

# Media Pack

GETTING YOUR MESSAGE HEARD



**OVERVIEW**

**Prof. David Begg** | Chief Executive, Transport Times



**transporttimes** The Home of Transport Insight & Opinion

**For over a decade Transport Times has been providing a forum for inclusive, informed debate across the whole transport industry. Now moving online and providing content digitally we are able to reach a much wider reaching audience on a very regular basis.**

**Our unparalleled access to commentators and key industry figures gives us the opportunity to offer in-depth analysis from notable transport leaders.**

Transport Times blog posts reach inboxes widely across government, local authority, transport planning, consultancies, and bus and train companies. What makes us unique is the breadth of our circulation among people at the most senior levels, especially in the corridors of power in Whitehall and Transport for London.

Our high profile commentators include, Chair of Network Rail, Sir Peter Hendy CBE, and Jim O’Sullivan, Chief Executive, Highways England. Jim Steer, founder of consultant Steer Davies Gleave and high speed campaign group Greengauge 21, brings a wealth of experience to bear on the key questions.

Other regular contributions include Anthony Smith from Transport Focus on the transport user’s viewpoint, and Claire Haigh, chief executive of Greener Journeys.

Every month, one of the Government’s ministerial team contributes an article on a current live issue.

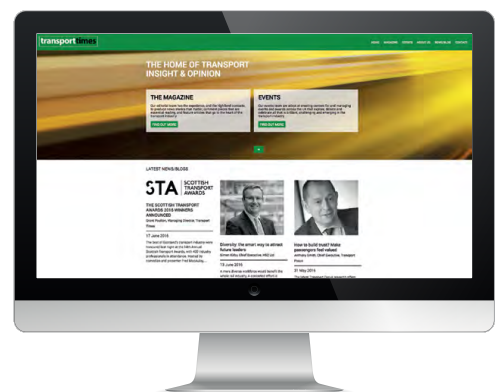
Our in-depth features will give you the latest perspective on rail, light rail, bus, intelligent transport systems, road policy, and aviation.

**www.transporttimes.co.uk:**  
your quickest route to the complete picture across all modes of transport.



Transport Times is quite simply the ‘must read’ publication for the industry, always delivering great coverage and incisive analysis of nationally important issues.

**Mike Brown MVO**  
London Transport Commissioner



**ENQUIRIES:**

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Transport Times  
Suite 27 Beaufort Court,  
London E14 9XL

# ADVERTISING WEBSITE

- POSITION



Transport Times is required reading for transport professionals who want to be fully informed with the latest news and opinions.

**Sir Peter Hendy CBE**  
Network Rail Chairman

## Super leaderboard

The screenshot displays the Transport Times website layout. At the top, there is a navigation bar with links for HOME, LATEST ISSUE, ADVERTISING, SUBSCRIPTION, REPORTS, JOBS, EVENTS, ABOUT US, NEWS/BLDG, and CONTACT. Below this is a banner for 'TRANSPORT TIMES MAGAZINE' with the text 'The most influential readership, the best columnists and the most incisive features'. A green box labeled 'Headline leaderboard' is overlaid on the top right of the page content. The main content area includes a 'LATEST ISSUE' section with a magazine cover image, a '10th anniversary issue' section with a list of bullet points, and two featured articles: 'DAVID BEGG ON TEN YEARS OF SETTING THE AGENDA' and 'UP FOR A CHALLENGE'. On the right side, there is a sidebar with 'LOGIN', 'SUBSCRIBE', and 'EMAIL SIGNUP' forms. A green box labeled 'Half page' is overlaid on the right side of the page content. Below the main content, there is a 'LATEST NEWS/BLOG' section with three article thumbnails. A green box labeled 'MPU' is overlaid on the right side of this section. At the bottom, there is a 'Baseline leaderboard' section with a quote from Sir Peter Hendy. The footer contains 'LATEST ISSUE', 'ADVERTISING', 'SUBSCRIPTION', 'REPORTS', 'JOBS', 'EVENTS', 'ABOUT US', 'NEWS/BLDG', 'CONTACT', 'PRIVACY POLICY', and 'TERMS & CONDITIONS' along with social media icons for LinkedIn and Twitter.

