

# LOCAL TRANSPORT TODAY

MEDIA INFORMATION 2019

The **ONLY** print AND online magazine for quality transport news and analysis



**LOCAL TRANSPORT TODAY**  
 LTT739 29 January - 01 February 2018  
 POLICY | PLANNING | FINANCE | DEVELOPMENT

**Carillion's demise 'won't damage HS2'**  
 HIGH-SPEED RAIL  
 HS2 LTD has rejected critics' claims that the liquidation of Carillion this week will push up the cost of delivering the multi-billion pound project.  
 Last summer the Government awarded two construction contracts for sections of the London to

**NIC launches probe into urban transport investment needs**  
 URBAN TRANSPORT  
 THE NATIONAL Infrastructure Commission is exploring the needs of transport investment needs of England's cities outside London, and using a new method to assess priorities.  
 A £100,000 £100,000 consultancy study to inform the work will get underway next week. The Commission will make its recommendations to Government in the National Infrastructure Assessment (NIA) due for release this summer.  
 The NIC wants to explore how increased funding should be prioritised between different types of city, and how much funding should be made available for increasing urban transport capacity relative to the nation's infrastructure needs.  
 The interim NIA published last October criticised the lack of funding to deliver major urban transport improvements. The Chancellor appeared to respond

**Providing independent news & analysis since 1989**  
 3 Capital's cycling agenda 'stagnating'  
 4 Heathrow studies road user charges  
 9 North's new transport plan  
 17 HE's road tenders  
 19 John Dales  
 20-21 All change for data protection rules

**TOP 10**  
 1. TfL cuts through LIP funds but Oxford Street and Oxford gets a boost  
 2. Scotland explores plans for cyclists  
 3. The UK needs more transport priorities - and the world should be the outlier  
 4. NIC reveals interest in HS2's HS2 station  
 5. TfL sets fare projections for £1.5bn over the next five years  
 6. Evaluation Road design reviewed



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**2019** Local Transport Summit

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*Local Transport Today* is the only print *and* online magazine where you can get your messages heard by the key decision makers.

Every fortnight, *Local Transport Today* provides its readers with a compelling mix of news and analysis from this fast-moving sector.

**POLICY, PLANNING, FINANCE** and **DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 27 years** – remains *the* pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

*Local Transport Today's* detailed analysis as the '**journal of record**' of every aspect of the UK's transport policy and planning scene has enabled it to build up an enviable profile of over **20,000 key figures** within this sector *plus* 20,000 more online.

Whilst there have been other magazines that have tried to tackle transport policy within the UK, *Local Transport Today* is now the only print and online magazine of choice, and remains the premium option for readers and advertisers alike. **Advertising with us works** and our rates reflect excellent value for money as our readership captures a complete circle of influence.

To maximise the impact of your advertising campaign please call today to discuss how *Local Transport Today* can get your message to the market in the most effective way. We use a consultative approach to planning your campaign to achieve excellent results within your budget.

**Readership Breakdown**



- Local Authorities – 34%
- Consultants – 26%
- Suppliers – 13%
- Government – 9%
- PTEs – 10%
- Academic – 4%
- Transport Operators – 4%

**Professions Breakdown**

- Transportation Planning – 29%
- Traffic/Transportation Engineer – 23%
- Consultant – 23%
- Transport Manager/Director of Transport – 11%
- Chief Executive – 5%
- Other – 9%



**Publication Schedule 2019**

Issue No.	Publication Date (Friday)	Booking Deadline (Monday)	Copy Deadline (Tuesday)
763	4 January	2 January <i>(Wednesday)</i>	3 January <i>(Thursday)</i>
764	18 January	14 January	15 January
765	1 February	28 January	29 January
766	15 February	11 February	12 February
767	1 March	25 February	26 February
768	15 March	11 March	12 March
769	29 March	25 March	26 March
770	12 April	8 April	9 April
771	26 April	23 April <i>(Tuesday)</i>	24 April <i>(Wednesday)</i>
772	10 May	7 May <i>(Tuesday)</i>	8 May <i>(Wednesday)</i>
773	24 May	20 May	21 May
774	7 June	3 June	4 June
775	21 June	17 June	18 June
776	5 July	1 July	2 July
777	19 July	15 July	16 July
778	2 August	29 July	30 July
779	16 August	12 August	13 August
780	30 August	27 August <i>(Tuesday)</i>	28 August <i>(Wednesday)</i>
781	13 September	9 September	10 September
782	27 September	23 September	24 September
783	11 October	7 October	8 October
784	25 October	21 October	22 October
785	8 November	4 November	5 November
786	22 November	18 November	19 November
787	6 December	2 December	3 December
788	20 December	16 December	17 December



