INTEGRATED MEDIA PORTFOLIO

2016

THE MOST TRUSTED RESOURCE IN THE BUS AND MOTORCOACH INDUSTRY

As of August 26, 2015
Powering transit and motorcoach operators in 2016!

For more than 50 years, BUSRide has been the industry’s most reliable source for news; trends; vehicle and product field tests; new product and service information; exclusive research and analysis; and editorial content by trusted industry thought leaders throughout the world.

BUSRide reaches the senior leaders of transit bus agencies, motorcoach companies, shuttle and school bus operators, travel & tour providers, maintenance supervisors, as well as suppliers to the industry.

Reaching more than 35,000 transit, paratransit, motorcoach, community transportation, school bus and shuttle operators in the United States and Canada, BUSRide is read five times more than any other publication for industry news.

BUSRide’s online presence continues to transport essential coach and transit coverage into the daily lives of its readers. From digital-only publications to a robust social media presence; lead-generating, educational eBooks; webinars; roundtable discussions; interactive video and more, BUSRide continues to propel the industry into the future and beyond.

- Fleet management
- Risk management
- Training / continuing education
- Technology
- Insurance
- Human resources
- Fleet maintenance
- Financial management
- Accessibility
- Connectivity
- Marketing
- Equipment
- Parts & parts distribution
- Tools
- Repair & refurbishment
- Exterior finishes
- Driver training & safety
- Alternative fuels & propulsion
- Security & surveillance
- Sustainability
- Data management
- Architecture & design
- Passenger information systems
- Wayfinding
- Travel & tour

Powering transit and motorcoach operators in 2016!
Reader Demographics

Circulation by Job Title

Transit

- President / General Manager: 15%
- Management Executive: 8%
- Maintenance: 13%
- Sales / Marketing: 20%
- Driver / Operator: 44%
- Engineer: 5%

Motorcoach

- President / General Manager: 39%
- Management Executive: 5%
- Driver / Operator: 22%
- Maintenance: 15%
- Sales / Marketing: 14%
- Consultant: 5%
Facts About BUSRide TRANSIT READERS

BUSRide Magazine is seen by nearly 16,875 transit readers in the United States and Canada.

According to the 2016 Annual BUSRide Readership Survey:

- 83% of transit readers share each issue with another decision maker.
- 20% of BUSRide Magazine transit readers collect $10 million to $50 million in fare revenue.
- 27% operate over 500 vehicles in their fleet.

Percentages of BUSRide transit readers that plan to purchase the following products/services in 2016:

- 69% Buses
- 54% Small or midsized buses
- 50% Tools/garage equipment
- 46% Computer/Software
- 44% Brakes
- 40% Tires
- 38% Training products/services
- 31% GPS/tracking systems
- 29% Security/surveillance systems
- 27% Exterior finishes (paint, wraps, graphics)
- 27% Fare collection systems
- 27% Safety products (signs, lights, etc.)
- 25% Communications systems
- 23% Signage/reader boards
- 21% Insurance
- 15% Wheelchair lifts
- 13% Bus washes
Facts About BUSRide MOTORCOACH READERS

BUSRide Magazine reaches nearly 22,275 motorcoach readers throughout the United States and Canada.

According to the 2016 Annual BUSRide Readership Survey:

- 78% of our readers share each issue of BUSRide with other decision makers in their motorcoach organizations.
- 17% of motorcoach operators who read BUSRide conduct tour business.
- 21% operate fleets of 100 motorcoaches or more.

Motorcoach readers place the following issues among their most critical concerns in 2016:

- Compliance
- Risk Management
- Safety
- Training / Continuing Education
- Vehicular Safety Technology

Facts about BUSRide TOUR, SHUTTLE, COMMUTER, SCHOOL & UNIVERSITY BUS READERS:

BUSRide Magazine reaches over 3,000 decision-makers who operate school bus, tour, shuttle, university bus and commuter operations.

According to the 2016 Annual BUSRide Readership Survey:

- 92% of BUSRide readers operate charters
- 53% of our readers conduct shuttle business
- 45% operate school-related business

Percentages of BUSRide motorcoach readers that plan to purchase the following products / services in 2016:

- 73% Tires
- 59% Brakes
- 59% Motorcoaches
- 51% Exterior finishes (paint, wraps, graphics, etc.)
- 49% Tools/garage equipment
- 44% Computers/software
- 42% Insurance
- 41% Small or midsized buses
- 41% Training products/services
- 39% Glass/windows/mirrors/treatments
- 37% Safety products (signs, lights, etc.)
- 32% HVAC equipment
- 27% Engines/transmissions
- 24% GPS/tracking systems
- 24% Security/surveillance systems
- 22% Seating
## 2016 BUSRide Editorial Calendar

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BUSRide eMedia Opportunities

**BUSRide Digital**

*BUSRide* Digital is delivered to more than 4,500 transit and motorcoach executives each month. With a pass-along rate of 2.7%, our digital readership is approximately 12,150.

**Twice Monthly BUSRide Up To Speed eNewsletter**

Delivered to more than 4,500 bus and motorcoach executives twice a month, *BUSRide* Up to Speed is one of our most highly-regarded products. This flagship eNewsletter delivers the latest product developments, insights, case studies, best practices and breaking news.

