

RAIL

PORTFOLIO

2019 MEDIA PACK



RAIL: at the heart of the UK rail industry since 1981

RAIL is the UK's most respected, authoritative and influential railway industry magazine. Whitehall insiders say that **RAIL** is the most widely read and influential magazine in its field within the corridors of power at Westminster.

RAIL delivers unrivalled coverage of today's railway - from boardroom to trackside covering high-level discussions of policy, latest infrastructure engineering projects and interviews with key industry figures. **RAIL** also publishes a number of supplements throughout the year focusing on prominent issues.

The pages of this media pack will showcase the platforms and audiences across the **RAIL** portfolio. Please feel free to contact the team to discuss specific opportunities and how **RAIL** can help position your brand at the heart of the Industry.

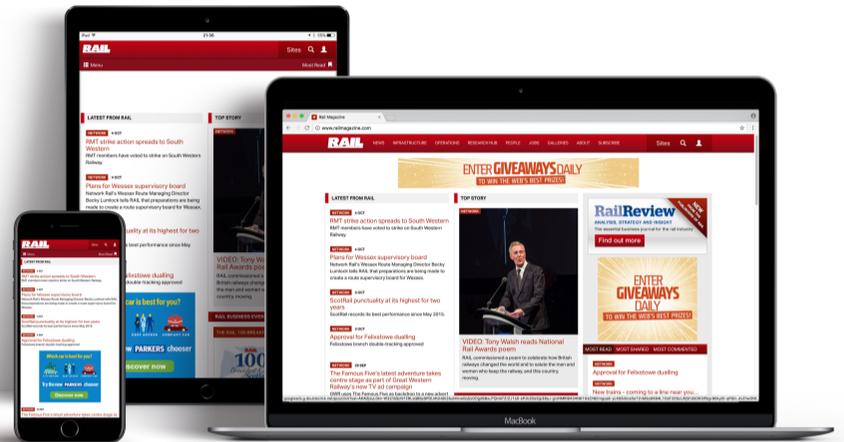


RAIL

The *RAIL* brand...
So much more than a magazine.

Sir Peter Hendy CBE, Chairman,
Network Rail talking about *Rail*

“Always on top of the latest issues, and
always quick with insightful comment”



PRINT

RAIL is the UK's most respected, authoritative and influential railway industry magazine published fortnightly.

ONLINE

With growing traffic and a popular twitter account *RAIL's* website is quickly becoming a staple part of the industry.



RAILREVIEW

A membership network for the senior management of the UK rail industry that allows the sharing and debating of information, policy, opinion and analysis.



RAIL EVENTS

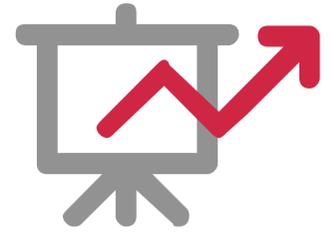
RAIL owns some of the most recognisable and well respected event brands in the industry.



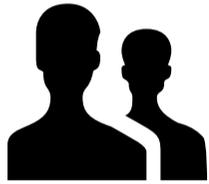


WHY INVEST IN THE RAIL INDUSTRY?

The rail industry is the economic backbone of the United Kingdom and continues to grow.



ECONOMY



The rail industry & its supply chain employ up to

240,000

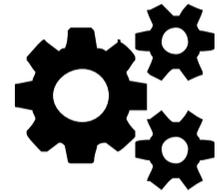
people per year*



Rail reduces road congestion saving up to

£11.8bn

in travel time per year*

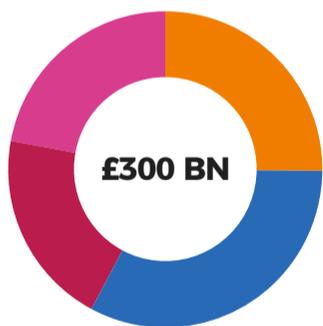


Rail enhances the productive potential of the economy by up to

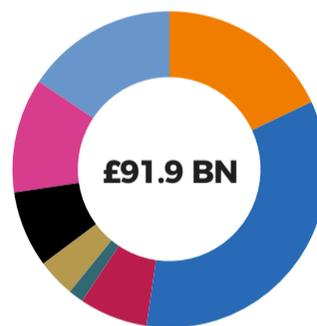
£11.6bn

per year*

Transport represents the largest sector for government investment 2016/17 - 2020/21



