



LOCAL TRANSPORT TODAY

Policy | Planning | Finance | Development

Read at the top!

MEDIA INFORMATION 2012

TransportXtra

jobs-in-transport.com

landor
LINKS



Publication Schedule 2012

Issue No.	Publication Date (Thursday)	Booking Deadline (Monday)	Copy Deadline (Tuesday)
587	5 January	3 January (Tuesday)	4 January (Wednesday)
588	19 January	16 January	17 January
589	2 February	30 January	31 January
590	16 February	13 February	14 February
591	1 March	27 February	28 February
592	15 March	12 March	13 March
593	29 March	26 March	27 March
594	12 April	10 April (Tuesday)	11 April (Wednesday)
595	26 April	23 April	24 April
596	10 May	8 May (Tuesday)	9 May (Wednesday)
597	24 May	21 May	22 May
598	7 June	1 June (Friday)	6 June (Wednesday)
599	21 June	18 June	19 June
600	5 July	2 July	3 July
601	19 July	16 July	17 July
602	2 August	30 July	31 July
603	16 August	13 August	14 August
604	30 August	28 August (Tuesday)	29 August (Wednesday)
605	13 September	10 September	11 September
606	27 September	24 September	25 September
607	11 October	8 October	9 October
608	25 October	22 October	23 October
609	8 November	5 November	6 November
610	22 November	19 November	20 November
611	6 December	3 December	4 December
612	20 December	17 December	18 December

Do you want to reach senior professionals in the UK's transport planning and policy scene? Then *Local Transport Today* is the proven place for you.

Local Transport Today is the essential news resource for all professionals involved in transport decision making. Every fortnight, *LTT* 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 23 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

LTT'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.

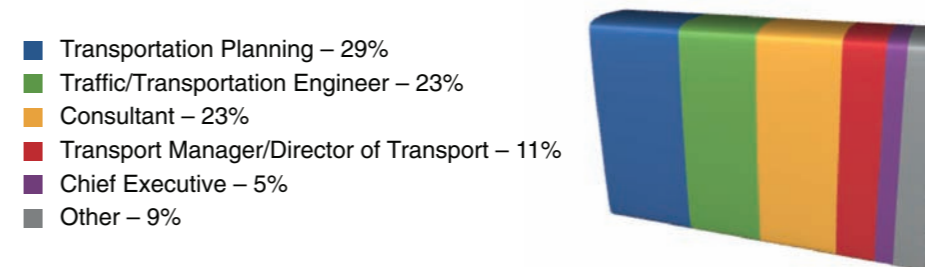
Whilst there are other magazines that try to tackle transport policy within the UK, *Local Transport Today* remains the premium option for readers and advertisers alike. **Advertising with us works** and our rates reflect excellent value for money as our readership captures a complete circle of influence.

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

Readership Breakdown



Professions Breakdown





Directory/Classified Advertising

Consultants & Researchers Directory

50 word text listing and logo
£750.00 for 12 months/26 issues

Transport Organisations Directory

50 word text listing and logo
£500.00 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 for 12 months



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

Recruitment Solutions	Double Panel	Single Panel
12 months (26 issues)	£2300	£1800
6 months (13 issues)	£1500	£1000

Advertising Rates

Display Advertising	1 Insertion	3 Insertions	3 Insertions	12 Insertions or more
Double page spread	£2750	£2500	£2250	£2000
Full page	£1400	£1250	£1050	£800
Half page	£1125	£1000	£875	£700
Quarter page	£750	£650	£500	£400

Recruitment Advertising	
Price includes FREE posting on www.Jobs-In-Transport.com for 1 month	
Full page	£3750
Half page	£2000
Quarter page	£1200
Single Column Centimetre (SCC)	£45

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

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





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 and EPS files as long as there is a minimum image resolution of 300dpi and all images are split into CMYK. In all cases please ensure all fonts and images used are supplied and please provide a PDF proof of your advertisement.