**BUSRide.com**

*BUSRide.com* is all about immediate results. *BUSRide.com* provides targeted, easy-to-find information and insights for the busy bus and motorcoach executive. With robust ebooks, white papers, archival materials, webinars and more, *BUSRide.com* is a one-stop source of market intelligence for its readers and a lead generator for its advertisers.
The “Official BUSRide Field Test” initiative features a case study of a given bus operation specific to a selected company’s customer.

Through a collaborative effort, we document:

- The challenge: what the bus operation was facing before engaging with the company
- The solution: why this company was selected; the “ramp up” process; customer employee training, etc.
- The path forward: best practices that were put in place to ensure a successful future

The resulting story becomes a 4-page spread in BUSRide — or it can actually be printed on 80# gloss cover stock and fugitive glued inside an upcoming issue of BUSRide. Because the cover stock is much heavier than the inside pages of BUSRide, the magazine will open right to the insert!

All of which contributes to outstanding lead-gen opportunities!

Ask for details.
Social Media

Take advantage of BUSRide’s robust social media presence!

All BUSRide digital products are promoted via our social media pages. BUSRide also offers opportunities to promote your products and initiatives through a viral platform.

BUSRide TV

If your company holds webinars, tutorials, interviews, or produces product videos or educational content that needs more exposure, BUSRide TV is the answer. Your footage will be streamed on BUSRide.com and supported on social media!

At select trade shows, BUSRide TV offers a unique service to companies that want to capitalize on their featured products.

Show our readers what you know with a BUSRide Webinar

BUSRide Magazine offers sponsors the opportunity to host feature-length webinars on topics that are critical to our readers. Sponsors present to and engage with a live digital audience that includes leaders and decision makers in the industry.

Each webinar will be available for viewing on BUSRide.com for two months. Sponsors will be provided the name and contact information of all registered attendees.

Marketplace Ads

BUSRide Marketplace ads offer a hassle-free and effective way to get immediate results for whatever you want to sell – or buy. Marketplace ads post immediately on BUSRide.com and are available anytime. Place your ad on BUSRide.com and get the leads you need for:

- Bus and motorcoach sales
- Employment
- RFPs
- Products
- Technology
- Education
- Services
- Travel & Tour

BUSRide Safe Driver Hall of Fame

The annual BUSRide “Safe Driver Hall of Fame” honors the safest transit and motorcoach drivers in America. As one of our most anticipated features, these outstanding drivers are honored in a special section of the December 2016 issue.

Best of BUSRide Awards

The Best of BUSRide Awards recognize those organizations that continually exhibit innovation and best practices throughout the year. Through these coveted awards, BUSRide celebrates the industry’s best and brightest transit, paratransit and motorcoach companies, as well as exemplary suppliers to the industry.
ELECTRONIC FILES

- **Formats:** High resolution PDF files preferred; we also accept: EPS, PSD, PNG and high-resolution JPG. NOTE: PDF files are only accepted from Adobe Professional for printing software with fonts embedded, CMYK format and color images: Bicubic Down Sampling to 600 pixels per inch (See Resolution below.)

- **Type/Fonts** must be converted to outlines when exporting from Illustrator as an EPS OR the fonts should be provided with your submission. (We cannot accept PC fonts.) If fonts cannot be outlined, original fonts should be provided. NOTE: If fonts are not compatible we reserve the right to replace fonts as needed

- **Resolution** of all files should be a minimum of 266 dpi (including imported files). 300 dpi at 100% is the preferable resolution. NOTE: dpi=dots per inch

- **Color** ads (and imported files) must be in CMYK, not RGB. NOTE: RGB colors not converted to CMYK will appear muted compared to original color, therefore we cannot guarantee color correctness. All PMS colors should be converted to CMYK unless a specific PMS color is specified and has been purchased. **(Pantone colors are available at an additional cost. Please contact your sales representative for a quote.)**

AD SUBMISSION

- **SEND** your files on CD accompanied by a proof. Please provide a color proof if your ad has color

- **E-MAIL** your files (only if under 25 MB – NOTE: Files can be stuffed or zipped for e-mail transfer which usually decreases files by half the size) to: jvfly@busride.com and rtackett@busride.com

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2016 Advertising Specifications

We will uphold the industry standard of a maximum of 10% variance of color provided a color correct proof is provided.

**AD SIZES (inches)**

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**AD PRODUCTION:** Power Trade Media™ will produce/design ads for advertisers at a rate of $125/hour if requested. Components to produce ad should be submitted at the same time as space commitment. Should production charges be waived, artwork remains the property of BUSRide magazine.

**COPY ACCEPTANCE:** BUSRide magazine reserves the right to refuse advertising that it considers detrimental to the bus industry or contrary to the policies of its parent company, Power Trade Media.

**CONTRACT AND COPY REGULATIONS:** The advertiser agrees to indemnify the publisher against any claims or expenses resulting from the unauthorized use of name, photograph, sketch or words protected by the copyright or registered trademarks, label and others in connection with his or her advertising.

**CANCELLATIONS:** All cancellations must be made in writing and must be received 60 days prior to cover date. Cancellations may be subject to a short rate.
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