- Energy £78.6 bn
- Transport £91.9 bn
- Utilities £59.2 bn
- Other Sectors £71.6 bn



- High Speed Rail £14.8 bn
- Rail £32.8 bn
- NPIF Transport £2.6 bn
- Ports £0.7 bn
- Airports £5.2 bn
- LA Majors £9.9 bn
- Roads £12.7 bn
- London £13.0 bn

£91.9 BN

Transport represents the largest sector for government investment.**

£47.6 BN

of the £91.9bn has been earmarked for direct investment into rail**

*SOURCE: Rail Delivery Group published June 2017. **SOURCE National Infrastructure & Construction Pipeline Analysis Report. Published by The Infrastructure & Projects Authority reporting to HM treasury & cabinet office.



RAIL MAGAZINE

RAIL is a business magazine that delivers unrivalled coverage of today's railway - from boardroom to trackside, RAIL tells you what's going on first.



19,913

EDITORIAL - High-level discussions of policy, latest infrastructure engineering projects, accurate and independent information, news stories, acclaimed train testing, interviews with key industry figures and lots more.



(As verified by ABC terms of control)



“Whitehall Insiders say that RAIL is the most widely read and influential magazine in its field within the corridors of power at Westminster.”

Nigel Harris, Managing Editor, RAIL portfolio

RAIL SUPPLEMENTS

Present your company as the authoritative voice on a key industry topic.

- WOMEN IN RAIL
- RAIL FUTURE INFRASTRUCTURE
- DEVOLUTION
- HIGH SPEED
- LONDON
- COLLABORATION
- WORLDWIDE PRODUCTS
- LEADERS OF THE FUTURE
- INTELLIGENT TRANSPORT
- OTHER TOPICS CONSIDERED

Raise your profile as the key industry thought leader on your chosen subject.

These 16-32 page supplements appear as an integral part of **RAIL** magazine and cover in detail the most relevant industry topics.

Exclusive sponsorship positions your company as the dominant brand against a particular subject matter and provides prominent exposure to the Rail audience.



Sponsorship £8k, Special Report from £1.5K



Please contact Julie Howard **RAIL** Account Director

E: julie.howard@bauermedia.co.uk

T: 07748 533 845



RAIL SPECIAL REPORTS

The perfect way to promote a new launch or key message.

These bespoke reports are written by the **RAIL** editorial team all about your company and include an interview with a senior rail director and/or a case study from a project or partnership.

Working from your brief, the reports are designed to help raise a company's profile with a focus on success to aid current or future bids.

Special reports can run within the dedicated supplements to align your company against specific topical content or can sit independently within the main RAIL magazine to reflect a more appropriate time for your company to appear.



1 page report £1.5k
2 page report £2.5k
Upgrade a 2-page report to include a 4-page mini e-zine* & **RAIL** online hosting for an additional £1k

