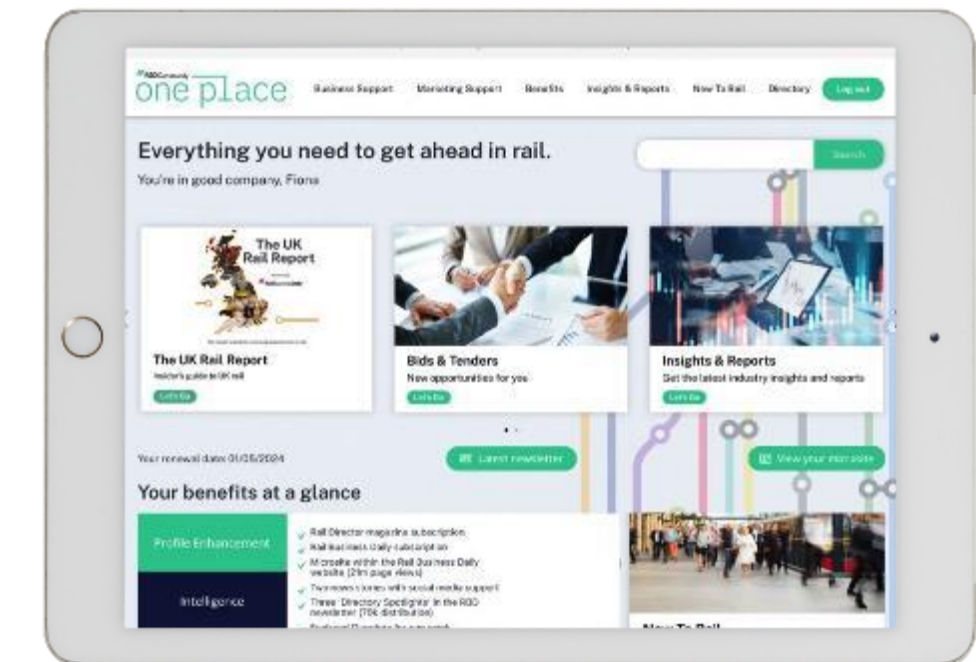
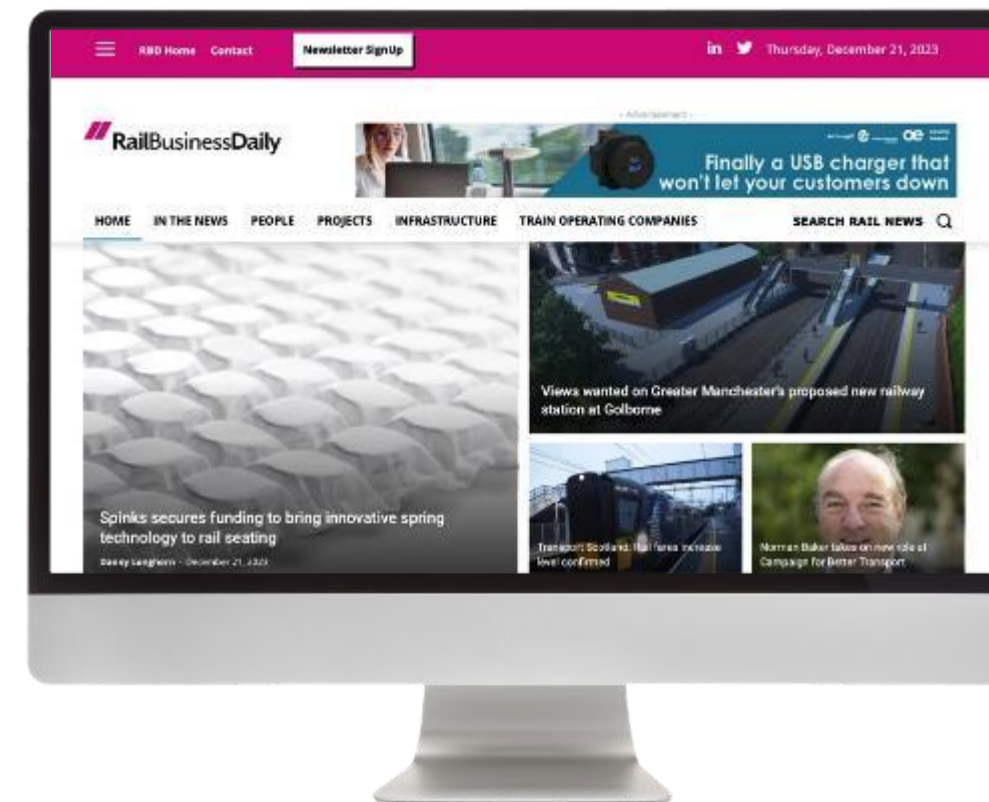
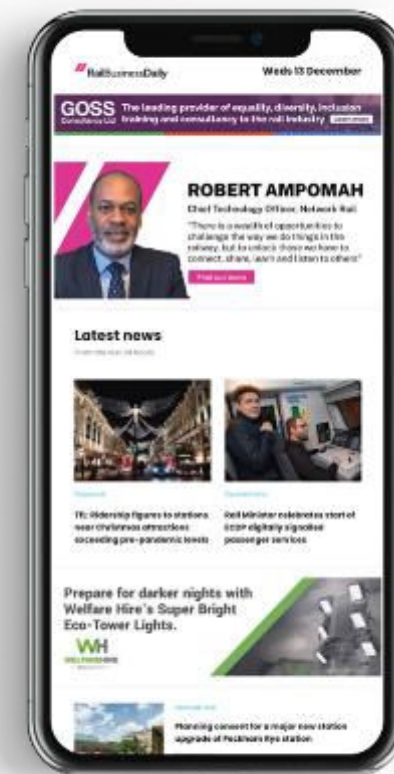


