



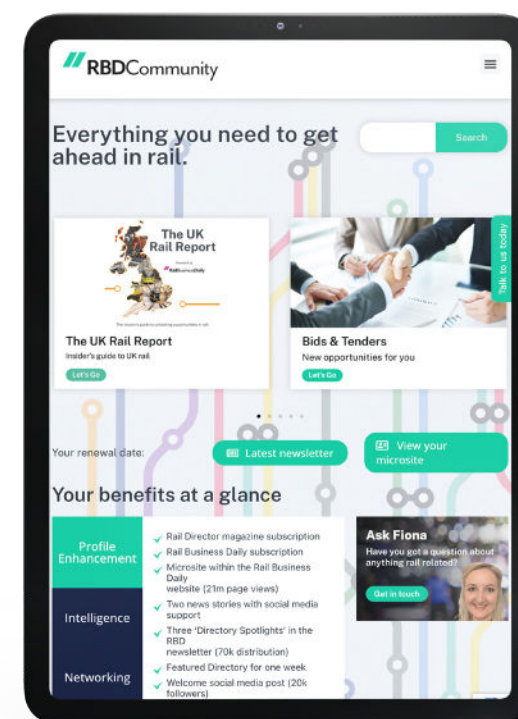
# Introducing 40 million profile-enhancement and work-winning opportunities per annum



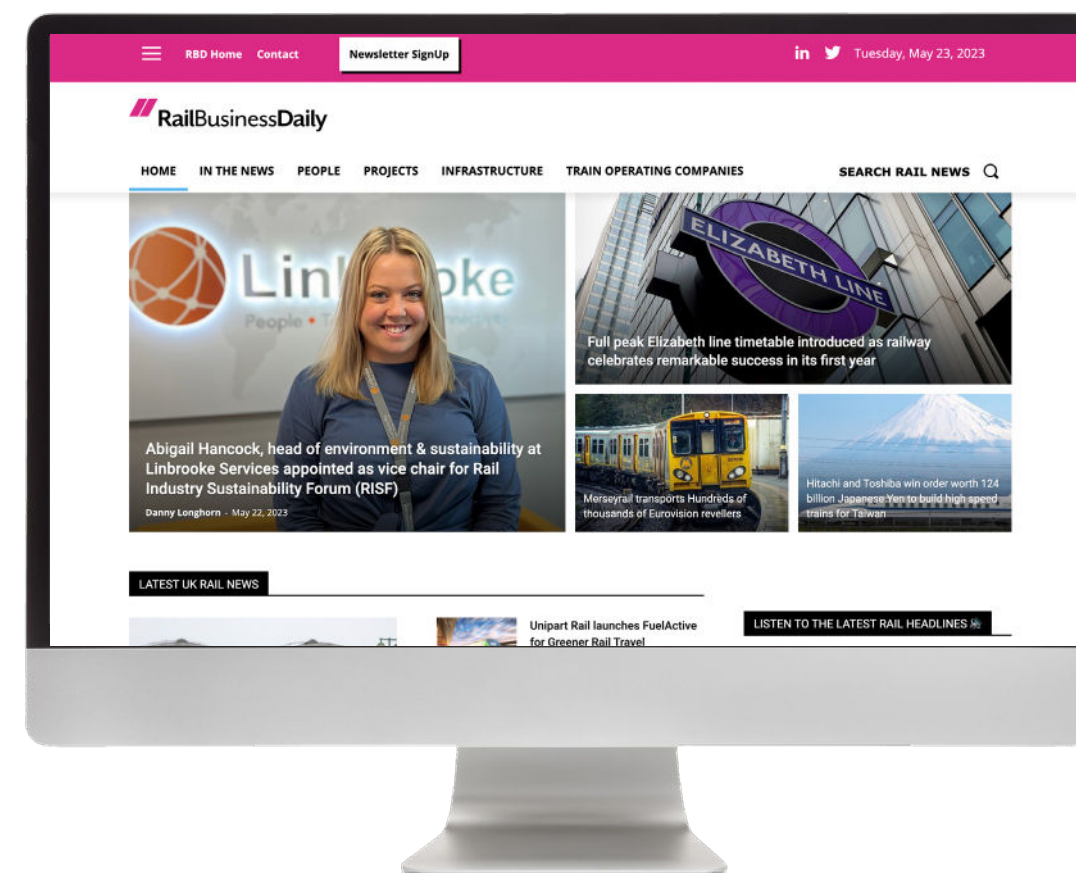
 RBDAdvisory



 RBDMarketing



 RBDCommunity



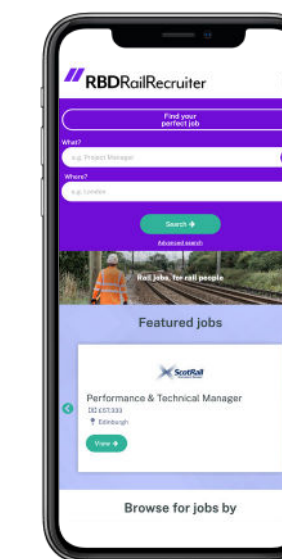
 RailBusinessDaily



 RailDirector



 InsideTrack



 RBDRailRecruiter

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





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# Introducing RailBusinessDaily

**RBD is recognised as the most powerful media business in UK rail and the go-to place for business growth and profile enhancement. We are a force for good for rail, and for your business.**

When we do business together, you'll benefit from experienced business-support services that help you to achieve your business goals and thrive in an industry that is ripe with opportunity.

Our highly capable and dynamic team provide additional capacity and capabilities to support organisations that want to win more work and expand. Combining strong expertise with specialist insight, helping to transform your businesses by supporting you to adapt and meet your customers' ever-changing requirements.

We are trusted advisors and partners to hundreds of companies in the UK and internationally, offering services designed to support long-term success, from business development and investment to online and offline marketing and recruitment services.

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 in front of decision-makers, we can help you to unlock the true potential of your business.