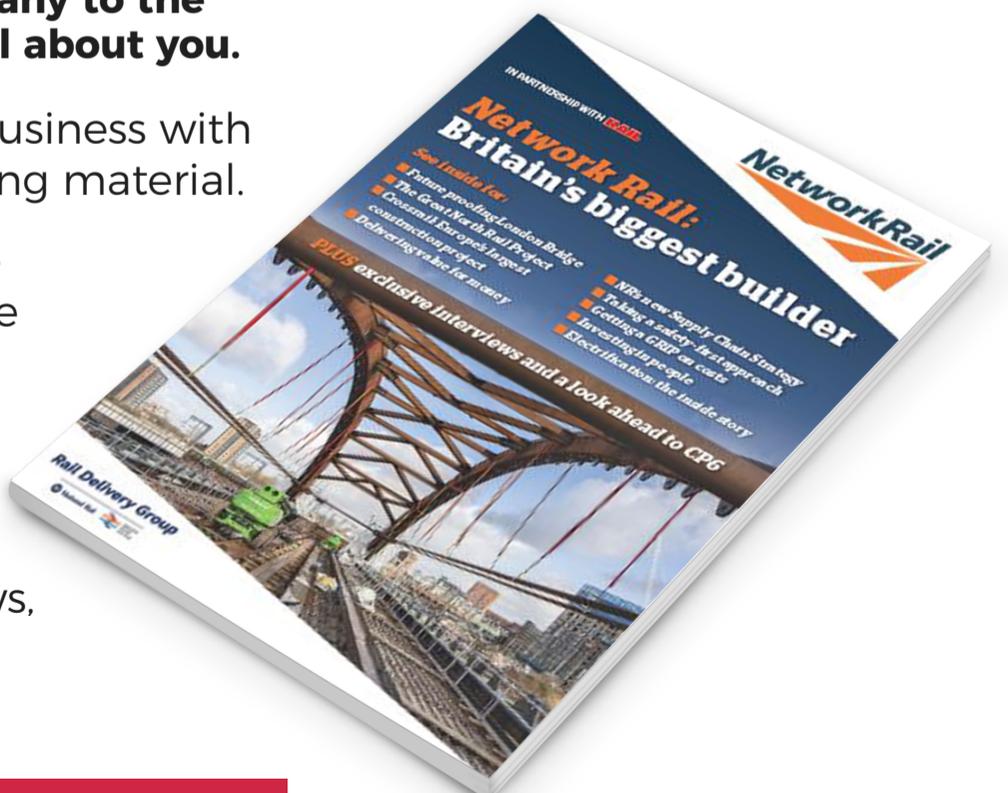
RAIL BUSINESS INSIGHTS

The bigger picture. Showcase your company to the rail industry with a bespoke magazine all about you.

A bespoke magazine will provide your business with high-quality sales collateral and marketing material.

Created by **RAIL** editorial these bespoke publications will help to raise your profile across the industry, demonstrate your experience and expertise and position you as a credible partner to do business with.

Content could include director interviews, thought leadership, company opinion, insight and case study.



£8k-£15k dependent on pagination





RAIL GUEST COLUMNS

Speak with authority to the RAIL community.

A guest column in **RAIL** allows you to position your company representative as a thought leader and industry voice.

Headed as a '**RAIL** Promotion: Ask the Experts' you will have the opportunity to promote a thought provoking, opinion based article on a key industry topic to the rail industry.

This opinion piece will be accompanied by a head and shoulders photograph, name and job title of contributor and company logo.

Quarterly (4) £2,200 - Monthly (12) £6,000

RAIL INDUSTRY INDICATORS

Deliver key insight, analysis and prediction to the rail industry.

Position your company as forward thinking by partnering **RAIL** to communicate the latest trends, opinion and resulting economic indicators in **RAIL** magazine.

Align your brand against this thought provoking and insightful content and commitment to the longevity and future of the industry with a sponsorship package.

Sponsorship is available on a 2 (six monthly) or 4 (quarterly) report basis and will provide company branding on the DPS coverage and a sponsors commentary panel.

Bi Annual (2) £5,500 - Quarterly (4) £8,500

RAIL Promotion: Ask the Experts

The Control Period conundrum

Many industries experience business cycles. Farmers work to the rhythm of changing seasons. Tourism income is dominated by summer holidays.

The UK rail industry has become cyclical, working to the cycles of Network Rail's Control Periods created by successive governments' well-intentioned drive for clean, accurate accounting.

Control Periods, although helping to meet this need, have unintentional consequences. As the end of one nears, work on schemes for the next wanes, and investment dries up. Organisations that have been working successfully with Network Rail to deliver projects and renewals have to contend with their workload disappearing.

Railway signalling and control is particularly dependent upon specialist skills and long-term R&D investment. Major companies fight to secure R&D funding from their global parent organisations, with decisions driven by return on investment. Previous cycles have featured smaller companies shrinking or even disappearing, while larger companies struggle to retain competent, experienced workforces.

At the beginning of Control Period 5, signalling faced a lack of resource and a perception that the quantity and complexity of work required couldn't be delivered.

The industry responded positively and successfully to this challenge. Global players invested heavily in UK-based organisations, recognising the country's skills base and encouraging development of apprentices, graduates and other new industry entrants.

