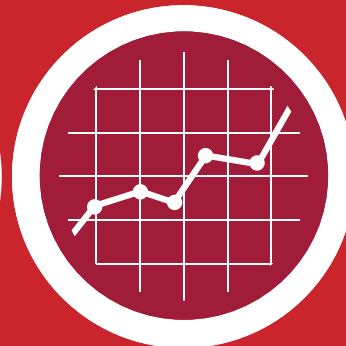


new **Transit**

**THE FUTURE OF PUBLIC TRANSPORT STARTS HERE...
MAKE SURE THAT YOU ARE ON BOARD**



MEDIA PACK 2011

The future of public transport starts here!



Join with *New Transit* - it's where passenger transport is going

Summer 2009 saw the launch of a ground-breaking new monthly magazine. To meet the changing needs of the passenger transport sector and map out the future of its vital role in a changing society, **New Transit** took over the pioneering mission that Transit began 15 years ago. **New Transit** showcases the best. It sets directions for important challenges and opportunities, and shows who is already leading the way. An enhanced regular news update service and commentary is delivered to **New Transit** subscribers via our **TransportXtra.com** website.



Our vision has been to create a magazine which is truly appropriate for this dynamic and vital sector at this time of change and uncertainty. **New Transit** has caught the imagination of the industry (see testimonials on next page). It is independent, authoritative and carries influence.

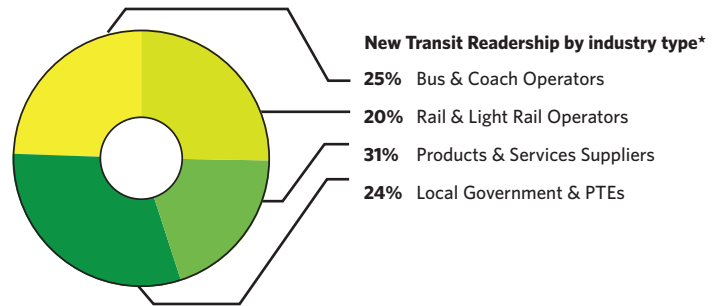
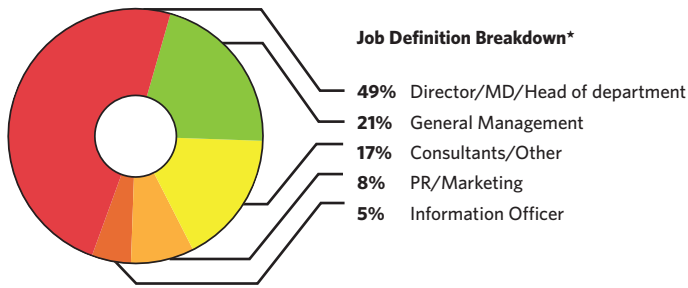


New Transit, published monthly, reflects the pride that passenger transport professionals have for the sector and helps to reframe the perceptions of those outside it. **New Transit** appeals to professional across bus, rail, tram and in local and central government. It is not just read by the movers and shakers, Ministers and Managing Directors, (though they do read it too: not least our annual 'Power 50' of the industry's leading lights) but by all those professional passionate about providing passenger transport.



Transit was first launched in 1995 to cater for the fledgling privatised bus and rail industries. Over the past decade and a half these industries have become increasingly mature and the relaunched **New Transit** keeps pace with this evolution while confidently supporting the emergence of an increased role for the passenger transport sector in tomorrow's economy.





For more information please contact Daniel Simpson. Tel: **0845 270 2861** Email: daniel.simpson@landor.co.uk

FEATURES LIST

January/February

Theme: Leadership and professional development within the industry, including the 'Power 50' list. Feature coverage on the balance of skills needed within organisations to address business challenges and opportunities. Also Rail Stations Conference preview and related subject matter.

March

Theme: Customer-focused systems and support. Harnessing technology for better service delivery. Spring 'Travel 2020' seminar preview and Open Data Conference report. Plus rail stations conference report and Passenger Terminals Expo Preview.

April

Theme: Understanding the customer/market development, including demand forecasting, increasing usage and tracking the user's behaviour. Includes UITP Dubai Expo Preview.

May

Theme: The German Issue. Focusing on the German connections for UK passenger transport and innovative developments within, and from Germany, featuring suppliers and their systems. Includes Berlin Passenger Transport Show preview.

June

Theme: Multi- modality. Systems to offer 'seamless' passenger transport. The approaches being followed by transport authorities, integrated transport operators and system suppliers.

July/August

Theme: The on-vehicle experience. Design, materials and the passenger environment. Innovation and enhancement of the vehicle interior and journey.

September

Theme: Project delivery issue. Update/analysis on new Passenger Transport projects and the standards being set/supplier arrangements. Including, Cross Rail, Thames Link, BRT and other schemes.

October

Theme: Travel 2020 preview. 'Futurology' and innovation issue. Profiling the forward thinkers and their products at 2020.

