

OPERATOR MEDIA KIT 2020

Sell your vehicles and recruit professionals

ROUTE ONE

NUMBER ONE FOR COACH, BUS & MINIBUS

Published by

diversified
COMMUNICATIONS ■ UK

The team behind



ROUTE ONE

NUMBER ONE FOR COACH, BUS & MINIBUS

The indispensable resource for coach, bus and minibus professionals

// **Whether you are looking to sell vehicles or recruit** // for that next key appointment, you can be confident // **your message will reach the right hands** //

SELLING VEHICLES?

/trader membership

routeone trader membership offers much more than vehicle sales. Membership includes a number of advantages that will benefit your business for the year ahead. If you are planning to sell more than one vehicle this year, have spare parts to sell, or are considering recruiting, our annual packages present great savings.

/free employee perks



trader membership includes a host of benefits for your drivers in association with the Coach Drivers' Club, including free legal advice, discounted car insurance, saving plans, attraction tickets, gift experiences and more!

All prices exclude VAT. Advance payment required.

Subscriptions are **FREE** of charge to every qualifying operator in the UK



6,819 requested copies



ABC audit Jan - Dec 2018



Average 30,736 unique visitors per month

Jan-Dec 2018



f 7,800+ likes

t 6,100+ followers

@ 20,000+ subscribers

/vehicle sales packages

Our **trader** packages are simple to use and designed to save you money, all with the aim of getting your vehicle...**SOLD!** **//your message will reach the right hands//**



ANNUAL

TRADER PLUS £269

- 2 x Vehicle listings*, each with 1 photo, in print and online, for 2 consecutive weeks
- 2 x Vehicle listings, each with 1 photo, online only, for 2 consecutive weeks
- 1 x Online recruitment listing each week
- Half price recruitment rates on printed adverts
- Half price print advertising in the vehicles and suppliers section
- Employee perks in association with the Coach Drivers' Club

TRADER GOLD £339

- 4 x Vehicle listings*, each with one photo, both print and online, that run for 2 weeks each
- 1 x Online recruitment listing each week
- Half price recruitment rates on printed adverts
- Half price print advertising in the vehicles and suppliers section
- Employee perks in association with the Coach Drivers' Club

TRADER PLATINUM £389

- 4 x Vehicle listings* for 2 consecutive weeks, each with 2 photos, in print and online
- 1 x Online recruitment listing each week
- Half price recruitment rates on printed adverts
- Half price print advertising in the vehicles and suppliers section
- Employee perks in association with the Coach Drivers' Club

SHORT-TERM

TRADER INSTANT £99

- 1 x Vehicle listing* with a photo, in print and online, for 4 consecutive weeks

TRADER 3 £179

- 1 x Vehicle listing* with a photo, in print and online, for 3 consecutive months

*** All vehicle listings can be updated at any time.**

All prices exclude VAT. Advance payment required.

Email **trader@route-one.net** by 4pm on a Monday to be included in that week's issue.



Trader, it's so easy and financially beneficial. I've tried eBay and various other magazines and nothing compares, Trader works out to be superb value for money plus the staff are really helpful too!

Sham Javeed
- Southwest Mini Buses

To start enjoying the benefits, call the sales team today:

ROUTE ONE

NUMBER ONE FOR COACH, BUS & MINIBUS

T: 01733/405740
E: trader@route-one.net

/recruitment

Advertising on recruitment websites is great for attracting job seekers, but what if your next candidate isn't actively searching for a new role? Advertising in **routeone** will attract the attention of thousands of professionals who read the magazine every week and may not see your vacancy otherwise.

// Find your next team member with routeone //



3 FOR 2
available on
all recruitment
bookings!

ONLINE

www.route-one.net/jobs

The second most viewed page on the **routeone** website, route-one.net/jobs attracts 6,400+ views per month!

(* Jan-Dec 2018)

Per week	Just £149
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IN PRINT

ENTICE THE BEST APPLICANTS:

Eighth-page	£340
Quarter-page	£675
Half-page	£1,336
Full-page	£2,649
Double-page spread	£5,245

All recruitment adverts are posted on the **route-one/jobs** webpage until the vacancy closing date!

JOB OF THE WEEK

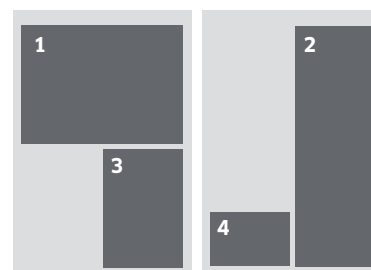
AMPLIFY YOUR RECRUITMENT REACH:

In addition to advertising in print, online, or both, upgrade to the Job of the Week (available on a first come first served basis):

- Prominent position and banner advert on the **routeone/jobs** webpage
- Banner advert on the weekly digest e-newsletter (with circulation of 20,000+)
- Social media posts, including Twitter, LinkedIn and Facebook.

Per week	Just £199
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Recruitment adverts should be sent to adcopy@divcom.co.uk by 4pm on **Monday** to be included in this week's magazine.



Double-page spread

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

Full-page

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

1. Half-page horizontal

180mm wide x 132mm high

2. Half-page vertical

88mm wide x 268mm high

3. Quarter-page

88mm wide x 132mm high

4. Eighth-page

88mm wide x 60mm high

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