Our small and medium-sized businesses have developed a unique portfolio of capabilities, particularly in terms of railway digitalisation. Our universities are world leaders in railway technology. But maintaining these leading, UK-focused capabilities, with a workforce running to tens of thousands, becomes near-impossible in a cyclical world.

The creation of the 'Digital Railway' may reduce the impact of these cycles, with implementation of the technology unlocking capacity, reducing costs, improving our environmental credentials and improving passenger experience.

However, the companies that are investing heavily are the same ones that deliver upgrades to improve the railway. The skills the UK needs to deliver the Digital Railway are available today, but a significant downturn will lead to a permanent drain of this resource to lucrative jobs in Europe or beyond.

We are pleased to play our part in tackling these issues, through the use of new technologies and alternative delivery models that bring benefit to all stakeholders, including the travelling public. But without continuity of business, the UK railway will lose its momentum.

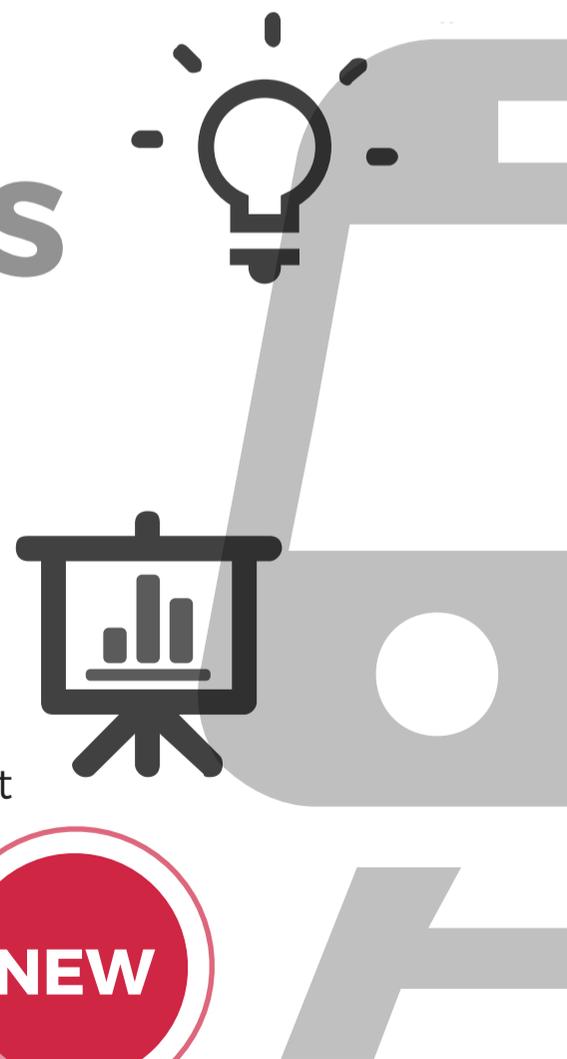
Business cycles are a fact of life. Artificial business cycles which force major peaks and troughs of demand, affecting the development of national infrastructure, need not be.

We are proud of our record of working with Network Rail to deliver improvements and reduce costs, building towards a world-class railway. But the industry's challenge to maintain investment in products, solutions, and a diverse, capable workforce during periods of uncertainty is increasing, and needs to be addressed.



