

ABC

AUSTRALASIAN BUS AND COACH

INSIDE >> Australasia's No.1 used bus classifieds

ABC

AUSTRALASIAN BUS AND COACH

HEART & SOUL

Politics and psychology drives Northern Highland travel
What could possibly go wrong?

FUTURE FORECAST
What's ahead for the industry?

GREEN MACHINE
How green are you? ABC's 2011 Green Bus Index

GOD'S TOUR
Single track, double deck and more to come

VISIT
BUSNEWS.COM.AU

ABC WIN THE GREAT ALBERT EDWARDS PRIZE
\$100,000

ABC NEWS
THE AUSTRALIAN BUS & COACH INDUSTRY
REPORT AT CARPE
BUSINESS PARTNER

ABC
SPECIAL NEWS PARTNER

WEEKLY E-NEWS BULLETIN

BUSSEARCH

2011 EDITION
AUSTRALIA'S No.1 BUS BUYERS' DIRECTORY

GEAR FOR GROWTH

Biggest bus business set to roll on

HIGER

Featuring the latest product news plus ABC's exclusive 2010 bus deliveries stats

WWW.NEWBUSSEARCH.COM.AU

SHINPO

YOUR ONE-STOP BUS SHOP

SNAPSHOT ABC

AUSTRALASIAN BUS AND COACH



Circulation 4,315
(CAB Audit April-September 2011)
Member: Circulations Audit Board

Largest circulating bus and coach magazine in Australasia

3 FAST FACTS

1. ABC is the biggest-circulating bus and coach magazine in Australia and New Zealand
2. ABC is the only CAB audited bus magazine
3. ABC is the only magazine with a daily news website and weekly emailed newsletter

Managing Editor

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Frequency:

Print: 12 issues per year

Online: Daily website; weekly e-news bulletin (Friday)

Our readers are:

Position: Owners/managers (60%)
Age: 50+: 61%
Male: 87%

Website:

www.busnews.com.au

Associated products:

[NewBusSearch / NewBusSearch.com.au](http://NewBusSearch.com.au)
TransJobs.com.au

Australasian Bus & Coach (ABC) is your one-stop shop for connecting with the fast-growing bus and coach industry.

ABC has been relied upon as the **No.1** source of news and information for Australasia's bus and coach industry for more than 20 years.

Daily, ABC's news website, BusNews.com.au, keeps operators informed of the latest news on industry and business issues.

Weekly, ABC's e-news bulletin, **BusMail**, delivers the big stories direct to the inboxes of leading owners and operators.

Monthly, **ABC Magazine** is a must-read, delivering the latest news and analysis on the big issues facing bus and coach operators; case studies of how leading operators are dealing with these issues; news and reviews of new equipment on offer; exclusive data on bus sales across the region; and Australasia's largest marketplace of used buses for sale.

Annually, ABC's bus buyers' guide **NewBusSearch** – now available online at www.newbussearch.com.au – provides operators with a comprehensive guide for searching, comparing and choosing a new bus or coach.

With such a rich product offering across print and web, ABC is your one-stop shop for connecting with Australasia's dynamic bus and coach sector.



ABC 2012-13 FEATURES & ADVERTISING DEADLINES

Month	Issue	Material & Booking deadline	Features	ON SALE
January '12	293	5/1/12	-	17/1/12
February '12	294	2/2/12	NewBusSearch Buyers' Guide	14/2/12
March '12	295	1/3/12	Queensland Bus Industry Confederation Annual Conference	13/3/12
April '12	296	3/4/12	Bus & Coach Seating Buyers' Guide	17/4/12
May '12	297	3/5/12	-	15/5/12
June '12	298	31/5/12	BusVic Maintenance Conference & Bus Expo	12/6/12
July '12	299	5/7/12	-	17/7/12
August '12	300	2/8/12	ABC 300th Anniversary Special Edition	14/8/12
September '12	301	30/8/12	Bus & Coach Parts & Accessories Buyers' Guide	11/9/12
October '12	302	4/10/12	Bus Industry Confederation National Conference	16/10/12
November '12	303	1/11/12	Bus & Coach Airconditioning Buyers' Guide	13/11/12
December '12	304	29/11/12	-	11/12/12
January '13	305	TBC	-	TBC
February '13	306	TBC	NewBusSearch Buyers' Guide	TBC

* NewBusSearch Buyers' Guide 2012 is a stand-alone magazine, distributed with the February 2012 issue of ABC magazine.

ABC MAGAZINE DISPLAY ADVERTISING RATES & SPECIFICATIONS

Size	TRIM SIZE WxH (mm)	FULL GLOSS COLOUR			
		Casual	3 x	6 x	12 x
*DPS (see specs for Type Area & Bleed)	410x275	\$6,850	\$6,600	\$6,450	\$6,300
* FP (see specs for Type Area & Bleed)	205x275	\$3,550	\$3,350	\$3,275	\$3,200
1/2 V	90x250	\$2,200	\$2,150	\$2,050	\$2,000
1/2 H	189x120	\$2,200	\$2,150	\$2,050	\$2,000
1/3 H	189x80	\$1,450	\$1,425	\$1,400	\$1,350
1/4 V	90x120	\$1,200	\$1,175	\$1,150	\$1,125
1/4 H	189x60	\$1,200	\$1,175	\$1,150	\$1,125