# Hourly engagement opportunities

## LinkedIn Connections

**Engage with a 22,000-strong rail industry audience via Rail Business Daily's LinkedIn channel.**

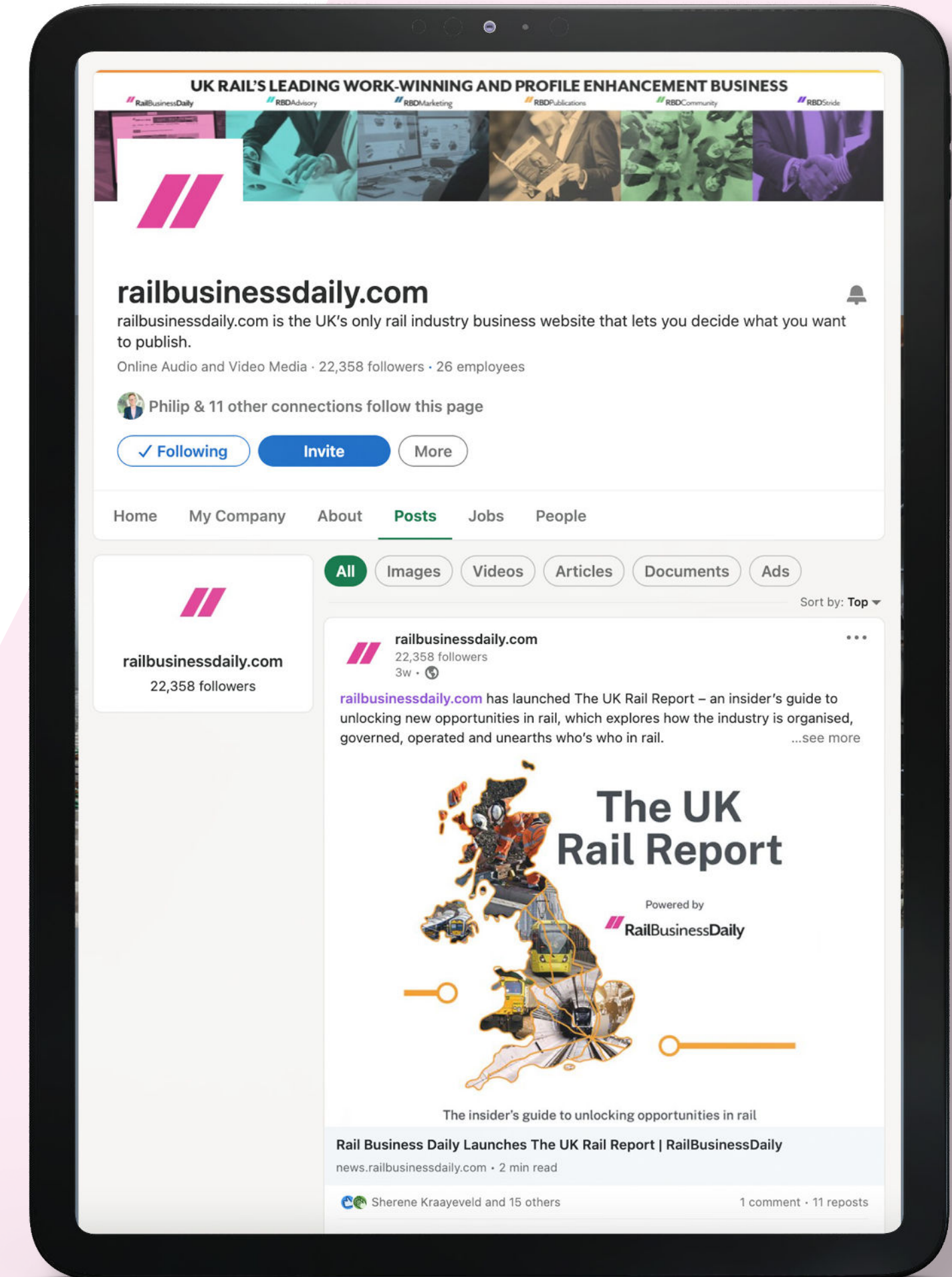
Our engagement rates are stronger than any other rail industry media outlet.

How do we do it?

By growing and nurturing our audience organically.

We post, on average, 12 times every working day – engaging with our connections at least once every hour – and you can too.

[Connect with us](#)



**22,000+ engaged connections**

# Daily engagement opportunities

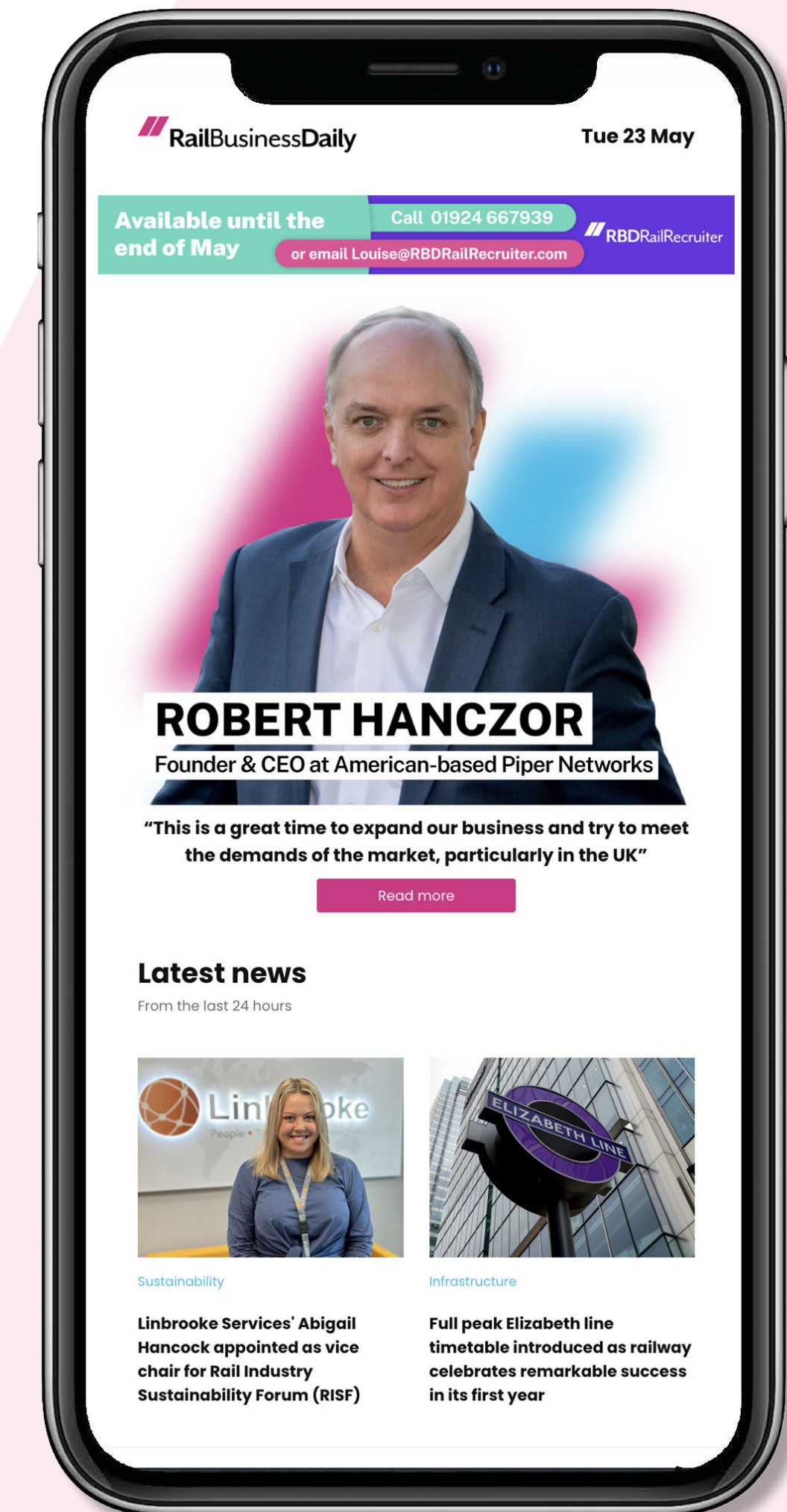
## // RailBusinessDaily News Site and Newsletter

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 (**23 million** opportunities to be seen each year).

