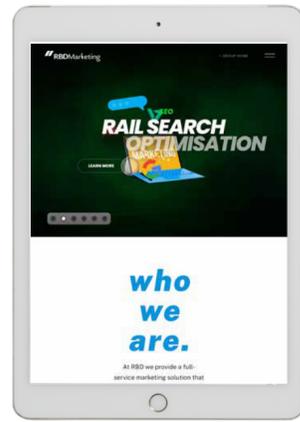


# RailBusinessDaily

## Introducing 40 million profile-enhancement and work-winning opportunities per annum



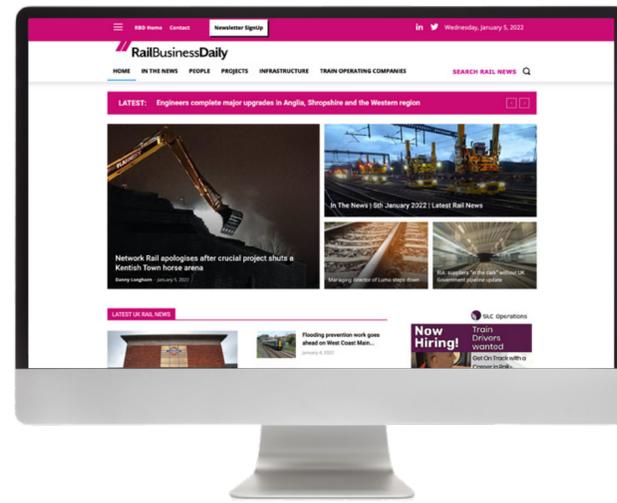
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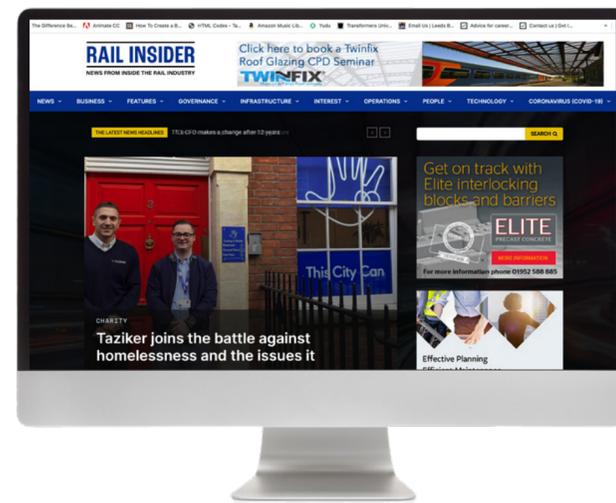
 RBDMarketing



 RBDCommunity



 RailBusinessDaily



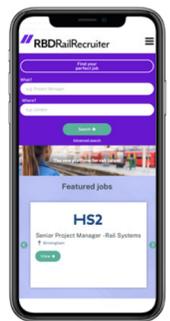
 RAIL INSIDER  
NEWS FROM INSIDE THE RAIL INDUSTRY



 RailDirector



 InsideTrack



 RBD Rail Recruiter

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

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# Contents

Introducing Rail Business Daily	3	Inside Track advert specifications	11
Hourly engagement opportunities	4	Website engagement opportunities	12
Daily engagement opportunities	5	Introducing the RBD Community	13
Headline facts	6	Rate card	15
Weekly engagement opportunities	7	Publishing deadlines	16
Monthly engagement opportunities	8	RBD Advisory	17
Rail Director advert specifications	9	RBD Marketing	18
Rail Director advert specifications	10	RBD Rail Recruiter	20



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**RailBusinessDaily**

# Introducing RailBusinessDaily

We are an incredibly experienced business-support company helping ambitious organisations across the rail industry to achieve their objectives. Our highly capable and dynamic team provide additional capacity and capabilities to **support organisations that want to win more work** and expand. We combine strong expertise with specialist insight, helping to transform businesses by supporting them to adapt and meet their customers' ever-changing requirements.

We are a **trusted partner** to hundreds of companies, offering a range of services designed to **support long-term success**. As well as expert advisors in a range of key business growth areas – from business development and investment to online and offline marketing and recruitment services – we have a **highly successful media and publishing team** that combines experienced professionals with business owners and those responsible for driving growth. Our profile enhancement capabilities are second to none.

We're proud to be part of the fabric of the railway's business life with a great many fantastic clients. So, whether you are looking for support to **take your organisation to the next level**, advice on taking a great idea to market or support in getting your name out there, we can help you to unlock the true potential of your business.



