

MEDIA KIT 2025

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- Bus and Coach Buyer is mailed out to an average of 4,000 named bus, coach and minibus operators. **This is the largest circulation in the industry.**
- Increasingly popular is our alternative online version of the full magazine. It is completely free to read and has an archive facility. **Over 4,000 online subscribers view the magazine on the mobile optimised website.**
- Editorially we match the latest news with in depth features on manufacturers, operators, suppliers, exhibitions, conferences, industry issues, legislation, technology, training, rallies, dealers and much more.

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CHAMPIONS CROWNED AT UK BUS AWARDS

INSIDE THIS ISSUE...
• Exclusive Damier electric news
• Coach parking in York open

Efficient solutions for your vehicle fleet.

WashTec

TOP PERFORMANCE METRICS

Average Jan 24 - Dec 24

26,100 Active Users per month

35,700 Active Sessions per month

Across www.busandcoachbuyer.com & classifieds.busandcoachbuyer.com



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6.8k
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Over
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GOLD AWARD
for Services to the
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LAST 30 DAYS
REACH ACROSS
DIFFERENT
PLATFORMS

Update — December 2024

E-NEWSLETTERS

20,000

MOBILE

12,000

PRINT

8,000

DESKTOP

7,000

KEY DATES

Commercial & Editorial features

Shows and Events 2025

- 12-13 April - UK Coach Rally
- 29 April – 1 May - Commercial Vehicle Show
- 12-14 May - ALBUM conference
- 4-9 October – Busworld

**subject to change and additional features added, all events will be covered in magazine*

Advertisers in our commercial features are guaranteed an entry in the article. Our editorial team will make contact to write this entry.



Issue Dates 2025

- January 10th & 24th
- February 7th & 21st
- March 7th & 21st
- April 4th & 18th
- May 2nd, 16th & 30th
- June 13th & 27th
- July 11th & 25th
- August 8th & 22nd
- September 5th & 19th
- October 3rd, 17th & 31st
- November 14th & 28th
- December 5th & 19th

Confirmed features are:

- 24th January: Refurbishment
- 21st February: Software
- 21st March: Electrification
- 18th April: Spring Deliveries & Blackpool Coach Rally Review
- 2nd May: Cleaning & Album Preview
- 30th May: Album Review
- 27th June: Fare Collection
- 25th July: Summer Deliveries
- 22nd August: Garage Equipment
- 19th September: Parts
- 3rd October: Autumn Deliveries
- 31st October: Refurbishment
- 28th November: Comfort on Board
- 19th December: Accessibility

PRINT

Display Rates

- Full page
£927 one-off £741 series
- Half page
£515 one-off £410 series
- Quarter page
£262 one-off £208 series

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From graduate to Director

Award winning George Sloan tells us what it takes to climb the operations ladder at Stagecoach

Immaculately presented and clean cut, George Sloan is the vision of a professional, ambitious young man. In November 2024, when he filed the 'Young Bus Manager' trophy, George told BBC how it felt to receive the accolade: "It was brilliant. I've been nice to have that recognition. I've been in the industry for just over 10 years now. Having joined the Stagecoach Graduate Scheme in 2018, I've been to a number of projects in graduate roles, junior management roles and subsequently

more senior positions. There were a huge number of challenges in a variety of different locations, so it was a really nice moment to reflect on all those things. To be honest, it was just a real honour to be nominated. I certainly wasn't expecting to win. One of the activities he did for the UK Bus Awards was an interview, which he says was all about how his organisation supports the community. That's something I'm really passionate about."

He then moved to become the Operations Manager at Stagecoach, which he says was a long way from home in Essex. He was there for just over a year. He said: "That was my primary supporting role. I was really engaged with that. And then it was offered my first position in the UK. That was a really challenging time, but really enjoyable as well. It was a real challenge because everything's so really interesting because everything's on tracks, on the Cambridge Guided Busway. I often joke, I feel like I was a train manager for a year."

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Entering the industry
George's career in the industry started in 2018, joining the Stagecoach graduate scheme after graduating from university with a degree in Human Geography. He said: "I think what I studied at uni generally pushed me into being interested in the industry. But for me it was also about what attracted me to the Stagecoach scheme. It's quite a small-scale, intimate scheme and the training for that graduate scheme which means that you're able to get some really good meaningful time with senior members of staff who can help you. That was something that was really important to me. I think it wasn't just the industry, it was the way the graduate scheme was built and what it exposes you to."

George began on the graduate scheme at Stagecoach Midlands, primarily in Northampton, but also worked in Rugby on gain experience in the engineering department. He said: "I absolutely loved that year. I really enjoyed being able to see all those sections of the business and how they functioned and how they fit together."

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