

# coach & bus



## ABOUT US

**Coach & Bus** was launched in 2012 in response to an absence of product orientated coverage within this market. We keep our readers informed of all the latest technological developments and all new launches and upgrades in the sector.

**Coach & Bus** has a mailing list of over 4,500 industry professionals from State, Territory & Federal government ministers to smaller fleet operators and companies. We keep them updated on new developments & products entering the market as well as news and reviews on operators and major manufacturers. We also have a range of ancillary suppliers on our mailing list such as air conditioning, tyres, lubricants and seating importers and manufacturers.

**Coach & Bus** is a perfect bound high gloss magazine with sleek design and is bi-monthly.

## WHO'S WHO?

The greatest asset of any organisation is its people. **Transport Publishing Australia** has a team of experienced professionals who have an extensive knowledge and understanding of the truck industry. This expertise enables us to consistently produce magazines of high quality with an editorial insight that meets the needs and expectations of readers and advertisers alike.

### ZARA KILFEATHER – BUSINESS DEVELOPMENT MANAGER

Please contact Zara to discuss all your advertising and Business Development needs she has been involved in the Truck and Motoring industry for more than 20 years.

**Mobile : 0404 883249 zara@motozedmedia.com.au**



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## ADVERTISING

### ADVERTISING RATES

	X1	X3	X6
Full Page	\$3950	\$3600	\$3400
Half Page	\$2600	\$2400	\$2000
Gatefolds	\$4950	\$4250	\$3850
Double Page Spread	\$7600	\$6850	\$5900

### COVERS

	X1	X3	X6
Inside Back Cover	\$4400	\$3950	\$3650
Outside Back Cover	N/A	\$4400	\$3950
Inside front Cover (Spread)	\$8500	\$7900	\$7200

Loading may apply for preferred position.

### PUBLICATION SCHEDULE

Note: MD = Material Deadline, PD = Publish Date

ISSUE	BOOKING	MD	PD
Jan/Feb #27	14 Dec 16	22 Dec 16	13 Jan 17
Mar/Apr #28	15 Feb 17	28 Feb 17	10 Mar 17
May/June #29	17 Apr 17	28 Apr 17	04 May 17
July/Aug #30	16 Jun 17	29 Jun 17	05 July 17
Sep/Oct #31	15 Aug 17	28 Aug 17	04 Sep 17
Nov/Dec #32	16 Oct 17	30 Oct 17	08 Nov 17

Files emailed to: [admin@truckandbus.net.au](mailto:admin@truckandbus.net.au) OR via Quick Cut (please advise via email of Quick Cut dispatch).

### ADVERTISING SPECIFICATIONS

#### DOUBLE PAGE SPREAD

**Trim** 297mm h x 420mm w  
**Bleed** 307mm h x 430mm w  
**LTA** 268mm h x 388mm w

#### FULL PAGE

**Trim** 297mm h x 210mm w  
**Bleed** 307mm h x 220mm w  
**LTA** 268mm h x 181mm w

#### HALF PAGE HORIZONTAL

**Trim** 145mm h x 210mm w  
**LTA** 130mm h x 181mm w

#### HALF PAGE VERTICAL

**Trim** 297mm h x 100mm w  
**LTA** 268mm h x 84mm w

#### INSERTS LOOSE

**Trim** 290mm h x 205mm w

#### MECHANICAL DETAILS

**Trim** 297mm h x 210mm w  
**Bleed** 307mm h x 220mm w  
**LTA** 268mm h x 181mm w

## MATERIAL REQUIREMENTS

- ➔ High resolution CMYK PDFs with graphics no less than 300dpi (max 10mb) 5mm bleed with crop marks. All fonts must be embedded in the file.
- ➔ Files emailed to: [admin@truckandbus.net.au](mailto:admin@truckandbus.net.au) OR via Quick Cut (please advise via email of Quick Cut dispatch).
- ➔ Unless pre-arranged all advertisements are 'run of book' and positioned at the publisher's discretion.

### IMPORTANT NOTICE

Rates Effective 1 December 2016. All invoices are net 30 days from date of invoice or be the last business day of the following month of date appearing on invoice. Agency commission of 10% applies only if this requirement is met. There will be no exceptions. Rates quoted exclude GST of 10%.

#### BOOKING DEADLINE:

Four weeks prior to Publication Date

#### MATERIAL DEADLINE:

Ten working days prior to Publication Date

#### CANCELLATION DEADLINE:

Six weeks prior to publication

#### MATERIAL DELIVERY:

[admin@truckandbus.net.au](mailto:admin@truckandbus.net.au)

OR via Quick cut (see instructions to left)

ADVERTISING SALES – ZARA KILFEATHER 0404 883 249 [zara@motozedmedia.com.au](mailto:zara@motozedmedia.com.au)

[www.truckandbus.net.au](http://www.truckandbus.net.au)