

Highlights

RailStaff



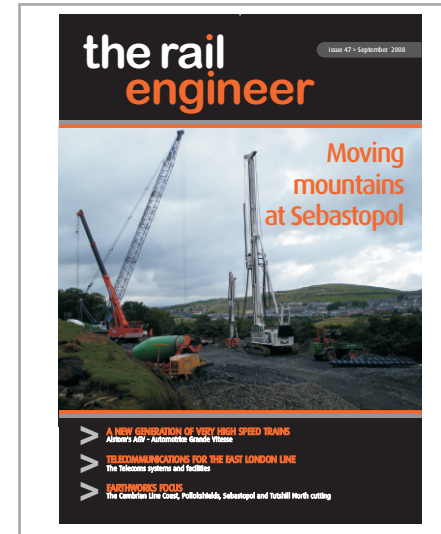
200,000+ readership
Number one for **print** recruitment advertising
Lowest CTP rate of any UK rail publication

RailwayPeople



78,000+ members
Number one for **online** recruitment advertising
80,000+ visitors every month

the rail engineer



44,000+ readership
Written by engineers for engineers
In-depth rail engineering editorial policy

the Rail Staff AWARDS



Over 1,000 nominees
Twelve categories spanning the industry
For people who keep the rail industry moving

Why advertise in RailStaff ?

It's OFFICIAL RailStaff is the UK's No. 1 Rail Recruitment Journal:

More recruitment pages per issue than any other rail publication *

More companies using RailStaff to recruit for vacancies than any other rail title publication *

Supported by UK's leading rail website, RailwayPeople.com

* Based on all competitive titles between Jan - Dec 2006

over 200,000 readers every month

the lowest cpt of any rail publication:

Publication	Colour Page	Circulation	Cost per '000
RailStaff	£2,295	52,000	£44.20
RailNews	£3,464	75,000	£46.19
Modern Railways	£1,310	25,000	£52.40
Rail	£1,650	27,087	£60.91
Rail Technology	£1,698	8,500	£199.41
Rail Professional	£2,150	7,500	£286.67

Source: BRAD

Who reads RailStaff ?

circulation & readership

Circulation	51,925
Personal subscriptions	22,575
Bulk subscriptions	29,350
(Delivered to Infrastructure Depots, booking on points, maintenance facilities, stations and offices.)	
Readership	202,508
(Pass on readership of 3.9)	

company type breakdown

Engineering / Infrastructure / Permanent Way	51%
Freight	5%
Rolling Stock	7%
Train Operating Companies and Suppliers	28%
Other	9%

job title breakdown

Administration	3%
Business Development / Commercial / Marketing	7%
Consultant	4%
CEO / Director / Chairman	9%
Engineering - Civil, Electrical, Signalling, Telecoms etc	27%
Health & Safety	3%
Human Resources / Training	6%
On Track	15%
Other	4%
Sales / Procurement	6%
Site / Project Operations Personnel	16%

age profile

18 - 35	31%
36 - 50	49%
50+	20%

region

South East	37%
West and Wales	16%
North and Scotland	27%
Midlands and East Anglia	20%

Source: RailStaff 2006 Readership Survey

RailStaff features

Rail Training

March & October

RailStaff run two special Rail Training features every year. With an average of 20 companies participating each issue, this is one of the top places to find out what is happening with regards to the different aspects of Rail Training.

Health & Safety

May

The biggest asset of any company is its people. Their Health & Safety is therefore paramount. Find out what new Rail Health & Safety initiatives there are and keep in touch with On Track Safety with our resident expert Colin Wheeler.

Stations

July

RailStaff's Stations feature looks at how the industry manages the 90 million passenger journeys each month. Find out who runs the stations, what new innovations make life easier for Train Operating Companies and take a look at the built environment in and around stations.

Plant & Equipment

September

RailStaff looks in detail at the new technology and latest developments across the wide range of plant and equipment in use on the rail network.

Freight

November

Transporting freight by rail is now more efficient, more cost effective and growing year on year. RailStaff talks to freight operators, suppliers and customers.

RailStaff publication dates

Issue	Publication Date	Advert Booking Date	Copy Needed by
January 2009	19 January	13 January	15 January
February 2009	16 February	10 February	12 February
March 2009	9 March	3 March	5 March
April 2009	14 April	6 April	8 April
May 2009	11 May	5 May	7 May
June 2009	15 June	9 June	11 June
July 2009	13 July	7 July	9 July
August 2009	10 August	4 August	6 August
September 2009	14 September	8 September	10 September
October 2009	12 October	6 October	8 October
November 2009	9 November	3 November	5 November
December 2009	7 December	1 December	3 December

RailStaff advert rates

	Single Insert	6 Series
	Colour	Colour
Strip Advert	695	645
Eighth Page	645	595
Quarter Page	995	895
Half Page Horizontal	1,495	1,395
Half Page Vertical	1,495	1,395
Full Page	2,295	2,095
Double Page Spread	call	call
Loose Inserts	call	call

Agency Discount 10%

Guaranteed Position +10% **Front Cover** +100%

Inside Back Cover +10% Outside Back Cover +15%

RailStaff advert sizes

	Height	Width
Strip Advert	45mm	270mm
Eighth Page	78mm	130mm
Quarter Page	160mm	130mm
Half Page Horizontal	160mm	270mm
Half Page Vertical	340mm	130mm
Full Page	340mm	270mm
Double Page Spread	call	call
Loose Inserts	call	call

RailStaff compile all pages in digital format and so we request that all advertisers supply their copy as a PDF file. PDF files should be created to PDF/X1-a standards.