If you want to be noticed in rail, Rail Business Daily is the place to be.

[Subscribe here](#)



73,000 daily subscribers



## Headline facts about RailBusinessDaily



NEWSLETTER  
BANNER GENERATES

**180-300 CLICKS  
EVERY DAY**



GUEST  
WRITER  
SLOTS

TYPICALLY  
RECEIVE

**3,000  
CLICKS**

SOLUS EMAILS  
AVERAGE  
OPEN RATE

**28%**

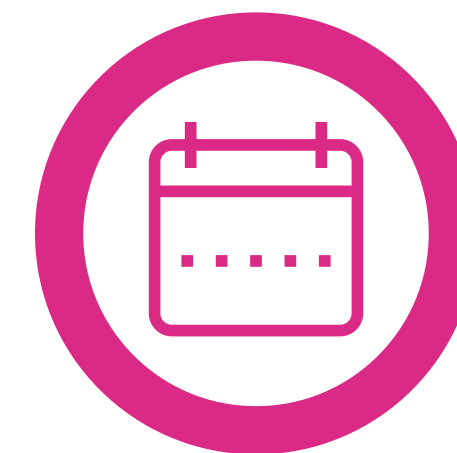
(SIGNIFICANTLY  
HIGHER THAN  
INDUSTRY AVERAGE).

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



NEWS  
STORIES  
UP TO

**40,000  
ONLINE  
READS**



TAKEOVER  
WEEK

**300,000**

OPPORTUNITIES FOR  
YOUR BRAND TO BE SEEN

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

# Monthly engagement opportunities



Rail Director is a high-end, industry-leading, printed magazine that is delivered directly to more than **2,000** rail influencers and decision-makers and it is read online by **15,000** sector professionals every month.

This trusted title covers the news and views of industry leaders (including government and regulators) and provides editorial and advertising opportunities for you to get more eyes on your brand.

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

[Find out more](#)

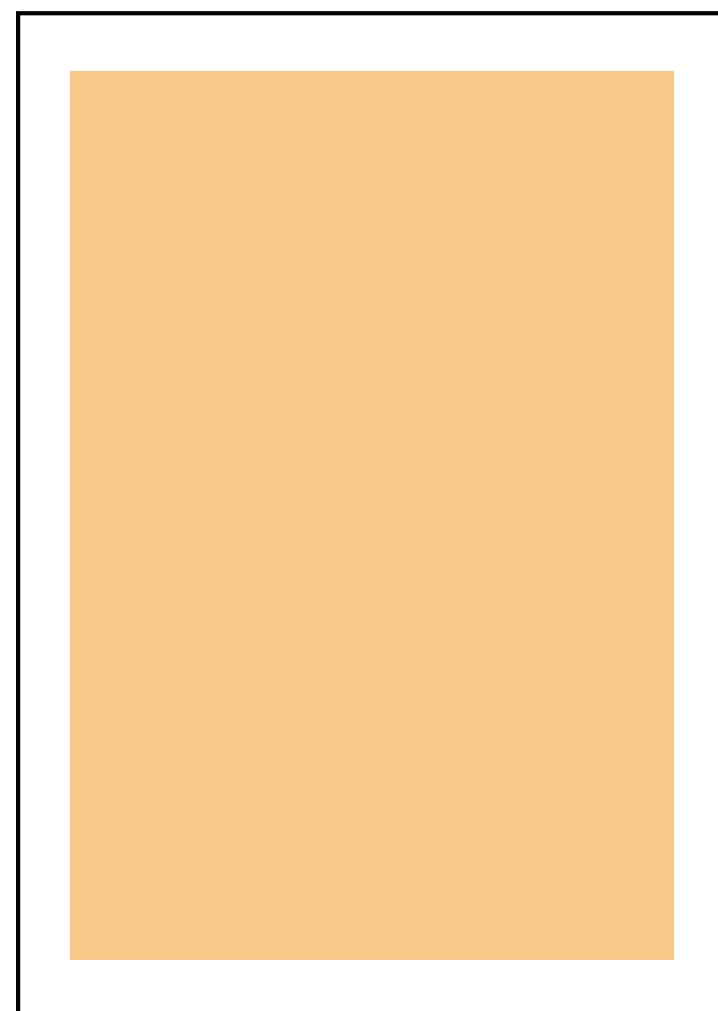


17,000 monthly readers



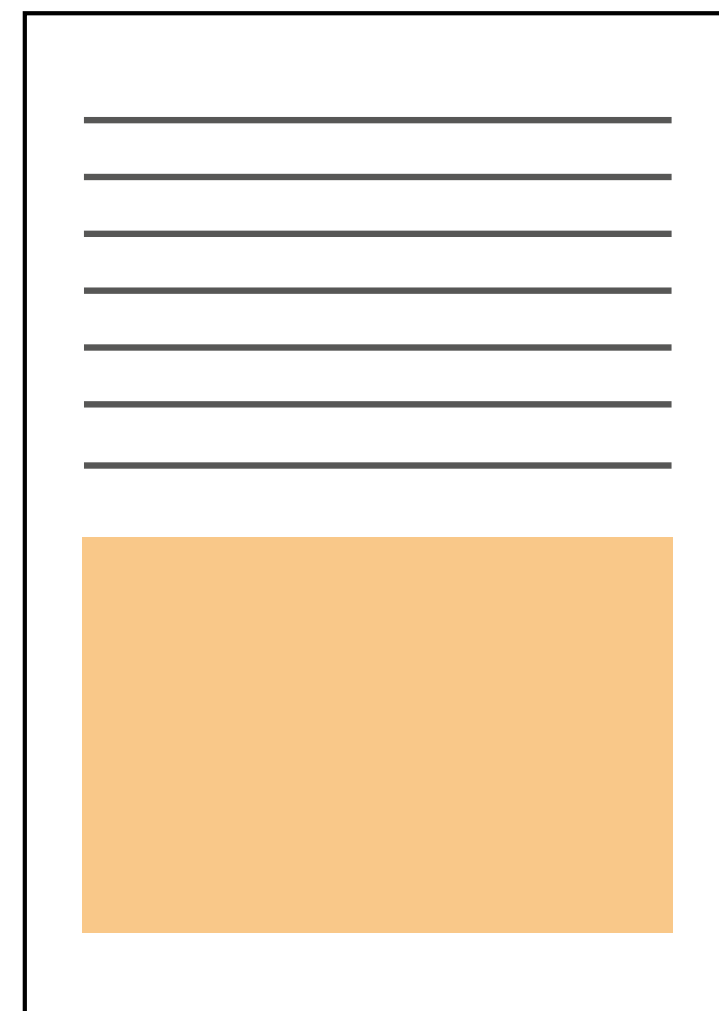
# RailDirector advert specifications

Full page  
(full bleed)