Paul Copeland,
Managing Director,
Siemens Rail
Automation UK

SIEMENS
Ingenuity for Life



NEW

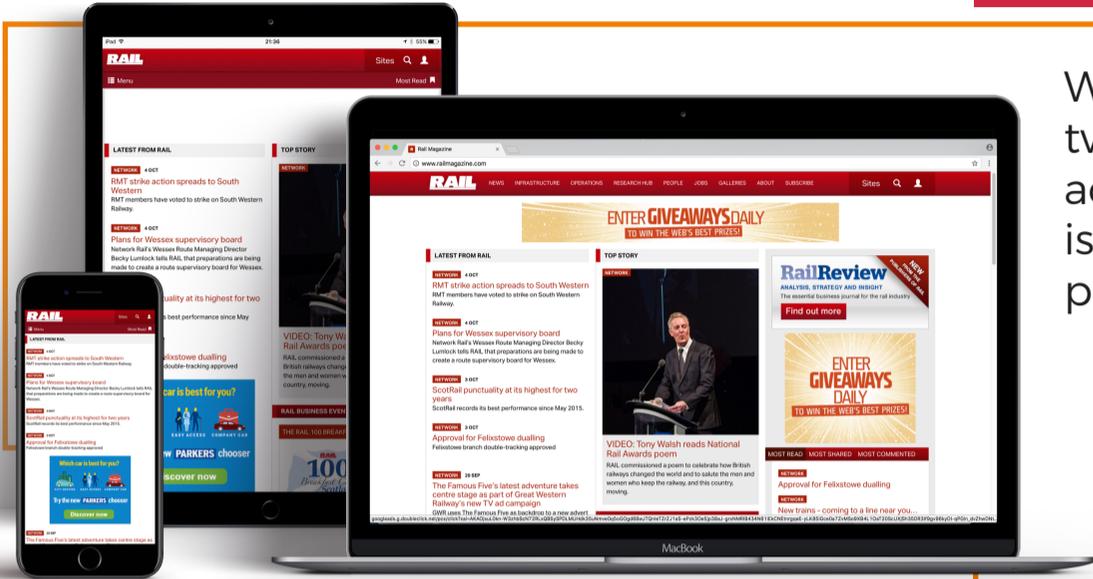




RAIL ONLINE

www.railmagazine.com

FREE LISTING
PROMOTE YOUR RAIL JOB
VACANCIES FREE OF CHARGE ON
WWW.RAILMAGAZINE.COM



With growing traffic and a popular twitter account promoting activity every day, **RAIL'S** website is quickly becoming a staple part of the industry.

65,363

AVERAGE MONTHLY USERS

256,372

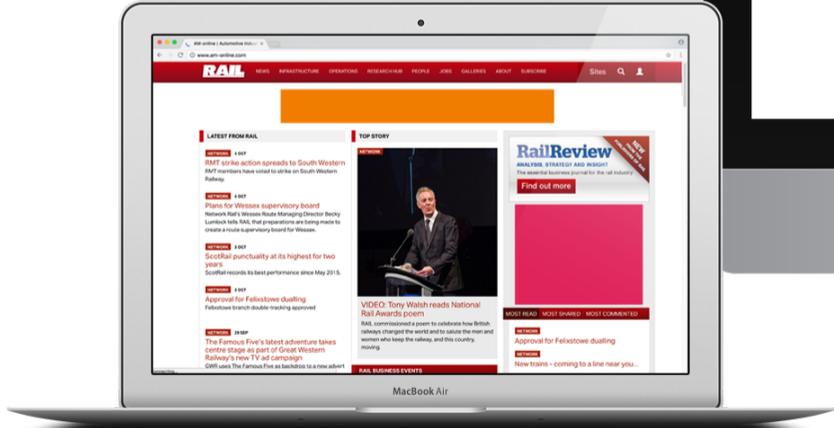
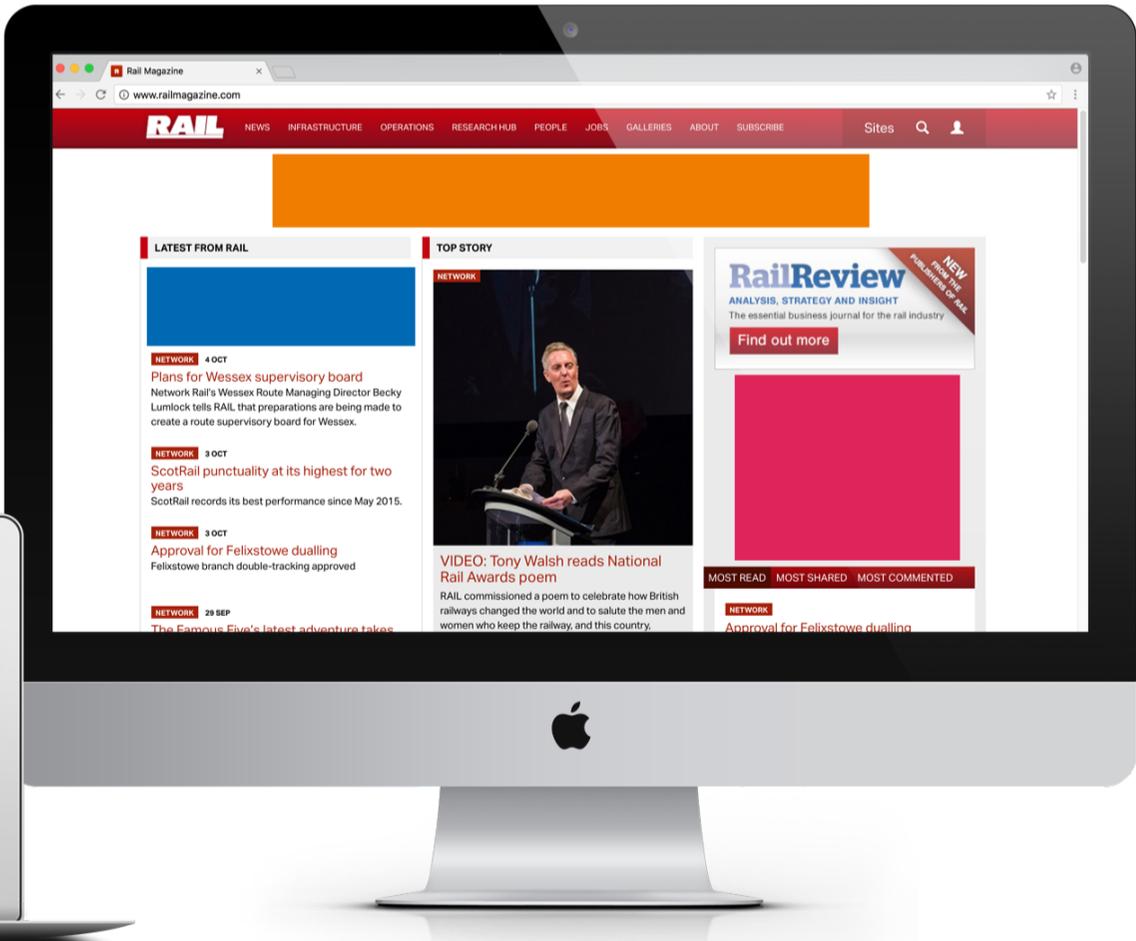
AVERAGE MONTHLY PAGE IMPRESSIONS

