sector. As an advertising platform, both on paper and digitally I know that we reach our target audience and achieve results. The new monthly format has created a more in depth magazine with a greater level of information and is an essential read for anyone in the industry //



*Julie Hartley*  
Sales Director

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, 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 exhibition **Euro Bus Expo**.

**We are the largest multi-platform media business embedded in the domestic coach, bus and minibuss sector.** We reach further and deeper into the UK 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.

*Organised by*  
**diversified**  
COMMUNICATIONS

*The team behind*



ROUTE  
**ONE**



# 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.

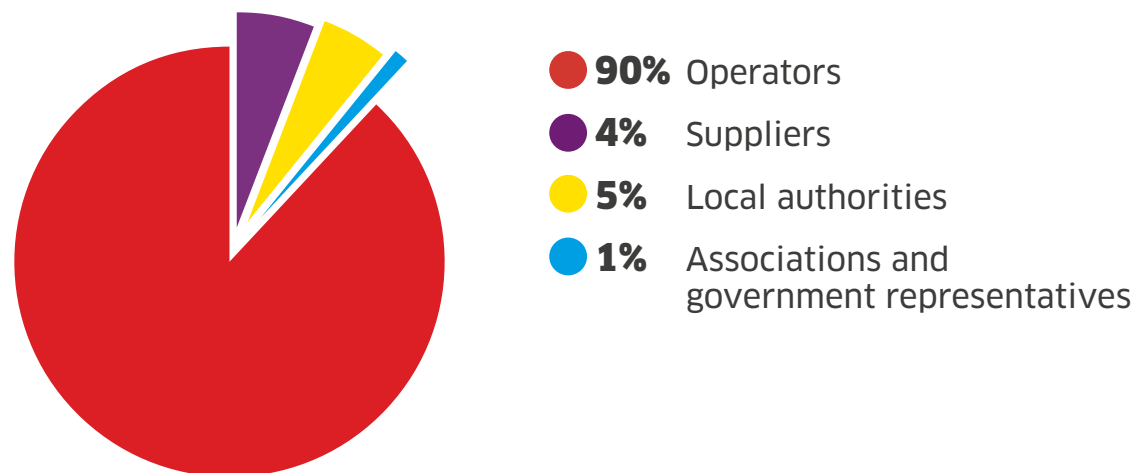
This includes coach, bus and minibus operators, local authorities and community transport organisations.

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

## QUALIFIED PRINT SUBSCRIBERS

Average 3,677 readers, Dec 2022 - Nov 2023

### BUSINESS PROFILES



### OPERATOR PROFILES – SENIOR POSITIONS



**Owners, Partners,  
CEOs or MDs**



**Transport Managers**



**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'.

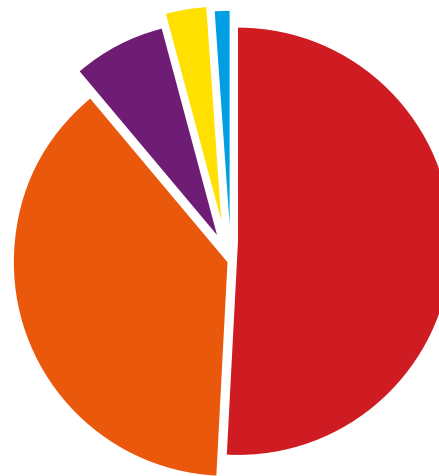
**f** 9,942 followers

**in** 7,805 followers

**X** 7,745 followers

# ENGAGED DIGITAL READERS

## 14,500+ EMAIL SUBSCRIBERS\*



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

## HIGH-PERFORMANCE WEBSITE

- ➔ **143,005** sessions\*
- ➔ **94,464** users\*
- ➔ **226,918** page views\*

\*Average per month Dec 22-Nov 23



# 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

Speciality print options  
Brand partnership  
Display advertising (print or digital)  
Sponsored content  
Contextual / feature advertising  
Exhibit at Euro Bus Expo  
**routeone** Awards partnership

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)  
Exhibit at Euro Bus Expo (customer engagement)  
**routeone** Awards partnership (strategic positioning)



// **routeone** has been an integral title in Totalkare's advertising strategy for many years. As a leading publication in the bus & coach industry, it is both an important tool for the marketing of our growing product portfolio, and a magazine we look forward to reading each month //



**Steve Braund**  
Marketing Manager,  
Totalkare Ltd

// **routeone's** attention to detail is evident in bringing our marketing strategies to life. We appreciate our successful working relationship and look forward to continuing this partnership in the future //



**Beverley Bell**  
CBE, Director



# 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 sell out weeks in advance. We recommend that you book early to avoid disappointment.

<b>Double Page Spread:</b>	£2,000 + VAT
<b>Full Page:</b>	£1,110 + VAT
<b>Half Page:</b>	£600 + VAT
<b>Quarter Page:</b>	£340 + 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

# 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.**

**Did you know not every magazine is recyclable?** From the paper to the ink, **routeone** is. It's eco-friendly but has a premium feel, offering crisp, clear, and vivid print quality for your advertisement.