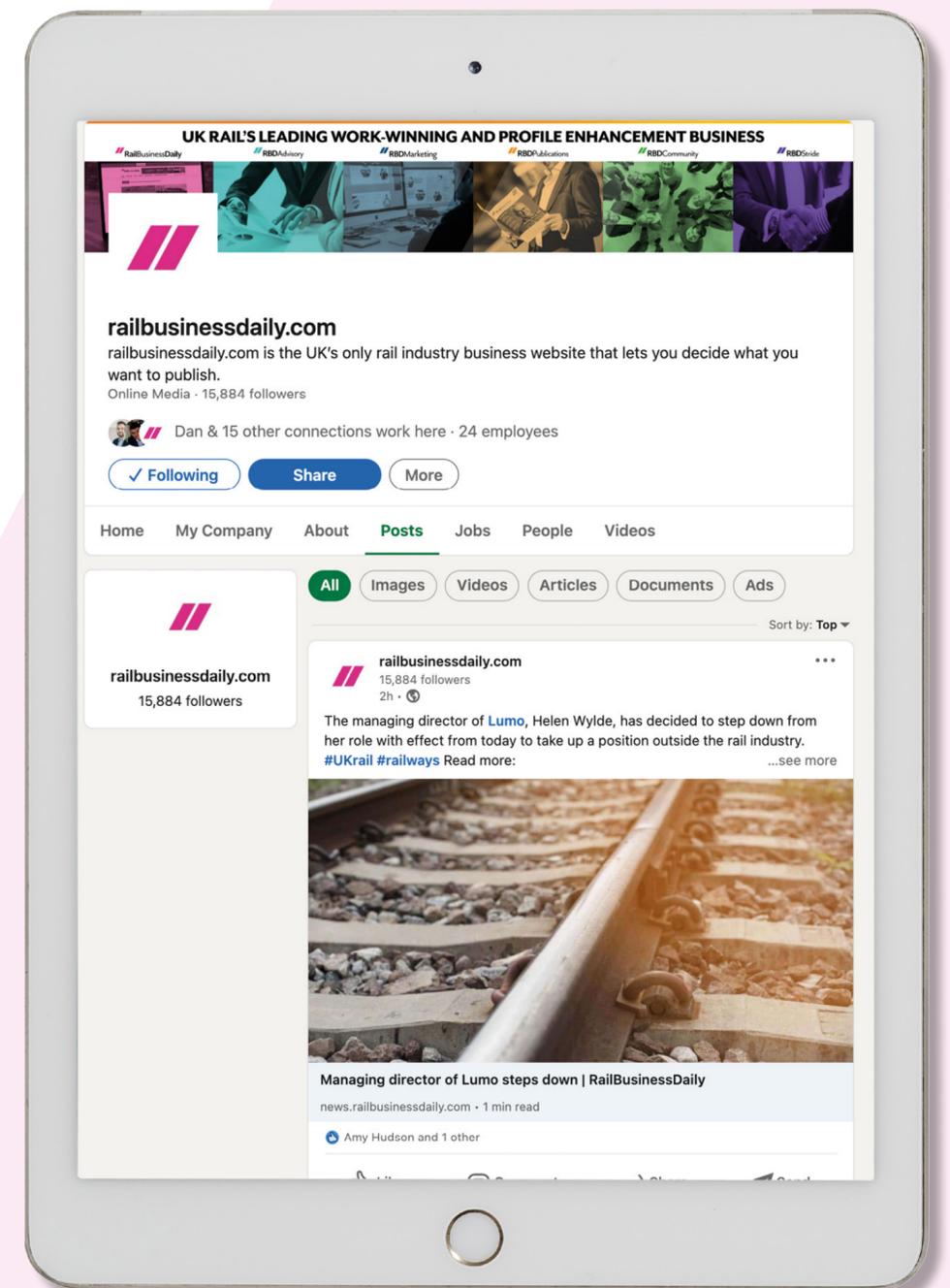
Engaging an audience of high profile leaders, influencers, decision-makers and managers; reaching all areas of UK rail

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# Hourly engagement opportunities



Our LinkedIn engagement rates are stronger than any other rail industry media outlet due to the fact that our audience has been grown organically. We post, on average, 12 times during the working day – engaging with our connections at least once every hour. Connect with us [here](#).



**16,000 engaged connections**

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

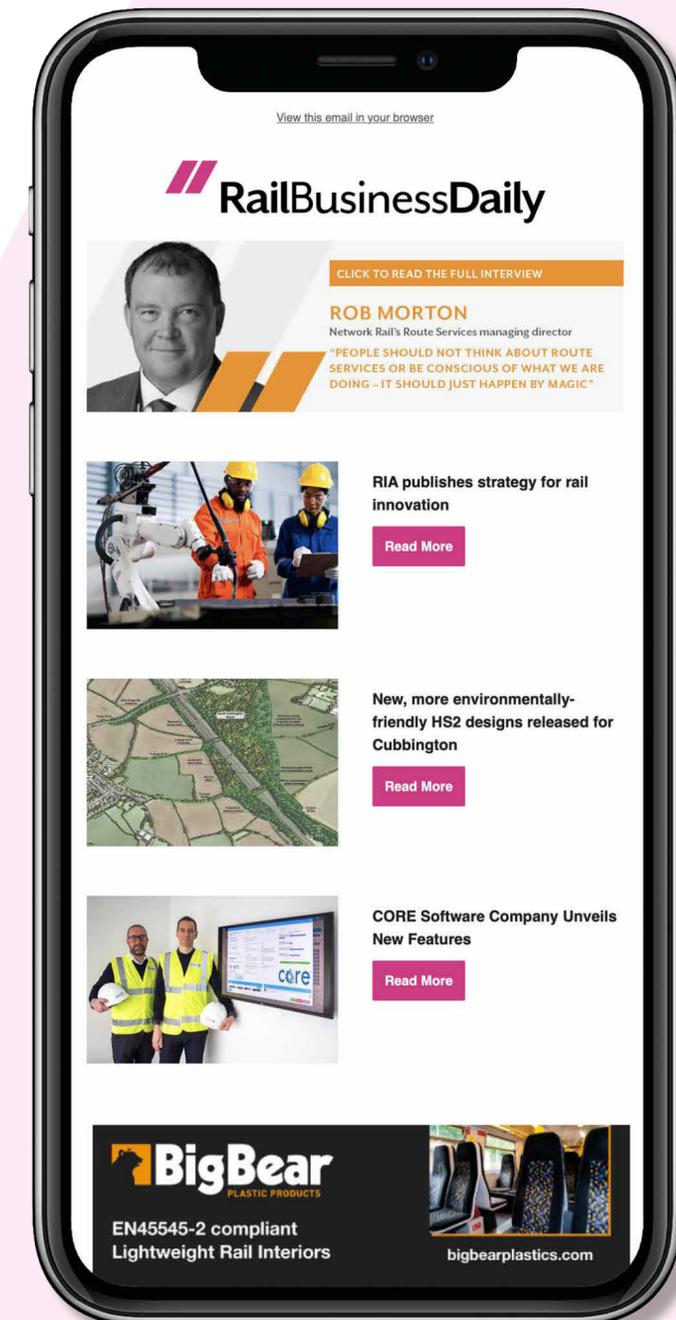
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# Daily engagement opportunities

## RailBusinessDaily *Newsletter*

More than **73,000** people subscribe to Rail Business Daily's 7am daily newsletter (six days a week – released at 11am on a Saturday). Rail Business Daily is UK Rail's leading online news service offering more than 1.89 million opportunities to be seen every month (22.7 million opportunities to be seen each year).

