

# Rail Professional

THE BUSINESS MAGAZINE FOR RAILWAY MANAGERS

[www.railpro.co.uk](http://www.railpro.co.uk)

“*Rail Professional* is a valuable and helpful resource... strong editorial content means that it is a “*must read*” for people who are serious about our industry”

**Keith Ludeman**

group chief executive,  
Go-Ahead Group

For the last 13 years *Rail Professional* has delivered thought-provoking, in-depth analysis of the rail sector

**What sets us apart?**

- Focused and dynamic – the only monthly magazine dedicated to managers in the rail sector;
- The industry number one for display advertising, delivering readers with real buying power;
- The established market-leader for recruitment advertising at executive and managerial levels, both in print and online;
- Delivered on time every month to 9,000 readers, including members of the Institution of Railway Operators. Our list of qualifying individuals is constantly updated.



## Editorial

In March 2010 *Rail Professional* was completely re-designed. The new design reflects the magazine's focus on the business side of the railway industry, with a new logo which is easier to read and will be more recognisable. The *Rail Professional* website has also been redesigned: back issues will now be available as HTML pages and the news section, as well as the recruitment pages, will be updated between issues.

*Rail Professional* is valued by its readers because it focuses on the commercial and political developments that will make a real difference to their companies. The magazine has a well-deserved reputation for getting interviews with the most influential players in the industry, including: Moir Lockhead, Lord Andrew Adonis, Elaine Holt, Richard Brown, Heidi Mottram, Keith Ludeman, Chris Gibb, Keith Heller, Colin Walton, John Smith and Robin Gisby.

Throughout the turbulent history of the privatised railway, *Rail Professional* has helped managers keep abreast of the strategy, policies, personalities and politics that define the industry. Through our regular high-profile interviews with rail regulators, ministers and top rail directors, *Rail Professional* offers informed insight to those working in rail.

The editorial content is backed up by the unparalleled industry knowledge of our commentators. Regular contributors include BBC transport correspondents Paul Clifton and Peter Plisner, former *Manchester Evening News* transport writer Alan Salter and Robert Wright, the *Financial Times*' transport correspondent. Several of our writers have won awards for their transport writing.

## Advertising

Many issues dictate how, where and when rail projects are given the green light and become reality. Once the business case is established, among the most important considerations are the commercial and political and

*Rail Professional* is an excellent magazine to advertise in. Their expertise in publishing our advertorials has been brilliant

**Wendy Bridges**

RODL

these are where *Rail Professional* excels. It is because of this unique editorial focus that *Rail Professional* is essential reading for senior executives in every sector of the UK rail industry, nationwide. This is reflected in the calibre of the vacancies successfully advertised in the market-leading 'Recruitment' section.

As such, the magazine offers a great platform for advertisers to reach those at the very top of the purchasing tree in this £multi-billion industry.

A further benefit to you is that your advertisement can be seen on [www.railpro.co.uk](http://www.railpro.co.uk), where every issue is archived in PDF format, thereby extending its shelf-life and value.


## Readers with buying power

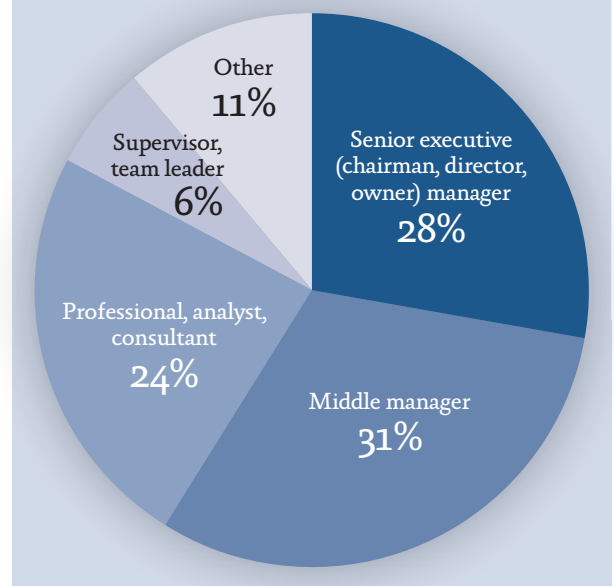
The readership research in March 2009 (which achieved a very respectable response rate of almost 10 per cent) revealed that, on average, more than 60 per cent of respondents either decide, recommend or specify the purchase of rail products and services.