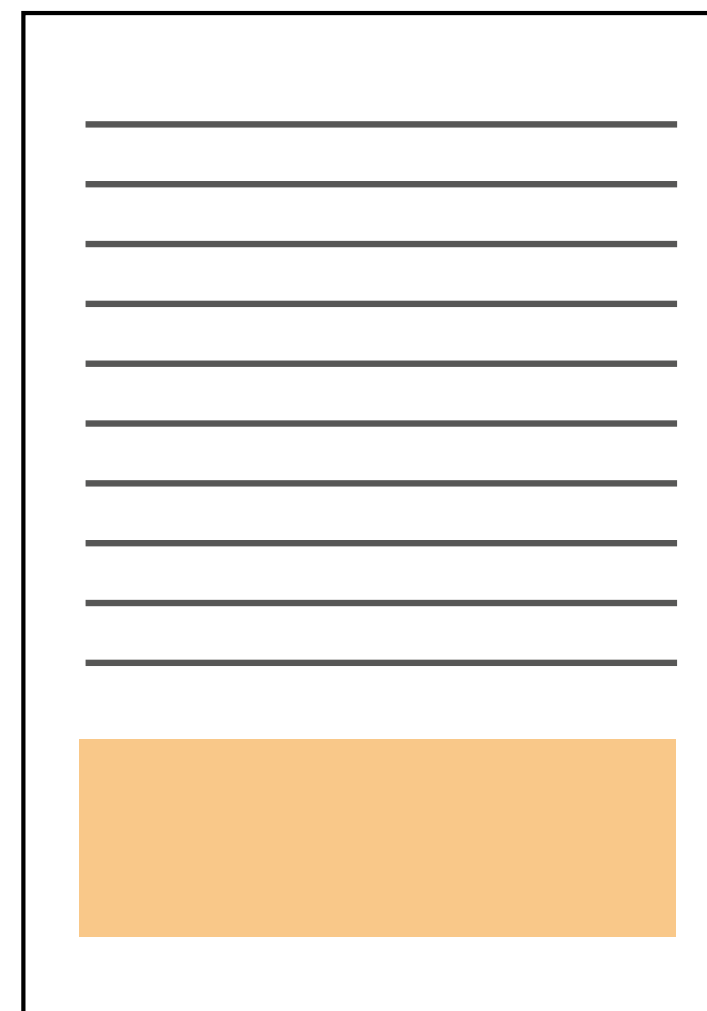
297mm x 210mm  
(303mm x 216mm with bleed)

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.



# Monthly engagement opportunities

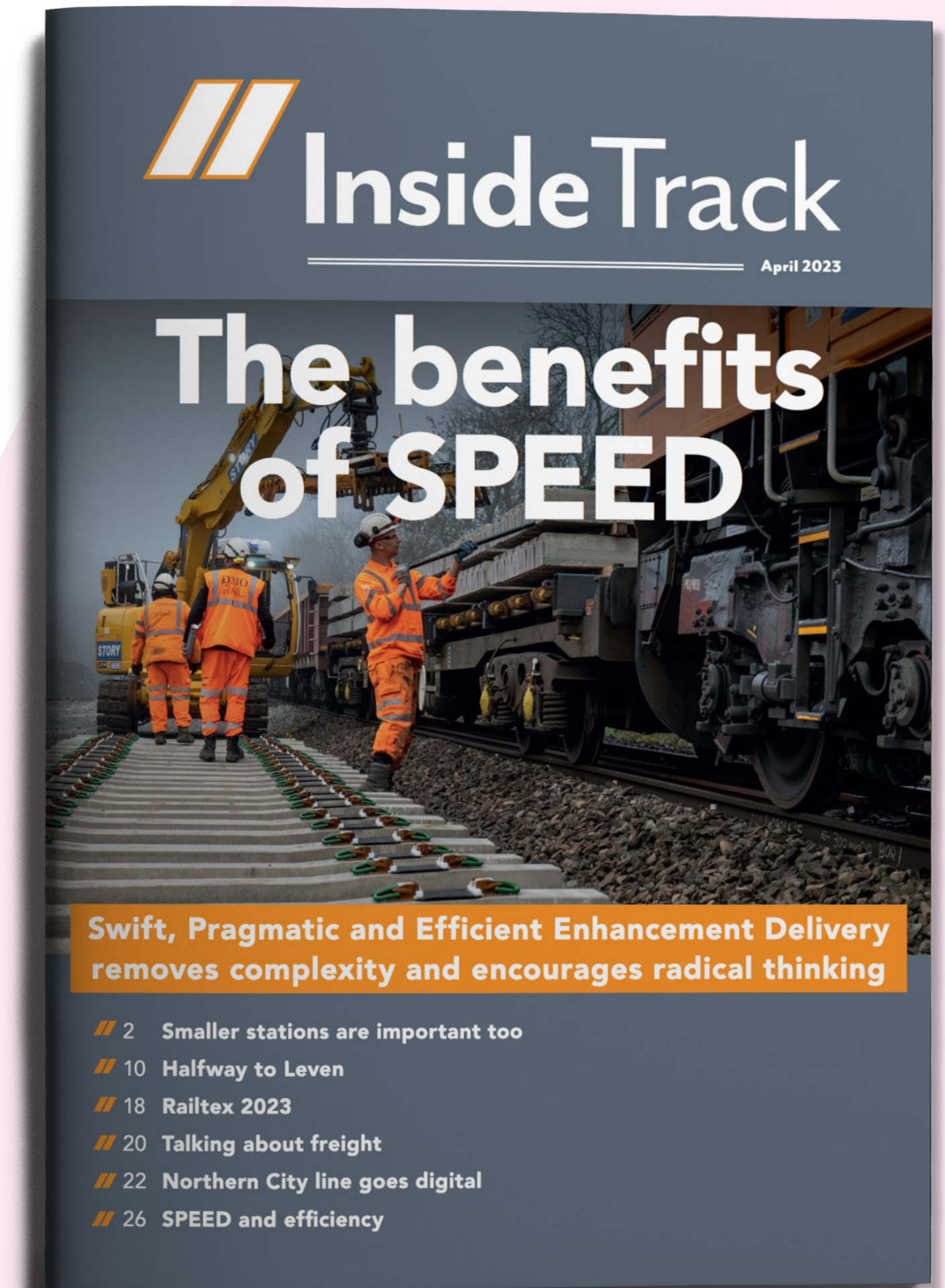


Inside Track magazine is printed and distributed with Rail Director and online every month. It is delivered to more than **2,000** rail influencers and decision-makers and read online by **15,000** rail sector professionals.

It gives the inside track on what is happening across the industry from 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 and the readership includes 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.

