

THE POWER OF A CBW PARTNERSHIP

DIGITAL MEDIA KIT | NOVEMBER 2025



cbwmagazine.com



coachandbusmarket.com



coachandbusjobs.com



coachandbusguide.com

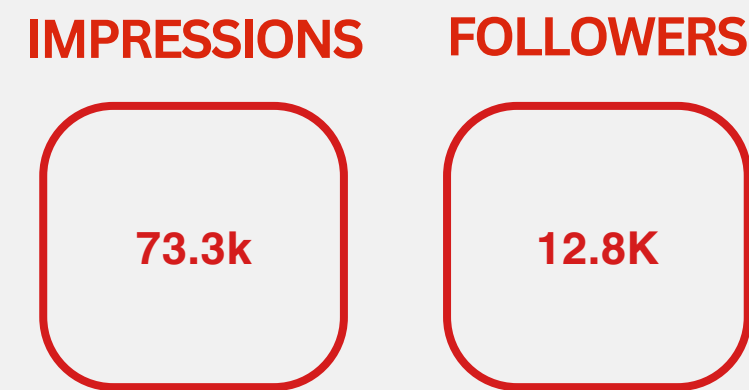
SOCIALS POWER

PERIOD: 01/01/2025 - 18/11/2025

FACEBOOK



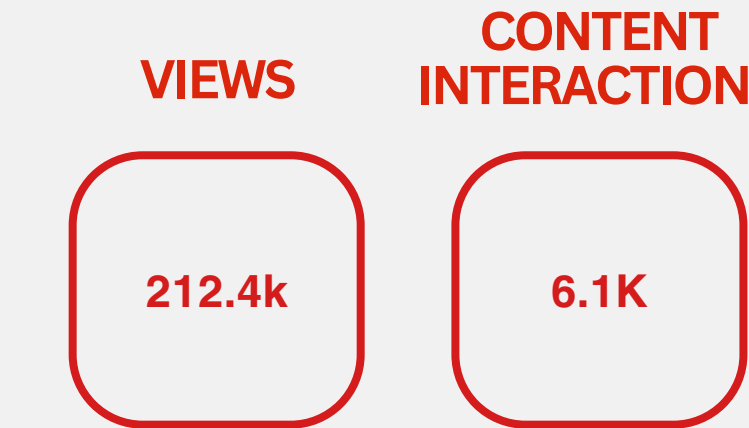
LINKEDIN



YOUTUBE



INSTAGRAM



WEBSITES POWER



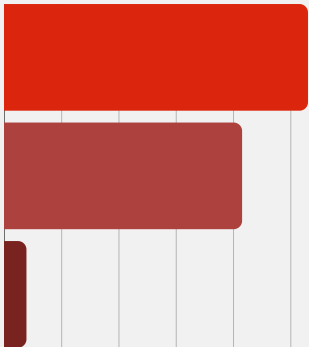
46.5K – 50K

MONTHLY PAGEVIEW RANGE



9.5K+

EMAIL SUBSCRIBERS



53.8%

42.1%

4.1%

DEVICE BREAKDOWN



21.6K

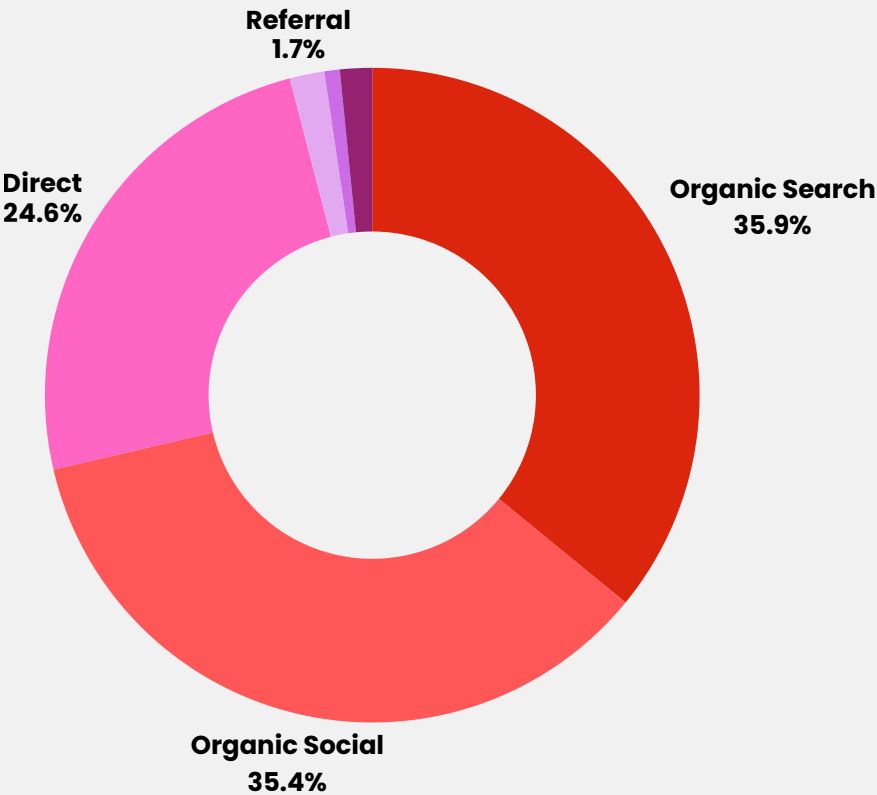
MONTHLY ACTIVE USERS

WEBSITES POWER

PERIOD: 01/01/2025 - 03/11/2025

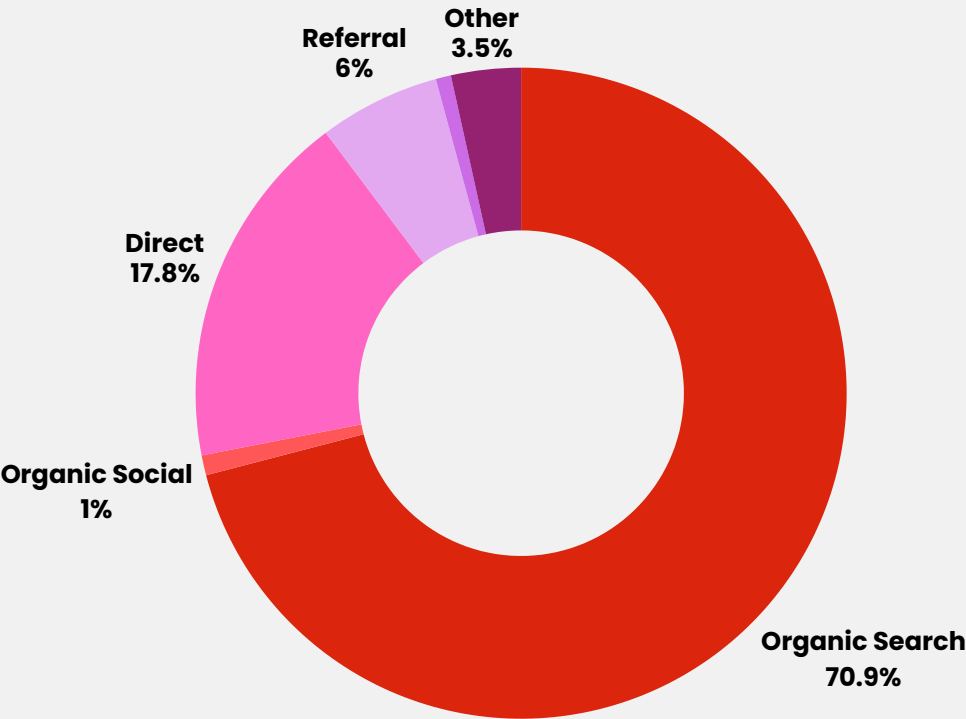
CBWMAGAZINE.COM

229K Visits
1.7M Event count



COACHANDBUSMARKET.COM

62K Visits
55.3M Event count



MARKET POWER

	FACEBOOK FOLLOWERS	LINKEDIN FOLLOWERS	YOUTUBE FOLLOWERS	INSTAGRAM FOLLOWERS	TOTAL FOLLOWERS
CBW	21.4K	12.8K	9.2K	2.6K	46K
ROUTE ONE	10K	9K	N/A	306	19.3K
BUS & COACH BUYER	6.9K	2K	20	151	9K
BUSES	17K	245	N/A	N/A	17.2K

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

 Email: amy@cbwmagazine.com
charlie@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.

EXAMPLE

SOCIAL CAMPAIGN

June 2025

Analysis Report

Facebook

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

IEWS
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%



Coach&BusWeek