## ENQUIRIES:

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Transport Times  
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# ADVERTISING WEBSITE

- HOME PAGE

Banners (animated or static) can either be placed on the homepage or on any pages throughout to suit your campaign [www.transporttimes.co.uk](http://www.transporttimes.co.uk)

## Option

### Super leaderboard with hyperlink

Cost: £1000 per month | £2,500 for 3 months | 6/12 months POA  
Size: 970px(w) x 90px(h)

### Headline leaderboard with hyperlink

Cost: £1000 per month | £2,500 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Baseline Leaderboard with hyperlink

Cost: £750 per month | £1,900 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Headline & baseline Leaderboard with hyperlinks

Cost: £1,400 per month | £3,500 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Half page with hyperlink

Cost: £500 per month | £1,250 for 3 months | 6/12 months POA  
Size: 300px(w) x 600px(h)

### MPU with hyperlink

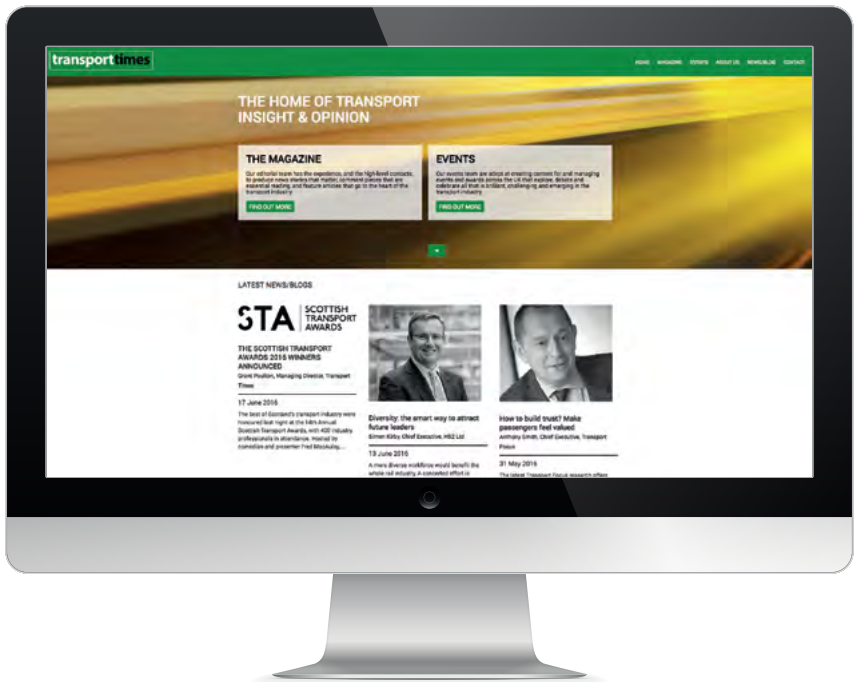
Cost: £400 per month | £1000 for 3 months | 6/12 months POA  
Size: 300px(w) x 250px(h)



Transport Times is well known for providing unrivalled insight into the transport industry from thought leaders in the sector.

### Tim O'Toole CBE

Chief Executive, FirstGroup



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# ADVERTISING WEBSITE

- EVENTS HOME PAGE

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Cost: £800 per month | £1,800 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Baseline Leaderboard with hyperlink

Cost: £600 per month | £1,400 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Headline & baseline Leaderboard with hyperlinks

Cost: £1,200 per month | £3,000 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Half page with hyperlink

Cost: £450 per month | £1,100 for 3 months | 6/12 months POA  
Size: 300px(w) x 600px(h)

### MPU with hyperlink

Cost: £350 per month | £900 for 3 months | 6/12 months POA  
Size: 300px(w) x 250px(h)



Significant investment is taking place in public transport across the UK. Over the last fifteen years, Transport Times has been at the fore front of recognising excellence, commitment and innovation in our industry.