Rail Business Daily Media Pack 2024







Reach • Influence • Engage • Grow

RailBusinessDaily

Rail Business Daily (RBD) is recognised as the most powerful media business in UK rail and the go-to place for business growth and profile enhancement.

If you want to get noticed by the industry and its decision-makers, Rail Business Daily is the place to be.

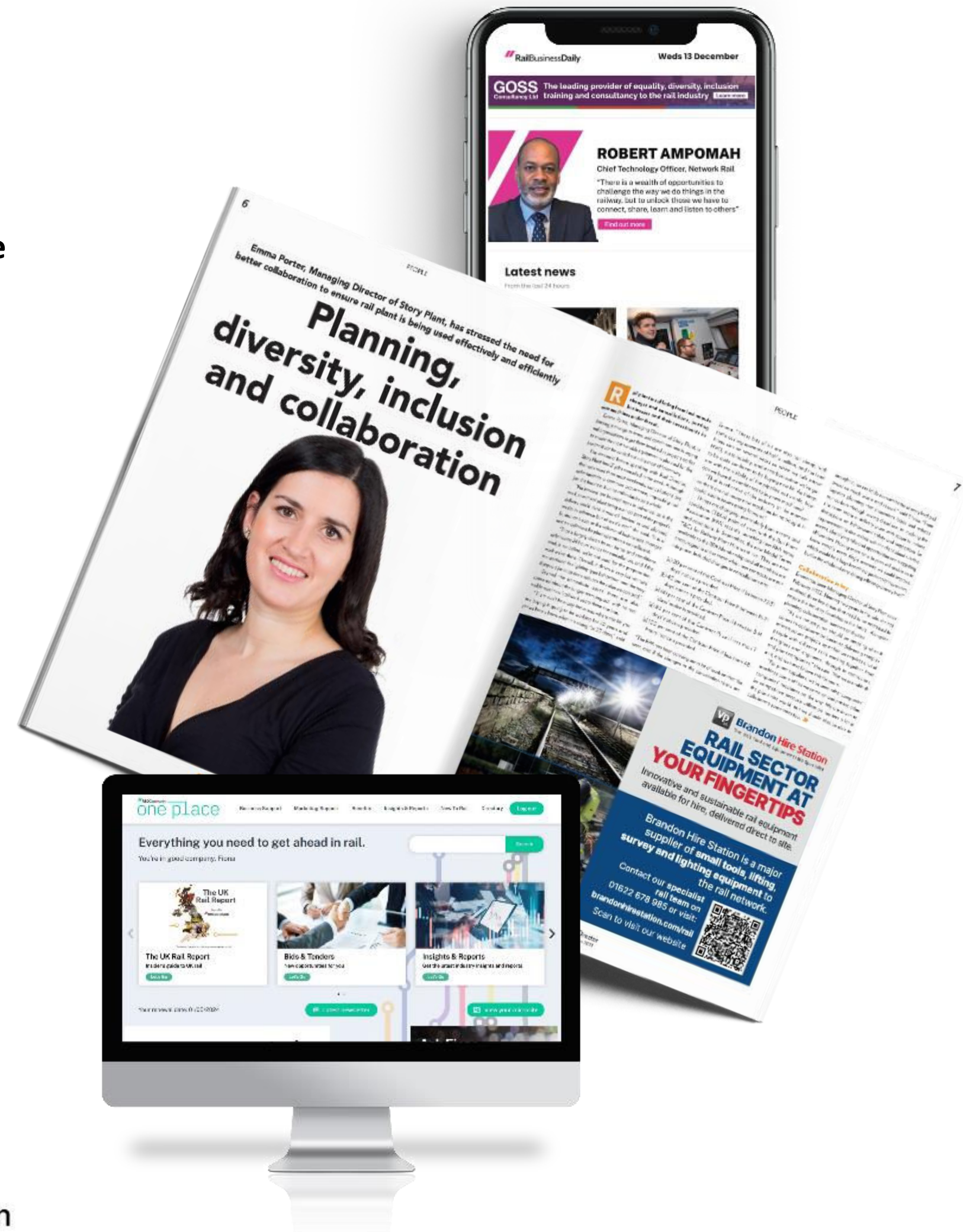
-  **73,000+** subscribers to the RBD 7am newsletter (5 days a week + 11am on Saturdays) – that’s a big potential audience for your brand.
-  **25,000+** engaged LinkedIn audience with 50+ latest news story posts a week – and you can benefit from this audience engagement too.
-  Rail Director magazine – industry-leading magazine featuring news and views – opportunities for more eyes on your brand.
-  **£4,300** worth of profile-raising, intelligence and networking benefits to boost your business when you join RBD Community – **for just £399 a year.**

We are the trusted advisor and media partner to rail companies around the globe and here will help you to unlock more potential.




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Solus emails	Sponsored articles	
News stories	Inserts/wraps	
Takeover week	Banner on Rail Media page	
In The News sponsor	Rail Supplier Directory mini ad	



