



2017 Media Kit

- **Monthly Print Magazine**
 - Now in its 25th year of publication
 - Only publication dedicated to bus conversions
 - Over 95% of distribution to paying subscribers
- **Monthly Digital Magazine**
 - Now in 9th year of publication
 - Includes clickable ads & additional content
- **Active Discussion Forum**
 - Over 333,000 member posts to date
 - 2,700 new posts per month average
- **High Traffic Website**
 - Over 1.5 million page views per month
 - 34,000+ site visits per month
 - 17,000+ unique visitors per month

Bus Conversion Magazine

Your Business Deserves To
Get A Piece Of This Action!

If you have driven on the open road you have seen them. If you frequently go to auto races, concerts, campgrounds, or almost any type of large public event; you've seen them. Families vacation and take weekend trips in them. Retirees travel and sometimes live in them. Musicians and other celebrities work out of them. They are called Bus Conversions and they are what our magazine is about. We understand these great machines and the people who own them. We **get** them and many of them get our magazine.

Our audience includes all types of bus conversion enthusiasts, but is mainly comprised of individual bus owners who take great pride in their fine machines. Many do their own work 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 money on their buses. So, do you want a piece of this action? Come inside to learn how easy it is.

BCM

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About Us

We are celebrating our 25th year of monthly publication and continue to be the go-to resource for RV bus conversion enthusiasts—a.k.a. Bus Nuts.

Each monthly issue contains detailed “how-to” articles on a wide range of bus conversion topics, from a complete tear-out/rebuild of buses to remodeling and updating projects, as well as peoples’ experiences traveling in a bus conversion.

The magazine is published in print and digital formats. Ninety-five percent of the combined distribution is to readers who have paid for subscriptions and eagerly await each issue.

The print edition is produced on high quality paper and features full color on all pages. Most readers save the magazines long term to refer back to parts of it and/or share it with friends.

The digital editions are available to subscribers to view or download online in standard or hi-def. They contain 30 or more pages of additional content – mostly extra photos from articles, and on occasion include video content. Many print subscribers also choose to also receive the digital format and spend time looking at it both ways, resulting in additional advertising impressions for our advertisers.

We also maintain a high traffic website that has over 1.5 million page views per month from over 17,000 unique visitors. It is in the top five non-sponsored results on search engines for our keywords. A vital part of the site is a very active online discussion forum where Bus Nuts of all experience levels share their experience and ask for advice from other conversion owners.

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They say opportunity only knocks once. But you have the opportunity to present your products or services to our readers every month. And that is a choice opportunity indeed. Many of our readers spend thousands of dollars per year on their bus conversion projects and are the sole decision makers on purchases.

Our readers’ purchase interests are diverse. Everything from engines to window treatments are needed. And it doesn’t stop there – when the work is done and it is time to hit the road, the spending continues. They buy campsite supplies, campground rentals, travel related accessories, insurance, consumables, routine maintenance services, and occasionally roadside repairs.

How can you beat an opportunity like this? Simple – make it truly affordable. Service Directory listings start as low as \$25/mo. And full-color display ads start as low as \$77/mo. Even the flagship full page ad can be had for as little as \$361 per month. You can’t beat that!



Display ads are the standard in business advertising. They are bold yet classy. They are in the reader’s field of vision as they peruse the magazine. All display ads in *Bus Conversion Magazine* are in full color.

We have sizes to fit any marketing goal and budget. When choosing an ad size keep in mind larger ads command more attention while also providing more room to make your pitch.

We can generally work with ads that you already have, but if you need help with new layouts, we can design it for you at a very affordable rate.

Display Ad Type	Dimensions	Commitment Period			
		1-month	3-month	6-month	12-month
Full Page	7½" x 10"	\$425	\$404	\$383	\$361
Half Page (horiz. or vert.)	7½" x 5" or 3⅝" x 9¾"	\$265	\$252	\$239	\$225
Quarter Page (horiz. or vert.)	3⅝" x 5" or 7½" x 2½"	\$132	\$125	\$119	\$112
Eighth Page	3⅝" x 2½"	\$90	\$86	\$81	\$77



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Service Directory Listings

The 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 up to one column-inch high.

Monthly \$25
3 Months \$57
6 Months \$114
12 Months .. \$199

You can email, snail mail or call us with any updates to your ad at any time.

Billing

With a three, six, or twelve month commitment, we will run your ad automatically each month for the term you select and bill you after it is mailed to the readers. At the end of the term you have the option to renew at the rate in effect at that time.

Artwork Specifications

We will do our best to work with what you have, but for best results our preferred format is a press quality PDF file with images at 300dpi or higher, all fonts embedded, and color profile set. Please note that we are not able to use web images or ads due to their low resolution (typically only 72dpi). Resizing a web image does not help either because it will be blurry or jagged.

If you need assistance with creating a new ad layout or adjusting the one you have, we can help at a very economical rate.

You can provide the artwork on CD, DVD, USB Flash Drive, or by sharing a Dropbox link with us to download it.

Advertising On Our Website

Our online advertising is primarily managed via Google AdWords. If you include the keywords **bus conversion** in your Google AdWords campaign, it will very likely appear on our site. For Display Advertisers in the magazine, we also place a simple banner ad, with a link to the advertiser's website, into the rotation for the top of page banner ads on our high traffic website.

Advertiser Profiles

New advertisers can write a one-page story that introduces their business and tells our readers a little about their history. This is a great opportunity to help readers build confidence in your business. It is published in one issue, and included on the Advertiser Profiles page of our website. It should not simply be a standard press release document. An article targeted especially to our readers will get you the most benefit. You can submit the article as a Microsoft Word® document or a PDF.

Technical Articles

Another opportunity to gain exposure and build our readers trust in your business is to write technical articles within your area of expertise. These should be helpful, pertinent articles, not press releases or infomercials for your products. But it is okay to reference your product(s) that relate to the topic of the article. And in the author's bio that appears at the end of the article, it is acceptable to include contact information for your business.

Who's Who At BCM

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Printed or Online, BCM is a Win-Win for you!



You have products and services you want to sell.

Our readers have collectively spent

Millions of Dollars

on their bus conversion projects.

They will spend Millions more on them.

Do you want to get your share of that?

Advertise with us to reach this market.

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The logo for Bus Conversion Magazine (BCM) features the letters 'BCM' in a bold, italicized, red font with a white outline and a slight shadow effect. The logo is positioned at the bottom center of the page, above a decorative graphic of several curved lines in white and yellow.