

COACH TOURISM

Media Information

Professional

Media Information 2008

Circulation per issue 5,100

Dear Advertiser,

In 2008 we celebrate ten successful years. *Coach Tourism Professional* is unashamedly a management magazine focussed on the challenges that today's coach tour operators face. The magazine speaks directly to front-line managers, directors and decision-makers whether they are in small family-owned concerns, medium-sized operators or part of a multi-national group.

We get behind the headlines to reflect the real story and how it impacts on industry professionals. Our in-depth features include current operational issues and new

and emerging themes in the tourism sector.

And our destination and attraction reviews provide a concise picture of the latest offerings for busy operators and tour planners.

Readers don't just flick through our magazine when it arrives. We know they enjoy reading it from cover to cover.

We aim to deliver quality from cover to cover for our readers and provide the best quality medium in the business for advertisers.

For more information on advertising, call Charlotte now on 01952 204920.

Editorial contacts

Steve Rooney - managing editor
steve.rooney@busandcoach.com

Rav Jagdev - reporter
rav.jagdev@busandcoach.com

Advertising contacts

Call our sales line now on
01952 204920 to discuss your advertising schedule.

Charlotte Hicks
charlotte.hicks@busandcoach.com

Advertising rates

Quarter Page	£395
Half Page	£665
Full Page	£985
DPS	£1,474

Series Discounts:

3 issues	5%
6 issues	10%
9 issues	15%
12 issues	20%

Lineage £24 up to 30 words,
extra words 50p each

Classified Advertisements
£14.20 per single column cm

Appointments and Tenders
£18.75 per single column cm

Inserts
Up to and including 10 grams
(Full circulation) £895

Coach Tourism Professional
Suite 1, Cornerstone House,
Stafford Park 13, Telford
Shropshire TF3 3AZ
Telephone: 01952 204920
Fax: 01952 204929
www.busandcoach.com

Coach Tourism Professional offers quality and real value for money for advertisers.

If you supply the coach tourism industry then *Coach Tourism Professional* should be first on your media schedule.

Coach Tourism Professional excites and interests readers in a way that rivals simply can't match, and advertisers benefit from the shelf life and enhanced interaction that our unrivalled news and feature coverage delivers.

And in addition to providing a first class medium for you to market to the coach tourism industry, we also offer a level of customer service to advertisers that is unsurpassed.

All planning, design and layout services are provided free of charge - you pay only for the

space, there are no hidden extras. And you'll receive a high quality colour proof of your advertisement before publication.

Coach Tourism Professional has its own production studio with the latest technology in terms of magazine production; image capture and manipulation; digital proofing and short run colour outputting; and data handling and communication systems.

In addition we have a highly skilled production team with many years of experience in magazines and the short- and medium-run printing business.

Make your advertising spend go further with *Coach Tourism Professional*.

COACH TOURISM Professional

New structure for UK trade body
BAKERS Dolphin Coaches, based in Warrington, has been elected as the new trade body for single people by supporting back the former two trade body organisations.

Spooky stories at Historic Dockyard
THE POPULAR ghost walks at the Historic Dockyard of Chatham in Kent are set to return for another year.

Coach Tourism Council updates
The CTC's leading events in 2008 have been announced for the first time since the launch of the new magazine.



Issue no.	Features	Copy deadline	Cover date	
53	Ireland Eastern England Ferries Animal attractions	17.12.07	04.01.08	EXCURSIONS SHOW PREVIEW
54	Scotland South West Railways Liverpool	21.01.08	01.02.08	
55	Wales South East Houses and Gardens Breweries and Distilleries	18.02.08	29.02.08	BTF PREVIEW
56	North West Midlands Sporting venues Waterways	17.03.08	28.03.08	BTF REVIEW
57	Ireland North East Heritage attractions Shopping	14.04.04	25.04.08	
58	Scotland South West Hotels and Accommodation Railways	12.05.08	23.05.08	
59	Wales South East Animal Attractions Theatres	09.06.08	20.06.08	
60	Midlands North West Breweries and Distilleries Houses and Gardens	07.07.08	18.07.08	
61	Eastern England South West Christmas Events Sporting Venues	04.08.08	15.08.08	
62	Ireland North East Christmas Shopping Animal Attractions	01.09.08	12.09.08	GROUP LEISURE SHOW PREVIEW
63	Scotland South East Christmas Events Hotels and Accommodation	29.09.08	10.10.08	
64	Wales Midlands Breweries and Distilleries Heritage Attractions	27.10.08	07.11.08	EUROBUS SHOW
65	Ireland South West Shopping Railways	24.11.08	05.12.08	
66	Scotland Eastern England Ferries Sporting Venues	17.12.08	02.01.09	

Apple Applications:

Adobe Illustrator
Adobe Photoshop
Adobe InDesign

Supported Media Formats:

CD/DVD

Advert File formats:

JPEG
Tiff
EPS
PDF (Print)
(300dpi minimum,
no web graphics)

Formats other than those specified will not be accepted. If you have to submit a file other than those specified contact us well in advance of the intended deadline for advice.

Sending files:

Post: Plum Publishing Ltd,
Suite 1 Cornerstone House,
Stafford Park 13, Telford
Shropshire TF3 3AZ

Email:

**Coach Tourism
Professional**
charlotte.hicks
@busandcoach.com

All InDesign documents must be sent with Hi-Res PDF proofs for comparison.

Remember if you are unsure about production specification please call us on 01952 204920.

Full Page Advert 186mm (W) x 272mm (H)
- **with bleed** 216mm (W) x 303mm (H)

DPS Advert 396mm (W) x 272mm (H)
- **with bleed** 426mm (W) x 303mm (H)

Column widths -

1 col - 43mm
2 col - 91mm
3 col - 138.5mm
4 col - 186mm

Quarter Page -

91mm (W) x 134mm (H)

Half Page (Portrait) -

91mm (W) x 273mm (H)

Eighth Page -

91mm (W) x 65mm (H)

Half Page (Landscape) - 186mm (W) x 134mm (H)

Banner advert - 186mm (W) x 65mm (H)

It's that simple. The *Coach Tourism Professional Handbook* is more than just a list of addresses. It has vital information on key venues and attractions for UK coach tour operators and is a unique reference tool 365 days a year.

Produced each spring, the Handbook offers enhanced opportunities for editorial information to all advertisers.

In an attractive B5 format, the *Coach Tourism Professional Handbook* is the perfect partner to *Coach Tourism Professional* magazine, produced with the same high editorial values and attention to detail.

If you are marketing to the coach tourism operator, then you need to take full advantage of this advertising opportunity.

For details of advertising rates and sponsorship opportunities, talk to our advertising sales team now on 01952 204920 or email to charlotte.hicks@busandcoach.com

Advertising rates

Quarter Page	£395
Half Page	£665
Full Page	£985
DPS	£1474

Series Discounts:

3 issues	5%
6 issues	10%
9 issues	15%
12 issues	20%

Lineage £24 up to 30 words, extra words 50p each

Classified Advertisements
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Yearbook layout specifications

Full Page Advert - 148mm (W) x 217mm (H)
- with bleed - 177mm (W) x 251mm (H)

DPS Advert - 306mm (W) x 217mm (H)
- with bleed - 348mm (W) x 251mm (H)

Quarter Page -
72mm (W) x 106mm (H)

Half Page (Portrait) -
72mm (W) x 217 (H)

Eighth Page -
72mm (W) x 51mm (H)

Half Page (Landscape) - 148mm (W) x 106mm (H)