You can send us your files on CD/DVDs or via email to ads.ltt@landor.co.uk

If your file is too big to email then FTP is available.

Design and typesetting service is available at a cost from £100 per advertisement

Please contact us for details at ads.ltt@landor.co.uk or call us on 0845 270 7861

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.

What our clients say...

We advertised jobs, the majority of current job holder saw it in *LTT*, so we are very happy and will use *LTT* again should the need arise

Christian Schmidt, Planning Manager
South East Wales Transport Alliance

I was keen for Leicestershire to be profiled in *LTT*'s Local Transport Works recognising in the current economic climate it is more important than ever to share best practice and demonstrate we are making best use of limited resources. This feature provides an excellent opportunity for individual Highway Authorities to showcase examples of the best practice as well as recognising the contribution from their private sector partners

Matthew Lugg
Leicestershire County Council

Good response to job advert, would definitely recommend to anyone looking for transport specialist staff

Ruth Bradshaw
Head of Infrastructure Policy, London Councils

The *LTT* team showed a keen interest in showcasing Transport for Buckinghamshire, and specifically how we are working our way through some pretty tough challenges. Their focus was across a wide spectrum of activity and from the perspective of drawing out best practice and innovation that could help other councils across the country

Jim Stevens
Buckinghamshire County Council

Response and price were both good, would use again

Helen Murphy,
Associate Director, WSP

We were very impressed with the way the *LTT* team quickly understood and presented the things that we are doing and particularly, the challenges that we currently face. The supplement captures very well, the innovative nature of our work and has really helped us get this message across to a variety of stakeholders. We would strongly recommend others to do the same

Graham Hughes
Cambridgeshire County Council

Good, would always use it for transport policy jobs

Emma Cockburn
Teamleader Transport Planning
Somerset County Council



With over **7 years of online advertising experience** and more than **9,000 Registered users** (8,000+ actively jobseeking) Jobs-in-Transport.com is acknowledged as **the** leading transport recruitment site.

We are committed to getting the best response for your vacancies. Our latest web stats confirm we are the **No. 1** place to advertise your latest vacancy and benefit from reaching the most influential, and highly skilled transport professionals in the UK and overseas.

- Over 900 unique visits per day
- Over 8,000 active jobseekers
- Over 6,000 jobs advertised since we launched in 2007
- Over 1,500 employers have used our service

We are so confident of our response rates that we give you a personal login to monitor the live views, and applications and click-throughs.

We guarantee to upload your vacancy **online within minutes** of booking, your job is emailed to all the jobseekers within your demographic: **twice**. first when it goes live, second, as a 'last chance to apply'.

A short job description, your logo, and the email address of the person handling the applications is all that's required to have your ad online in minutes.

Just email **daniel@landor.co.uk** or call **0845 270 7861** with your requirements.

www.jobs-in-transport.com advertising rates (exclusive of VAT)

	Duration	Recruitment panel in Local Transport Today (50 words, logo and link to job)	Company profile on website for 3 months	Email to all 8,000 registered job seekers once job is posted	Button Advertisement (120x60 pixels)	Job of the Week	Headline Banner Advertisement (468x60 pixels)
Standard two week listing – £495.00	Two weeks	+£250	+£250	+£150	+£300	+£250	+£500
Standard four week listing – £595.00	Four weeks	+£250	+£250	✓	+£300	+£250	+£500
Premium listing – £1,000.00	Four weeks	✓	✓	✓	✓	+£250	+£300

Special deals when advertising in Local Transport Today magazine (exclusive of VAT)

Advertisement in Local Transport Today	Dependent on size of advertisement booked
First Job	Free of Charge
Additional Jobs	£250 (Per Job)

To discuss your **Local Transport Today & Jobs-in-Transport.com** package please contact **Daniel Simpson** on **0845 270 7861** or email **daniel@landor.co.uk**