**Sir Terry Morgan**  
Chairman, Crossrail



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# ADVERTISING WEBSITE

- AWARDS PAGES  
(PRICED TO APPEAR ON ALL 4 AWARDS PAGES)



Transport Times brings together top policy makers with senior political and delivery leaders to generate lively and relevant debate.

**Colin Matthews**  
Chairman, Highways England

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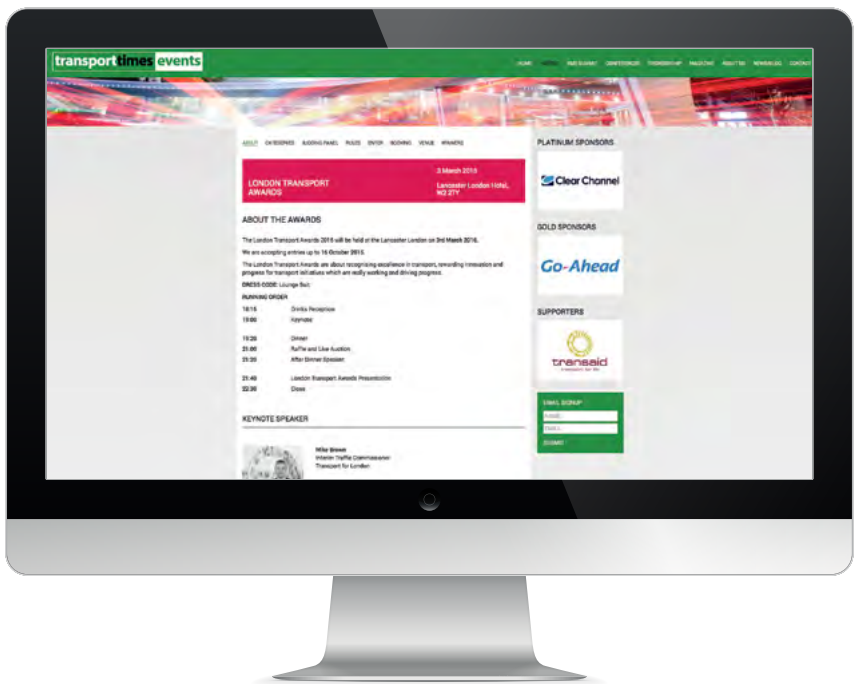
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# ADVERTISING WEBSITE

- CONFERENCES  
(PRICED PER CONFERENCE)

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## Option

### Super leaderboard with hyperlink

Cost: £700 per month | £1,600 for 3 months | 6/12 months POA  
Size: 970px(w) x 90px(h)

### Headline leaderboard with hyperlink

Cost: £700 per month | £1,600 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Baseline Leaderboard with hyperlink

Cost: £500 per month | £1,200 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Headline & baseline Leaderboard with hyperlinks

Cost: £1,000 per month | £2,200 for 3 months | 6/12 months POA  
Size: 728px(w) x 90px(h)

### Half page with hyperlink

Cost: £400 per month | £1,000 for 3 months | 6/12 months POA  
Size: 300px(w) x 600px(h)

### MPU with hyperlink

Cost: £300 per month | £750 for 3 months | 6/12 months POA  
Size: 300px(w) x 250px(h)



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# ADVERTISING WEBSITE

- NEWS/BLOG PAGE

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Size: 728px(w) x 90px(h)

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## Headline leaderboard




David Fowler

**A DECADE OF PROGRESS**

Development in transport can sometimes seem to move at such a glacial pace that you begin to question whether there's been any progress at all. So it's been instructive to look back over the last ten years and find that the truth is quite different. Ten years ago when Transport Times was first published, the buzzwords were "road pricing" and "Eddington". Alister Darling had set up the Transport Innovation Fund, whereby an increasingly large proportion of DfT funding would go the cities that introduced some form of congestion charging.