*\*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:** £2,000 + VAT

**Full Page:** £1,110 + VAT

**Half Page:** £600 + VAT

**Quarter Page:** £340 + VAT



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

## COMMERCIAL FEATURE LIST:

**2024**

<b>January</b>	Safety Management
<b>February</b>	Finance, Leasing & Investment
<b>March</b>	Data-driven Tech
<b>April</b>	Vehicle Refurbishment & Maintenance
<b>May</b>	Passenger Experience
<b>June</b>	Charging, Infrastructure & ZEV
<b>July</b>	Workshop Equipment
<b>August</b>	Earned Recognition & Compliance
<b>September</b>	Apps & E-Ticketing
<b>October</b>	Euro Bus Expo Preview
<b>November</b>	Euro Bus Expo Review routeone Awards Winners
<b>December</b>	Employee Training & Upskilling



// We continue to enjoy a valuable relationship with **routeone**. We are highly satisfied with the quality of its print and digital publications and reach they achieve //



**Sean Greenwood**  
Marketing Responsible and Social Media  
Specialist, Daimler Buses



# DIGITAL DISPLAY ADVERTISING

Cost-effective, interchangeable, reusable and measurable

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



## SKYSCRAPERS, 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.

**Skyscrapers:** £1,750 + VAT per week in a solo space, served twice on the home page and once on every news article.

**Leaderboards and MPUs:** £785 + VAT per month in a shared space.

## CONTEXTUAL PLACEMENT

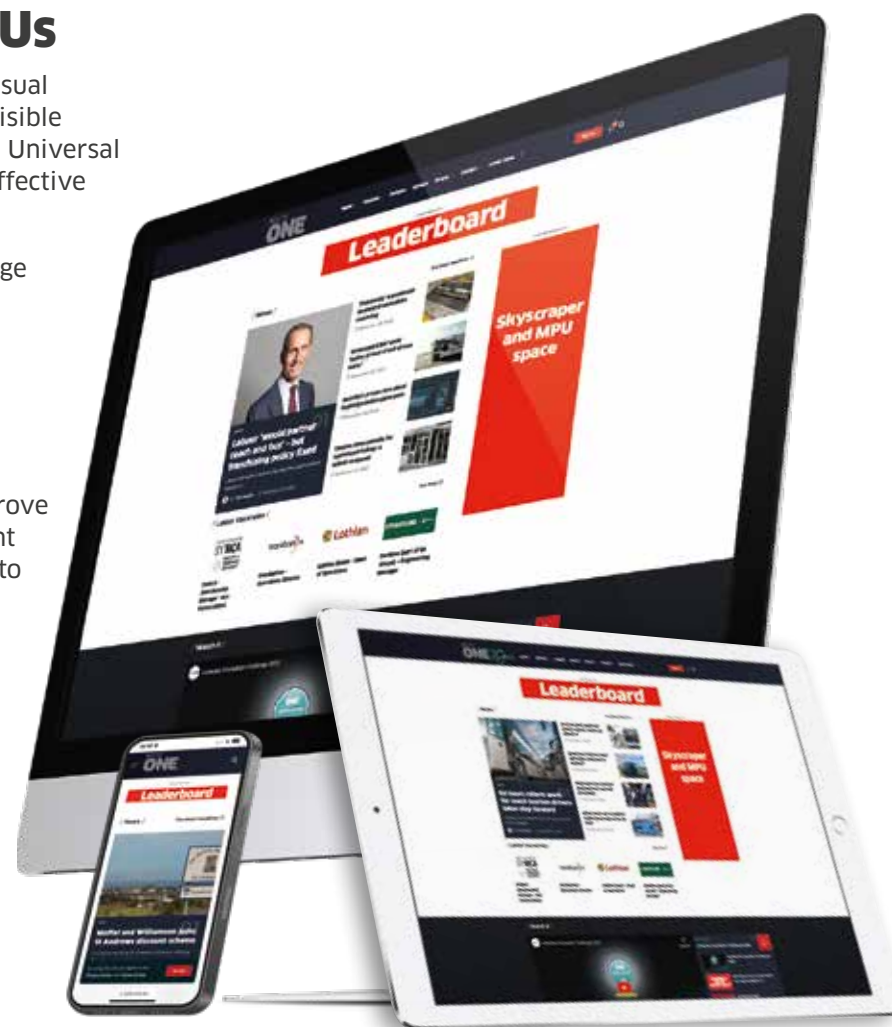
Right time, right place. Contextual placement is a great targeting technique to improve performance of your web banner. By embedding it within an article that is relevant to your brand, users are more likely to be receptive to it. Fine tune your message to increase relevance and maximise results.

**£170 + VAT** for a lifetime banner within an article of your choice

## 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 they leave 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.

**£960 + VAT** per fortnight





# EMAIL ADVERTISING

Follow the customer in/on one of the most heavily used marketing channels



**14,500+** 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 your customers' inbox.

## EMAIL BANNERS

Advertise alongside 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.

