

ROLLING
STOCK
NETWORKING

Advertise your business via the RSN 2022 Media Partner –  RailBusinessDaily

Valued exhibitors are this year being offered three great opportunities to advertise your business via RSN



ROLLING STOCK NETWORKING
The RSN Conference by RailBusinessDaily
Sponsored by Achilles
Sponsored by WESTERMO

SHOW GUIDE

Derby Arena | 7 July 2022 | 9.30am to 3.30pm

Bringing the Rail Industry Together | train

Engaging an audience of high profile leaders, influencers, decision-makers and managers; reaching all areas of UK rail

 RailBusinessDaily

1. The show preview

A first-look at this year's event in detail

What's inside?

The RSN preview magazine will give exclusive insight on what to expect at the event, ahead of the day. It's a chance to generate interest in your business and your stand - before the event. The preview magazine features a floor plan of the event, a directory of exhibitors and will be used as a go-to guide by exhibitors and visitors.

Where is it published?

The magazine will be distributed alongside May's edition of Rail Director – read by **17,000** monthly readers. It will also be published online ahead of the event, and can be seen:

- /// On the RSN website homepage
- /// On the Rail Business Daily website homepage
- /// In a dedicated Rail Business Daily e-newsletter, sent to 50,000+ subscribers
- /// On the websites of exhibitors

Advertising opportunities

There's advertising options available for every budget, from upgrading your complimentary listing in the Exhibitor Directory – to a double page spread or sponsoring the magazine. The magazines are being created by the team at Rail Business Daily – the home of the Rail Director magazine.

The advertisement features a header with logos for 'ROLLING STOCK NETWORKING' (with 'Incorporating' written vertically), 'The RSN Conference by RailBusinessDaily' (with 'Sponsored by: Achilles' written vertically), and 'WESTERMO'. Below the logos is a large blue banner with the text 'SHOW PREVIEW' in white. The main content area is divided into three columns: 'Derby Arena' with an image of a train, '7 July 2022' with an image of a modern station building, and '9.30am to 3.30pm' with an image of a tram. Below this is a large image of a train with 'Liverpool Lime' on its destination display, accompanied by four smaller inset images showing people at an exhibition stand. At the bottom, there is a logo for 'JOBSON JAMES RAIL THE RAIL BROKER' and the slogan 'Bringing the Rail Industry Together' next to the 'N train' logo.

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2. The official Show Guide

The official printed Show Guide will be handed to all exhibitors and visitors on the day

What's inside?

The glossy magazine is the go-to guide on the day where delegates will find the floor plan for the entire exhibition. The programme will also include a directory of exhibitors and stand details. There's also a full timetable detailing pop-up events including the Rail Business Daily conference and the Railway Industry Association's meet the buyer event.

Where will it be published?

- /// 1,200 hard copies handed to visitors and exhibitors on the day
- /// On the RSN website homepage
- /// On the Rail Business Daily website homepage
- /// In a dedicated Rail Business Daily e-newsletter, sent to 50,000+ subscribers
- /// On the websites of exhibitors

Advertising opportunities

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ROLLING STOCK NETWORKING | Incorporating **RailBusinessDaily** | The RSN Conference by | Sponsored by: **Achilles** | Sponsored by: **WESTERMO**

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3. The show review

An opportunity to reflect on the event and remind new contacts to get in touch.

What's inside?

A comprehensive review of RSN 2022. The magazine will feature interviews with exhibitors, and a round-up of the day including pictures and video. It will also include a directory of featured exhibitors and a look ahead to the 2023 event.

Where is it published?

