

# LOCAL TRANSPORT TODAY

MEDIA INFORMATION 2018

The **ONLY** print AND online magazine  
for quality transport news and analysis

**LOCAL TRANSPORT TODAY**  
LTT739  
29 January - 03 February 2018  
POLICY | PLANNING | FINANCE | DEVELOPMENT

**Carillion's demise 'won't damage HS2'**  
HIGH-SPEED RAIL  
HS2 LTD has rejected criticism that the liquidation of Carillion this week will push up the cost of delivering the multi-billion pound project.  
Last summer the Government awarded four construction contracts for sections of the London to West Midlands route to the HS2 Joint Venture, comprising Carillion Construction, Hochtief Construction and Overseas Ltd. The move was made after Carillion issued its first profits warning and chief executive resigned.  
This week HS2 Ltd said it was discussing contingency plans with the contractors.

**NIC launches probe into urban transport investment needs**  
URBAN TRANSPORT  
THE NATIONAL Infrastructure Commission is exploring the transport investment needs of England's cities outside London, and using a new method to meet priorities.  
A £30,000-£100,000 consultancy study to inform the work. The work will get underway next week. The Commission will make its recommendations to Government in the National Infrastructure Assessment (NIA), due to release this summer.  
The NIC wants to explore how available funding should be prioritised between different types of city, and how much funding should be made available for increasing urban transport capacity relative to the nation's wider infrastructure needs.  
The interim NIA published last October criticised the lack of funding to deliver major urban transport improvements. The Chancellor appeared to respond to the criticism by announcing a new fund for urban transport.

**Spending on urban transport must increase, says the NIC**  
The Commission's brief for the new consultancy study says: "To realise the benefits of this urban transport capacity will need to be supported by increased investment in infrastructure." The NIC says a new approach to traditional planning exercises, which look to ensure the transport system can cope with the growth in population and employment, is needed to ensure the transport system can cope with the growth in population and employment.

**Capital's cycling agenda 'stagnating'**  
A Heathrow studies road user charges  
9 North's new transport plan  
17 HE's road tenders  
19 John Dales  
20-21 All change for data protection rules  
**TOP10**  
1. TfL cuts through LIP funds but Oxford Street and Grafton get a boost  
2. Scottish explores plans for cyclists  
3. The UK needs more transport modes - and the world needs for our cities  
4. NIC reviews interest in Brinks HS2 station  
5. TfL sets new priorities for its £1.5bn over the next five years  
6. Evaluation road design reviewed

**TransportXtra**  
Local Transport Today is a free, independent, online source for transport news, analysis, comment & views on Transport Planning, Finance and Development since 1989.

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**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.

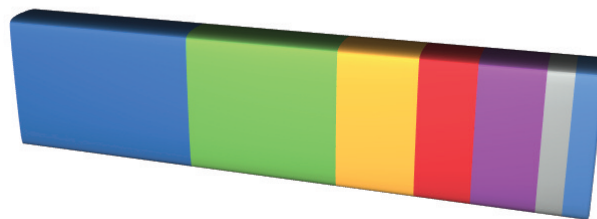
**POLICY, PLANNING, FINANCE** and **DEVELOPMENT** are the key editorial themes in the fortnightly journal that – **after 27 years** – remains *the* pre-eminent source of high quality and up-to-the-minute news, comment and essential analysis for anyone with an interest in UK transport policy and practice

**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.

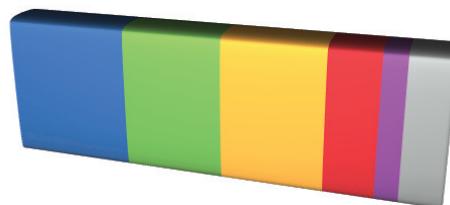
## Readership Breakdown



- 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 2018

Issue No.	Publication Date (Friday)	Booking Deadline (Monday)	Copy Deadline (Tuesday)
738	5 January	2 January <i>(Tuesday)</i>	3 January <i>(Wednesday)</i>
739	19 January	15 January	16 January
740	2 February	30 January	31 January
741	16 February	12 February	13 February
742	2 March	26 February	27 February
743	16 March	12 March	13 March
744	29 March <i>(Thursday)</i>	26 March	27 March
745	13 April	9 April	10 April
746	27 April	23 April	24 April
747	11 May	8 May <i>(Tuesday)</i>	9 May <i>(Wednesday)</i>
748	25 May	21 May	22 May
749	8 June	4 June	5 June
750	22 June	18 June	19 June
751	6 July	2 July	3 July
752	20 July	16 July	17 July
753	3 August	30 July	31 July
754	17 August	13 August	14 August
755	31 August	28 August <i>(Tuesday)</i>	30 August <i>(Wednesday)</i>
756	14 September	10 September	11 September
757	28 September	24 September	25 September
758	12 October	8 October	9 October
759	26 October	22 October	23 October
760	9 November	5 November	6 November
761	23 November	19 November	20 November
762	14 December	10 December	11 December





### Directory Section

#### Consultants, Researchers & Suppliers

50 word text listing and logo  
**£750.00** 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

# TransportXtra



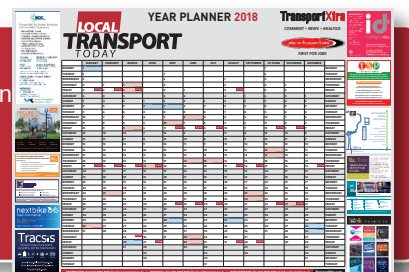
Directory Panel	Double Panel	Single Panel
12 months (26 issues)	£2500	£2000
6 months (13 issues)	£1750	£1250

#### The Annual Local Transport Today Wallplanner

Each December *Local Transport Today* 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**



## Advertising Rates

Recruitment Advertising	
Price includes ONE FREE listing on <a href="http://www.Jobs-In-Transport.com">www.Jobs-In-Transport.com</a> for 1 month, additional listings charged at <i>just</i> £250	
Full page	£3350
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







## 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 (please ensure a minimum image resolution of 300dpi and a CMYK colour profile) and EPS files (please ensure the file has a CMYK colour profile and fonts are outlined).

Artwork can be supplied by e-mail or, if too large, you can upload to our FTP – details on request.

**Please contact us for details at [jason@landor.co.uk](mailto:jason@landor.co.uk) or call us on 0207 091 7895**

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.

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		
<b>Option 1:</b> Premium position – placed on the first two rows of news on TransportXtra	350 x 235	£850
<b>Option 2:</b> Premium position – placed on the first two rows of news on TransportXtra	350 x 235	£650

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

Targeted e-shots	Rates
Bespoke e-shot opportunities, including advertising features	Prices from £1,500
To discuss your individual needs, please contact:	
<b>Jason Conboy</b> on <b>0207 091 7895</b>	
or email:	
<a href="mailto:jason@landor.co.uk">jason@landor.co.uk</a>	

Events listings	Rates
Advertise your events, training courses and seminars	£400 for a 90 day listing

