18 - 30th November 2025

CBWShow
MEDIA KIT

cbwshow.com

CBW Coach&Bus Week
cbwmagazine.com

CBM Coach&Bus Market
coachandbusmarket.com

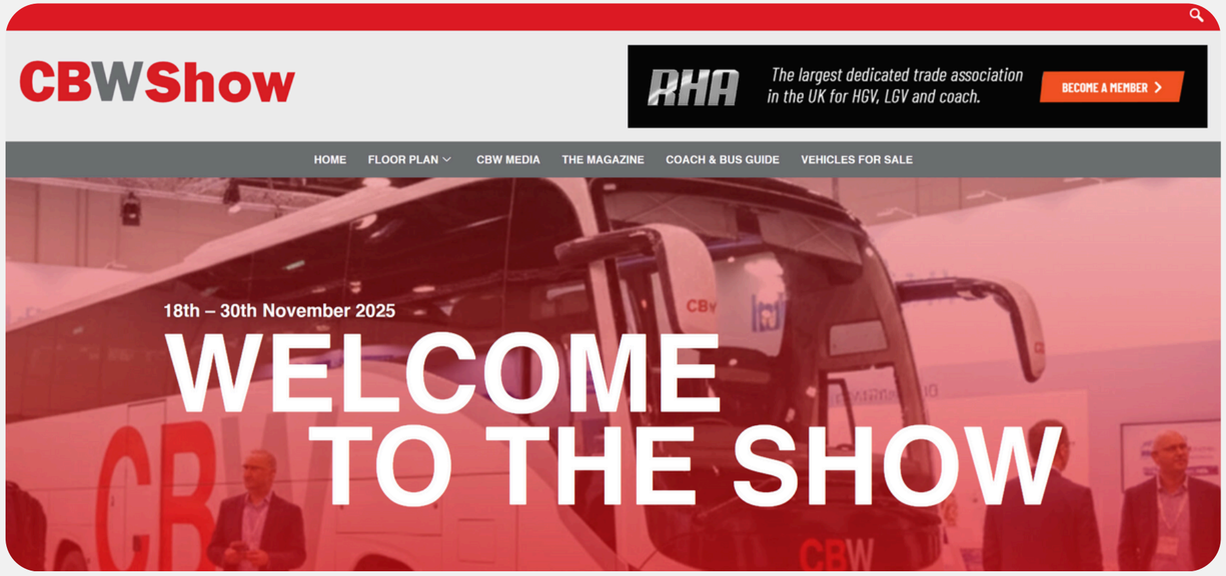
CBJ Coach&Bus Jobs
coachandbusjobs.com

CBG Coach&Bus Guide
coachandbusguide.com

VIRTUAL SHOW







TWO DEDICATED CBW SHOW ISSUES
(BOTH ISSUES AT 96 PAGES)