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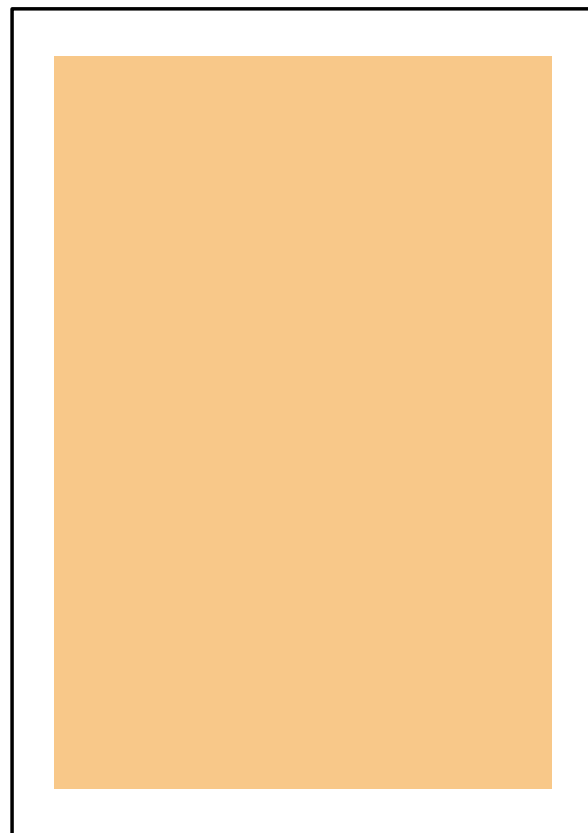
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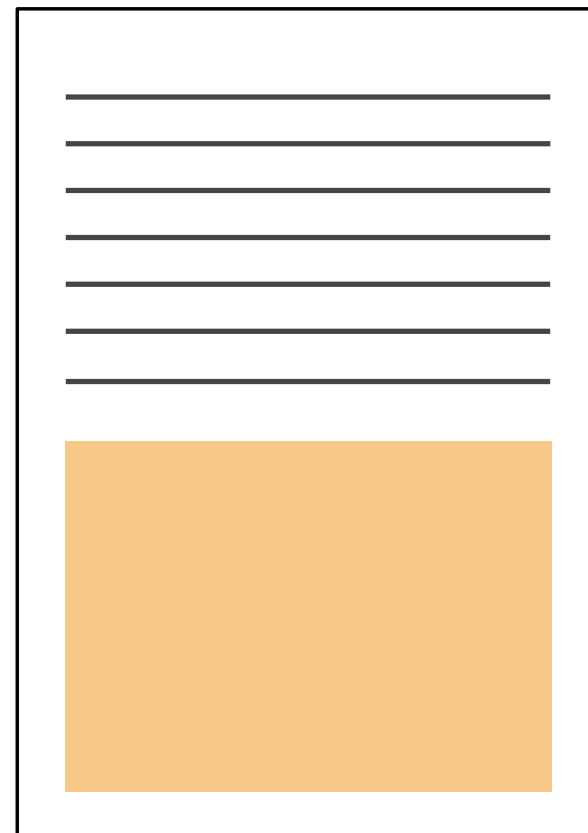
RailDirector Advert spec

Full page (full bleed)



297mm x 210mm
(303mm x 216mm with bleed)

Half page



132mm x 185mm

Quarter page



65mm x 185mm

Please send your ad artwork as a press-ready PDF file, optimised for print. All elements must be provided in CMYK at 300 DPI with the fonts embedded.

Directory entries

Entries should be no more than 25 words, including contact details. Logos need to be supplied in AI, EPS or PDF format with fonts sent to outline. Logos can also be provided as high-resolution JPEGs or TIFF files.

Sponsored articles

Entries should be no more than 300 words (half page) or 600 words (full page). Logos need to be supplied in AI, EPS or PDF format. Any images that need including need to be in high-resolution JPEGs or TIFF file format.



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Rate card

Channel	Rate Card Costs	
RBD Newsletter	Banner adverts	£275 per week
	Guest writer (featured 2 days)	£500
	Solus promotional email	£500
	Takeover week	£2,000 per week
	News stories	£100
RBD Website	Banner	£600 per week
	MPU	£450 per week
Rail Director Magazine	¼ page advert	£600
	½ page advert	£800
	Full page advert / advertorial	£1,100
	2-page advertorial	£1,900
	3-page advertorial	£2,700
	Supplier directory mini advert	£200
	Envelope advert	£400
Promotional insert	£800	
RBD Community	Full member benefits	£399 per annum



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Rail Director is a monthly magazine aimed at a directors, decision-makers, business owners and Government officials.

With a highly engaged on and offline audience, and its stories shared with our newsletter database of 73,000+ subscribers and 25,000+ LinkedIn following.

If you want to be in front of the people who make the important work-winning decisions in UK rail, Rail Director is the place to be.



EMMA PORTER

Planning, diversity, inclusion and collaboration

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// RailDirector Themes 2024

// January

Looking Forward

Control Period 7 (commences 1 April), Rail Reform, Great British Railways, Decarbonisation, Network North, Regional Schemes, Restoring Your Railway.