If you want to be noticed in rail, Rail Business Daily is the place to be. Please click [here](#) to subscribe.



**+50,000 daily subscribers**

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# Headline facts about // RailBusinessDaily



SOLUS EMAILS  
AVERAGE OPEN RATE **22%**  
(SIGNIFICANTLY HIGHER THAN  
INDUSTRY AVERAGE).

EMAILS CAN  
TYPICALLY  
RECEIVE **6,000**  
CLICKS



TAKEOVER  
WEEK  
**300,000**  
OPPORTUNITIES FOR  
YOUR BRAND TO BE SEEN

A TAKEOVER WEEK CAN RECEIVE  
OVER 20,000 CLICKS ACROSS  
THE RBD NEWS NETWORK



NEWS STORIES  
UP TO **40,000**  
ONLINE READS



GUEST WRITER SLOTS  
TYPICALLY RECEIVES  
**3,000** CLICKS



NEWSLETTER  
BANNERS RECEIVE  
**180-300** CLICKS  
EVERY DAY

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decision-makers and managers; reaching all areas of UK rail

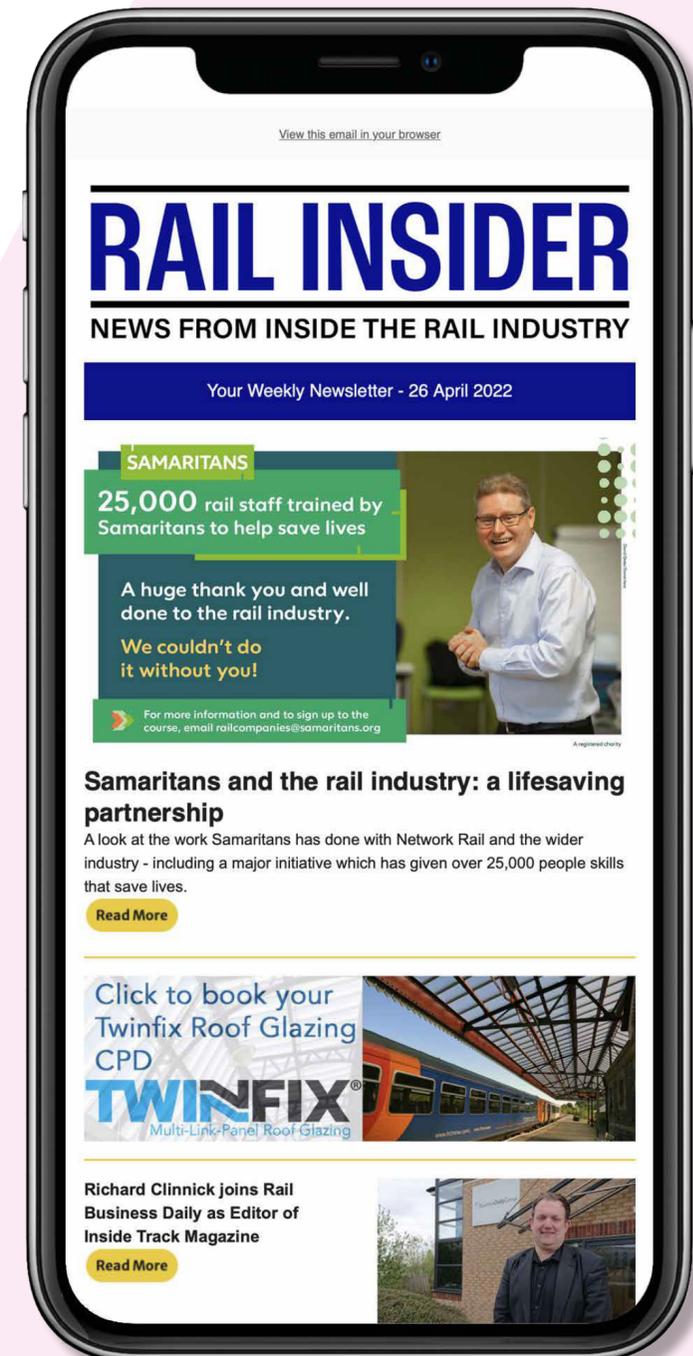
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# Weekly engagement opportunities



An online platform owned by Rail Business Daily that covers the latest rail stories with strong industry analysis and comment, Rail Insider delivers in-depth coverage and opinions on the news of the day.

The Rail Insider website receives more than **one million** visitors every year and is supported by a weekly newsletter which reaches **65,000** industry influencers and decision-makers – issued at 2pm every Monday. Visit: [www.railinsider.co.uk](http://www.railinsider.co.uk) to find out more.



**45,000 weekly subscribers**

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# Monthly engagement opportunities

## // RailDirector

Rail Director is a high-end, industry-leading, printed magazine that is delivered directly to **2,000** rail influencers and decision-makers and is read by **15,000** sector professionals online every month. It covers the news and views of industry leaders (including government and regulators).

**Readership:** infrastructure providers such as Network Rail, HS2, East West, TfL and TOCs, FOCs, parent companies, ROSCOs – of interest, content-wise to Tier One contractors, niche/specialist service providers and the industry’s huge supply chain.

