



# 2024 Media Kit



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

[BusConversionMagazine.com](http://BusConversionMagazine.com)

## Who We Are

- We are a bus/van/truck/trailer conversion, tiny home; nomad lifestyle resource.
- Now in our 32nd year of business.
- This is the only website dedicated to vehicle conversions and tiny living.
- Worldwide readership but primarily in the U.S. and Canada.
- Our audience has unlimited access to several years of published articles which means repetitive exposure to your advertising.

## About BCM

Vehicle Conversions are a common sight on the open road, at auto races, concerts, campgrounds, and other large public events. They are used by families for vacations and weekend trips. They are used by people of all ages, including retirees, who travel and live in them full-time. Musicians, celebrities, and remote office workers use them for their work.

BCM started out in 2012 as Bus Conversion Magazine. Since then we broadened our market to include any type of conversion and now reach a much larger market. We specialize in understanding these converted vehicles and the people who own them. Our main audience comprises individual owners who take great pride in their conversions. Most of them do their own construction and modifications, and they make all their own purchase decisions. Although our readers are a diverse group, they all share a passion for converting, maintaining, and traveling in their converted vehicles.

As housing prices continue to skyrocket and more people are allowed to work from home, the market for converted vehicles is rapidly growing. With the internet available everywhere with the advent of Starlink, people are realizing they can work from a remote mountaintop or while parked beside a lake and not be tied down to one location. This makes living and working off the grid more feasible than ever before.



## What We Offer Your Business

- Display Ads in our weekly Online Articles for continuous ad exposure
- Banner Ad at the top of our website
- Extensive Social Media Exposure
- Affordable prices
- 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 10 million Page Views last year
- Approximately 30,000 Social Media followers
- Very popular YouTube Channel
- Involvement in many nomad events around the U.S
- A very active BBS/Forum with over 420,000 posts and almost 21 million total page views to date

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

## Advertising and Pricing

Display Ad Size	Dimensions*	1 Month	3 Months	6 Months	12 Months
Full Page	8-1/2" x 11"	\$400.00	\$360.00	\$320.00	\$280.00
Half Page	7-1/2" x 5"	\$275.00	\$250.00	\$220.00	\$192.00
Quarter Page	3-5/8" x 5"	\$150.00	\$135.00	\$120.00	\$105.00
Eight Page	3-5/8" x 2-1/2"	\$100.00	\$90.00	\$80.00	\$70.00

Ad prices are monthly

\* Ad dimensions are width by height



## Billing:

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

## Sample Banner Ads

## 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 short article 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.

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

## Technical Articles

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.

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