

More than **16,000** of America's most successful transit and motorcoach operators read and depend on **BUSRide** magazine every month. **BUSRide** reaches America's top 100 transit agencies and virtually all motorcoach companies in the United States.

BUSRide is read **5X more than any other industry publication** for new product information and **2X more for industry news**.

BUSRide magazine covers the issues that are critical to today's bus and motorcoach operators:

- Technology
- Human Resources
- Financial Management
- Industry News
- Equipment
- Fuel Costs
- Regulations
- Risk Management
- Insurance
- Fleet Maintenance
- Marketing
- New Products
- Driver Retention, Training & Safety
- Continuing Education
- Security & Surveillance
- Sustainability

BUSRide Motorcoach Readers

47% of **BUSRide** magazine motorcoach readers have an **annual budget over \$1,000,000**.

61% have **no expenditure authorization limits**.

38% of **BUSRide** magazine motorcoach readers operate **over 50 vehicles** in their fleet.

66% of **BUSRide** magazine motorcoach readers currently operate private tour and charter motorcoach services.

96% share each issue with another decision maker – that's over **15,000 additional impressions!**

BUSRide magazine readers represent **major buying power** in the motorcoach industry. The following represents our reader's annual **operating budgets**:

19% \$500,000 – \$1 million

18% \$1 – \$3 million

29% Over \$3,000,000

Readers placed the following issues among their most critical concerns for the upcoming year:

- **Driver Safety**
- **Driver Retention**
- **Driver Training**
- **Fuel Costs**
- **Fleet Maintenance**

91% authorize, specify or recommend purchases.

The following percentages represent what our motorcoach readers **plan to purchase** in the upcoming year:

- 68%** Buses
- 58%** Brakes
- 55%** Tires
- 46%** Exterior Finishes
- 44%** Glass/Windows/Mirrors/Treatments
- 44%** Insurance
- 41%** Tools/Garage Equipment
- 39%** AV/Entertainment Systems
- 36%** Training Products/Services
- 36%** Seating
- 33%** Computers/Software
- 30%** Engines/Transmissions
- 29%** Communication Systems
- 28%** GPS/Tracking Systems

BUSRide magazine reaches **1,300 transit agencies** in the United States who operate **over 70,000 transit buses** and **129,000 transit revenue vehicles**. This represents **87%** of the total number of transit agencies in the United States.

BUSRide Transit Readers

47% of **BUSRide** magazine transit readers hold **executive, corporate, or management** positions.

92% of transit readers have an **annual budget over \$1,000,000**.

61% have **no expenditure authorization limits**.

26% of **BUSRide** magazine transit readers operate **over 500 vehicles** in their fleet.

85% share each issue with another decision maker!

91% authorize, specify or recommend purchases.

The following percentages represent what our transit readers **plan to purchase** in the upcoming year:

- 58%** Buses
- 54%** Computers/Software
- 41%** Brakes
- 41%** Tires
- 41%** Training Products/Services
- 40%** Tools/Garage Equipment
- 40%** Security/Surveillance Systems
- 38%** Communication Systems
- 38%** GPS/Tracking Systems
- 33%** Glass/Windows/Mirrors/Treatments
- 33%** Safety Products
- 32%** Exterior Finishes
- 30%** Fare Collection Devices
- 29%** Engines/Transmissions
- 24%** Seating
- 24%** HVAC Equipment
- 24%** Signage/Reader Boards
- 24%** Terminal Improvements
- 22%** Insurance