Click here for more: [issuu.com/raildirector/docs](https://issuu.com/raildirector/docs)



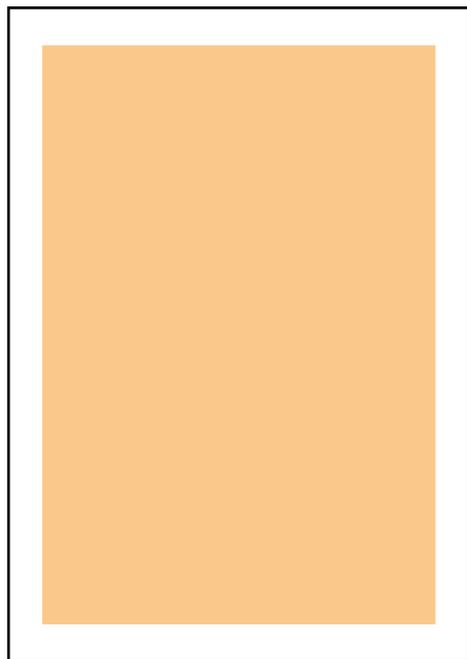
**17,000 monthly readers**

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// RailBusinessDaily

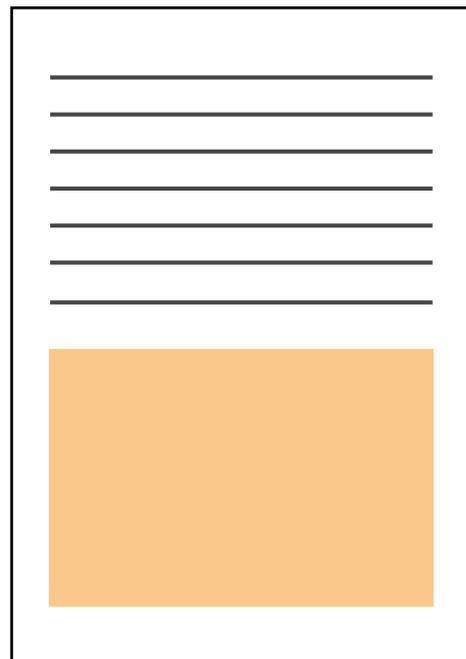
# // RailDirector advert specifications

**Full page  
(full bleed)**



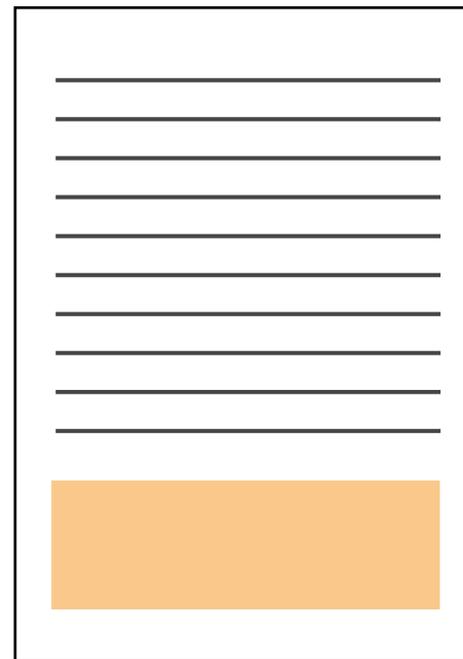
**297mm x 210mm**  
(303mm x 216mm with bleed)

**Half page**



**132mm x 185mm**

**Quarter page**



**65mm 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 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 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.

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# Monthly engagement opportunities

## // InsideTrack

Inside Track magazine is a printed engagement and education publication that is delivered to **4,000** rail industry influencers and decision-makers and Tier One contractors 12 times a year. It gives the inside track on what is happening across the industry by those who make the decisions and drive investment. The magazine connects the decision-makers with the supply chain whilst engaging and educating on how the industry works in practice. Written by one of the industry's most experienced content editors, it is read online and offline by **24,000** industry influencers and decision-makers every month.

**Readership:** infrastructure providers such as Network Rail, HS2, East West Rail, TfL and TOCs, FOCs, parent companies, ROSCOs and Tier One Contractors – of interest, content-wise to the supply chain and niche/specialist service providers.

Click here for more: [issuu.com/raildirector/docs](https://issuu.com/raildirector/docs)

**Inside Track will be monthly from June 2022**

**Inside Track** January 2022 | Issue 5  
railbusinessdaily.com

**MAINTAINING BRITAIN'S RAILWAYS**

**The endless work that keeps the railway running**

- // 1,985 possessions over Christmas and New Year
- // Managing obsolescence and minimising risk
- // Maintaining technology that spans 170 years
- // Alternative fuels for the plant hire industry

