

2008

Media
Recruitment
Information

modern railways



jobs-in-rail.co.uk
your railway career

THE cost effective way of reaching the most influential people in the railway industry

- Modern Railways is essential reading for all the key players in the privatised railway industry.
- The magazine has been published for over 40 years and is well recognised as the authoritative voice in the industry. Modern Railways and The Railway Forum run the annual Railway Industry Innovations Awards Scheme, the longest-established awards scheme in the industry.
- Modern Railways is also the official journal of the Railway Study Association.

More than 19,000 copies of Modern Railways are sold each month.

- 9,257 copies sold via the UK news trade
- 1,640 copies sold via the overseas news trade (inc. Republic of Ireland)
- 5,887 to subscribers in the UK
- 960 copies go to overseas subscribers
- 900 copies go to the influential Railway Study Association: each member receives a copy of the magazine each month
- 440 copies go to Direct sales/bookshops



CONTACT:

Matt Gardiner

Recruitment Sales

T: 0845 270 7892

F: 0845 270 7960

E: matt@landor.co.uk

**Well-qualified potential applicants read Modern Railways:
recruit them for your firm through our recruitment pages.**

PUBLICATION SCHEDULE 2008

ISSUE	SALE DATE	COPY DEADLINE
January	Friday 28 December	Thursday 13 December
February	Friday 25 January	Monday 14 January
March	Friday 22 February	Monday 11 February
April	Friday 28 March	Thursday 13 March
May	Friday 25 April	Monday 14 April
June	Friday 23 May	Monday 12 May
July	Friday 27 June	Monday 16 June
August	Friday 25 July	Monday 14 July
September	Friday 22 August	Monday 11 August
October	Friday 26 September	Monday 15 September
November	Friday 24 October	Monday 13 October
December	Friday 28 November	Monday 17 November

FULL COLOUR ADVERTISEMENT RATES

INSERTIONS	1	3	6	12
Whole Page	£1,635	£1,515	£1,450	£1,350
Half page	£1,145	£1,080	£1,035	£975
Quarter Page	£800	£780	£760	£730

MONO ADVERTISEMENT RATES

INSERTIONS	1	3	6	12
Whole Page	£1,145	£1,030	£980	£860
Half page	£655	£590	£550	£485
Quarter Page	£325	£290	£275	£240

- As part of your booking with Modern Railways, your vacancy will be uploaded onto **Jobs-in-Rail.co.uk** which has over 600 registered users (*December 2007)
- If the advert is composite, additional jobs are charged at £150 each

Advertising agency commission, UK and overseas: 10%

ADVERTISEMENT PREPARATION

We can do it for you. Supply us with the words and pictures you want used, and we will design the advertisement for you. Charges for this service from £150 plus VAT.

ADVERTISING CONTACT DETAILS

Matt Gardiner Recruitment Sales
T: 0845 270 7892 F: 0845 270 7960 E: matt@landor.co.uk



MECHANICAL DATA

	Width x Height (mm)
FULL PAGE (bleed)	216 x 303
FULL PAGE (trim)	210 x 297
FULL PAGE (text area)	185 x 265
HALF PAGE (horizontal)	185 x 130
HALF PAGE (vertical)	90 x 265
QUARTER PAGE (vertical)	90 x 130

Please allow at least 5mm to the edge of the page for bleed adverts, to allow for trimming.



jobs-in-rail.co.uk
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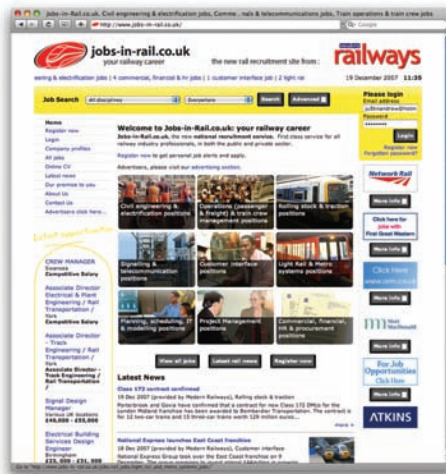
As part of your recruitment booking with Modern Railways, your position will also appear on **Jobs-in-Rail.co.uk**.

- **Jobs-in-Rail.co.uk** has been **specifically designed to meet the personal requirements** of jobseekers and recruiters
- The site combines the strength and long established reputation of **Modern Railways** with the proven success of the industry's leading online recruitment service **Jobs-in-Transport.com**.
- Our experience and understanding of the market enables us to effectively target and attract the highest quality candidates for your vacancies.

There are a number of services available to you including:

- Recruitment campaigns
- Branding and promotional campaigns
- Sophisticated applicant filtering technologies
- Sponsored email alerts

Full rates are available from
www.jobs-in-rail.co.uk/employers



FILE FORMATS

- QuarkXPress v4.0 or higher (working in v6.0) Please include fonts and embedded pics when collecting
- Illustrator or Freehand EPS files, with embedded fonts
- Any of Photoshop's standard formats: EPS, TIFF, JPEG etc., using CMYK for colour files, 300 dpi resolution at actual size
- PDF – Generated with pre-press settings, embedded fonts, and CMYK artwork (Job options file sent by request)
- Colour is standard 4-colour process CMYK. Pantone colour not available
- Microsoft Word, with embedded pictures included when sending. Your artwork/copy file should be accompanied by a printed proof of artwork (where possible) and any disk should be clearly labelled and state whether the disk is to be returned

Production and artwork enquiries should be directed to:

Ruth Jameson,
Advertisement Production,
Ian Allan Publishing Ltd, Foundry Road,
Stamford, PE9 2PP T: **01780 484 630**
E: **ruth.jameson@ianallanpublishing.co.uk**

Terms and Conditions

Accounts are strictly net and must be paid within 30 days of publication. Discrepancies on invoice must be notified within 14 days of invoice date. All advertisements are subject to approval of copy.

The publisher will not be liable for any loss or damage whatsoever resulting from any error or delay in the publication of, or the non-appearance of any advertisements, for any reason whatsoever.

Charges will be made on respect of any copy requiring typesetting or studio treatment (inc. reduction, enlargement, photography and retouching).

Full set of terms and conditions available on request.