The magazine will be distributed alongside August's edition of Rail Director – read by **17,000** monthly readers. It will also be published online, and can be seen:

- /// On the RSN website
- /// On the Rail Business Daily Website
- /// In a dedicated Rail Business Daily e-newsletter, sent to 50,000+ subscribers
- /// On the websites of exhibitors

Advertising opportunities

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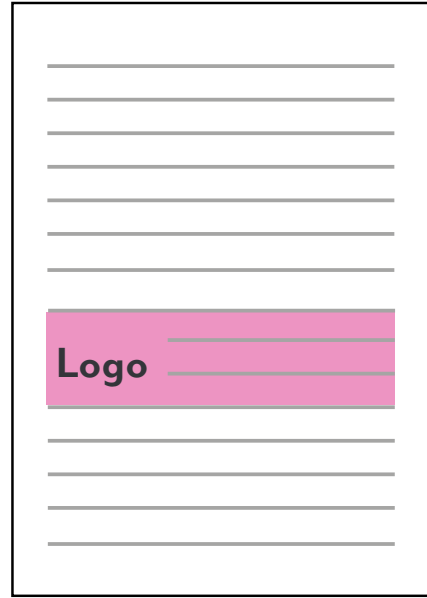
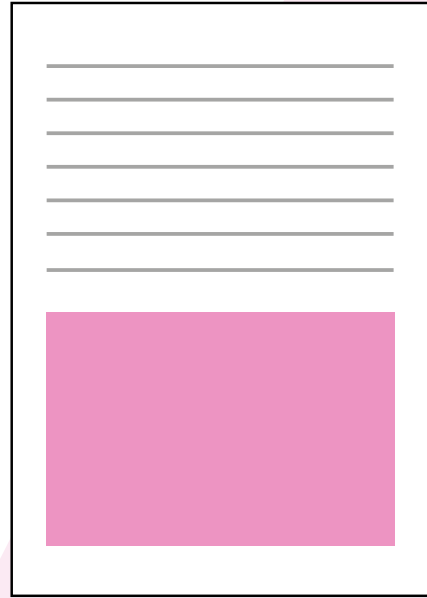
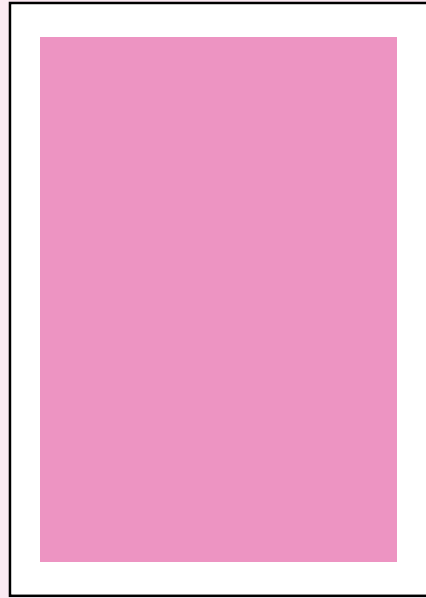
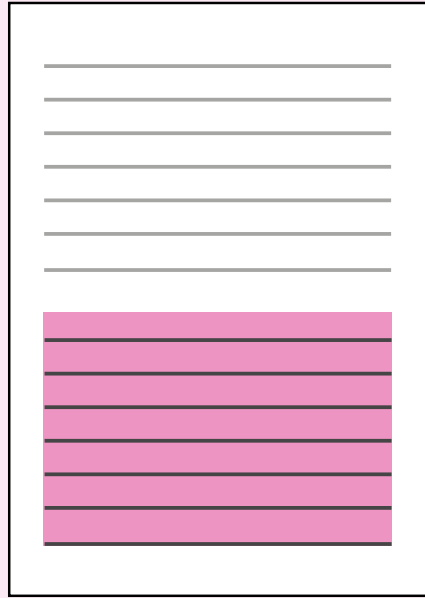
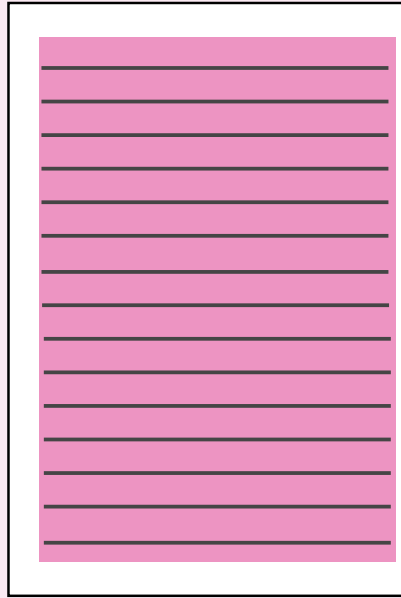
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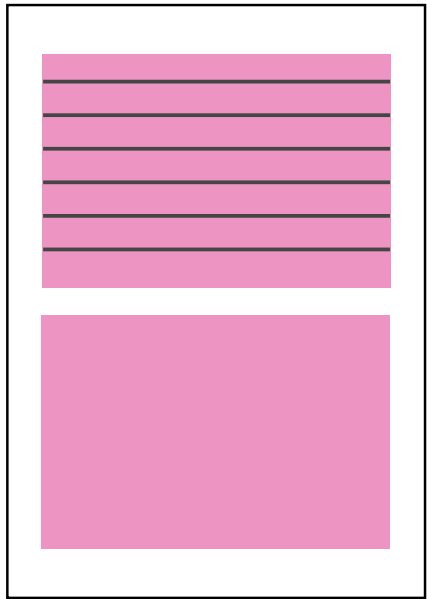
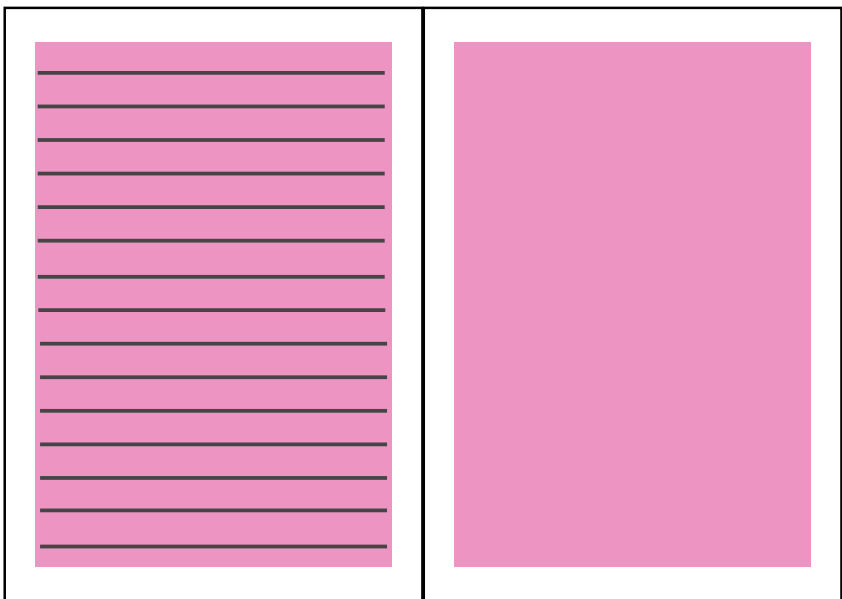
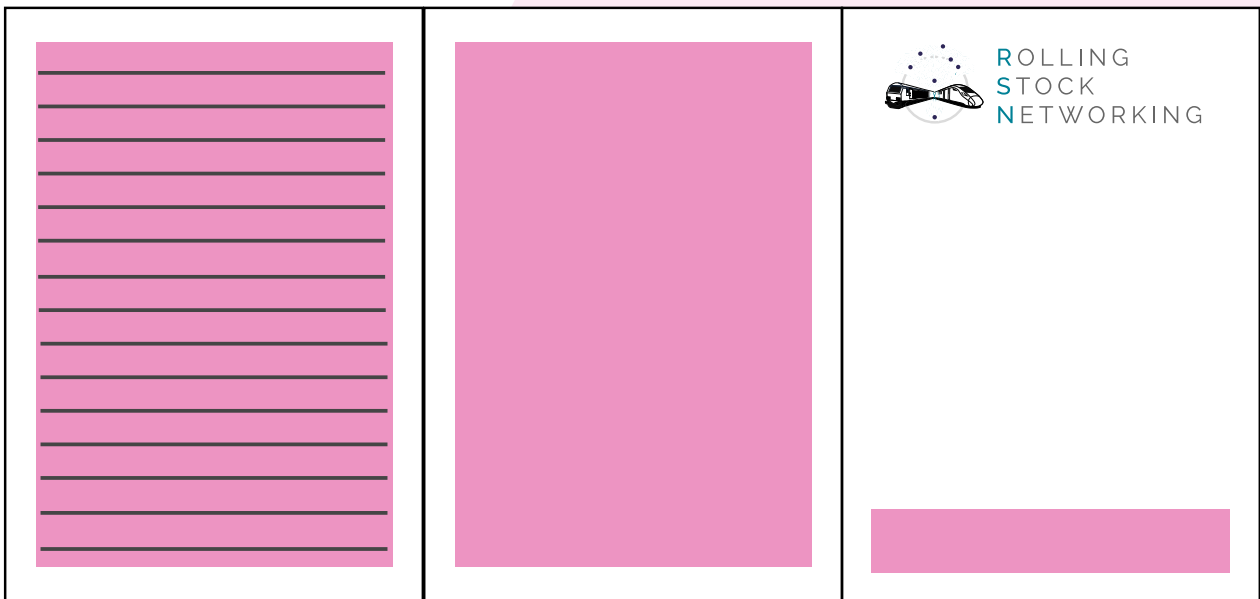