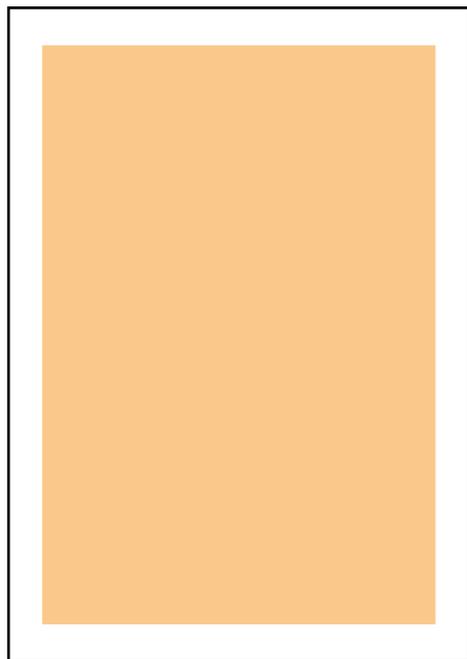
**24,000 bi-monthly subscribers**

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

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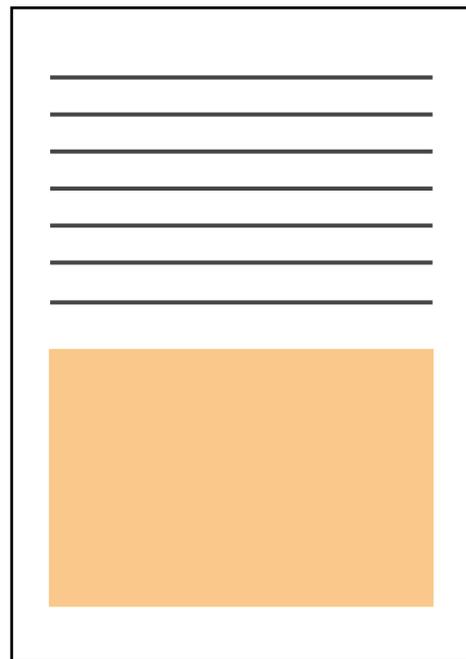
## // InsideTrack advert specifications

### Full page (full bleed)



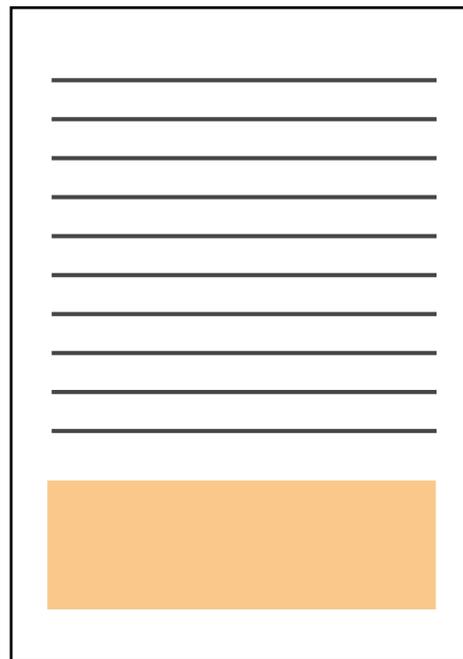
297mm x 210mm  
(303mm x 216mm with bleed)

### Half page



132mm x 185mm

### Quarter page



65mm 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

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#### Sponsored articles

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.

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## Website engagement opportunities



[www.railbusinessdaily.com](http://www.railbusinessdaily.com), our corporate website, gets more than **15.2 million** hits each year, making it one of the most popular rail-dedicated news websites in the world.

The audience is almost entirely rail and senior white collar (UK, Ireland and Europe with a solid subscriber base in Europe, Scandinavia, Australia, South East Asia, India, Canada and the USA).

Click [here](#) to visit the Rail Business Daily website.



