



# LOCAL TRANSPORT TODAY

Policy | Planning | Finance | Development

## MEDIA INFORMATION 2015



# The voice of transport





**Publication Schedule 2015**

Issue No.	Publication Date (Friday)	Booking Deadline (Monday)	Copy Deadline (Tuesday)
663	9 January	5 January	6 January
664	23 January	19 January	20 January
665	6 February	2 February	3 February
666	20 February	16 February	17 February
667	6 March	2 March	3 March
668	20 March	16 March	17 March
669	2 April ( <i>Thursday</i> )	30 March	31 March
670	17 April	13 April	14 April
671	1 May	27 April	28 April
672	15 May	11 May	12 May
673	29 May	26 May ( <i>Tuesday</i> )	27 May ( <i>Wednesday</i> )
674	12 June	8 June	9 June
675	26 June	22 June	23 June
676	10 July	6 July	7 July
677	24 July	20 July	21 July
678	7 August	3 August	4 August
679	21 August	17 August	18 August
680	4 September	1 September ( <i>Tuesday</i> )	2 September ( <i>Wednesday</i> )
681	18 September	14 September	15 September
682	2 October	28 September	29 September
683	16 October	12 October	13 October
684	30 October	26 October	27 October
685	13 November	9 November	10 November
686	27 November	23 November	24 November
687	11 December	7 December	8 December

Do you want to reach up to 40,000 senior professionals in the UK's transport planning and policy scene every month in election year and beyond? Then **Local Transport Today** is the proven place for you to get your messages heard by the key decision makers.

**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.

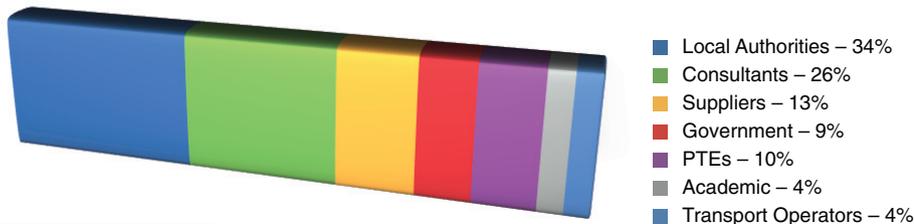
**POLICY, PLANNING, FINANCE** and **DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 25 years** – remains *the* pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

**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.

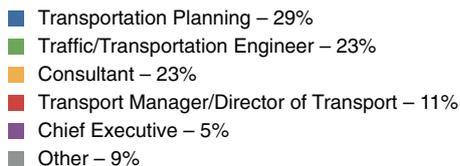
Whilst there are other magazines that try to tackle transport policy within the UK, **Local Transport Today** remains the premium option for readers and advertisers alike. **Advertising with us works** and our rates reflect excellent value for money as our readership captures a complete circle of influence.

To maximise the impact of your advertising campaign please call today to discuss how **Local Transport Today** can get your message to 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 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](http://www.TransportXtra.com) for 12 months



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  
2014**

**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](mailto:ads.ltt@landor.co.uk)

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

Please contact us for details at [ads.ltt@landor.co.uk](mailto:ads.ltt@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](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.**

### Homepage advertising

Main banner (468x60 pixels) – **£800** per month

Interstitial banner – **£500** per month (copy must be refreshed monthly)

### 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](mailto:daniel@landor.co.uk)

Prices from **£1,500**

### Pick'n'Mix

Mix any of the above – any spend over **£1,995** automatically qualifies for discounts

### Consultancy

For an even more tailored package, including promotional, web, networking and consultancy opportunities, please ask for our NEW consultancy service

### Events listings

Advertise your events, training courses and seminars.

90 day listing – **£400**

