

# Ltt

*Local Transport Today*

[TransportXtra.com/LTT](https://TransportXtra.com/LTT)

Covering the UK's  
transport policy,  
planning and delivery

## MEDIA INFORMATION 2021





**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.

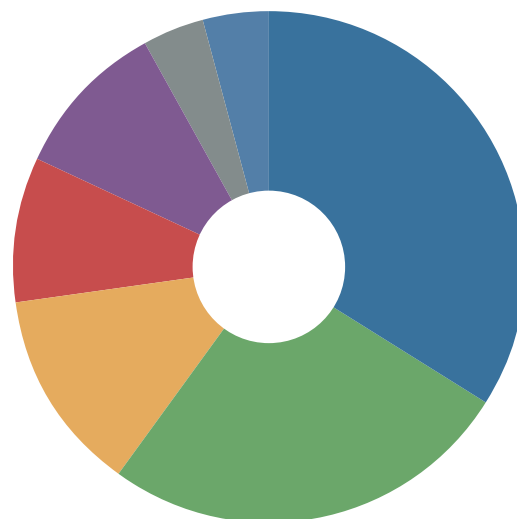
**POLICY, PLANNING, FINANCE and DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 30 years** – remains **the** pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

**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

ISSUE NO.	PUBLICATION DATE (Friday)	BOOKING DEADLINE (Monday)	COPY DEADLINE (Tuesday)
814	08 January	04 January	05 January
815	22 January	18 January	19 January
816	05 February	01 February	02 February
817	19 February	15 February	16 February
818	05 March	01 March	02 March
819	19 March	15 March	16 March
820	02 April	29 March	30 March
821	16 April	12 April	13 April
822	30 April	26 April	27 April
823	14 May	10 May	11 May
824	28 May	24 May	25 May
825	11 June	07 June	08 June
826	25 June	21 June	22 June
827	09 July	05 July	06 July
828	23 July	19 July	20 July
829	06 August	02 August	03 August
830	20 August	16 August	17 August
831	03 September	30 August	31 August
832	17 September	13 September	14 September
833	01 October	27 September	28 September
834	15 October	11 October	12 October
835	29 October	25 October	26 October
836	12 November	08 November	09 November
837	26 November	22 November	23 November
838	10 December	06 December	07 December

# DIRECTORY SECTION

### Consultants, Researchers & Suppliers

#### Standard listing

- 25 issues of Local Transport Today
- 12 months on the LTT online directory
- Up to 2 classifications
- 50 word company profile and logo

£500

#### Premium listing

- 25 issues of Local Transport Today
- 12 months on the LTT online directory
- Unlimited classifications
- 75 word company profile and logo
- 1 subscription to Local Transport Today

£750



**AIR POLLUTION SERVICES**

Kieran Laxen  
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Dr Austin Cogan  
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Dr Claire Holman  
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**Air Pollution Services**

Air Pollution Services is an independent professional environmental consultancy, specialising in air quality, odour, meteorology and climate change.

APS have a track record of providing support to clients with complex projects, including microsimulation air quality impacts, and a professional, technical, and efficient approach to ensuring projects are delivered on time.

[www.airpollutionservices.co.uk](http://www.airpollutionservices.co.uk)



**CAST**  
Centre for Sustainable Transport

Chris Endacott PhD  
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07973 538 556

**CAST**

CAST is independent, clear-eyed, and practical. We provide you with the analysis, evidence, advice and the support you require at the point where key elements of modern transport meet – energy efficiency, vehicle emissions, “mobility as a service”, shared mobility services and demand reduction.

CAST is led by two very experienced transport professionals who often work together but take separate commissions around their special interests.

[www.cast.co.uk](http://www.cast.co.uk)



**COLE EASDON CONSULTANTS**

Swindon:  
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E: [dhickman@coleeasdon.com](mailto:dhickman@coleeasdon.com)

**Cole Easdon Consultants**

CEC are a civil engineering consultancy with over 30 years’ experience, and an enviable reputation for quality, reliability and value. We provide transport planning, water management and civil engineering detailed design services including: Transport Assessments, Travel Plans, Travel Plan Coordinator role, access appraisals, technical input to masterplans, Road Safety Audits, Flood Risk Assessments, Drainage Strategies, river modelling, highways (S 38 & S 278) and drainage detailed design, highway condition surveys and expert witness services.

[www.coleeasdon.com](http://www.coleeasdon.com)



**Gateway TSP**

Gateway TSP  
84 North Street, Guildford GU1 4AU  
01483 679 350  
[info@gateway-tsp.co.uk](mailto:info@gateway-tsp.co.uk)

**Gateway TSP**

Gateway TSP offers cost effective and comprehensive Road Safety Engineering consultancy advice including:

- Road Safety Auditing
- Road Safety Studies and Assessments (AIP)
- Design of Local Road Safety Schemes
- Walking, Cycling and Horse-riding Assessment and Review

[www.gateway-tsp.co.uk](http://www.gateway-tsp.co.uk)



**itp**  
Integrated Transport Planning

Nick Aylard  
0115 824 8290  
[aylard@itpworld.net](mailto:aylard@itpworld.net)

**Integrated Transport Planning**

Independent sustainable transport planning and research consultancy, formed in 1998. Our expert team of professionals works in partnership with public, private and third sector clients around the world, specialising in:

- Sustainable Development
- Data & Analytical Tools
- Policy & Strategy
- Public Transport
- Smarter Travel
- Research

[www.itpworld.net](http://www.itpworld.net)

# 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).

Please contact us for details at [jason@landor.co.uk](mailto:jason@landor.co.uk) or call us on 020 7091 7895

A design and typesetting service is available from £300 per advertisement – please call us for more details.

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

**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.

landor LINKS  We connect.

Contact Jason Conboy: ✉ [jason@landor.co.uk](mailto:jason@landor.co.uk) ☎ 020 7091 7895

## ADVERTISING RATES

Recruitment Advertising	
Price includes ONE FREE listing on <a href="http://www.Jobs-In-Transport.com">www.Jobs-In-Transport.com</a> 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

## ONLINE ADVERTISING PACKAGES [TransportXtra.com](http://TransportXtra.com)

**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	Targeted e-shots	Rates	Events 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	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	Advertise your events, training courses and seminars  <b>Rates</b> £400 for a 90 day listing