**15,200,000 hits annually**

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

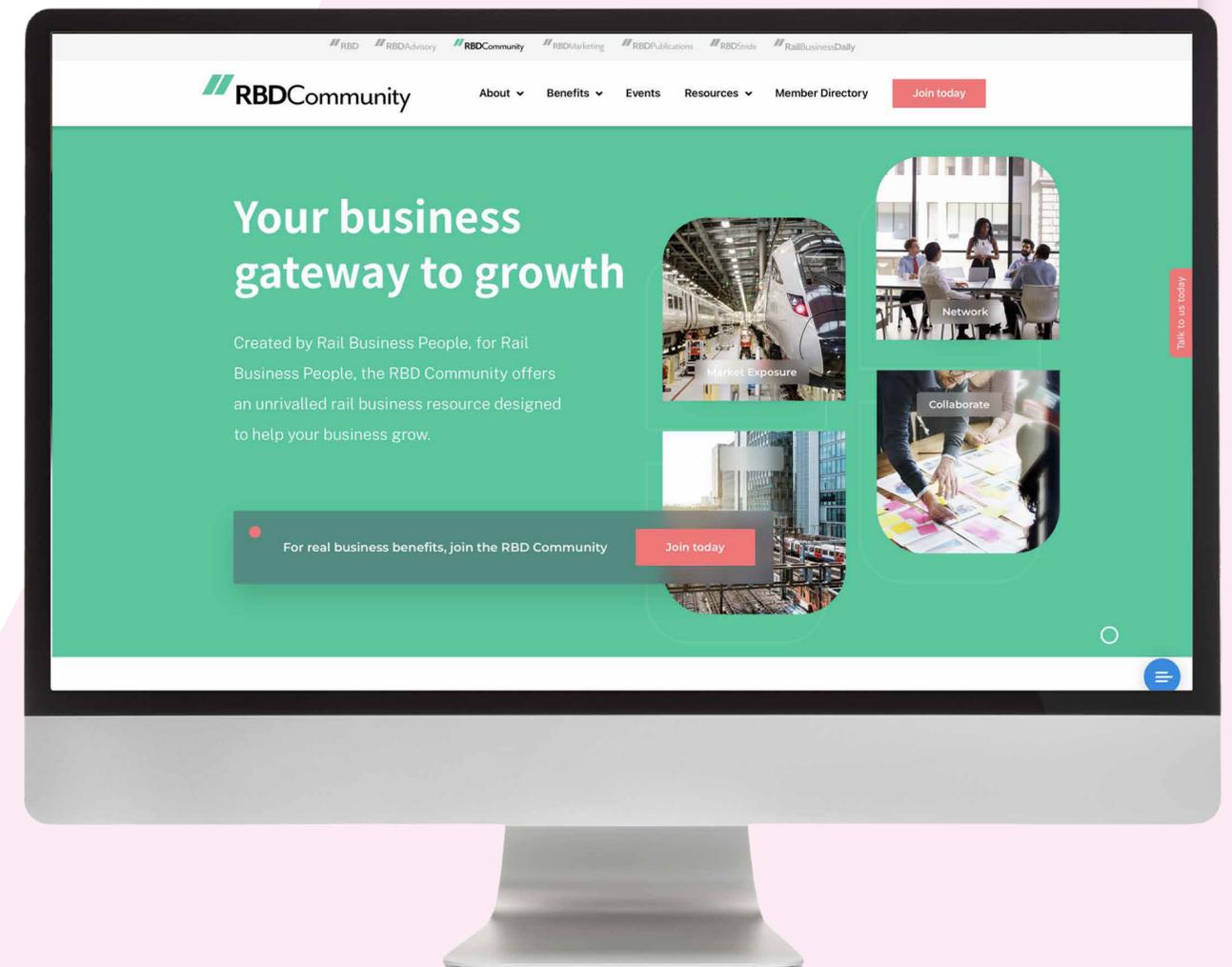
**RailBusinessDaily**

# Introducing the RBDCommunity

***The RBD Community is the go-to rail business platform 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 both businesses that are 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 the RBD Community today for **less than £1 a day** and be part of the fastest growing rail business community in the UK.

Please click [here](#) to find out more.



***Incredible access to services, events, connections and profile enhancement for less than £1 per day***

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

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# Business benefits by job role/business function

MD/CEO/Senior management (Business Growth)	Marketing Team (Profile Raising)	Business Development and Sales (Connections and opportunities)
<p><b>Low cost, low risk resource for business and team support:</b></p> <ul style="list-style-type: none"> <li>/// Value for money</li> <li>/// Skilled team of creative and rail business development roles</li> <li>/// Increased business exposure</li> <li>/// Support business growth plans</li> <li>/// Access to other RBD business services</li> <li>/// Support the innovation process (funding, collaboration, cross pollination of ideas)</li> <li>/// Business/industry events</li> <li>/// Knowledge portal</li> <li>/// Achilles Partnership benefits</li> <li>/// 10% discount on all RBD services</li> <li>/// A-Z marketplace discounts</li> </ul>	<p><b>In the Spotlight Profile Enhancer:</b></p> <ul style="list-style-type: none"> <li>/// 1x free press release</li> <li>/// Speaker slot and sponsorship opportunities</li> <li>/// Broadcasting channel for news to share with RBD Community via social media and newsletter</li> <li>/// Microsite listing on the RBD directory with powerful SEO</li> <li>/// Posts on RBD Twitter and LinkedIn accounts</li> <li>/// Three-day feature on the 7am RBD Daily News Bulletin</li> <li>/// Business and industry events (discounts, opportunities and networking)</li> <li>/// Digital networking/support/collaboration platform (Slack)</li> <li>/// Access to strategic/creative media and marketing services</li> </ul>	<p><b>Connect and Grow Business Booster:</b></p> <ul style="list-style-type: none"> <li>/// Bids and tender alerts Networking (online and in person)</li> <li>/// Business and industry themed events</li> <li>/// B2B matchmaking</li> <li>/// High quality introductions</li> <li>/// Collaboration opportunities</li> <li>/// Market intelligence and insights sharing grants and funding alerts</li> <li>/// Supplier engagement events</li> <li>/// Digital networking/support/collaboration platform (Slack)</li> <li>/// Access to rail business advisory support and services</li> </ul>



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# Rate card

Channel	Rate Card Costs	
<b>Rail Business Daily Newsletter</b>	Banner adverts	£275 per week
	Guest writer features (2 days)	£500
	Solus newsletters	£500
	Takeover week	£2,000 per week
	News stories	£85
<b>Rail Insider</b>	Banner Adverts (4 weeks)	£500
	Solus newsletters	£500
	Takeover week	£2,000 per week
<b>Rail Director</b>	Quarter page advert	£800
	Half page advert/advertorial	£1,200
	Full page advert/advertorial	£1,800
	Directory entry	£250
	Platform 1 entry	£500
<b>Inside Track</b>	Quarter page advert	£800
	Half page advert/advertorial	£1,200
	Full page advert/advertorial	£1,800
<b>Rail Business Daily and Rail Insider websites</b>	Banner adverts	£600 per week
	MPUs	£450 per week
<b>RBD Community (including microsite built within the RBD Directory)</b>	Full member access and benefits	£350 per annum
<b>Eagle Lab exhibition stand at Railtex/Infrarail</b>	Stand space discounted by 50%	£2,500



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# Publishing deadlines

Channel	Advertising deadlines
Rail Business Daily Newsletter	4pm the day before publishing
Rail Insider	4pm the day before publishing
Rail Director	28th June (Jul issue)      26th July (Aug issue) 23rd August (Sep issue)      20th September (Oct issue) 18th October (Nov issue)      15th November (Dec issue)
Inside Track	Two weeks after Rail Director deadlines
RBD website	4pm the day before publishing
RBD Community	Immediate