November

Theme: Travel 2020 report part one. Revenue and Payment systems. Passenger transport transactions and purchasing system developments and innovation.

December

Theme: Travel 2020 report part 2. Information systems: delivering better passenger information and managing the provision of knowledge and support to passengers throughout their journey.

ADVERTISING RATES

For more information please contact **Daniel Simpson**.
Tel:0845 270 7861 Email: daniel.simpson@landor.co.uk

SPONSORED FEATURES - PRICE AVAILABLE ON REQUEST

DISPLAY

	1 INSERTION	3 INSERTIONS	6 INSERTIONS
DPS	£3250	£2925	£2600
PREMIUM COVER PAGE	£2250	£2025	£1800
FULL PAGE	£1750	£1575	£1400
HALF PAGE	£1100	£900	£800
QUARTER PAGE	£725	£562	£500
BOTTOM PAGE BANNER	£500	£450	£400

RECRUITMENT

FULL PAGE	£2625
HALF PAGE	£1313
QUARTER PAGE	£938

Booking/Artwork copy to be provided by the 2nd week of the month

Publication date: 3rd week of the month

Further information contact Daniel Simpson on 0845 270 7861

RECRUITMENT ONLINE FREE! See last page

**2010 RATES
FIXED!**

TENDERS

FULL PAGE	£2100	QUARTER PAGE	£750
HALF PAGE	£1150	EIGHTH PAGE	£550

CONFERENCES & COURSES

FULL PAGE	£1490
HALF PAGE	£845
QUARTER PAGE	£570

INSERTS

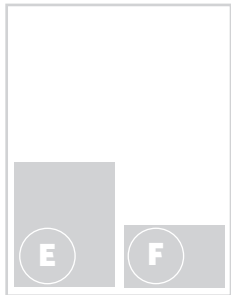
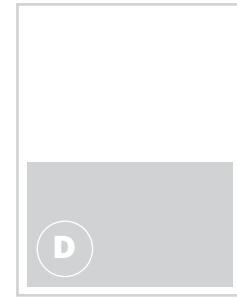
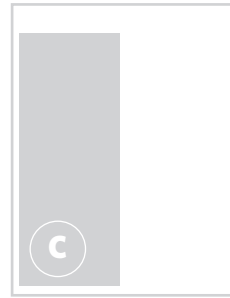
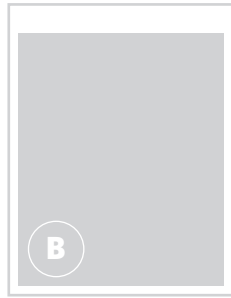
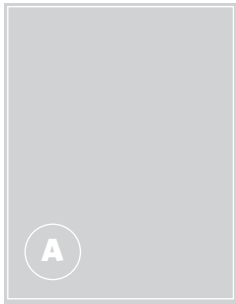
RATES AVAILABLE UPON REQUEST

DIRECTORY

	6 MONTHS	12 MONTHS
SINGLE PANEL	£2500	£3500
DOUBLE PANEL	£3250	£4550

**RATES INCLUDE
FREE
ONLINE LISTING**

DIMENSIONS



- A FULL PAGE BLEED**
211mm wide x 271mm high
- B FULL PAGE TYPE AREA**
186mm wide x 228mm high
- C HALF PAGE - VERTICAL**
91mm wide x 228mm high

- D HALF PAGE - HORIZONTAL**
186mm wide x 112mm high
- E QUARTER PAGE**
91mm wide x 112mm high
- F EIGHTH PAGE**
91mm wide x 56mm high

TECHNICAL SPECIFICATIONS

PROGRAMS USED

QuarkXpress 7 | Adobe CS3 - InDesign | Illustrator | Photoshop | Acrobat

If we receive any artwork created in the following programs: Word | Powerpoint | Publisher | Freehand | CorelDraw then we may charge a fee for setting the advert.

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

REQUIREMENTS

We prefer to receive **press-ready PDFs** with all fonts embedded but will also **accept EPS and TIFF** files as long as there is a **minimum image resolution of 300dpi** and **all images are split into CMYK and fonts outlined**.

If sending a folder with the collected advert 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.transit@landor.co.uk**

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

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 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.

*Based on 2006-2009 average figures

new Transit Apollo House | 359 Kennington Lane | London | SE11 5QY

TransportXtra.com/transit | Tel: 0845 270 7861 | E: daniel.simpson@landor.co.uk

ON-LINE ADVERTISING PACKAGES

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**. 1st when it goes live, 2nd, 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.simpson@landor.co.uk** or call **0845 270 7861** with your requirements.

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

Response and price were both good, would use again

Helen Murphy,
Associate Director, WSP

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

Ruth Bradshaw
Head of Infrastructure Policy, London Councils

Good, would always use it for transport policy jobs

Emma Cockburn
Teamleader Transport Planning
Somerset County Council

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.simpson@landor.co.uk**