Please send all adverts via email to production@railstaff.co.uk

FTP facilities are available on request.

RailStaff Production Manager: Adam O'Connor | tel. 01530 56 00 26

Why advertise in the rail **engineer**?

Written by engineers for engineers

In-depth rail engineering editorial policy

44,000+ readership

the **rail engineer**, now in its fifth year, has proved to be a very popular, well received engineering publication by the diversity of engineers who work across the wider rail industry. Besides publishing the latest up to date rail engineering news, we report on the engineering and technical aspects of many of the major projects being undertaken day in, day out right across the network and on the London Underground.

Working in close consultation with Network Rail, Docklands Light Railway and the Underground infrastructure companies Metronet and Tube Lines, our team of rail engineers actively visit the project sites, meet project engineers and provide in-depth analysis on the engineering skills being used to upgrade the railway.

Different to other publications, the **rail engineer** - by engineers for engineers - gets to the heart of the railway and reports on the innovations of our engineering rail companies, not only from the UK but also internationally.

With a circulation of more than 11,500, all individually mailed out to named subscribers, including 5% across Europe, the **rail engineer** is the leading independent quality monthly for engineers, project managers, directors and leading rail executives.

the rail engineer is the leading quality monthly rail journal, 'by rail engineers, for rail engineers'

Who reads the rail **engineer**?

circulation & readership

Circulation	11,500
Personal subscriptions	11,500
Readership	44,850
(Pass on readership of 3.9)	

skills †

Track / Permanent Way	24%
Signalling / Telecoms	20%
Civil Engineering	19%
Electrical	16%
Mechanical	16%
Other	5%

job title breakdown

Senior Executive (Chairman, CEO, Managing Director, Director)	12%
Senior Management	29%
Middle / Project Management	38%
Consultant / Professional	12%
Other	9%

age profile

18 - 35	31%
36 - 50	49%
50+	20%

region

UK	
South East	30%
West and Wales	16%
North and Scotland	24%
Midlands and East Anglia	25%
Europe	5%

† Based on Company and Individual Readership Profiles

RailMedia
Group

RailStaff

RailwayPeople.com

the rail
engineer

the **RailStaff**
AWARDS

the rail **engineer** features

	Focus 1	Focus 2
January 2009	Rolling Stock New build; Refurbishment; Upgrades; Equipment; Components	Concrete Pre-fabricated concrete products; Applications; Installations; Maintenance
February 2009	Stations Enhancements & New Builds; Products & Services; Specialist Contractors	Railtex Preview New & Innovative products & services on display at Railtex 09
March 2009	Railtex Show issue In depth look at exhibitors and seminars at Railtex 09	Wifi/Telecoms Comms and Onboard systems
April 2009	Signalling Upgrades & Installation reports; Technology & Design	Level Crossings/Footbridges Products & Services; New developments
May 2009	Bridges & Tunnels Inspections & Maintenance; Consultants; Diving & Abseiling	Surveying Services; Equipment; Techniques
June 2009	Rolling Stock/Depots Upgrading & New Builds; New Technology; Equipment & Services; Train Washing	Asset Management / Mobile Data Management Consultants; Products & Services
July 2009	Track S&C; Welding; Sleepers & Tamping; Site Access; Clothing	Surveying Services; Equipment; Techniques
August 2009	Rolling Stock / Light Rail Maintenance & Refurbishment; Passenger Information Systems; New Technologies	Environment Vegetation Control; Track clearing; Land clearance; Latest Eco initiatives
September 2009	Earthworks Geotechnical; Embankment/Track Bed Stabilisation; Piling & Foundations; Retaining Walls; Soil Nailing; Cabling; Drainage; Plant & Equipment	Surveying Services; Equipment; Techniques
October 2009	Electrification / Power Equipment & new installations; Catenary; Cabling; Maintenance; Power upgrades	Drainage Specialist equipment/techniques; contractors and projects
November 2009	Bridges & Tunnels New construction & upgrades; Maintenance; Architects & Consultants; Structural Steelworks; Concrete; New materials; Inspections & Diving / Abseiling	Surveying Services; Equipment; Techniques
December 2009	Annual Review Major Projects; New Products; Editor's choice of 2009	Rolling Stock New build; Refurbishment; Upgrades; Equipment; Components

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August 2009	3 August	17 July	22 July
September 2009	7 September	21 August	26 August
October 2009	5 October	18 September	23 September
November 2009	2 November	16 October	21 October
December 2009	30 November	13 November	18 November

the rail **engineer** advert rates

	Single Insert	6 Series
	Colour	Colour
Quarter Page	595	495
Half Page Horizontal	995	845
Half Page Vertical	995	845
Full Page	1,495	1,295
Double Page Spread	call	call
Loose Inserts	call	call
<hr/>		
Agency Discount	10%	
<hr/>		
Guaranteed Position	+10%	Inside Front Cover +10%
Inside Back Cover	+10%	Outside Back Cover +15%

the rail **engineer** advert sizes

	Height	Width
Quarter Page	130mm	90mm
Half Page Horizontal	130mm	190mm
Half Page Vertical	250mm	90mm
Full Page	Trim: 297mm Bleed: 307mm Type: 277mm	Trim: 210mm Bleed: 220mm Type: 190mm
Double Page Spread	call	call
Loose Inserts	call	call

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