[Find out more](#)

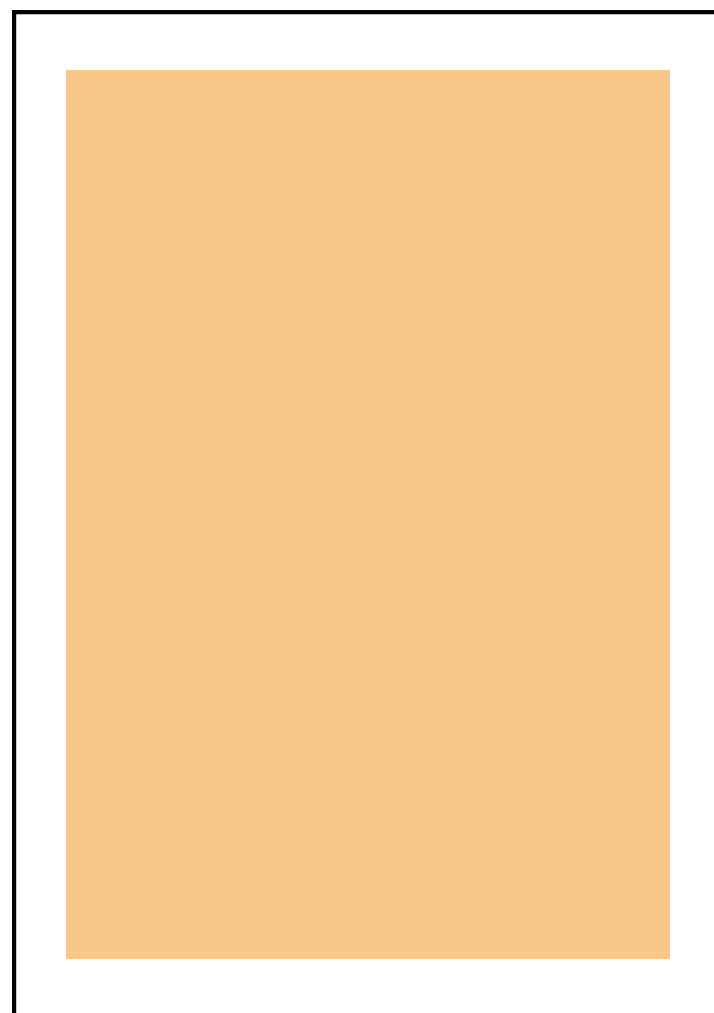


24,000 bi-monthly subscribers



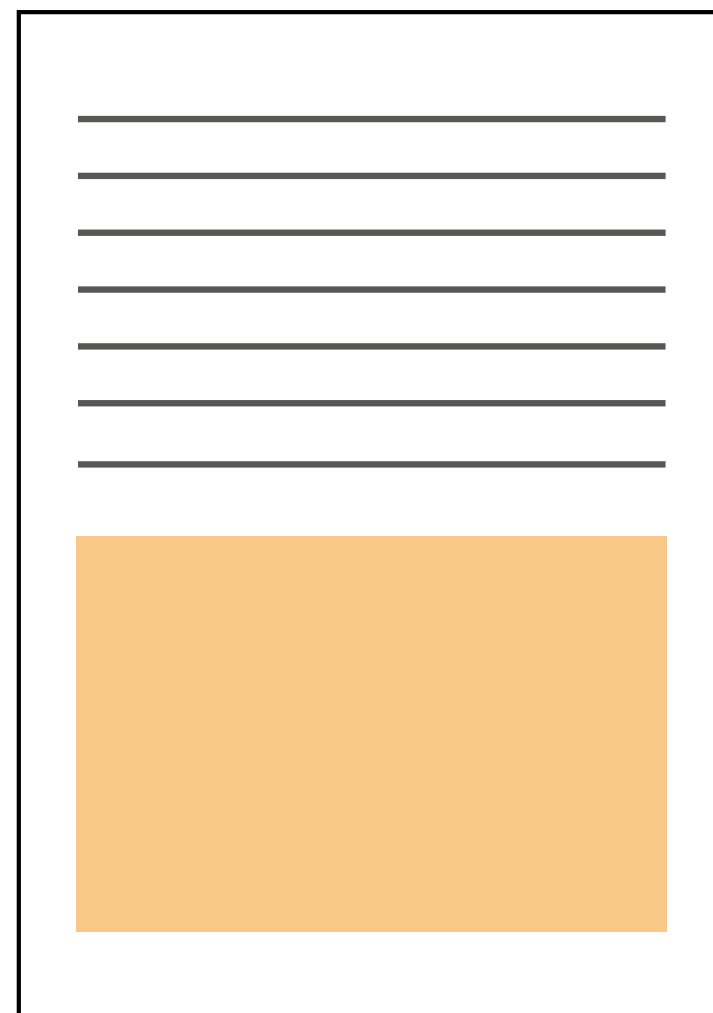
# // InsideTrack advert specifications

Full page  
(full bleed)



