

MEDIA KIT 2020

# Raise awareness of your brand and generate sales leads

# ROUTE ONE

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

*Published by*

**diversified**  
COMMUNICATIONS **UK**

*The team behind*





NUMBER ONE FOR COACH, BUS & MINIBUS

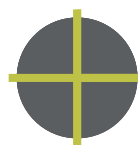
# The indispensable resource for coach, bus and minibus professionals

**// Our approach to news is different //** to all other UK PCV trade publications. We are acutely aware of the time constraints forced upon today's operators; therefore, the news we offer is credible and adds value to their businesses. We aim to serve the needs of our readers by putting them first; they are engaged and invested in our publication.

Whether you are looking to promote a service, launch a product, increase brand exposure, sell vehicles or recruit for that next key appointment, we have a package available to suit your needs. Our circulation is verified by the ABC (Audit Bureau of Circulations), so you can be confident **// your message will reach the right hands //**

All prices exclude VAT

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**



# ROUTE ONE

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

## PRINT ADVERTISING

### RATES

Eighth-page	£178
Quarter-page	£303
Half-page	£536
Full-page	£994
Double-page spread	£1,848

### BOOKING AND COPY DEADLINES

**routeone/recruitment:** Monday 4pm

**routeone/vehicles:** Monday 4pm

**routeone/suppliers:** Friday 12pm

Artwork should be supplied as a high resolution PDF or similar via e-mail to

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

**Contact the team today**

**T: 01733/405730**

**E: [sales@route-one.net](mailto:sales@route-one.net)**

### MECHANICAL DATA



#### Web banners

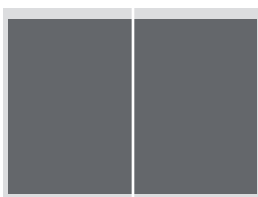
728px wide x 90px high

300px wide x 250px high



#### Email banners

564px wide x 150px high



#### Double-page spread

420mm wide x 297mm high

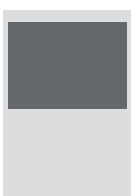
3mm bleed to edges. Please allow an inner margin for perfect binding



#### 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

# /key calendar dates & supplier spotlight

Every fortnight, **routeone** focusses on a specific product or service area in a dedicated Supplier Spotlight feature. Advertising within these features will ensure your company is front of mind as readers gain insights on the latest developments within your area of expertise, and will ensure your brand is present alongside your competitors. Book a quarter page or more to include 180 free words of editorial (print and online)!

//your message will reach the right hands//

## JANUARY 2020

15th / Engines, Transmissions & Alternative Propulsion  
29th / Vehicle Parts & Accessories  
(**Miniplus**)

## FEBRUARY 2020

12th / Earned Recognition  
26th / Operational Management Technology (**Miniplus**)

## MARCH 2020

11th / LEZ Compliance & Emissions Control  
25th / Vehicle Refurbishment (**Miniplus**)

## APRIL 2020

8th / Training & Safety  
22nd / Garage & Workshop Equipment  
(**Miniplus**)

## MAY 2020

6th / Onboard Technology  
20th / Summer Maintenance (**Miniplus**)

## JUNE 2020

3rd / Passenger Comfort & Customer Experience  
17th / Insurance & Finance (**Miniplus**)

## JULY 2020

1st / Engines, Transmissions & Alternative Propulsion  
15th / Vehicle Parts & Accessories  
29th / Earned Recognition (**Miniplus**)

## AUGUST 2020

12th / Operational Management Technology  
26th / LEZ Compliance & Emissions Control (**Miniplus**)

## SEPTEMBER 2020

9th / Vehicle Refurbishment  
23rd / Training & Safety (**Miniplus**)

## OCTOBER 2020

7th / Garage & Workshop Equipment  
21st / Official Euro Bus Expo Preview (**Miniplus**)  
28th / Passenger Comfort & Customer Experience

## NOVEMBER 2020

4th / Euro Bus Expo Show Issue  
11th / Official Euro Bus Expo Review  
18th / Onboard Technology (**Miniplus**)

## DECEMBER 2020

2nd / Insurance & Finance  
16th / Winter Maintenance (**Miniplus**)

\* Editorial is not guaranteed in Euro Bus Expo Preview and Review issues



**Book a quarter page or more to receive 180 free words of editorial with every Supplier Spotlight booking**

**Contact the team today for more information and to discuss the opportunities available:**

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

**T: 01733/405730**  
**E: sales@route-one.net**

# /recruitment

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

**//your message will reach the right hands//**



**3 FOR 2**  
available on  
all recruitment  
bookings!

## 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 print recruitment bookings include an online advert until the vacancy closing date.

## ONLINE

**route-one.net/jobs**

The second most viewed page on the **routeone** website, route-one.net/jobs attracts 6,400+ page views per month! Advertise your vacancy where job seekers are looking.