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# Introducing RBDAdvisory

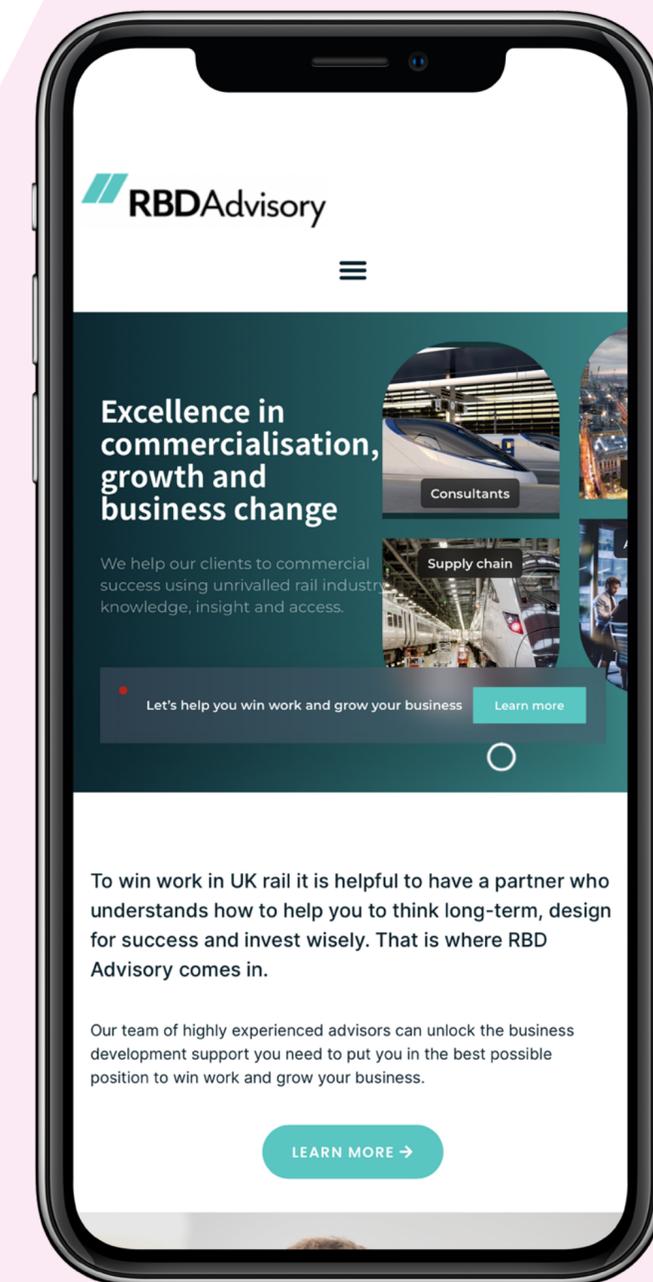
## ***Bringing excellence in commercialisation, growth and business change***

To win work in UK rail it is helpful to have a partner who understands how to help you to think long-term, design for success and invest wisely. That is where RBD Advisory comes in. Our team of highly experienced advisors can unlock the business development support you need to put you in the best possible position to win work and grow your business.

RBD Advisory and RBD Ventures combine strong expertise with specialist insight, helping to transform businesses by supporting them to adapt and meet their customers' ever-changing requirements. We are a trusted partner to our clients, offering a range of services designed to deliver sustainable success.

If you want to grow your business, please talk to us today.

Please contact Steve Burch: Steve Birch [steve@rbdadvisory.com](mailto:steve@rbdadvisory.com)



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# Introducing RBDMarketing

## *Positioning your business and getting you in front of your customers*

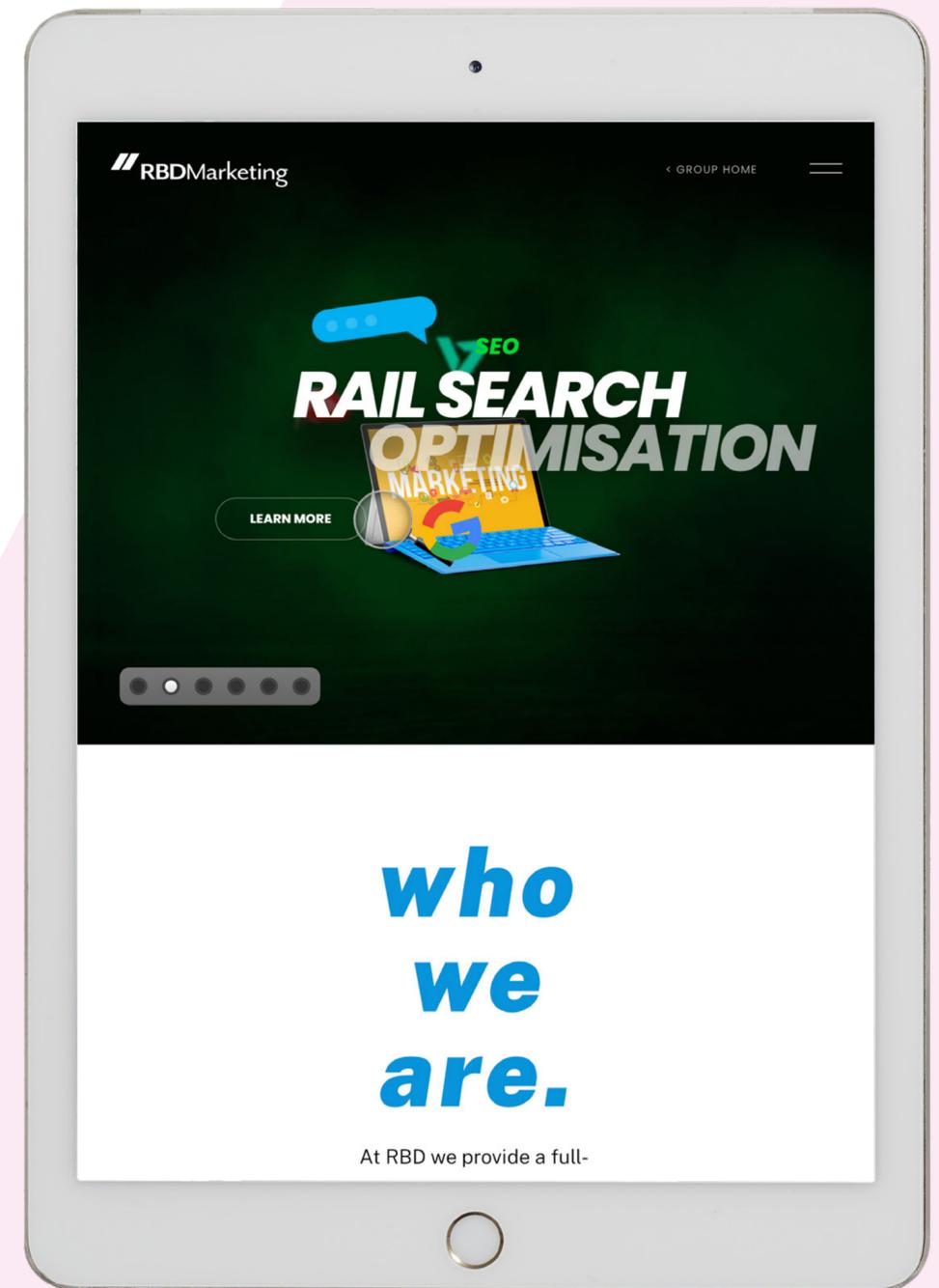
We help rail companies to acquire new business and drive profitable relationships through our full-service marketing solutions including branding, web design, print design, advertising, strategy, content development and more.