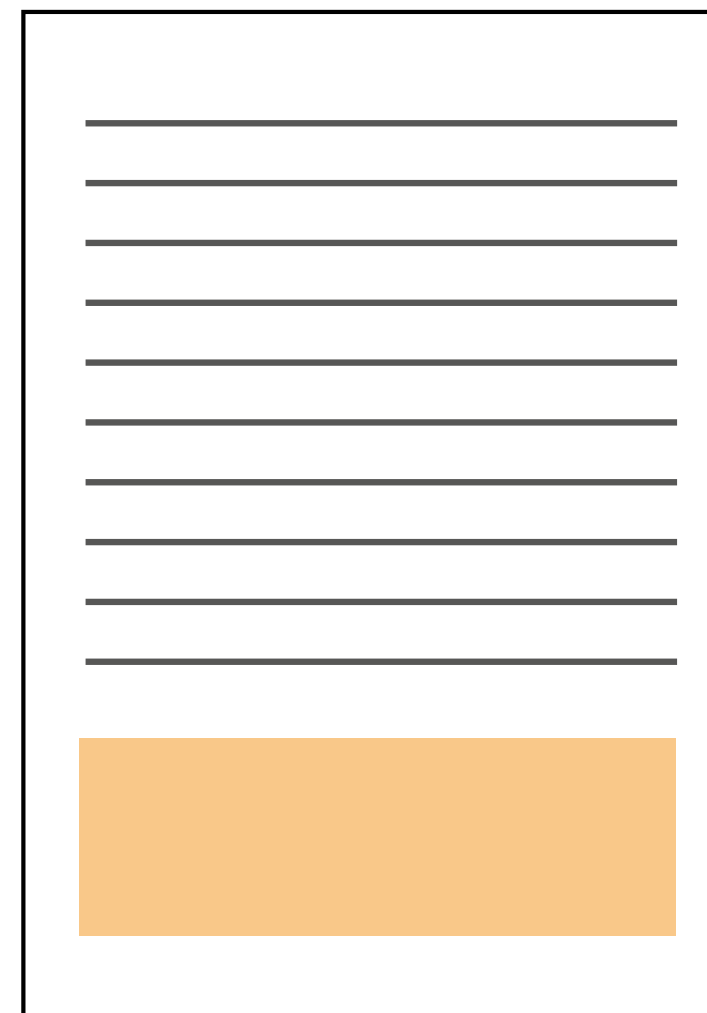
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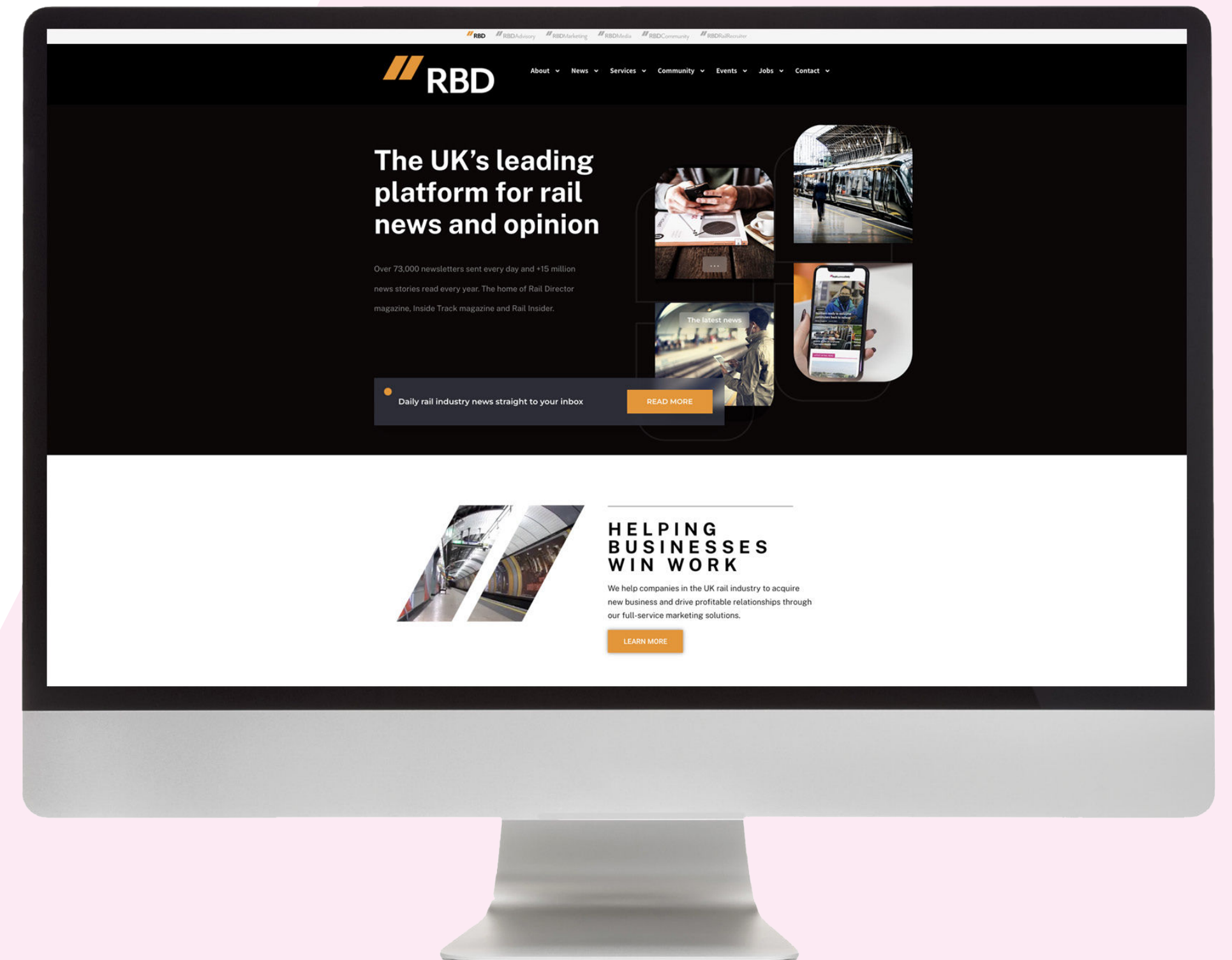
# Website engagement opportunities



**[www.railbusinessdaily.com](http://www.railbusinessdaily.com)** is our corporate website and it gets more than **23 million** hits each year, making it one of the most popular rail-dedicated news websites in the world.

The audience spans the entire depth and breadth of the rail industry, including the senior white collar workforce (UK, Ireland and Europe with a solid subscriber base in Europe, Scandinavia, Australia, South East Asia, India, Canada and the USA).

[Visit the Rail Business Daily website](http://www.railbusinessdaily.com)



**23 million hits every year**



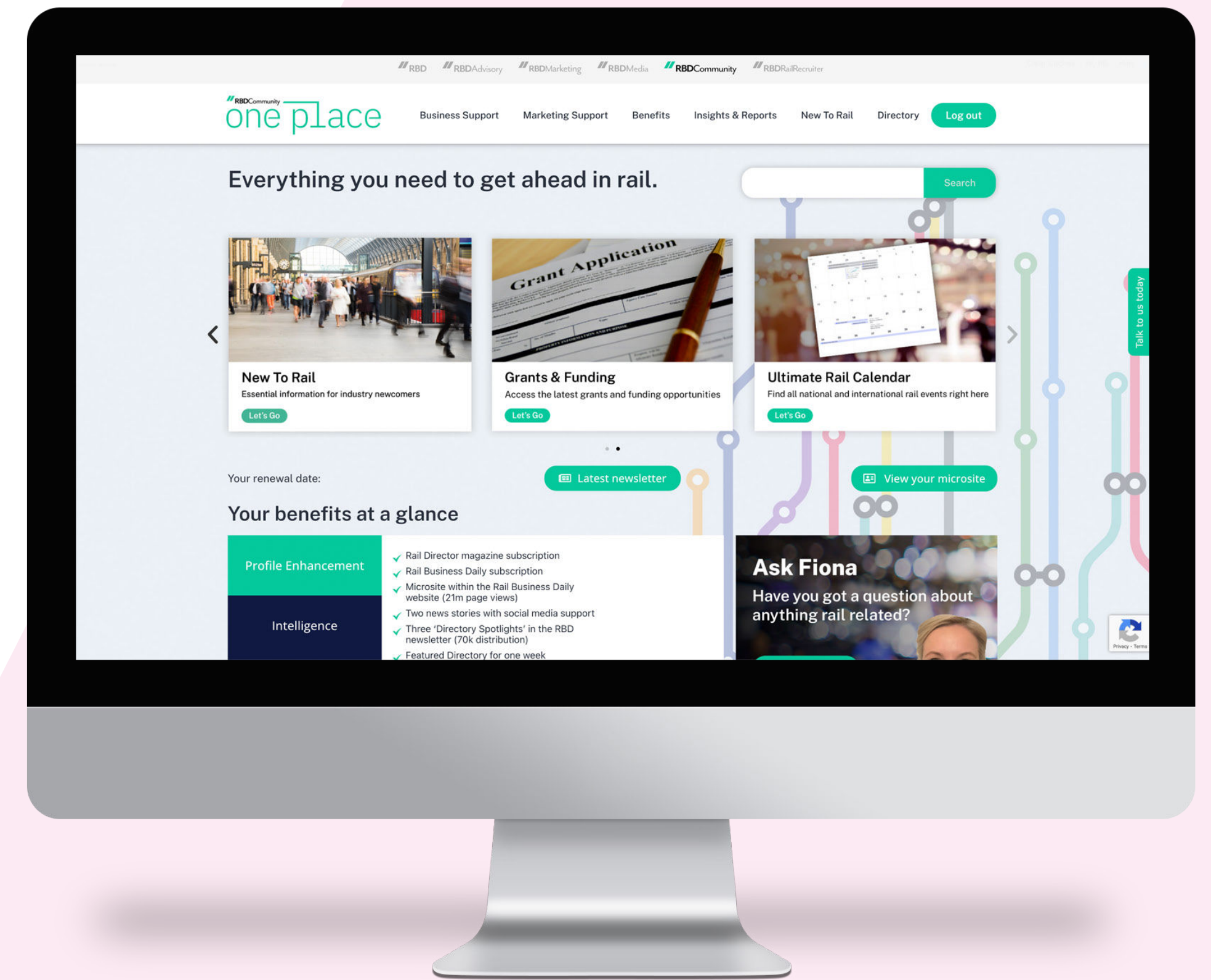
# Introducing the RBDCommunity

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 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 £3,800 worth of benefits for less than £1 a day** – including profile enhancement microsite, marketing and advertising, intelligence including insights, tender opportunities and unlimited logins to One Place, and networking opportunities – and be part of the fastest growing rail business community in the UK.

