

# coach&bus

## MEDIA KIT 2023



TRANSPORT PUBLISHING AUSTRALIA

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# ABOUT US



Coach & Bus magazine was launched in 2009 and is the most respected magazine in the bus industry.

The publication has stood the test of time and remains the leading coach and bus business magazine in the country.

We feature the entire spectrum of vehicles; from mini buses and van based people movers to the largest and most technically advanced route buses and inter city coaches.

## COACH & BUS IS:

- Bi-monthly publication & is distributed via direct mail subscription.
- Is perfect bound and printed on high quality stock in full colour.
- Is direct mailed to a subscription more than 4,500 key industry professionals.
- Is delivered to the desks of hard to reach decision makers in the industry.
- Total circulation of 4,500 copies sales.
- Total readership of 18,000.

## COACH & BUS REACHES MORE THAN:

- 2000 Senior managers in the Coach and Bus industry
- 1500 Fleet managers.
- 1000 Workshop and service managers.

## COACH & BUS GIVES:

- Advertisers a targeted and efficient way of reaching decision makers in the industry.
- Our editorial focus is on the latest industry innovations both here and overseas that impact the industry. We cover all new launches in the bus market as well as upgrades and model developments, new technology and innovation. We are always keen to work closely with our advertisers to provide editorial coverage where appropriate and deemed of interest to our readers who are the driving force of the magazine.
- We speak to key decision makers in the bus industry and truck enthusiasts who are more likely to purchase the magazine at the newsstand.

# WHO'S WHO

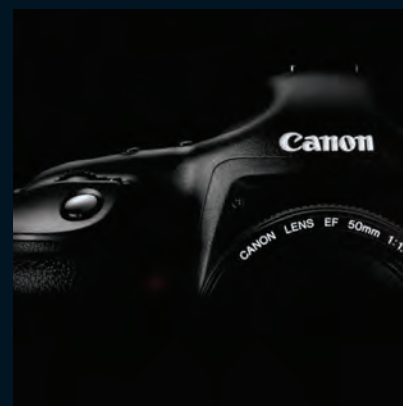
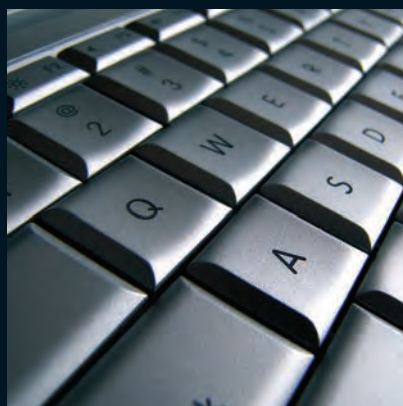


The greatest asset of any organisation is its people.

Transport Publishing Australia has a team of experienced professionals who have an extensive knowledge and understanding of the Coach & Bus 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.

## JON THOMSON EDITOR IN CHIEF

Jon Thomson is one of the most respected automotive journalists in the country, with more than four decades as a journalist and more than three decades involved with the commercial vehicle industry. Jon's technical knowledge of engine and driveline technology is second to none. His ability to communicate this with our readers is exceptional.



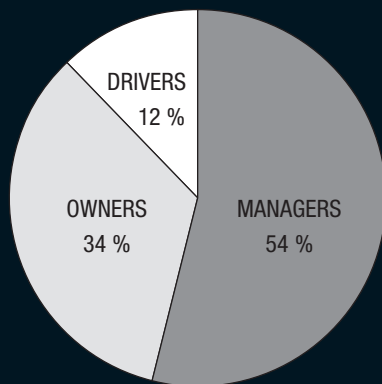
## PETER BARNWELL – EDITOR

Peter has been at the leading edge of reporting in the automotive and transport industry for more than three decades and his insight into the business in Australia are unparalleled.

## GLEN TORRENS – LIGHT COMMERCIALS & 4WD'S

Glenn has an intimate knowledge of the 4WD and LCV market. He brings an entertaining and informative writing style to Coach & Bus.

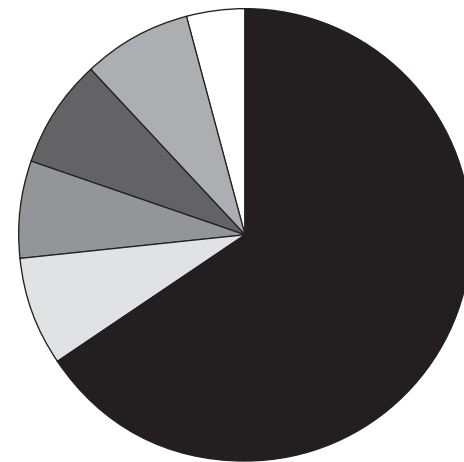
# PROFILE OF OUR READERS



## COACH & BUS MAGAZINE - READERSHIP BY INDUSTRY SECTOR

■ BUS FLEETS	65 per cent
■ AFTERMARKET / SUPPLIER	8 per cent
■ RETAIL	7 per cent
■ GOV'T ASSOC	8 per cent
■ OEM BUS	8 per cent
□ UNDEFINED	4 per cent

85 per cent of Transport & Trucking readers are located in the Eastern States  
82 per cent OF ALL TRANSPORT COMPANIES ARE IN THE EASTERN STATES





# MATERIAL DETAILS



## SUPPLIED MATERIAL

1. Material should be supplied to the correct publication page size, ensuring bleed, trim and registration marks are included.  
(Minimum bleed size is 5mm. Trim and registration marks must lay 3mm outside of the trim).
2. Material can only be supplied as a press ready pdf. Other formats will be rejected.
3. We ask that you avoid running type across the gutter of double page spreads.
4. All fonts should be embedded in the PDF file.
5. Files must be saved in CMYK format. Any non-process colors included in the file will be converted to CMYK.  
Conversion process may compromise the integrity of the file and waives our color guarantee.
6. Images need to be of a minimum 300dpi at print size.