*DPS: Bleed: 420mm x 285mm Trim: 410 x 275 Live Type: 390 x 255

*FP: Bleed: 215 x 285 Trim: 205 x 275 Live Type: 185 x 255

ABC MAGAZINE CLASSIFIED ADVERTISING RATES & SPECIFICATIONS

Size	WxH (mm)	FULL GLOSS COLOUR			MONO		
		Casual	3 x	6 x	Casual	3 x	6 x
FP (no bleed allowed)	184x 243	\$3,060	\$2,985	\$2,910	\$2,410	\$2,350	\$2,300
1/2 H	184x119	\$1,620	\$1,565	\$1,520	\$1,375	\$1,310	\$1,260
1/3 Square	121x119	\$1,470	\$1,430	\$1,390	\$1,080	\$1,050	\$1,020
1/4 H	184x57	\$835	\$805	\$770	\$680	\$655	\$630
1/6 V	58x119	\$600	\$580	\$555	\$460	\$440	\$420
1/12 Square	58x57	\$325	\$310	\$295	\$240	\$230	\$220
1/24	58x26	N/A	N/A	N/A	\$120	N/A	N/A

*Add 10% GST to all prices above

Advertising rates and specifications and features schedule are correct at time of print however are subject to change.

Please confirm with your advertising representative.

ABC WEBSITE RATES & SPECS

POSITIONS

Ad Space	Size (pixels)	Cost
Leaderboard- ROS 100%	728x90	\$1,200
Skyscraper 1- ROS 100%	160x600	\$1,200
Skyscraper 2- ROS 100%	160x600	\$750
Island-Homepage only, 100%	300x250	\$500

BUSMAIL WEEKLY NEWS BULLETIN

Ad Space	Size (pixels)	Cost
Leaderboard	400x65	\$450
Skyscraper 1	160x600	\$350
Skyscraper 2	160x600	\$300

ABC INSERTS

If you're looking for a cost-effective way to advertise, then look no further than magazine inserts. Delivered to thousands of ABC readers, inserts are an ideal way to tailor your campaign nationally or to a geographic region. ABC is trusted and valued by the industry ensuring you reach your targeted and involved market.

Prices and Quantities are available on application.

Delivery address:

Cocos Grove
2, 26 Terrence Road
Brendale, QLD 4500

NEW BUSSEARCH

AUSTRALIA'S No.1 BUS BUYERS' DIRECTORY

RATES & SPECS

ABC's annual bus buyers' guide, *BusSearch*, is now available online in a much richer, searchable format. *NewBusSearch.com.au* provides a valuable tool for searching, comparing and choosing a new bus or coach, listing detailed specifications from major body, chassis, and body/chassis suppliers that users can search by category – city-route, school, charter-long distance; or by make and model – as well as read news and reviews on the latest models available in the market.



NEWBUSSEARCH ADVERTISING RATES

Ad Space	Size (pixels)	% Share of Voice	Cost
Leaderboard	728x90	Run of site – 100%	\$750
Island Ad	300x250	Run of site – 100%	\$750
Hero Spot	450x248	Homepage – 100%	\$400
Spotlight Ad 1,2	300x100	Homepage – 100%	\$300

Web rates are all excluding GST and are based on per month. Positioning is subject to availability at time of booking.

IMPORTANT INFORMATION:

Ad Submission – All creatives must be supplied as 72 dpi RGB files/File weight 40KB
All JPEG, gif, animated gif or swf files – must be supplied with a click thru URL.

All flash creatives – must be supplied with a back up gif file.

Note: All Flash creatives must have clickTAGs. Animation length 30 seconds. No URL is to be embedded in the flash file. Any Flash creative received without a back up gif file will not be loaded and any delay in the start of a campaign due to incorrectly supplied creatives is a at the advertiser's risk.

Flash Ads are not available on newsletters.

Note:

1. Refer to our Terms & Conditions at <http://www.traderclassifieds.com.au/advtc.html>
2. Inserts. Prices are subject to weight and strict postal regulations. Prices will be confirmed upon receipt of a sample. It is the client's responsibility to ensure a sample reaches the Advertising Manager for price confirmation prior to publication dates and that inserts are delivered to Trader Business Media's designated printer (see address and contact information above) by the booking deadlines as outlined in this brochure. Any folding required to meet postal regulations etc. will be charged separately. Please contact the Advertising Manager for further information.
3. Conditions. All pricing and information contained on this brochure are subject to the full conditions as outlined.
4. Advertising Material. We no longer support advertising material supplied in Quark XPress format. We accept only hi res PDF files in CMYK (or spot colour) or any of the Adobe CS Products, i.e. InDesign CS, Illustrator CS, Photoshop CS. Further information is available in our Advertising Information and Specification Sheet which can be downloaded from our website.
5. We do not except ad material via fax, we do not retrieve material from websites.
6. Booking confirmation must be supplied by 2pm day of deadline
7. Material must be supplied by 4pm day of deadline or we will repeat a previous ad. If you have not advertised with us before and have not supplied material by the deadline you will forfeit your space. Material received after deadline will not receive an error check, only a final proof for viewing purposes only

Send advertising to:

FTP – (file transfer protocol) – unlimited file sizes

Upload your material to: <ftp://abc.upload@ftp.traderclassifieds.com.au>

username: abc password: upload

Note: Please ensure your folder is labelled clearly with your Advertiser Name, Publication and issue number

Postal Address

Trader Business Media
PO Box 3712
South Brisbane Q 4101

Trader
BUSINESS
MEDIA
A division of ACP Magazines