[Find out more](#)



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



# Rate card

Channel	Rate Card Costs	
Rail Business Daily Newsletter	Banner adverts	£275 per week
	Guest writer features (2 days)	£500
	Solus newsletters	£500
	Takeover week	£2,000 per week
	News stories	£100
Rail Business Daily Website	Leaderboard Banner	£600 per week
	MPU	£450 per week
Rail Director	Quarter page advert	£800
	Half page advert/advertorial	£1,200
	Full page advert/advertorial	£1,800
	Directory entry	£250
Inside Track	Quarter page advert	£800
	Half page advert/advertorial	£1,200
	Full page advert/advertorial	£1,800
RBD Community (including microsite built within the RBD Directory)	Full member access and benefits	£350 per annum



# Publishing deadlines

Channel	Advertising deadlines	
Rail Business Daily Newsletter	4pm the day before publishing	
Rail Director	21st July (Aug issue) 11th August (Sep issue) 7th September (Oct issue)	6th October (Nov issue) 10th November (Dec issue)
Inside Track	Two weeks after Rail Director deadlines	
RBD website	4pm the day before publishing	
RBD Community	Immediate	



# Introducing RBDAdvisory

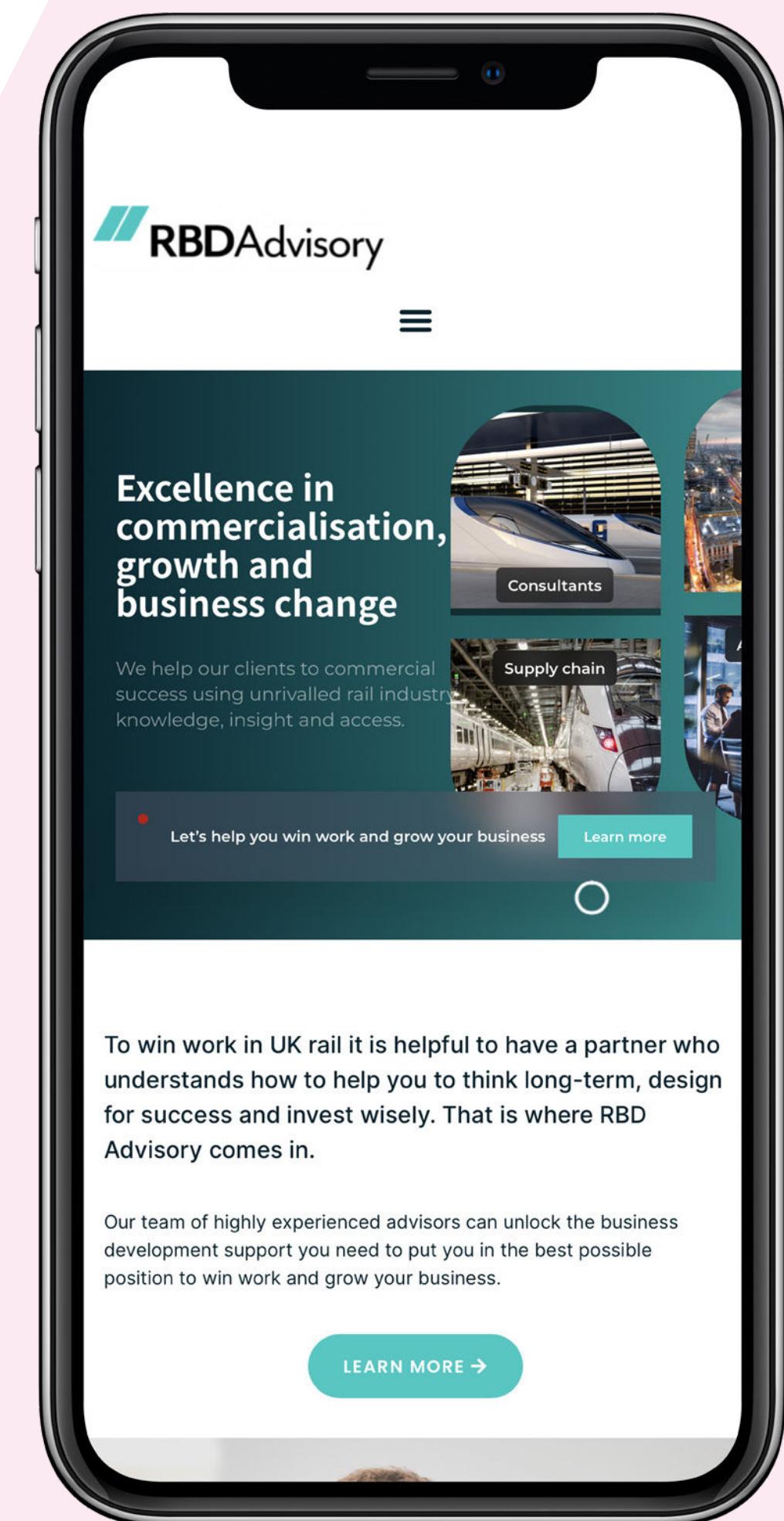
**Bringing excellence in commercialisation, growth and business change.**

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 Stephen Collicott at [stephen@rbdadvisory.com](mailto:stephen@rbdadvisory.com)**