(Average monthly users January - August 2018)

Source: Google Analytics

 **17,300+**
TWITTER FOLLOWERS

NEWSFEED PROMOTION
Guaranteed coverage of your company news or press release to appear in your own words on the popular **RAIL** newsfeed, the biggest driver of traffic to the **RAIL** website.
£500 Each



STANDARD ADVERTISING

LEADER BOARD **£15 CPM**

MPU **£20 CPM**



Please contact Julie Howard **RAIL** Account Director E: julie.howard@bauermedia.co.uk T: **07748 533 845**



RailReview

NEVER MISS THE BIG CONVERSATIONS
PRINT | EVENT | ONLINE MEMBERSHIP



Benefit from unique resources that connect you with forensic analysis, targeted strategy and unrivalled rail industry insight through print, event and web membership.

RailReview is a membership network for the senior management in UK rail that allows the sharing and debating of information, opinion and analysis in an independent environment. **RailReview** is created and curated by and for chief executives, MDs and senior directors in the industry.

RailReview's editorial board meet quarterly in an agenda-free environment to discuss the topics most affecting them now. These topics are taken forward to form the content for the next edition of the journal. **RailReview** journal is published on a quarterly basis and is complemented by a monthly email digest and website for subscriber access.

3 ways to get involved from taking a place on the editorial board, to editorial contribution, or subscription only.

Prices from £99 - £3,000

Talk to Julie to find out more.



