

LOCAL TRANSPORT TODAY



MEDIA INFORMATION 2011

Local Transport Today continues to turn the heads of decision makers.

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

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 22 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.

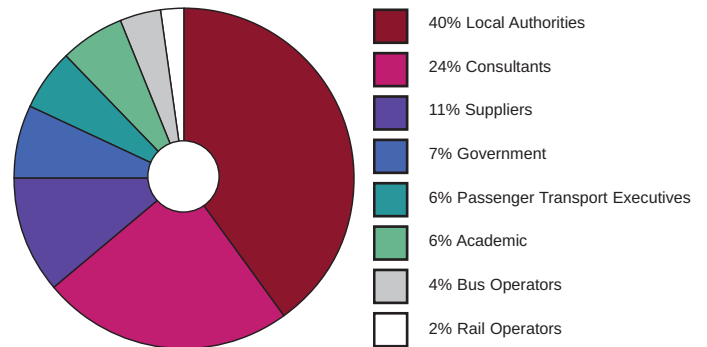
LTT is the definitive reference point for transport professionals and political decision-makers alike. LTT's detailed analysis as the 'journal of record' of every aspect of the UK's transport policy and planning scene has enabled it to build up an enviable profile of over 20,000 key figures within this sector. No other publication is read by so many in this sector. So you can be sure your advertising will be seen by the people who matter.

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 promotional campaign please call today to discuss how *Local Transport Today* can get your message to market in the most effective ways – both in print and online at www.transportXtra.com

READERSHIP BREAKDOWN



PUBLICATION SCHEDULE 2011

ISSUE	PUBLICATION (FRIDAY)	BOOKING DEADLINE (MONDAY)	COPY DEADLINE (TUESDAY)
562	14 January	10 January	11 January
563	28 January	24 January	25 January
564	11 February	7 February	8 February
565	25 February	21 February	22 February
566	11 March	7 March	8 March
567	25 March	21 March	22 March
568	8 April	4 April	5 April
569	21 April (Thursday)	18 April	19 April
570	6 May	2 May	3 May
571	20 May	16 May	17 May
572	3 June	30 May	31 May
573	17 June	13 June	14 June
574	1 July	27 June	28 June
575	15 July	11 July	12 July
576	29 July	25 July	26 July
577	12 August	8 August	9 August
578	26 August	22 August	23 August
578	9 September	5 September	6 September
579	23 September	19 September	20 September
580	7 October	3 October	4 October
581	21 October	17 October	18 October
582	4 November	31 October	1 November
583	18 November	14 November	15 November
584	2 December	28 November	29 November
585	16 December	12 December	13 December

Run your vacancy in two consecutive issues of the magazine and save **50%**

ADVERTISING RATES

Recruitment	Colour	Mono
Full page	£4670	£4170
1/2 page	£2580	£2130
1/4 page	£1310	£1120
SCC (Minimum SCC booking = 12x2)	£48	£39

Includes FREE online job posting on jobs-in-transport.com

Display	Colour	Tenders	Colour
Full Page	£1550	Full Page	£2760
1/2 Page	£1080	Half Page	£1470
1/4 Page	£830	Quarter Page	£750
		Eighth Page	£505

Courses & Conferences

	1 insert	3 inserts
Full page	£1280	£2560
1/2 page	£730	£1460
1/4 page	£560	£1120
Loose Insert*	£825	



*rate for leaflets under 12g. Heavier leaflets cover excess package at £42 per 5g.

Standard Directory Panels

Measurements in mm (w x h)	Double	Single
	(88 x 88)	(88 x 42)
12 Months (26 issues)	£3895	£2570
6 Months (13 Issues)	£2165	£1325

Recruitment Solutions

Measurements in mm (w x h)	Double	Single
	(85 x 85)	(85 x 40)
12 Months (26 issues)	£2600	£1600
6 Months (13 Issues)	£2000	£1000

Register of Specialists – 1 Year

Web & Magazine:
from £44 per month

Transport Organisations Directory

Logo & 50 word listing:
£750.00 for 12 months

Consultants & Researchers Directory

50 word listing & company
logo:
£750 for 12 months

Front page

Premium Teaser adverts on
the front page measuring
42mm x 48mm are available
as an upgrade option for
anything booked over £1500.

TECHNICAL DATA

All measurements in mm (w x h)

DPS bleed	486 x 336
DPS trim	480 x 330
Full Page trim size	240 x 330
Full Page bleed	246 x 336
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.

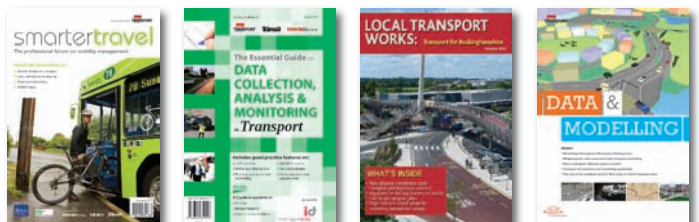
Design and typesetting service is available at a cost from £100 per advertisement

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

PUBLICATIONS & SUPPLEMENTS

Additional publications and supplements scheduled for 2011 include:

- Smarter Travel
- Annual ITS Review
- Parking Transport Policy
- World Transport Consultancy
- Data & Modelling Magazine
- Transport & the Urban Environment
- Local Transport Works



Plus many more throughout 2011, for more information about sponsorship and editorial contributions please contact Daniel Simpson on 0845 270 7861 or email daniel.simpson@landor.co.uk

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.

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