We raise your profile with key rail business decision makers by using a combination of targeted communications and social media strategies, compelling marketing collateral and award winning websites that will grow your business. Not every business has the same requirements, so we'll work with you to clearly understand your objectives and challenges before suggesting the right combination.

To see the difference we will make, why not take advantage of our completely free website audit and consultation?

If you want to grow your business, please talk to us today.

Please contact Rachael Dean: [rachael.dean@railbusinessdaily.com](mailto:rachael.dean@railbusinessdaily.com)



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# Outsource services to RBDMarketing

The average marketing team costs £153,000 per annum (£16,000 per month)

- Marketing Manager (£35k)
- Content Developer (£25k)
- Graphic Designer (£30k)
- Web Developer (£35k)
- SEO Expert (£28k)

Working with RBD, you get all this, PLUS access to the most powerful rail media business in the UK for a minimal monthly fee.

... For as little as **£1,650 per month**

Please get in touch with our marketing services team today.

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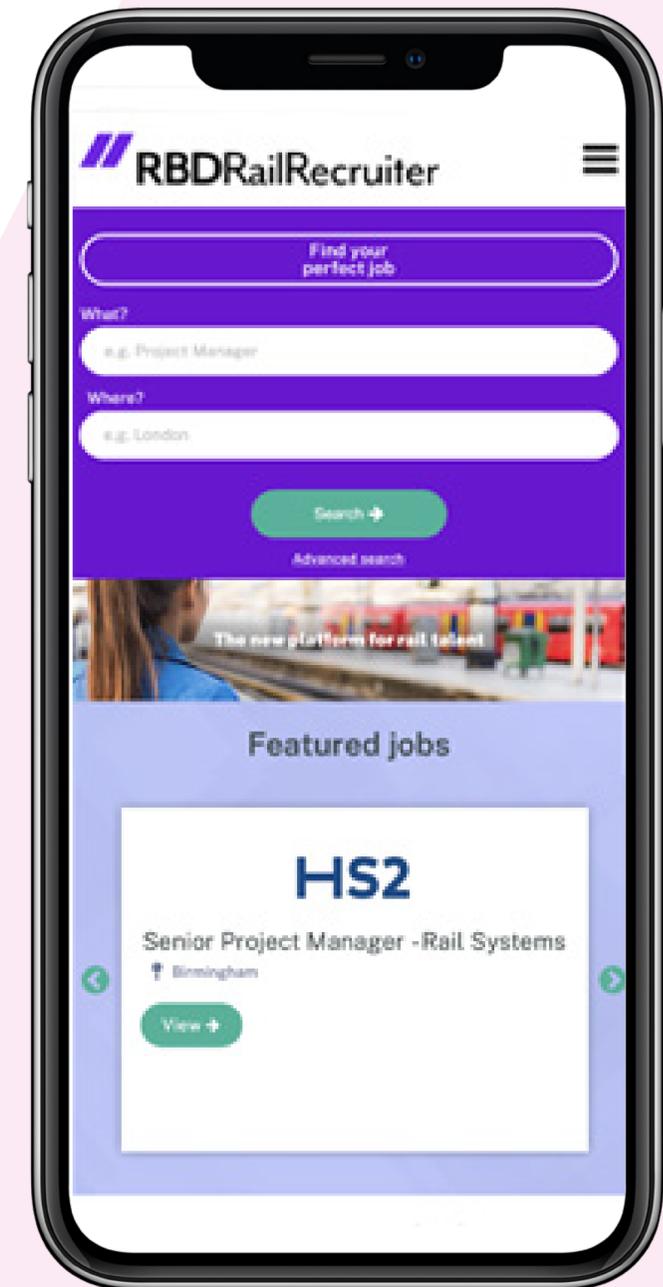
# Introducing RBD Rail Recruiter

## *Helping rail businesses to find rail talent*

RBD Rail Recruiter is a job board dedicated to serving the rail industry. We help recruitment agencies, large organisations, and SMEs working in the rail sector to find the best candidates for their vacancies. We advertise more rail jobs than any other industry specific job board. And, as a member of the Business Daily Group of Companies we are uniquely positioned to offer boosts to maximise the exposure of your job posts, including promotion within the hugely popular Rail Business Daily newsletter (73,000 subscribers) and website. We offer recruiters the opportunity to search our database of qualified job seekers and to use the latest technology to quickly identify the ideal candidate. You can also configure alerts to let you know when candidates fitting your specified criteria become available.

The job board is continuously improved to meet the requirements of our clients and it is consistently marketed and optimised to ensure it receives high volumes of traffic. If you have vacancies to fill in the rail industry, no matter what the job is, talk to us about how we can help.

Contact Dean Bruce [Dean@RBDRailRecruiter.com](mailto:Dean@RBDRailRecruiter.com) or visit the site at [www.RBDRailRecruiter.com](http://www.RBDRailRecruiter.com)



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

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