Choose your product

There's three magazines to choose from:
The Preview, The Show Guide and The Review.

Choose your package

All exhibitors receive a complimentary name listing and stand number in the Exhibitors' Directory, but for just £100 you can really make your business stand out with an enhanced logo listing. Prices listed are per magazine

Enhanced directory listing	Half page Advert	Full page Advert	Half page Advertorial	Full page Advertorial
				
£100	£600	£900	£600	£900

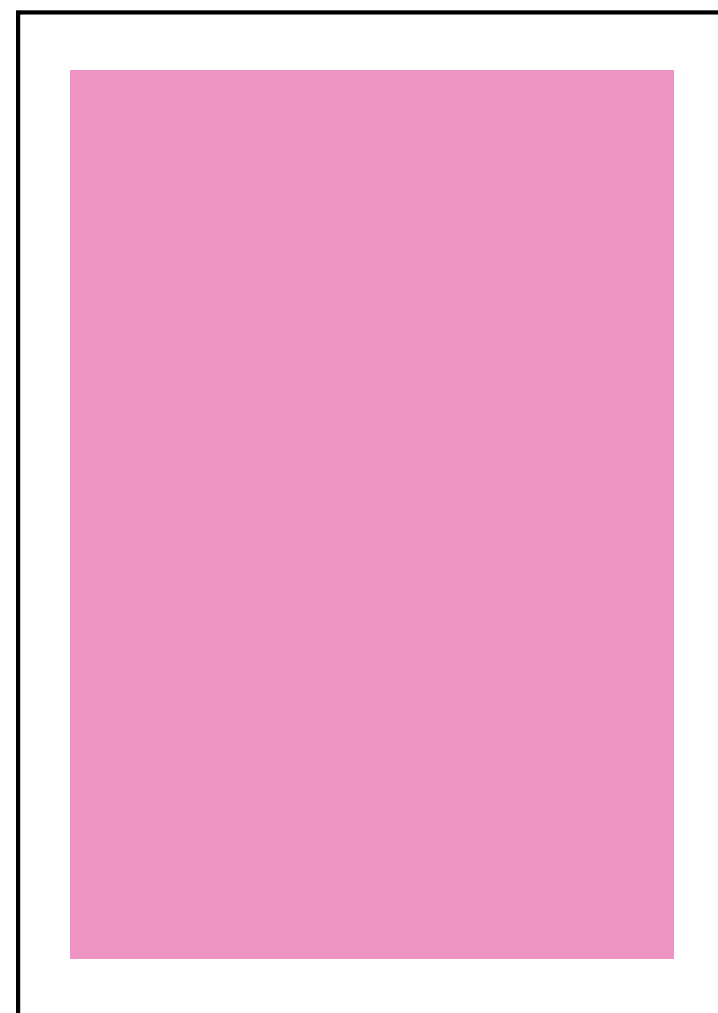
Bronze	Silver	Gold	Platinum
Half page advert + half page advertorial	Full page advert + full page advertorial	Full page advert + full page advertorial + sponsor logo on cover	Full page advert (in key location) and full page advertorial + sponsor logo on cover
			