RailReview members include:

Sir Peter Hendy

CBE, Chairman, Network Rail,

Mark Bullock,

MD, Balfour Beatty Rail,

Mark Carne,

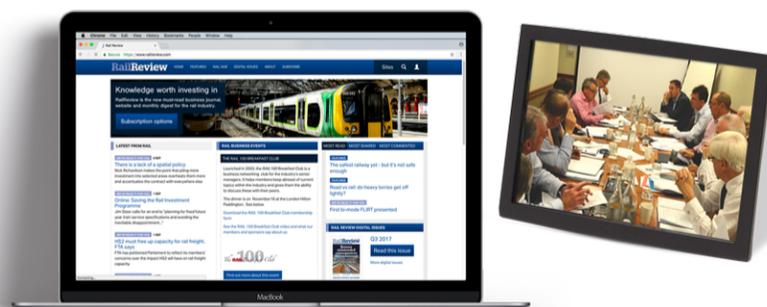
Chief Executive, Network Rail,

Dyan Crowther,

Chief Executive Officer, HS1,

Tom Kelly,

Strategic Communications Director, HS2 and many more.



“RailReview is genuinely insightful and incisive: different viewpoints that have the potential to help shape the agenda for the industry and its stakeholders.”

Chris Jackson Partner, Burges Salmon





RAILEVENTS

RAIL 100 BREAKFAST CLUBS

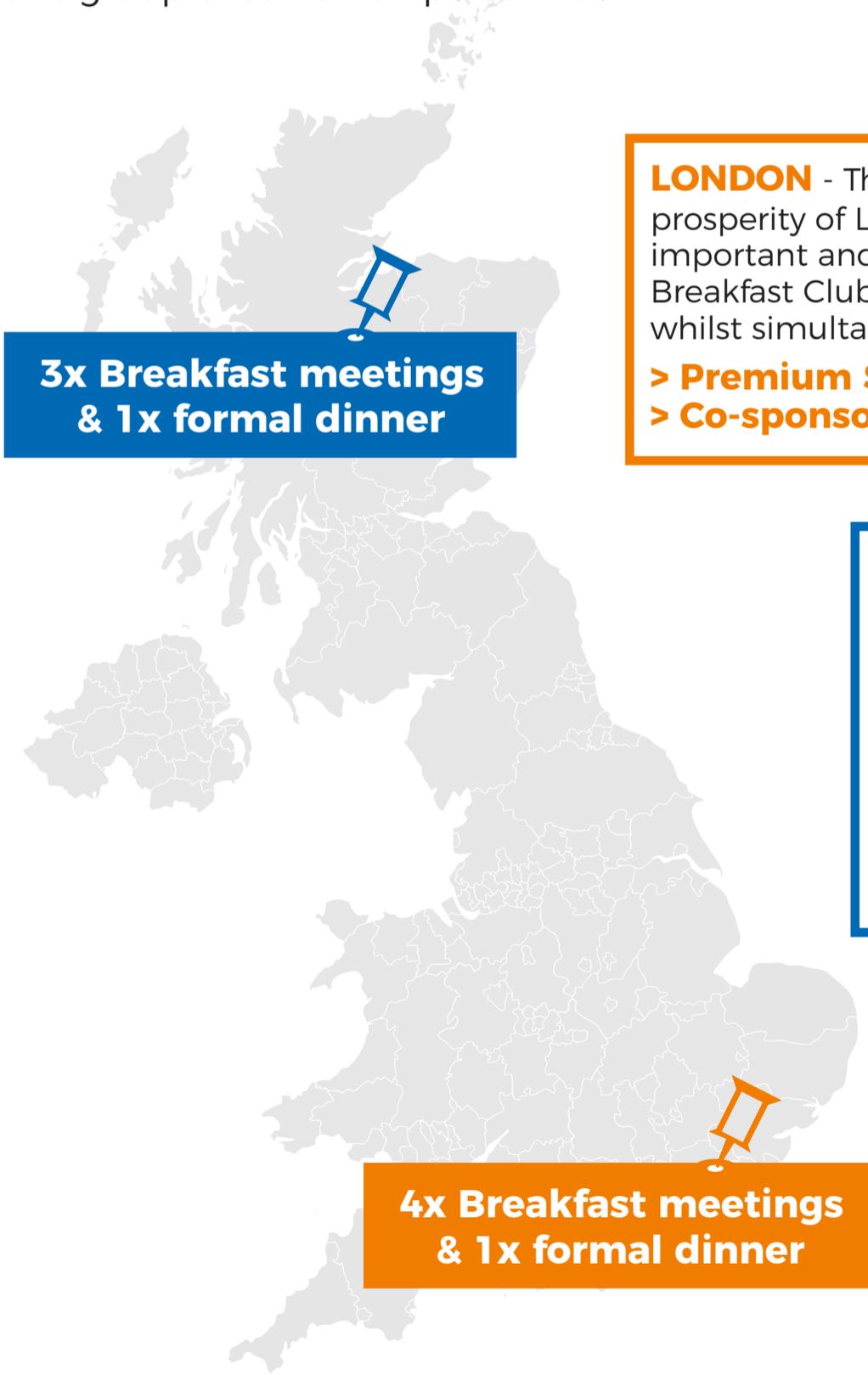
The Rail 100 Breakfast Clubs provide business networking for the industry's senior decision makers. Meetings throughout the year help members keep abreast of the current issues and challenges and offer the opportunity to discuss these with their peers.

