



MARKETING OPPORTUNITIES

 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. //



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, over 3,000 copies of the print edition of **routeone** are sent to senior representatives at verified PSV operating businesses across the UK and Ireland, free of charge.

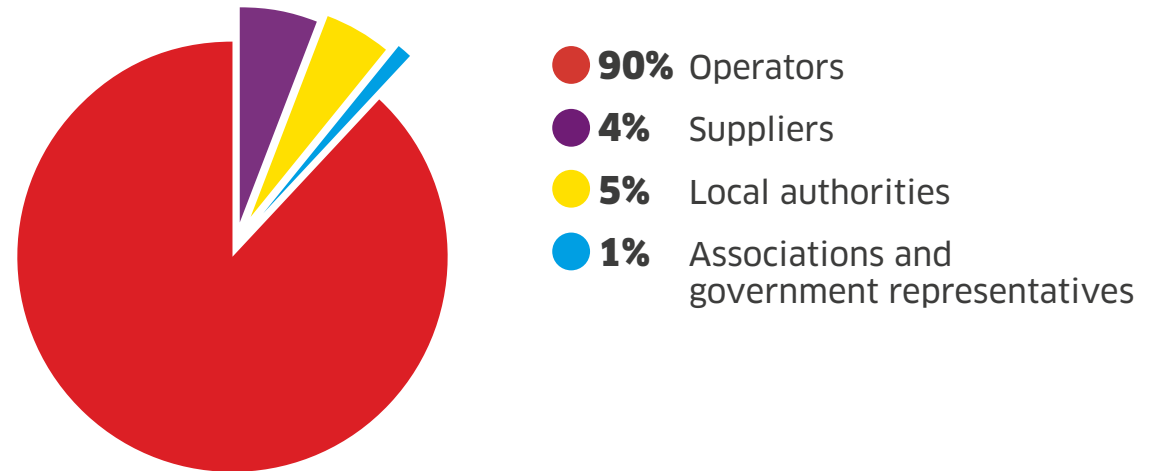
This includes coach, bus and minibus operators, local authorities and community transport organisations.

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, Jan-Dec 2023

BUSINESS PROFILES



OPERATOR PROFILES – SENIOR POSITIONS



Owners, Partners,
CEOs or MDs



Transport Managers



Operations Managers

EXTENSIVE ONLINE REACH



There's a reason 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.

route-one.net is a comprehensive resource for operators that includes a second-hand vehicle marketplace.

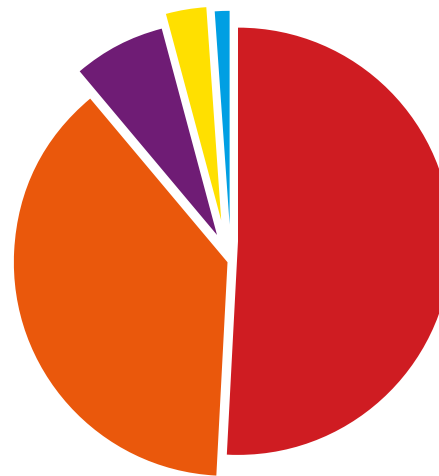
f 10,301 followers

in 8,595 followers

X 7,788 followers

ENGAGED DIGITAL READERS

14,232 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 Jan-Dec 23



STRATEGY FIRST



YOUR GOAL

**INCREASE BRAND
AWARENESS**

BRAND POSITIONING

GENERATE LEADS

**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.

CAMPAIGN OBJECTIVE

Maximise impressions

Demonstrate value

Sell the benefits

Consistent reinforcement

MARKETING OPPORTUNITIES

Speciality print options
Brand partnership
Display advertising (print or digital)
Exhibit at Euro Bus Expo
routeone Awards partnership
Multichannel marketing

Sponsored content (case study - leverage influencers)
Webinar (thought leadership)
Whitepaper (thought leadership)
Contextual / feature advertising (strategic positioning)

Display advertising (print or digital)
Sponsored content (case study)
Solus e-shot
Contextual / feature advertising

Display advertising (print or digital)
Sponsored content (case study)
Contextual / feature advertising (strategic positioning)
Brand 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 and coach industry, it is both an important tool for marketing 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 //



Beverly Bell CBE
Director, Beverly Bell Consulting Ltd



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.

