



Bus-News

M E D I A P A C K



2024 MEDIA PACK

What is Bus-News?



Bus-News is the leading digital marketing platform for the bus sector. We help connect suppliers, buyers and decision makers from across the globe, as well as supply the latest industry news from around the world. We have a dedicated team of writers, editors and social media experts to ensure the highest-possible quality of information with the maximum reach.

Our Services



Dedicated & Targeted Marketing



Search Engine Optimisation



Content Management



Social Media



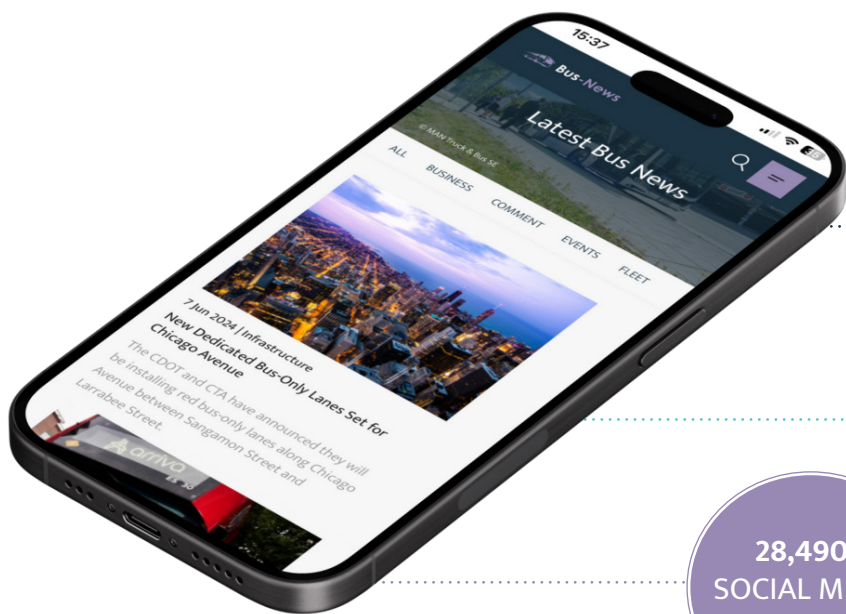
Digital Magazine



Digital Newsletter

Bus-News

In Numbers



119,840+
UNIQUE WEB
USERS

256,600+
UNIQUE PAGE
VIEWS

28,490+
SOCIAL MEDIA
CONNECTIONS

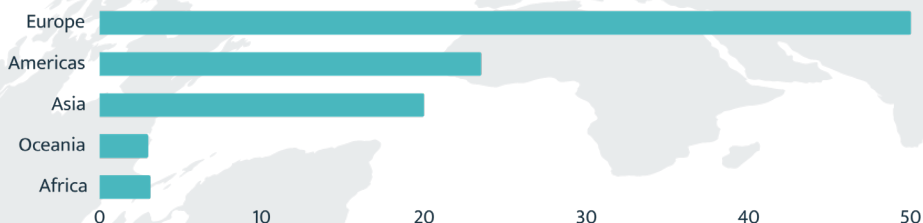


Who Is Reading Your Content?

Readership by Job Function



Geographical Breakdown



Prices & Packages

Package	Ultra	Premium	Essentials+	Essentials
Company Profile <i>This includes: hosting of press releases, PDFs / white papers, videos, images, company contact details, social media links and an enquiry form; sharing of press releases and social media banners on LinkedIn</i>	✓	✓	✓	✓
Products & Services Listings	✓	✓	✓	✓
Press Release in Digital Newsletter	✓	✓	✓	✓
Supplier Listing A-Z	✓	✓	✓	✓
SEO (Search Engine Optimisation)	✓	✓	✓	✓
Package Extras:				
*Homepage Featured Supplier	✓	✓	✓	–
Digital Newsletter Banner	Monthly	Monthly	Quarterly	–
Digital Magazine x3 A4 Pages	2	2	1	–
Mail Campaign	3	1	1	–
Dedicated Mail Campaign (Whole Database)	1	1	–	–
Social Media Banner Adverts	4	4	2	–
Products & Services Featured Supplier	8	Up to 4	Up to 2	–
Products & Services Pages Banner	4	2	1	–
Total cost for 12 months <i>*Multi year discounts are available on request</i>	£9,000	£6,500	£4,500	£3,000

Additional Extras

Graphic Design Services

This includes the design for all banners, dedicated & targeted mail campaigns and magazine adverts

Editorial Content

This includes x4 pieces of content writing, profile generation, interviews, press releases and case studies

LinkedIn Campaigns

We can create a LinkedIn campaign for you with up to five different adverts and target the exact people you want to reach from LinkedIn's database. You have full control, from runtime to audience, but we do all the work for you!

Please follow this link to our full pricelist

£1500

POA

Bus-News Editorial Calendar

Packages: Essentials+ | Premium | Ultra | Custom



The publication dates and the associated content-submission deadlines are provided below. We frequently focus our magazines around major industry shows (e.g. BusWorld).

Please feel free to enquire if you want to know what these shows will be.

Issue	Event	Content Deadline	Publication Date
Issue One	TBC	01 January	06 February
Issue Two	Euro Bus Expo	20 September	28 October
2025			
Issue One	TBC	17 January	24 February
Issue Two	BusWorld Europe	01 August	08 September

Testimonials & Enquiries

“ **Mar Alapont, Communication Manager,
Masats S.A.**

We have been working with Bus-News for two years now. We are very happy with the service and have had direct business contact from this. We have now renewed our contract for the third year.

”

Enquiry

We are interested in your “Innovated Temperature Switch KTSZ4H”, we would like to ask a quotation for the following batches:- 2 units- 30 units- 240 units. We need price and delivery time.

Enquiry

I would like to test your wheel measuring scanner if possible to validate it for company wide use at over 80 rail operations across the USA.

“ **Anna Fernandes, Marketing Assistant,
Stratio Automotive**

For the past two years, Bus-News has demonstrated exceptional performance as our trade media partner with a very supportive and responsive team. With their channels we have generated relevant leads and increased our visibility within our target audience - the public transportation industry.

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info@bus-news.com

+44 1392 580002



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bus-news.com