[READ MORE](#)



**OUT OF THE GRASS**

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**STRATEGY POINTS THE WAY TO THE NORTHERN POWERHOUSE**

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## Baseline leaderboard

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# ADVERTISING BLOGS

## Published:

Our blogs (courtesy of some of the biggest names in transport) are sent out several times of week to over 12,500 UK transport professionals.

Our high profile commentators include, Chair of Network Rail, Sir Peter Hendy CBE, and Jim O'Sullivan, Chief Executive, Highways England. Jim Steer, founder of consultant Steer Davies Gleave and high speed campaign group Greengauge 21, brings a wealth of experience to bear on the key questions. Other regular contributions include Anthony Smith from Transport Focus on the transport user's viewpoint, and Claire Haigh, chief executive of Greener Journeys.

Each blog contains the latest developments in transport and short opinion pieces from our regular contributors. It is read by the people who make important decisions on transport infrastructure and service provision at national, regional and local level.

Advertising in the blog is a great way to promote your brand to the UK transport industry. It is a powerful way of driving traffic to your website and because we have invested heavily in our database over the years you can be assured the people that matter will see it.

## Option

### Headline Leaderboard with hyperlink in Blog

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Cost: £750 per blog | £1,900 for 4 blogs

Size: 600px(w) x 150px(h)

### Baseline Leaderboard with hyperlink in Blog

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Cost: £500 per blog | £1,250 for 4 blogs

Size: 600px(w) x 150px(h)

### Headline & baseline leaderboard with hyperlink in Blog

---

Cost: £1,000 per blog | £2,500 for 4 blogs

Size: 600px(w) x 150px(h)

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# MEET THE TEAM



## David Begg

### Publisher & Chief Executive

David Begg is a non-executive board member of Heathrow Airport Holdings Ltd, a member of the Cubic Transportation Systems' Advisory Board and a visiting professor in sustainable transport at Plymouth University. He also chairs the judging panel for Transport Times' three annual awards shows. Previously David has been an adviser at TfGM, chairman of Tubes Lines and a non-executive director of First Group Ltd.

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## Isabel Poulton

### Sales Director

Isabel is a successful operational leader with a strong track record of managing and developing projects for Blue Chip Companies, dealing with marketing and sales in multi-media call centres, national and European Transport Conferences, Seminars and Awards Events. Now in her 7th year with Transport Times, Isabel continues to bring fresh and relevant sales management experience in an ever changing economic market to both our business and our Clients.

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## Kirsty Walton

### Events & Office Manager

Kirsty graduated from the University of Kent in 2014 with a first class degree in Social Sciences. As a student she worked closely with the university to deliver a number of events on campus and in local schools. Kirsty started her career in events with a short work experience placement at Waterfront Conference Company, before joining Transport Times as Events Assistant in November 2014.

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## Manuela Gomes

### Events Assistant

In her role as Events and Office Assistant, Manuela works to effectively develop content for and organise conferences and award ceremonies that celebrate and explore all that is brilliant and emerging in the Transport industry. Her professional experience and educational background allow her to take on a variety of tasks from research to elaboration of events. Manuela grew up in Sao Paulo, Brazil, where she earned her Marketing, Advertising and Publicity Bachelor's Degree from Universidade Presbiteriana Mackenzie.

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## Abigail Cutts

### Team Assistant

Abi took the position of an apprentice at Transport Times when she joined the company in October 2016. Previously, she studied at a college in Hampshire, after finishing Thornden School with the top GCSE grades. After completing her apprenticeship at a very fast pace, she has now qualified in Business and Administration and has a part time role as the office assistant. As well as her office-based role, she is currently one of the UK's top ballroom dancers.

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