

Rail Professional

THE BUSINESS MAGAZINE FOR RAILWAY MANAGERS

www.railpro.co.uk


Rail Professional is an authoritative viewpoint on developments within the industry. It's different to other magazines, focusing on senior managers and directors with targeted and relevant articles

For the last 15 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.

Vernon Barker
 managing director
 UK Rail Division
 FirstGroup



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.

Ad rates and mechanicals

Display

Double page spread	£2,500
Full page	£1,600
Half page	£900
Quarter page	£500

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

Recruitment

Double page spread	£3,000
Full page	£1,800
Half page	£1,200
Quarter page	£700
Web only listings	£200

- Prime positions are allocated on a first come first served basis.
- Series discounts are available on request.
- Agency discount: 10%.

Mechanical data

DOUBLE PAGE SPREAD
303mm H X 426mm W
277mm H X 400mm W

FULL PAGE WITH BLEED
303mm H X 216mm W

FULL PAGE TYPE AREA
277mm H X 190mm W

HALF PAGE HORIZONTAL TYPE AREA
135mm H X 190mm W

HALF PAGE VERT. TYPE AREA
277mm H X 92mm W

QUARTER PAGE TYPE AREA
135mm H X 92mm W

QUARTER PAGE STRIP TYPE AREA
65mm H X 190mm W

www.railpro.co.uk

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

James Rollin

Interfleet Technology

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: CPL, 275 Newmarket Road, Cambridge, CB5 8JE. Email: production@railpro.co.uk

Contact us

For sales enquiries contact:

Rob Tidswell rob.tidswell@cpl.co.uk **01223 477427**

or James Smyth james.smyth@cpl.co.uk **01223 477428**

For technical enquiries contact:

Jennie Caley jennie.caley@cpl.co.uk **01223 477438**

Publishing schedule

ISSUE	REPRO	DISPLAY DEADLINE	RECRUITMENT DEADLINE	MAIL OUT
Jan	13 Dec 11	9 Dec 11	12 Dec 11	20 Dec 11
Feb	12 Jan	10 Jan	11 Jan	17 Jan
March	23 Feb	21 Feb	22 Feb	28 Mar
April	15 Mar	13 Mar	14 Mar	20 Mar
May	12 April	10 April	11 April	17 April
June	17 May	15 May	16 May	22 May
July	14 June	12 June	13 June	19 June
Aug	12 July	10 July	11 July	17 July
Sept	16 Aug	14 Aug	15 Aug	21 Aug
Oct	13 Sept	11 Sept	12 Sept	18 Sept
Nov	11 Oct	9 Oct	10 Oct	16 Oct
Dec	15 Nov	13 Nov	14 Nov	20 Nov
Jan 2013	13 Dec 12	11 Dec 12	12 Dec 12	18 Dec 12

Rapid turnaround

Ad copy can normally be turned around within 24 hours - particularly invaluable for the recruitment advertiser.

Sales contacts: James Smyth **01223 477428**
or Rob Tidswell **01223 477427**

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 that is instantly recognisable. The website has also been redesigned – back issues are now available as HTML pages, and both the news and recruitment sections are updated throughout the month.

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: Bob Holland, Nicola Shaw, Steve Scrimshaw, Theresa Villiers, Elaine Holt, Alain Thauvette, Tony Berkeley, Tim Shovellor, Peter Maybury, Michael Roberts, Anna Walker, John Smith, Tony Collins, Brian Souter 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 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 specialist Alan Salter and Robert Wright, the *Financial Times*' logistics correspondent. Most of our writers, including editor Katie Silvester, 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, where every issue is archived in PDF format, thereby extending its shelf-life and value.


Readers with buying power

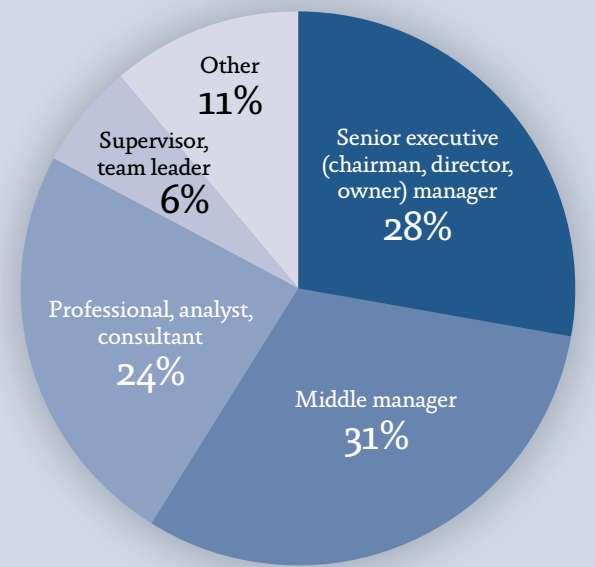
The readership research in March 2009 (which achieved a very respectable response rate of almost 10 per cent) revealed that, on average, more than 60 per cent of respondents either decide, recommend or specify the purchase of rail products and services.

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 every company operating in the rail industry in all sectors – 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 advisers, consultants or professionals in a strong position to influence thinking and purchases.

 Average net circulation January 2010 – December 2010: 7,672 copies



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Great, thank you.
Thirty-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/recruitment

A selection of top jobs are also featured at the head of the monthly *Rail Professional* Alert, an emailed newsletter with has a hyperlink to take the reader back to the recruitment pages, benefiting all of the advertisers.

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.

Other opportunities

There are various creative options available for promotional opportunities.

www.railpro.co.uk

The two great attractions of the *Rail Professional* website are the Recruitment page, and the archives, which allow visitors to access every issue from the last two years in PDF format.

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 £120 per 1,000 for loose inserts weighing up to 10g (call us 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 – as well as being mailed out with the magazine – is distributed to every attendee on the awards night itself.

Sponsored regular pages

You could have an inexpensive association with a specific field, such as 'Business news', or utilise the exposure and familiarity afforded by the repeated appearance on a specific page, such as 'News analysis' or Robert Wright's column 'Wright track'.

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), 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 that you can also distribute at exhibitions and to your own client base.