# LOCAL TRANSPORT TODAY

## Directory Section

**Consultants, Researchers & Suppliers**  
 50 word text listing and logo  
**£750.00 for 12 months/26 issues**

**Specialists**  
 50 word text listing  
**£450.00 for 12 months/26 issues**

All prices are inclusive of a full company/specialist profile on [www.TransportXtra.com](http://www.TransportXtra.com) for 12 months



Directory Panel	Double Panel	Single Panel
12 months (26 issues)	£2500	£2000
6 months (13 issues)	£1750	£1250

**Jason Conboy: 0207 091 7895 | [jason@landor.co.uk](mailto:jason@landor.co.uk)**

# TransportXtra

**Advertising Rates**

Recruitment Advertising	
Price includes ONE FREE listing on www.Jobs-In-Transport.com for 1 month, a targeted email to registered job seekers and social media uploads	
Full page	£2500
Half page	£2000
Quarter page	£1350
Single Column Centimetre (SCC)	£46

Courses, Conferences, Leaflet Inserts and Wrap-arounds	1 Insertion	3 Insertions (3 for the price of 2)
Full page	£1280	£2560
Half page	£730	£1460
Quarter page	£560	£1120
Loose Insert (under 12g)	£1000	N/A
Leaflet Wrap-around	£1500	£3000

Display Advertising	1 Insertion	3 Insertions	6 Insertions	12 Insertions or more
Double page spread	£2200	£2000	£1800	£1600
Full page	£1120	£1000	£840	£720
Half page	£900	£800	£700	£560
Quarter page	£600	£520	£400	£320

Tenders/Expressions of Interest	
Full page	£1450
Half page	£1100
Quarter page	£800
Eighth page	£600





## Dimensions & Technical Data

Note: All measurements in mm (width x height)

DPS bleed	486 x 336
DPS trim	480 x 330
Full page bleed	246 x 336
Full page trim	240 x 330
Full page type area (5-col)	224 x 292
1/2 page horizontal	224 x 140
1/2 page vertical	110 x 292
1/4 page	110 x 140
1 column	41
2 column	87
3 column	132
4 column	178
5 column	224
Double Directory panel	88 x 82
Single Directory panel	42 x 82
Banner – full page	224 x 260
Mini Banner	224 x 70
Editorial page advertising banners	460 x 20

We prefer to receive press-ready PDFs. We will also accept TIFF (please ensure a minimum image resolution of 300dpi and a CMYK colour profile) and EPS files (please ensure the file has a CMYK colour profile and fonts are outlined).

Artwork can supplied by e-mail or, if too large, you can upload to our FTP – details on request.

Please contact us for details at [jason@landor.co.uk](mailto:jason@landor.co.uk) or call us on 0207 091 7895

A design and typesetting service is available from £250 per advertisement – please call us for a more details.

### TERMS & CONDITIONS

Accounts are strictly net and must be paid within 30 days of publication. Discrepancies on invoice must be notified within 14 days of invoice date. All advertisements are subject to approval of copy. The publisher will not be liable for any loss or damage whatsoever resulting from any error or delay in the publication of, or the non-appearance of any advertisements, for any reason whatsoever. Charges will be made on respect of any copy requiring typesetting or studio treatment (inc. reduction, enlargement, photography and retouching). Full set of terms and conditions available on request. All prices are exclusive of VAT.

**Online Advertising Packages**

**TransportXtra**

*Local Transport Today* is the market leader in online advertising and promotion, through web, e-shot, pick'n'mix and consultancy.

Through our website, [www.TransportXtra.com](http://www.TransportXtra.com), you could communicate with our 40,000 online database.

Check our great range of options below to see how we can meet your needs.

Online banners	Dimensions (pixels – width x height)	Rates per calendar month
Premium Horizontal Banner – top right hand side of page	468 x 60	£1200

Online panels	Dimensions (pixels – width x height)	Rates per calendar month
A panel advert inserted with news items and appearing on pages that relate to similar subject area of the advert		
<b>Option 1:</b> Premium position – placed on the first two rows of news on TransportXtra	350 x 235	£850
<b>Option 2:</b> Placed on the third to sixth rows of news on TransportXtra	350 x 235	£650

Online listings
Logo and banners with search facilities, categorised by service, location and individuals Full company listing – £450 for 12 months (includes full account access) Add-on bespoke welcome email to key database sector – prices from £1,000 minimum Please enquire for details

Targeted e-shots	Rates
Bespoke e-shot opportunities, including advertising features To discuss your individual needs, please contact: <b>Jason Conboy</b> on <b>0207 091 7895</b> or email: <b>jason@landor.co.uk</b>	Prices from £1,500

Events listings	Rates
Advertise your events, training courses and seminars	£400 for a 90 day listing