**£280 + 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.

**£17,499 + 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 email news digest
- ✓ Promoted across the **routeone** social media platforms

### Plus:

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

**£425 + VAT**

## PRINT ADVERTISING

Double Page Spread:	<b>£4,200 + VAT</b>
Full Page:	<b>£2,400 + VAT</b>
Half Page:	<b>£1,270 + VAT</b>
Quarter Page:	<b>£680 + VAT</b>

Each print advert includes 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



### WEBINARS

Promote your upcoming event on the **routeone** Insights webpage, the weekly e-newsletter (x3 insertions) and across our social media channels (x3 posts). After the event, send us a link to the recording to continue receiving leads through our online registration form.

**£640 + VAT**



### 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.

**£800 + VAT**



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



### WHITEPAPERS

The content tool with staying power. Consider sharing research results, statistics from product or service usage, informed 'how to' guides, or case studies from your client base.

Provided your content is interesting, unique and contains quality information, expect relevant leads as readers exchange contact details for your report.

#### The package includes:

- Lifetime hosting
- 2 x customisable questions on the download form (in addition to full contact details)
- 300 words outlining the report's content
- 3 x inclusions in email newsletters
- 3 x social media posts

**£1,700 + VAT**



// Working with **routeone** is so simple, yet incredibly effective. They continually go above and beyond to help boost our brand name regularly //



**Liam Barber**  
Sales & Marketing Director



# 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**



// Euro Bus Expo allows us to showcase our product offerings, and we always look forward to welcoming customers onto our stand.

The **routeone** Awards are a fantastic medium to celebrate the industry's successes and achievements over the past 12 months, both individually and organisation and enables the winners and nominations to be spotlighted for their passion and commitment //

**Pelican**  
Bus + Coach



**Ian Downie**  
Head of Yutong UK



# IN PERSON MARKETING

Build lasting relationships through personal interaction. Recognised as the premier meeting places for the UK PSV sector, our industry events offer unmatched networking and brand exposure opportunities. Save the date: 12-14 November 2024 in Birmingham, UK.



## EURO BUS EXPO

**Euro Bus Expo** is one of the most important marketing platforms for your business. Exhibit to key decision makers at the largest bus and coach operators through to owners and managing directors at the smallest family-run businesses.

The premier trade show is established as the catalyst for operators to make their future purchasing decisions. Attracting over 260 exhibitors and 6,000 UK PSV professionals, it is the epicentre of current trends and developments, and the perfect platform to showcase your products and services.

**From £894 + VAT**

*Based on a 3x3m shell scheme package*



## routeone AWARDS

Now in its 18th year, the **routeone** Awards are the most sought-after accolades for the industry, recognising the highest standards of excellence in all aspects of operating.

Over 800 PSV professionals will come together to celebrate the best and brightest in the business. Align your brand with excellence by associating it with a specific award category, or a distinctive element of the presentation evening.

**From £1,800 + VAT**



# 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 across our portfolio of brands. 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.**



// **routeone** has been instrumental in shaping our brand's presence in the market. Our goal was clear: to launch our brand quickly and effectively in a competitive industry.

Since collaborating, we've experienced a significant boost in our brand exposure. Their accommodating approach to our unique needs and goals has been truly exceptional.

**routeone** has not only met our expectations but has exceeded them in every way //



**Sam Wharfe**  
CEO, C9 Recruitment



# CONTACT THE TEAM

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

## SALES

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Commercial Manager

**T: 01733 405730**  
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## EDITORIAL

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Journalist

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# MECHANICAL DATA AND 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	12/01/2024	18/01/2024
February	09/02/2024	15/02/2024
March	08/03/2024	14/03/2024
April	05/04/2024	11/04/2024
May	03/05/2024	10/05/2024
June	07/06/2024	13/06/2024
July	05/07/2024	11/07/2024
August	09/08/2024	15/08/2024
September	06/09/2024	12/09/2024
October	11/10/2024	17/10/2024
November	18/11/2024	22/11/2024
December	06/12/2024	12/12/2024

### PRINT DIMENSIONS



#### 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

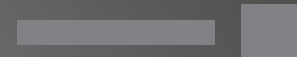
88mm wide  
x 132mm high



#### Quarter-page strip

180mm wide  
x 60mm high

### WEB DIMENSIONS



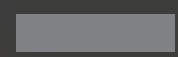
#### Leaderboard and MPU banners

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



#### Skyscrapers

300px wide x 900px high  
240px wide x 600px high



#### Email banners

564px wide x 150px high

We accept artwork supplied via email to [adcopy@divcom.co.uk](mailto:adcopy@divcom.co.uk) in the following file formats: high resolution 300dpi as PDF, JPEG or PNG, Adobe InDesign (packaged), Adobe Photoshop or Adobe Illustrator.

Please ensure all fonts are embedded or not they are supplied with the packaged images and logos.