Sponsorship puts your company at the heart of the discussion and provides networking with this group of senior rail personnel.



“It’s an excellent opportunity to listen to important speakers talk about key issues in informal surroundings.”

Peter Loosely, Policy Director, Railway Industry Association



3x Breakfast meetings & 1x formal dinner

LONDON - The railway is crucial to the economic prosperity of London, enabling it to be one of the most important and influential cities in the world. The London Breakfast Club reflects the importance of rail in London whilst simultaneously debating rail policy across the UK.
> Premium Sponsorship Package £18k
> Co-sponsorship Package £8k

SCOTLAND - Rail travel in Scotland is more popular than ever before with more than 96 million journeys made in 2016. Huge investment is being made to deliver improved passenger facilities and introduce newer, faster, longer and greener trains.
> Sponsorship Package £10k

4x Breakfast meetings & 1x formal dinner





RAIL EVENTS

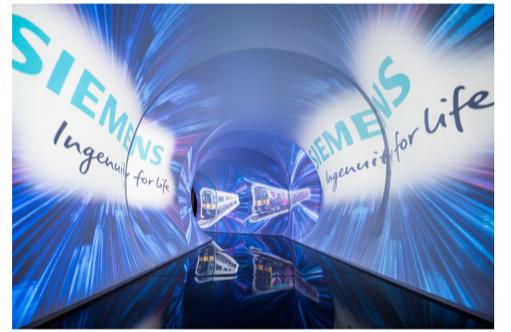
NATIONAL RAIL AWARDS

Grosvenor House Hotel, London.
September 19th 2019.

Now in its 18th year, the rail industry **“OSCARS”** celebrates excellence and achievement across the industry.

The rigorous and diligent judging process sets the NRA apart as the awards to win.

If you win a National Rail Award, you really are the best.



THE 2018 EVENT...

1085 PEOPLE

109 TABLES

70 COMPANIES

20 AWARD WINNERS

2 HEROES

2 NIGHTS

**Sponsorship packages
from £5k – 20k**



September 19
Grosvenor House Hotel
Park Lane, London

Unable to quantify tears, pride, business conversations, introductions or sponsors' increase in profile...



Please contact Julie Howard *RAIL* Account Director

E: julie.howard@bauermedia.co.uk

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RAIL EVENTS

RAIL LIVE 19TH & 20TH JUNE 2019

RAIL is working in partnership with the Rail Alliance to create a “**FARNBOROUGH**” for the rail industry, an all-encompassing event to include indoor & outdoor exhibition, interactive insight theatres and key topical debates.

Every aspect covered promises new ideas, informative content & tangible advice.

15,000+ square metre's

4,000+ attendees

State of the art exhibition

Seminar & Workshops

Displays & Demonstration

Position your company at the heart of the *RAIL* industry as an official headline sponsor of Rail Live 2019.

Sponsorship provides extensive branding, association and presence at the largest outdoor rail show in Europe.

Headline packages £15k



Rail Live will offer exceptional value to the industry.

Power, lighting, catering etc. offered at cost – no Rail Live mark-up cost.

Exhibition prices from just £525

EXHIBITOR COSTS

Internal Shell Scheme - £199^{m2}

Internal Open Space - £156^{m2}

External Space - £35^{m2}



RAIL