Double Page Spread:	£2,000 + VAT
Full Page:	£1,110 + VAT
Half Page:	£600 + VAT
Quarter Page:	£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 and double page spread / insert costs.*

SPECIALITY PRINT OPTIONS

Creative options for maximum impact

FOLD OUT COVER

Unique and creatively flexible, a roll out 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, and 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

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

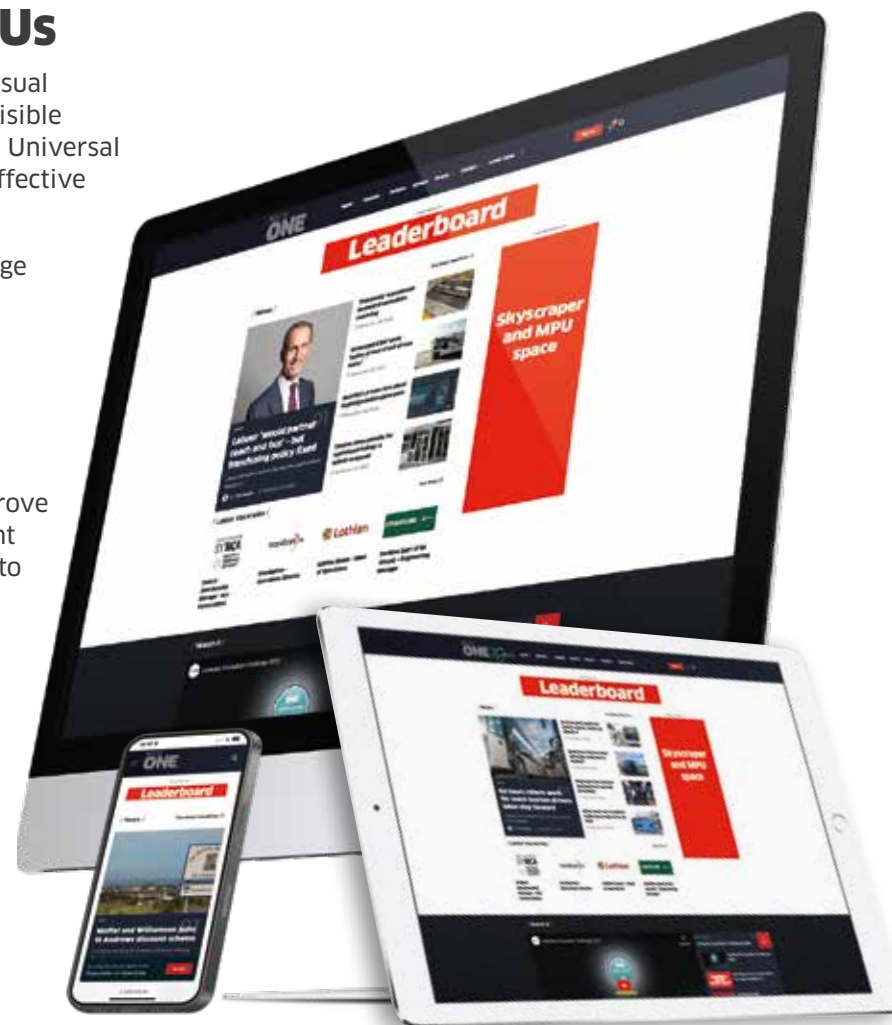
Right time, right place. Contextual placement is a great targeting technique to improve performance of your web banner. By embedding it within an article that is relevant to your brand, users are more likely to be receptive to it. Fine tune your message to increase relevance and maximise results.

£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

Capture attention in the most frequented channel



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

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



**Discounts available
for series bookings**



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:	£4,200 + VAT
Full Page:	£2,400 + VAT
Half Page:	£1,270 + VAT
Quarter Page:	£680 + VAT

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.

EPOA



// 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 thousands of 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:

- ✓ **Increase the impact of your marketing budget**
- ✓ **Extend 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. The team's 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

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MECHANICAL DATA AND DEADLINES

PRINT ADVERTISING COPY DEADLINES

Submit your copy to 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
Please allow an inner margin for perfect binding and include a 3mm bleed to all edges



Full-page
210mm wide x 297mm high
Include a 3mm bleed to all edges



Half-page horizontal
180mm wide x 132mm high



Half-page vertical
88mm wide x 268mm high

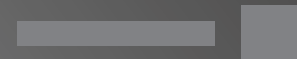


Quarter-page
88mm wide x 132mm high



Quarter-page strip
180mm wide x 60mm high

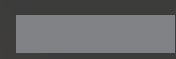
WEB DIMENSIONS



Leaderboard and MPU banners
728px wide x 90px high
300px wide x 250px high



Skyscrapers
300px wide x 900px high (for desktop)
240px wide x 600px high (for mobile)



Email banners
564px wide x 150px high

We accept artwork supplied via email to 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.