

Ltt

Local Transport Today

www.lttmagazine.co.uk/edition/

Covering the UK's
transport policy,
planning and delivery

MEDIA INFORMATION 2023





Local Transport Today is the only print and online magazine where you can 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.

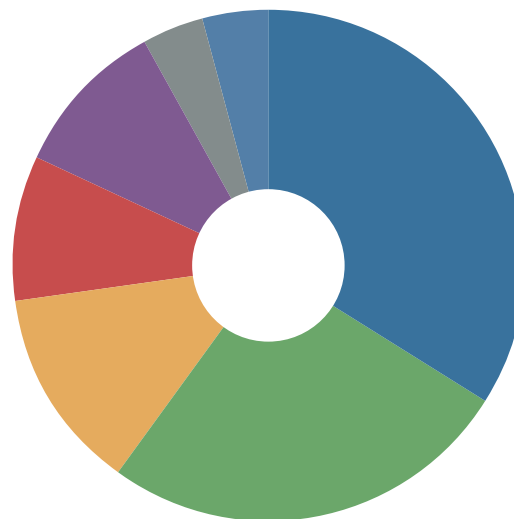
POLICY, PLANNING, FINANCE and **DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 30 years** – remains **the** pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

Local Transport Today'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 have been other magazines that have tried to tackle transport policy within the UK, **Local Transport Today** is now the only print and online magazine of choice, and 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



- Local Authorities – 34%
- Consultants – 26%
- Suppliers – 13%
- Government – 9%
- PTEs – 10%
- Academic – 4%
- Transport Operators – 4%

PROFESSIONS BREAKDOWN



- Transportation Planning – 29%
- Traffic/Transportation Engineer – 23%
- Consultant – 23%
- Transport Manager/ Director of Transport – 11%
- Chief Executive – 5%
- Other – 9%

PUBLICATION SCHEDULE

| PUBLICATION DATE | BOOKING DEADLINE | COPY DEADLINE |
|------------------|------------------|---------------|
| 06 January | 02 January | 03 January |
| 20 January | 16 January | 17 January |
| 03 February | 30 January | 31 January |
| 17 February | 13 February | 14 February |
| 03 March | 27 February | 28 February |
| 17 March | 13 March | 14 March |
| 31 March | 27 March | 28 March |
| 14 April | 10 April | 11 April |
| 28 April | 24 April | 25 April |
| 12 May | 8 May | 9 May |
| 26 May | 22 May | 23 May |
| 9 June | 05 June | 06 June |
| 23 June | 19 June | 20 June |
| 07 July | 03 July | 04 July |
| 21 July | 17 July | 18 July |
| 04 August | 31 July | 01 August |
| 18 August | 14 August | 15 August |
| 01 September | 28 August | 29 August |
| 15 September | 11 September | 12 September |
| 29 September | 25 September | 26 September |
| 13 October | 09 October | 10 October |
| 27 October | 23 October | 24 October |
| 10 November | 06 November | 07 November |
| 24 November | 20 November | 21 November |
| 08 December | 04 December | 05 December |

ADVERTISING RATES

| Recruitment Advertising | |
|--|-------|
| Price includes ONE FREE listing on www.Jobs-In-Transport.com for 1 month, a targeted email to registered job seekers and social media uploads | |
| Full page | £2500 |
| 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 | £2200 | £2000 | £1800 | £1600 |
| Full page | £1120 | £1000 | £840 | £720 |
| Half page | £900 | £800 | £700 | £560 |
| Quarter page | £600 | £520 | £400 | £320 |

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

ONLINE ADVERTISING PACKAGES TransportXtra.com

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 banners | Dimensions (pixels – width x height) | Rates per calendar month |
|---|--------------------------------------|--------------------------|
| Premium Horizontal Banner – top right hand side of page | 468 x 60 | £1200 |

| Online panels | Dimensions (pixels – width x height) | Rates per calendar month |
|--|--------------------------------------|--------------------------|
| A panel advert inserted with news items and appearing on pages that relate to similar subject area of the advert | | |
| Option 1: Premium position – placed on the first two rows of news on TransportXtra | 350 x 235 | £850 |
| Option 2: Placed on the third to sixth rows of news on TransportXtra | 350 x 235 | £650 |

| Online listings | Targeted e-shots | Rates | Events 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 | Bespoke e-shot opportunities, including advertising features To discuss your individual needs, please contact: Jason Conboy on 0207 091 7895 or email: jason@landor.co.uk | Prices from £1,500 | Advertise your events, training courses and seminars Rates £400 for a 90 day listing |