



LOCAL TRANSPORT TODAY

Policy | Planning | Finance | Development

MEDIA INFORMATION 2017



The voice of transport

landor LINKS

TransportXtra

jobs-in-transport.com

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Publication Schedule 2017

Issue No.	Publication Date (Friday)	Booking Deadline (Monday)	Copy Deadline (Tuesday)
713	6 January	3 January <i>(Tuesday)</i>	4 January <i>(Wednesday)</i>
714	20 January	16 January	17 January
715	3 February	30 January	31 January
716	17 February	13 February	14 February
717	3 March	27 February	28 February
718	17 March	13 March	14 March
719	31 March	27 March	28 March
720	13 April	10 April	11 April
721	28 April	24 April	25 April
722	12 May	8 May	9 May
723	26 May	22 May	23 May
724	9 June	5 June	6 June
725	23 June	19 June	20 June
726	7 July	3 July	4 July
727	21 July	17 July	18 July
728	4 August	31 July	1 August
729	18 August	14 August	15 August
730	1 September	29 August <i>(Tuesday)</i>	30 August <i>(Wednesday)</i>
731	15 September	11 September	12 September
732	29 September	25 September	26 September
733	13 October	9 October	10 October
734	27 October	23 October	24 October
735	10 November	6 November	7 November
736	24 November	20 November	21 November
737	8 December	4 December	5 December
738	22 December	18 December	19 December

Local Transport Today is the proven place for you to 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.

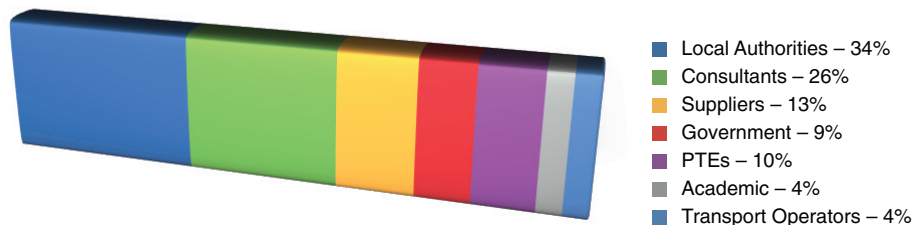
POLICY, PLANNING, FINANCE and **DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 26 years** – remains *the* pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

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 *plus* 20,000 more online.

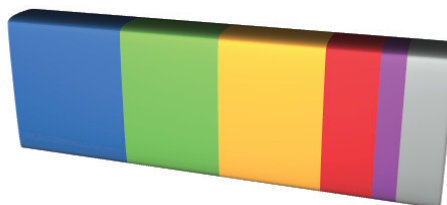
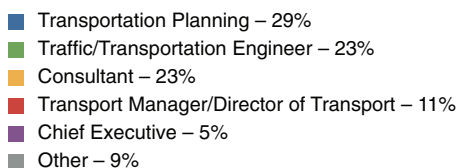
Whilst there are other magazines that try to tackle transport policy within the UK, *Local Transport Today* remains the premium option for readers and advertisers alike. **Advertising with us works** and our rates reflect excellent value for money as our readership captures a complete circle of influence.

To maximise the impact of your advertising campaign please call today to discuss how *Local Transport Today* can get your message to 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



Professions Breakdown





Directory Section

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

Transport Organisations
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

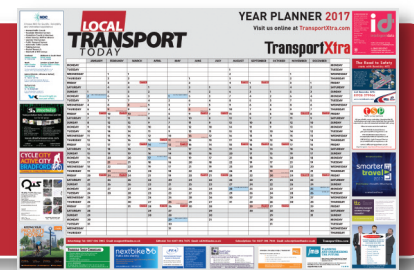
TransportXtra



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

The Annual LTT Wallplanner

Each December *LTT* distributes an A1 size wall calendar for the following year to all its readers. What better way to get your brand on transport department walls across the UK for a full 12-months! A range of single, double and triple size panels available. Prices start from **£425**



**RATES
FROZEN
FROM
2016**

Advertising Rates

Recruitment Advertising	
Price includes ONE FREE listing on www.Jobs-In-Transport.com for 1 month, additional listings charged at just £250	
Full page	£3750
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	£2750	£2500	£2250	£2000
Full page	£1400	£1250	£1050	£800
Half page	£1125	£1000	£875	£700
Quarter page	£750	£650	£500	£400

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 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.

Please contact us for details at daniel@landor.co.uk or call us on 0207 091 7861

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, 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 advertising

Premium Horizontal Banner – top right hand side of page (468 x 60 pixels) – **£1200** per month

Advertising Panel – panel advert inserted with news items and appearing on pages that relate to similar subject area of the advert (350 x 235 pixels)

Options:

Premium position – placed on the first two rows of news on TransportXtra – **£850** per month

Standard position – placed anywhere below first two rows of news on TransportXtra – **£650** per month

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

Fortnightly e-shot advertising

Top banner – **£500**

Interstitial banner – **£400**

Standard banner – **£200**

Also, bespoke e-shot opportunities, including advertising features.

Please contact **Daniel Simpson** on **0207 091 7861** or email: daniel@landor.co.uk

Prices from **£1,500**

Events listings

Advertise your events, training courses and seminars.

90 day listing – **£400**

