

MEDIA KIT 2023

Bus Conversion Magazine



**They Read it, They Buy It,
They Build It**

BusConversionMagazine.com

Who We Are

- We are a monthly high-quality digital magazine
- Now in our 31st year of publication
- This is the only publication dedicated to bus conversions, Skoolies, and tiny living
- Worldwide Subscribers, but primarily in The U.S and Canada.
- Subscribers have unlimited access to all back issues of **Bus Conversion Magazine**. For you - that means repetitive exposure to your ads.

About Bus Conversion Magazine

When you drive the open road you pass them. If you attend auto races, concerts, campgrounds, or almost any type of large public event; you've seen them. Families take vacation and weekend trips in them. Young, middle age and retirees travel and many live in them full time. Musicians, celebrities, and remote office people work out of them. They are called Bus Conversions and Skoolies, and it's what our magazine is all about. We understand these workhorse machines and the people who own them. We get them, and most of them get our magazine.

Our audience includes all types of bus, van, and truck conversion enthusiasts but is mainly comprised of individual owners who take great pride in their conversions of all types. Many do their own construction and modifications and most make all their own purchase decisions. These enthusiastic hobbyists refer to themselves as Bus Nuts and although they are a diverse group, one thing they have in common is they spend a lot of their time and money on converting, maintaining, and traveling in their buses.

This is a very rapidly growing market as housing prices soar out of many people's reach and as more people have the ability to work from home. With the proliferation of the internet everywhere, and now Elon's Starlink, people are realizing they can work from a remote mountain top or while parked beside a lake and not be tied down to one location, making living and working in a bus more feasible than ever.



What We Offer Your Business

- Monthly Display Ad in our Magazine
- Banner Ad on our website
- Extensive Social Media Exposure
- Affordable prices
- Continuous ad exposure
- Custom marketing solutions. We can use an already existing ad or we can design one for you geared toward our unique audience.

Website and Social Media

- High traffic website with over 11 million Page Views per year
- Over 25,000 Social Media Followers and growing
- Rapidly-growing viewership on our YouTube Channel
- Involvement in many bus rallies around the U.S. and Canada
- A very active BBS/Forum with over 400,000 posts to date

Your company has the opportunity to secure repetitive, loyal business from an untapped, exclusive market. Get in on the tiny living mobile market now.

Advertising and Pricing

Display Ad Type	Dimensions **	1 Month **	3 Months	6 Months	12 Months
Full Page	8-1/2"x 11"	\$350.00	\$315.00	\$280.00	\$245.00
Half Page	7-1/2"x 5"	\$225.00	\$203.00	\$180.00	\$158.00
Quarter Page	3-5/8"x 5"	\$125.00	\$113.00	\$100.00	\$88.00
Eight Page	3-5/8"x 2-1/2"	\$75.00	\$68.00	\$60.00	\$53.00
Service Directory	3" x 1"	_____	_____	_____	\$100.00

** Ad dimensions are width by height

** All prices are monthly with the exception of the Service Directory



Billing:

You can prepay for a three, six, or twelve-month commitment, and we will run your ad automatically each month for the term you select or we can bill you monthly after each issue is published. Prepaid ads qualify for a 10, 20, and 30% discount respectively.



Artwork Specifications:

- For best results, send a PDF file with images at 300dpi or higher, all fonts embedded, and color profile set.
- You can provide the artwork in an email or by sharing a Dropbox link.
- We can create your ad for you for a minimal fee.

Advertiser's Profile

Advertisers can submit a one-page story that introduces their business and tells our readers about their company.

This is a great opportunity for our readers to build confidence and understand your business.

Your profile will be published in one issue, and is also included on the Advertiser Profiles page on our website for as long as you advertise with us.

An article targeted specifically to our readers will provide the most benefit.

Service Directory Listing:

Our Service Directory is a two-column page with text-only ads that are ideal for advertisers with smaller budgets who want to get their name out there. The ads are one column wide (approximately three inches) and can contain up to four lines. Service Directory ads do not qualify for a Banner Ad on our website.

Technical Article

Another opportunity to gain exposure, and introduce your business to our readers is to submit articles within your area of expertise.

These should be informative technical articles, not press releases or infomercials for your products.

You can reference your product(s) or service(s) that relate to the topic of the article.

In the author's bio that appears at the end of the article, it is acceptable to include contact information for your business as well as any videos you may have about your product and your website and/or your Facebook and Instagram page.

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