Even taking the lower end of the eight value brackets, ranging from (1) Less than £25,000, to (8) More than £10m, the buying power of *Rail Professional*'s readers equates to a staggering £6.86bn – an audience well-worth advertising to.

## Readership profile

The magazine is received by directors and managers in each rail industry company, working in every sector – financial, commercial, purchasing, engineering and general management. The breakdown reveals the magazine's strong management profile – 59 per cent of readers are managers or board-level executives. Even those who are not managers themselves are primarily advisors, consultants or professionals in a strong position to influence thinking and purchases.

 Average net circulation January 2009 – December 2009: 7,894 copies



[www.railpro.co.uk](http://www.railpro.co.uk)  
[advertising@railpro.co.uk](mailto:advertising@railpro.co.uk)

Display sales: John Bodill **01223 273527**  
Recruitment sales: Rob Tidswell **01223 477427**

## Ad rates and mechanicals

### Display

Double page spread	<b>£3,300</b>
Full page	<b>£1,980</b>
Half Page	<b>£1,285</b>
Quarter Page	<b>£770</b>

Special positions, add 15%. Series discounts: four to five insertions: -10%, six-plus insertions: -15%, 12 insertions: -25%

### Recruitment

Double page spread	<b>£3,000</b>
Full page	<b>£1,800</b>
Half Page	<b>£1,200</b>
Quarter Page	<b>£700</b>
Web	<b>POA</b>

All prices quoted are exclusive of VAT. All advertisements are accepted subject to the publisher's Terms and Conditions which are available on request. Agency commission: 10%

## Mechanical Data

**DOUBLE**  
PAGE SPREAD  
265 X 396MM  
303 X 426MM  
286 X 410MM

**FULL PAGE**  
265 X 185MM  
303 X 216MM  
286 X 200MM

**FULL PAGE**  
TYPE AREA  
TRIM  
277MM X 190MM

**HALF PAGE**  
HORIZONTAL  
TYPE AREA  
135MM X 190MM

**HALF PAGE**  
VERT.  
TYPE AREA  
277MM  
X 92MM

**QUARTER PAGE**  
TYPE AREA  
135MM X 92MM

**QUARTER PAGE**  
STRIP  
TYPE AREA  
65MM X 190MM

## Format

We accept: Macintosh Quark, InDesign, Photoshop and Illustrator compatible files with all the fonts and pictures included, and font-embedded EPS and PDF documents. All colour elements must be provided in CMYK at 300dpi.

We are unable to print PDF files that include compressed files (LZW or JPEG) and are unable to print from film. Copy can be supplied by CD or email to Cambridge Publishers Ltd, 275 Newmarket Road, Cambridge, CB5 8JE. Email: [production@railpro.co.uk](mailto:production@railpro.co.uk)

**Rail Professional** is a cost-effective trade journal for advertising which is widely-read within the industry

**James Rollin**

Interfleet Technology

## Contact

For recruitment enquiries contact Rob Tidswell **01223 477427**

For display enquiries call John Bodill **01223 273527**

For technical enquiries contact Jennie Caley **01223 477438**

## Publishing schedule

ISSUE	REPRO	DISPLAY DEADLINE	RECRUITMENT DEADLINE	MAIL OUT
May	22 Apr	20 Apr	21 Apr	27 Apr
June	20 May	18 May	19 May	25 May
July	24 June	22 June	23 June	29 June
August	22 July	20 July	21 July	27 July
September	26 Aug	24 Aug	25 Aug	1 Sept
October	23 Sept	21 Sept	22 Sept	28 Sept
November	21 Oct	19 Oct	20 Oct	26 Oct
December	18 Nov	16 Nov	17 Nov	23 Nov
January 2011	9 Dec 10	7 Dec 10	8 Dec 10	14 Dec 10

## Rapid turnaround

Ad copy can be turned around normally within 24 hours – invaluable for the recruitment advertiser in particular.