£750	£1,000	£1,250	£1,500

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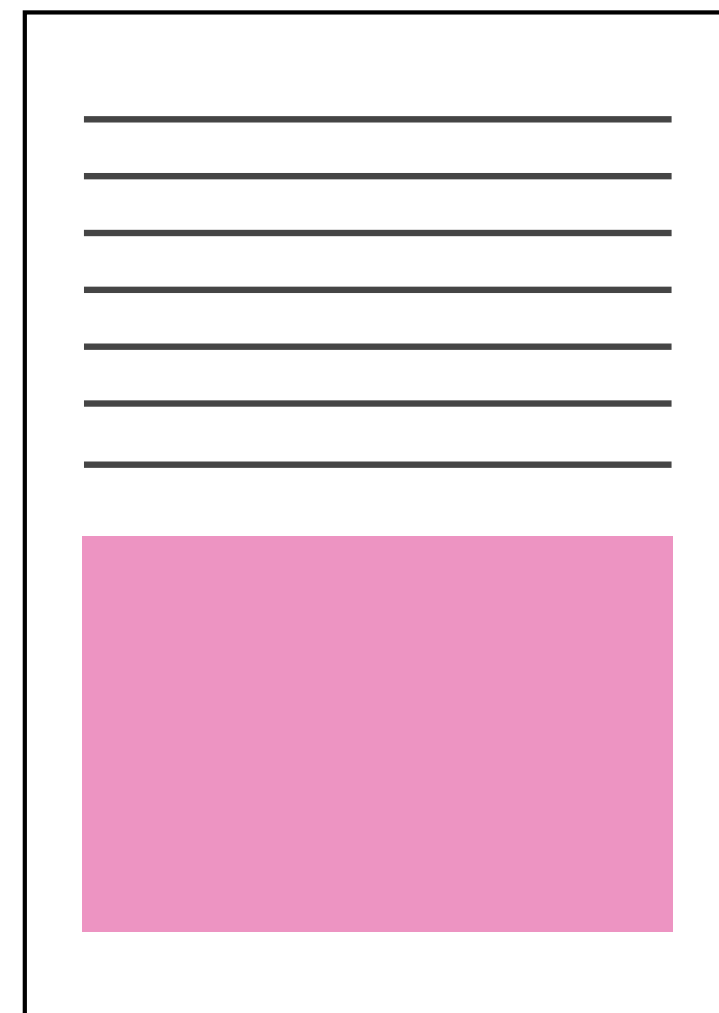
Advert specifications

Full page (full bleed)



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

Half page



131mm x 185mm

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

Directory entries

Entries should be no more than 60 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.

Advertorials

Entries should be no more than 300 words (half page) or 600 word (full page).
Logos need to be supplied in ai, eps or pdf format with fonts sent to outline. Any images that need including need to be in high resolution jpegs or tiff file format.

Don't have an advert?

Our creative experts can do the design work for you.

Need a journalist to write your advertorial? We can do that for you, too.

Prices start at just £100.

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Contacts

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**// We look forward to
working with you.**

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