# Introducing RBDMarketing

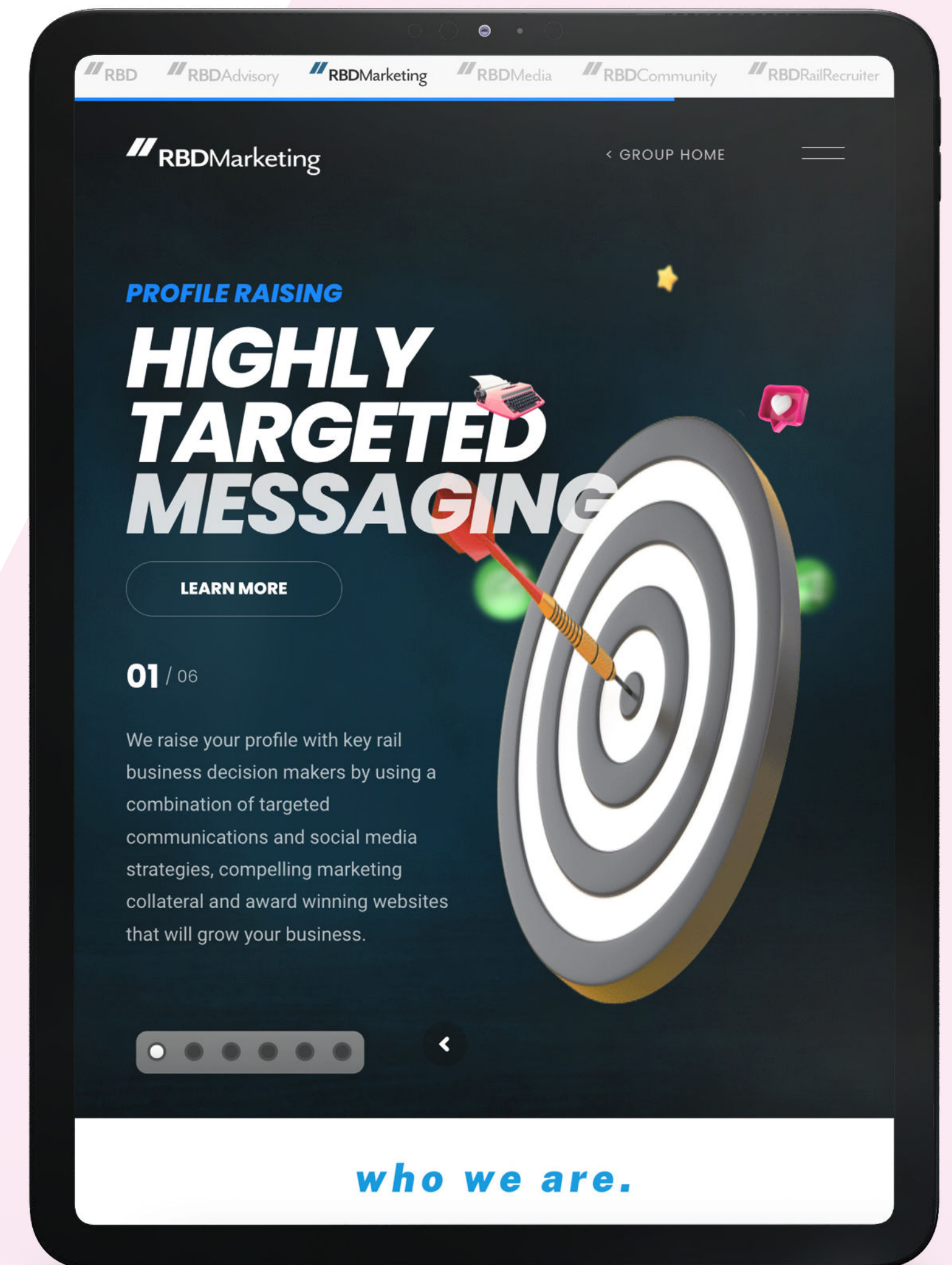
**Positioning your business and getting you in front of your customers.**

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 free website audit and consultation.

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

**Please contact Phil Loades at [phil@railbusinessdaily.com](mailto:phil@railbusinessdaily.com)**





# 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.

Get in touch



# Introducing RBDRailRecruiter

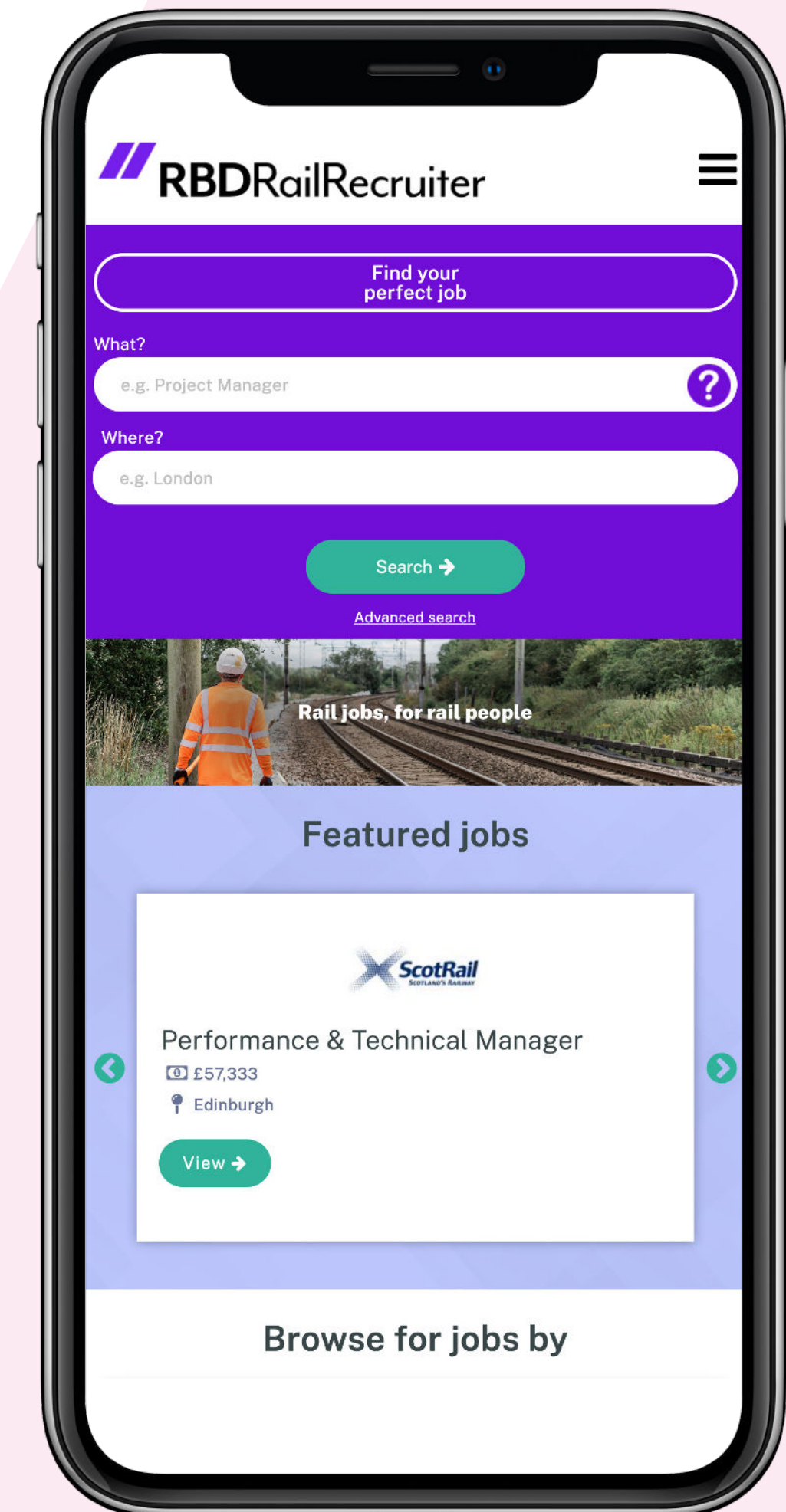
## Helping rail businesses to find rail talent

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 Louise Bristowe-Harrison at [louise@rbdrailrecruiter.com](mailto:louise@rbdrailrecruiter.com)

or visit [www.RBDRailRecruiter.com](http://www.RBDRailRecruiter.com)



# Let's unlock the true potential of your business

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Corporate Website

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 **RBDAdvisory**

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