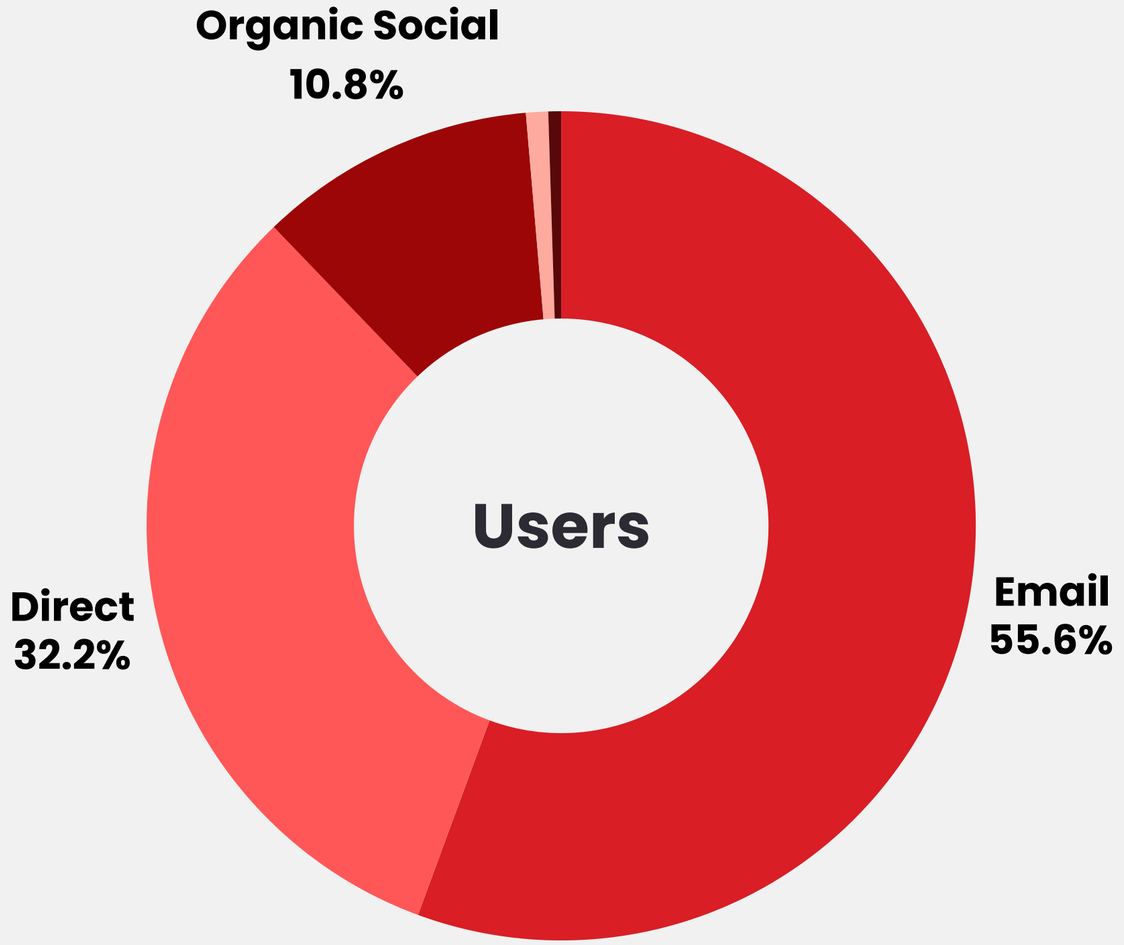
CBW SHOW WEBSITE
86-PAGE WEBSITE

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CBWSHOW.COM

UNIQUE USERS	SESSIONS	VIEWS
6.8K	7.7K	16.6K

EVENT COUNT	ENGAGEMENT RATE
46K	54.62%



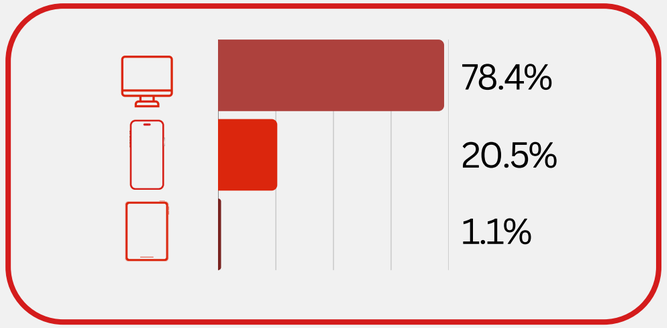
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Top Countries

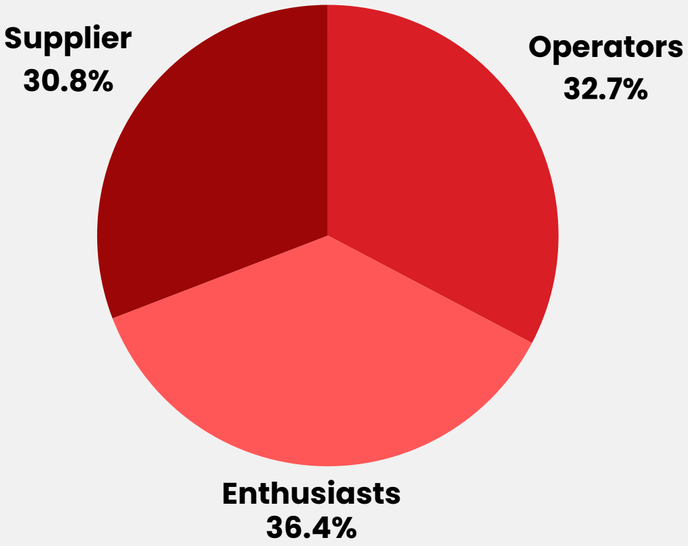
Countries	Active Users
United Kingdom	3,802
Ireland	1,191
Netherlands	1,083
United States	427
Germany	76

40 Countries in total

Device Breakdown



Average Split of Attendees



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SPONSORSHIP RESULTS

Industry Standard Click-Through Rates
Media & Publishing: **0.4% - 0.6%**
Transportation & Logistics: **0.3% - 0.4%**

Leaderboard Sponsorship (All pages)

Impressions	Clicks	Click-Through Rate
11,759	48	0.4%

Homepage Sponsorship (One page)