Per week	Just £149
----------	-----------

## 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
----------	-----------



**6,400+ page views per month**

\*Jan-Dec 2018

**From only £149 per week**

**Contact the team today for more information and to discuss the opportunities available:**

**ROUTE ONE**

NUMBER ONE FOR COACH, BUS & MINIBUS

**T: 01733/405730**

**E: sales@route-one.net**

# /classified

Our classified packages are affordable, effective, and offer much more than a traditional classified advert! Packages include a combination of print advertising in the suppliers section of **routeone** magazine and exposure on our comprehensive online suppliers directory.

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

Ensure your company stands out in the online directory as over 30,000 potential customers search for products and services.



## PRINT RATES

Sixteenth-page advert	£93
-----------------------	-----

Eighth-page advert	£178
--------------------	------

Quarter-page advert	£303
---------------------	------

Bespoke packages are available for repeat bookings - contact the sales team for more information.

## ONLINE SUPPLIER DIRECTORY

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

Enhanced listing in the online supplier directory PLUS a web banner (on the vehicle and suppliers webpages) for one year!

Directory package	£42 per month
-------------------	---------------

Stand out in the online supplier directory by adding your company logo and description

Enhanced profile	£15 per month
------------------	---------------

## CLASSIFIED PACKAGES

Team your online directory listing with fortnightly adverts in the suppliers section of **routeone** magazine for maximum exposure!

### SIXTEENTH PAGE PACKAGE

Fortnightly sixteenth page print adverts in **routeone suppliers** PLUS enhanced online supplier directory profile

£85 per month
---------------

**SAVING £116 PER MONTH**

### EIGHTH PAGE PACKAGE

Fortnightly eighth page print adverts in **routeone suppliers** PLUS online supplier directory package

£150 per month
----------------

**SAVING £248 PER MONTH**

### QUARTER PAGE PACKAGE

Fortnightly quarter page print adverts in **routeone suppliers** PLUS online supplier directory package

£249 per month
----------------

**SAVING £399 PER MONTH**

\* Terms and conditions apply



Print and  
online from  
**£85 per  
month**

**Contact the team today  
for more information  
and to discuss the  
opportunities available:**

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

**T: 01733/405730**

**E: [sales@route-one.net](mailto:sales@route-one.net)**



## /digital

Advertising on [route-one.net/](http://route-one.net/) offers high exposure, with **30,736\*** unique visitors per month! We provide statistics of each adverts performance throughout its campaign, including impressions and clicks, and can offer insights on ways to improve user engagement.

**//your message will reach the right hands//**



### ONLINE ADVERTISING

#### MONTHLY AVERAGES\*

Sessions: 56,179

Unique visitors: 30,736

Page views: 126,569

#### ONLINE BANNER ADVERTISING:

£700 per month

Bespoke packages are available for repeat bookings - contact the sales team for more information.



Two banner sizes and positions to choose from.



Link your advert to a specific article online from only £75.

### SPONSORED CONTENT

Place your own sponsored content amongst the editorial articles that appear on the **routeone** website. Package includes a link on the **routeone** email digest and promotion via our social media platforms.

#### SPONSORED CONTENT ADVERTISING:

£500

### E-MAIL ADVERTISING

The **routeone** weekly digest delivers interesting, business focussed updates to 20,000+ subscribers who are striving to stay ahead of latest news and trends.

#### E-MAIL BANNER ADVERTISING:

1 week	£250
4 weeks	£700
12 weeks	£1,500



**129,569**  
page views  
per month

\* Jan-Dec 2018

**Contact the team today  
for more information  
and to discuss the  
opportunities available:**

**ROUTE  
ONE**

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

**T: 01733/405730**

**E: [sales@route-one.net](mailto:sales@route-one.net)**

# /miniplus

**miniplus** looks at the news affecting small and medium PCV operators in the community transport, local authority and commercial sectors.

Now included within **routeone** on a monthly basis, **miniplus** is an authoritative voice in the marketplace, tracking new legislation, tackling the big issues and highlighting the best vehicles and products for operators of vehicles up to 33 seats.



## ISSUE DATES

- 29th January
- 26th February
- 25th March
- 22nd April
- 20th May
- 17th June
- 29th July
- 26th August
- 23rd September
- 21st October
- 18th November
- 16th December

**Booking deadline seven days prior to the issue date**

## PRINT RATES

Quarter-page advert £303

Half-page advert £536

Full-page advert £994

Double-page spread advert £1,848

## DIGITAL

Advertising digitally with **miniplus** is a perfect way to reinforce your brand exposure and increase the potential reach of your latest campaign. We will provide statistics on each advert's performance, including impressions and clicks, and we can offer insights on ways to improve user engagement.

### EMAIL NEWSLETTER ADVERTISING

£250 per month

### SPONSORED CONTENT

£500



**Bespoke packages are available for repeat bookings, contact the sales team for more information**

# MINI PLUS

**T: 01733/405730**

**E: [sales@route-one.net](mailto:sales@route-one.net)**