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Great, thank you,  
30-something CVs all  
of a good standard.  
Will be back in  
touch next time!

**Tina Taylor**  
Tracsis plc

### Recruitment:

With the emphasis on managerial and executive positions, the full colour Recruitment section in every issue of *Rail Professional* carries a wide range of posts from the UK and across the globe.

Response driven and cost-effective, your advertisement appears not only in print but benefits from total visibility online at [www.railpro.co.uk/](http://www.railpro.co.uk/) recruitment. A selection of top jobs are also featured at the head of the monthly *Rail Professional Alert*\* which has a hyperlink to take the reader back to the recruitment pages, benefiting all of the advertisers.

Too late to advertise in the magazine? Regular advertisers can place their jobs online only from just £300 each.

Recruitment page web banners are also available for campaigns or annual tenancy.

With all of this on offer, it's not surprising that *Rail Professional* is firmly established as the medium of choice for all the major companies and agencies in the sector.

For more detail, please contact Rob Tidswell on **01223 477427**, or email [rob@railpro.co.uk](mailto:rob@railpro.co.uk)

### Other opportunities:

Here are some alternative advertising suggestions for your consideration.

For a quote and more details, please call John Bodill on **01223 273527**, or email [john.bodill@railpro.co.uk](mailto:john.bodill@railpro.co.uk).

### [www.railpro.co.uk](http://www.railpro.co.uk)

The two great attractions of the *Rail Professional* website are the Recruitment page, for all the reasons mentioned above, and 'Current issue', whereby the visitor can, in fact, access every issue from the last six years.

Banners to suit every budget are available throughout the site and the constant exposure means they are ideal for raising brand or product awareness,

or to support your display advertisement or marketing campaign. They also give you the chance to link to a very precise message within your own website.

### Rail Professional Alert

You can co-sponsor this free monthly email service, which allows subscribers to access all content and job vacancies before the print edition is delivered. This can be used to pre-empt your advertising within that issue, or as an advertisement in its own right.

### Inserts

We charge just £135 per 1,000 for loose inserts weighing up to 10g (call for a quote for heavier weights). Inserts can also be bound-in, offering some distinct advantages for little extra cost.

### Supplement sponsorship

Exclusive or leading positions are available for supplements published during the course of the year, including February's Rail Business Awards preview, which is also distributed to every attendee on the awards night itself.

### Sponsored regular pages

An inexpensive association with a specific field, such as 'Legal opinion' (quarterly), or to utilise the exposure and familiarity afforded by the repeated appearance on a specific page, such as 'News analysis' or 'Train of thought'.

### Personalised supplements

Celebrating an anniversary, product launch, or perhaps a merger or acquisition?

*Rail Professional* can draw on all the expertise of award-winning contract publishers, CPL ([www.cpl.biz](http://www.cpl.biz)), to work closely with you to produce a stylish and cost-effective supplement. This can be anything from four pages bound-in, to a full stand-alone glossy magazine, giving you an invaluable promotional document which you can also distribute at exhibitions and to your own client base.

### Bespoke creatives

Belly-bands, gatefolds, wrap-arounds, tip-ons, and so on, can all be provided.

### Reprints

We can produce a PDF of your article, set to A4, dated, with a *Rail Professional* banner and your contact details, providing you with an excellent document for your own use, perhaps as a flyer, on your website, or within your own newsletter.

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