Impressions	Clicks	Click-Through Rate
3,669	21	0.57%

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*Figures YTD for 2025

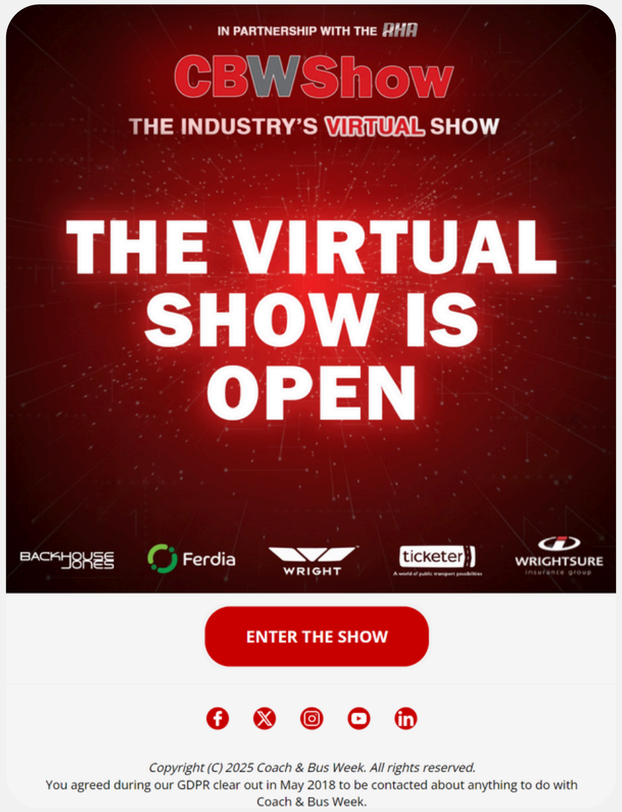
EMAIL & SOCIALS

EMAILS SENT

28

AVERAGE OPEN RATE

41.8%

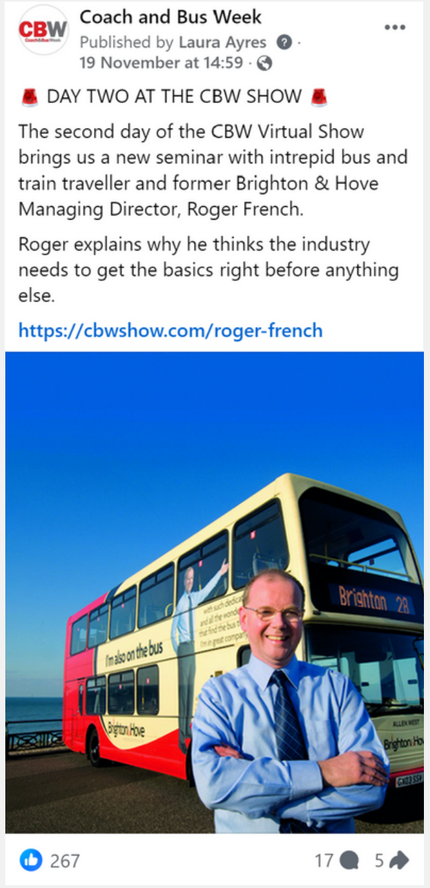


SOCIAL POSTS

67

IMPRESSIONS

42,642



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HIGHLIGHTS

DAY ONE STATISTICS

Active users	New users	Average engagement ti...	Event count
938	894	46s	6.3K

NEW SUBSCRIBERS

236

COMPETITIONS

3

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TESTIMONIALS

Whilst we may all be missing Euro Bus Expo this year, that hasn't stopped CBW Magazine from publishing their annual "Show Issue" - spotlighting what would have been showcased had the event gone ahead.

We were delighted to contribute, sharing an update on our latest innovations...

-Ticketer

It really looks great.
Such an interesting idea with the virtual platform too – I've not seen it before and it works well!

-CIRAS

It looks amazing!
A huge well done to everyone at CBW because it's brilliant.

-Thomas at Beverley Bell

Congratulations on your latest issue of CBW. Quite an achievement by the whole team as part of your Virtual Show.

It was quite a brave decision to stage the CBW Show, and I had reservations on how it would work but work it has.

The issue resembles a Show Guide, which I am assuming was the purpose, but the content is anything but.

It comes over with the personal reader interaction that the regular CBW has and reaching the last page... there really was a reader experience.

-Steven Knight Media

CBW SHOW 2026

Ready to secure your place at the forefront of the coach and bus industry? The CBW Virtual Show 2026 offers multiple powerful avenues to showcase your business, influence buyers, and generate leads.

Our team is standing by to discuss your needs, from high-impact virtual exhibition stands and engaging premium sponsorship packages across our show platforms to powerful editorial and media opportunities within CBW Magazine.

Contact us today to request the full pricing and booking schedule, and let's start planning your most successful virtual presence yet!

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