THE POWER OF A CBW PARTNERSHIP

DIGITAL MEDIA KIT 2026

CBW
Coach&Bus Week
cbwmagazine.com

CBM
Coach&Bus Market
coachandbusmarket.com

CBJ
Coach&Bus Jobs
coachandbusjobs.com

CBG
Coach&Bus Guide
coachandbusguide.com

SOCIALS POWER

FACEBOOK

VIEWS	CLICKS	PAGE VISITS	CONTENT INTERACTIONS	FOLLOWERS
25M	116.8K	196.5K	233K	22.7K

LINKEDIN

IMPRESSIONS	FOLLOWERS
96.3K	13.2K

YOUTUBE

VIEWS	HOURS WATCHED	SUBSCRIBERS	VIDEOS
227.3K	11.5K	9.48K	245

INSTAGRAM

VIEWS	CONTENT INTERACTIONS	FOLLOWERS
210.1K	5.4K	2.7K

CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow

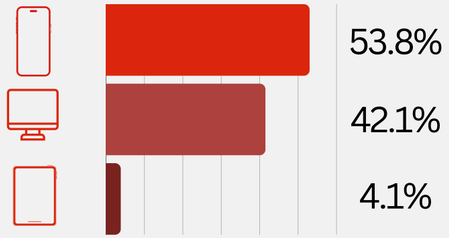
WEBSITES POWER

50.9K

AVERAGE MONTHLY PAGEVIEW RANGE

7.8K+

EMAIL SUBSCRIBERS



DEVICE BREAKDOWN

23.7K

AVERAGE MONTHLY ACTIVE USERS

CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow

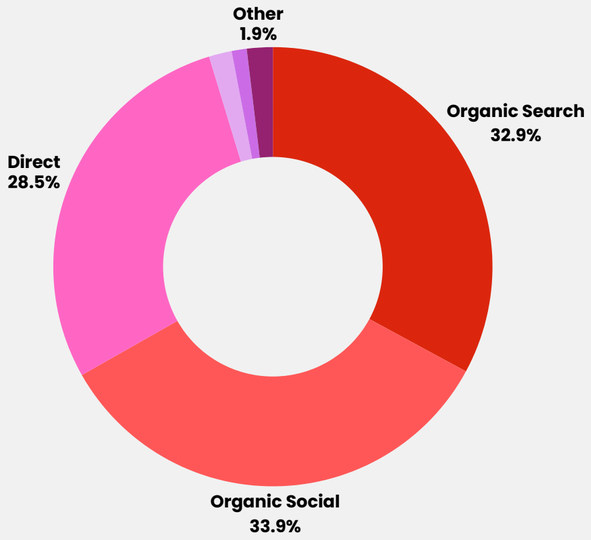
WEBSITES POWER

PERIOD: 01/01/2025 - 31/12/2025

CBWMAGAZINE.COM

285K Visits

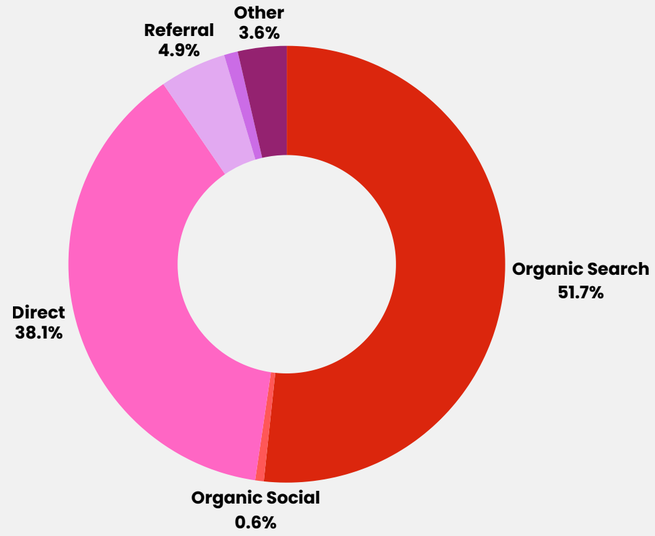
2M Event count



COACHANDBUSMARKET.COM

70K Visits

682K Event count



CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow

*Figures YTD for 2025

DIGITAL GROWTH

2025 vs 2024

+63.6%

INCREASE OF USERS

+70.7%

INCREASE OF NEW USERS ON SITE

+30%

INCREASE OF EVENTS

CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow

MARKET POWER

	FACEBOOK FOLLOWERS	LINKEDIN FOLLOWERS	YOUTUBE FOLLOWERS	INSTAGRAM FOLLOWERS	TOTAL FOLLOWERS
CBW	22.7K	13.2K	9.48K	2.7K	48.17K
ROUTE ONE	10K	10K	N/A	306	20.3K
BUS & COACH BUYER	6.9K	2K	22	152	9K
BUSES	17.4K	453	N/A	N/A	17.8K

DIGITAL ADVERTSEMENTS

During 2026 we plan to strengthen our digital advertisement opportunities. We will be happy to discuss your requirements and accommodate as best as possible any digital campaigns you plan for 2026.

LEADERBOARD - 6 MONTHS	£1,800 + VAT
LEADERBOARD - 12 MONTHS	£3,600 + VAT
MPU - 6 MONTHS	£775 + VAT
MPU - 12 MONTHS	£1,550 + VAT
DEDICATED DEALER PAGE ON CBM	£1,300 + VAT
JOB LISTING ON CBJ	CONTACT CHARLIE
EMAIL SPONSORSHIP	£350 + VAT
BESPOKE EMAIL	£650 + VAT
YOUTUBE VIDEO CREATION	Please contact Gemma on 01733 293247

META & E-SHOT ADVERTISMENTS

We have a fantastic social media following across many platforms, with high engagement and impression rates. Speak to Charlie about creating social media campaigns, including sponsorship of our YouTube videos, social media posts and much more.

Contact Charlie to discuss further

☎ 01733 293 245

✉ charlie@cbwmagazine.com

CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow

YOUR NEXT CAMPAIGN

We keep you informed by creating unique monthly performance reports to help you understand how your advertising is performing.*

These insights enable you to track engagement and make more informed marketing decisions.

Let's talk about your next campaign today

📞 : +44 (0)1733 293 240

✉️: amy@cbwmagazine.com

charlie@cbwmagazine.com

lily@cbwmagazine.com

*Please note: Reports are provided for the majority of digital campaigns. We cannot guaranteed a report for every individual placement, any queries, please be sure to discuss reporting with your CBW representative.

CBW Coach&BusWeek CBM Coach&BusMarket CBJ Coach&BusJobs CBG Coach&BusGuide CBWShow



EXAMPLE

SOCIAL CAMPAIGN

June 2025

Analysis Report

Facebook

Date (pinned on FB)	Views	Reach	Interactions	Clicks
	82,335	51,671	412	1,397

VIEWS
The total number of times your video or post was watched/viewed (may include repeat views)

REACH
The number of unique users who saw your post in their feed

INTERACTIONS
Engagements such as likes, comments, shares, and reactions that show people are engaging with your content.

CLICKS
The number of times users clicked on a link, image, video, or call-to-action in your post.

Email Newsletter

Website/Platform	Open Rate	Total Clicks	Total Click-Through-Rate
CBW Weekly Newsletter	44.86%	339	21.51%

CBW Coach&BusWeek