// February

Railway Infrastructure

Bridges, Tunnels, Earthworks (piling, soil-nailing, excavation, embankment stabilisation), Permanent Way (rails, sleepers, tracks, rail clips, ballast, drainage), Lineside Structures, Fencing and Security, Lineside Troughing, Surveying, Training.

// March

Signalling and Telecommunications

Digital Railway, Legacy Signalling, GSM-R and its replacement, Fibre-Optic Networks, Wi-Fi in stations and on trains, Lineside Cabinets and Installations, Level Crossings, Lineside Troughing (see also February).

// April

Sustainability

Zero-Carbon Agenda and Targets, Vegetation Control, Wildlife, Recycling, Alternative Energy, Pollution Control, Extreme Weather, Flooding, Winterisation.

// May

Train Operations

Timetabling, Ticketing, Train Operators, Management Contracts, Passenger Information Systems on trains and in stations, Drivers and Crew, Trade Unions, Passenger Safety, Punctuality, On-Board Catering, Training.

// June

Health & Safety

Mental Health, Environmental Health, Worker Safety, Passenger Safety (see also April), Level Crossings (see also March), Safety on Stations, Personal Protective Equipment, Training
EXTRA: Rail Safety Week (24-30 June) EXTRA: Rolling Stock Networking Preview (4 July).



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// RailDirector Themes 2024

// July

Rolling Stock & Depots

New Trains, Refurbishment, Mechanical & Electrical Components (motors, bogies, couplers, HVAC, wiring, doors), Interior Components (seats, carpets, panelling, lighting, Wi-Fi (see also March), seat-reservation systems), Alternative Power (batteries, hydrogen), Depot Equipment (doors, inspection pits, jacking systems, electrical isolation systems, points and trackwork, access control).

// August

Electrification & Power

Sub-Stations, Overhead Line Equipment, Safer Isolations, Transformers, Wiring and Cables, Lineside Troughing (see also February and March), Portals, Piling, Foundations, Alternative Power (batteries, hydrogen – see also July), Metering, Cable-Free Electrification (induction loops), Training.

// September

Stations

New Stations, Refurbishments and Enhancements, Access for All, Platform Equipment (lighting, passenger information systems, CCTV, public address, seats, signage & wayfinding, lifts and escalators), Platform Surfaces and Extensions, Safety & Security (see also June), RetailEXTRA: InnoTrans Preview (24-27 September) – or could run in August.

// October

Freight

FreightFreight Operators, Locomotives and Wagons, Maintenance and Refurbishment, Port and Terminals Facilities, Routes and Services, Containers and Material Handling.

// November

Plant & Equipment

Road-Rail Plant, On-Track Machines, Conversion, Testing & Validation, Accessories (buckets, breakers, rotators), Operator Training and Safety.

// December

Light Rail & Metro

Trams, Tram-Train, Underground Networks, On-Road Running, Track Systems, Overhead Power (see also August), Signalling and Control, Ticketing (see also April), Driverless Operation, Platform Screen Doors.



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RBDCommunity

RBD Community is the go-to rail membership community for making high-quality connections, raising your business profile, and discovering new opportunities to win business.

With a membership that spans the breadth and depth of the UK rail supply chain, including businesses new to the sector and those that are well-established in rail, the RBD Community is a vibrant and proactive network for helping organisations do more business in rail.

Join today and get **£4,300 worth of benefits for £399+ VAT** per year, including:

- /// 2 x free press releases published in Rail Business Daily and the 7am newsletter.
- /// Free spotlight ad in Rail Director magazine.
- /// Welcome to the community social post to 5,000+ followers.
- /// Advertise your events free in the Ultimate Rail Calendar.
- /// Free access to The UK Rail Report, worth £500.
- /// Unlimited One Place member portal logins.
- /// 4 x webinar masterclasses.
- /// And much more.

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