### 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

**Transport Publishing only accepts material that complies with the information above. Ad material that does not comply will be rejected.**

# AT A GLANCE

Coach & Bus is Australia's leading publication for business leaders in the Coach & Bus industry.

Issues per year:	6
Distribution:	National
Distribution method:	Direct mail/ subscription
Circulation:	4,500 Readership: 18,000*
	*Publishers claim
Demographic:	Corporate, fleet management and operations

Our aim is to encourage best business practice, industry technology and improvement as well as product innovation to deliver a better Coach & Bus industry for Australia

Content: Coach & Bus delivers the latest on the business of operating bus companies, with news, the latest developments, product releases, operator profiles and stories and much much more.

Our TruckandBus website is the leading Australian transport industry website.

It is the acknowledged leader in breaking news and the latest information and is supplemented with our weekly edm newsletter Truck eNews, the must read industry news bulletin which is dispatched to a large email audience every Monday night.

Monthly average web page views: 24,111

## COACH & BUS 2023 SCHEDULE

ISSUE	Booking Deadline	Material Deadline	Publish Date
#55 Feb/Mar	6 Feb	13 Feb	20 Feb
#56 Apr/May	3 Apr	10 Apr	19 Apr
#57 Jun/Jul	5 Jun	12 Jun	19 Jun
#58 Aug/Sep	7 Aug	14 Aug	21 Aug
#59 Oct/Nov	3 Oct	10 Oct	17 Oct
#60 Dec/Jan	4 Dec	11 Dec	18 Jan

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

## 2023 SPECIAL FEATURES

FEB / MARCH	Tyres and Wheels
APRIL / MAY	Finance & Leasing
JUNE / JULY	Oils, Fuels & Lubricants
AUG / SEP	Insurance & Leasing
OCT / NOV	Air Conditioning
DEC / JAN	Seating

## 2023 RATES

	X1	X3	X6
Full Page	\$4450	\$4200	\$4000
Half Page	\$2900	\$2700	\$2500
Gatefolds	\$5850	\$5650	\$5450
Double Page Spread	\$8450	\$7450	\$6450

COVERS	X1	X3	X6
Inside Back Cover	\$5450	\$4950	\$4650
Outside Back Cover	\$5850	\$5400	\$4950
Inside front Cover (Spread)	\$9200	\$8650	\$8250

# ONLINE/DIGITAL ADVERTISING

Truckandbus.net.au was developed more than seven years ago to offer readers of both Transport and Trucking Australia and Coach & Bus magazine an added platform for the latest breaking news as well as showcasing editorial coverage past and present.

With our up to the minute news coverage on both the Truck and Bus industries we keep readers and industry professionals up to date with what is happening.

We tailor advertising solutions across all of our media platforms, print, digital and online.

With our in house video editing department we are also able to provide advertisers with video imagery and tailor made productions very cost effectively to represent their brand both on our website and their own digital platforms.

We also offer an in house editing and video making service to our customers.

News and press releases are uploaded daily in order to keep readers informed of all events, big and small affecting the truck and bus industries.

In this way we can ensure up to the minute news items appear in real time on our website and also leave extra space within the publications to provide readers with more in depth coverage on less time sensitive features.

**www.truckandbus.net.au**

## CURRENT AUDIENCE FIGURES

truckandbus.net.au	Unique Visits	Hits
Weekly Audience:	9,584	44,958
Monthly:	237,500	442,164
Past Year:	2,765,100	5,305,968

## BUS e-NEWS

The Truck and Bus Industry's foremost weekly edm newsletter.

Each week we send out our Truck e-News edm newsletter to 9,650 industry managers, fleet operators and small businesses throughout Australia. We have a number of opportunities for sponsorship of this very targeted edm newsletter as part of your advertising package.

## TRUCKANDBUS.NET.AU ADVERTISING OPTIONS

### BANNER AD

200 deep x 970 wide px  
\$1000 per month

### SIDEBAR MREC AD – Tier 1 (Not a shared space)

350 deep x 250 wide px  
\$800 per month

### SIDEBAR MREC AD – Tier 2 (Shared space)

350 deep x 250 wide px  
\$650 per month



## TRUCK e-NEWS – WEEKLY EDM NEWSLETTER ADVERTISING OPTIONS

Distributes to more than 9750 email boxes every Monday night

### BANNER AD

200 deep x 970 wide px: \$1000 per month 4 issues

### SIDEBAR MREC AD

350 deep x 250 wide px  
\$800 per month

**SAVE 20% ON ADVERTISING WHEN COMBINED WITH PRINT AND 25% WHEN BOOKING ACROSS BOTH TRANSPORT & TRUCKING AND COACH & BUS**

