



FUTURE RAIL

# Media Pack

2022

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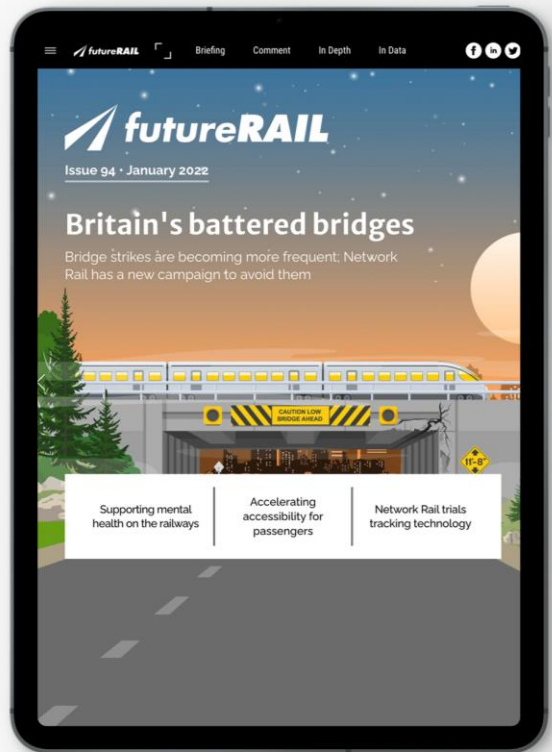
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# The magazine

01





# The magazine

At Future Rail we produce content in an objective and unbiased way. We focus on news-reporting and analysis of what's happening right now in the rail industry.

**At Future Rail we supply our readers from the global rail industry with all the latest business news and insights from around the world**

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.

## Technology

# Timeline: the evolution of hyperloop rail technology

Richard Branson's Virgin Hyperloop made worldwide headlines in November 2020 after the first passenger tests were conducted. As other companies work to make the hyperloop an established mode of transportation, [Iliaria Grasso Macola](#) traces the most important moments in its evolution.



# W

hen Virgin Hyperloop chief technology officer and co-founder Josh Giegel and director of passenger experience Sara Luchian stepped onto the company's custom-built pod for the first time, they knew they were making history.

"I was very excited, and I think if there were any nerves it was just about the



Future Rail is an excellent online platform that helps us reach our potential audience. It has great brand recognition within the industry and has a lot of readers which helps to get our message across to new clients.

## **Global Transport Forum**



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

# Tech-driven publishing

## The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

## Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

## Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

## Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

## Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

# Enhanced distribution

## EXTENDED NETWORK

1

### TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

### IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

### GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.



# Owned network

## Targeted database

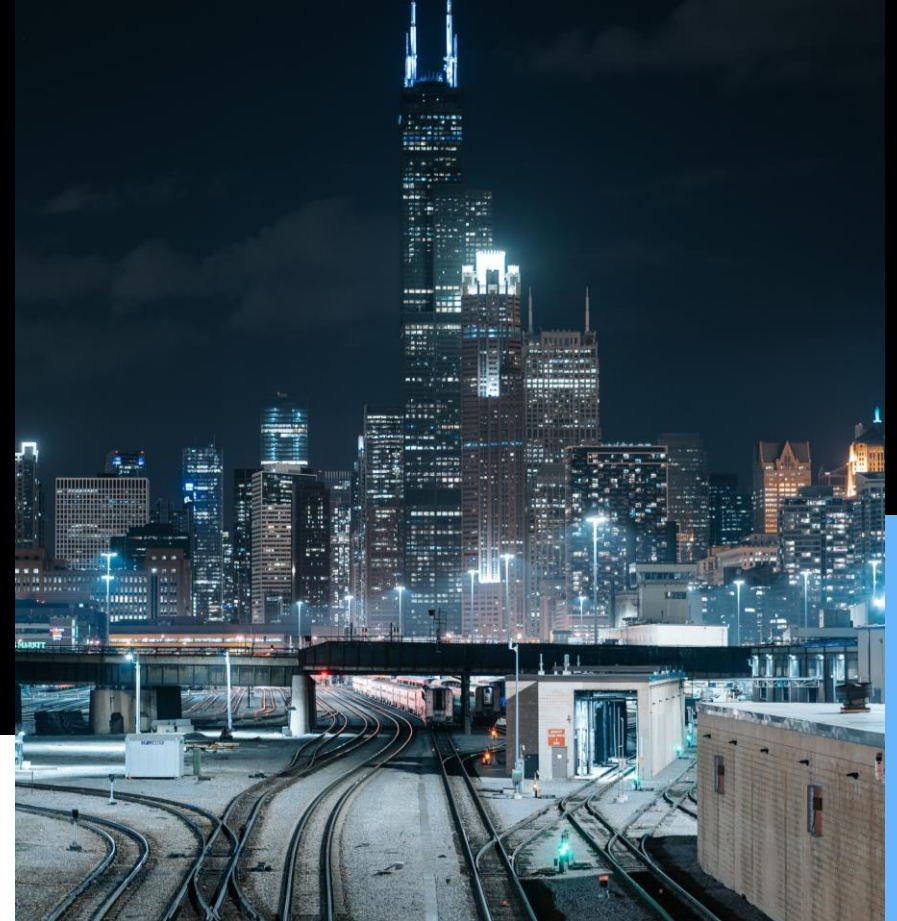
Sent directly to the inboxes of over 35,000 rail professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

## Owned network

- Magazine featured weekly in newsletters sent to over 17,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site railway-technology.com – a leading website in the industry with a global audience of over 166,000 unique users a month.

## Social media

Sent directly to the inboxes of over 35,000 rail professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.



**35,000**

rail  
professionals

**116,000**

unique users  
a month



# Worldwide reach

We can help you communicate directly with the global rail industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



ALSTOM

voestalpine

abellio



SBS Transit

TOLL

## NEW OPPORTUNITIES

Align your brand with key topics within the industry to demonstrate leadership and innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



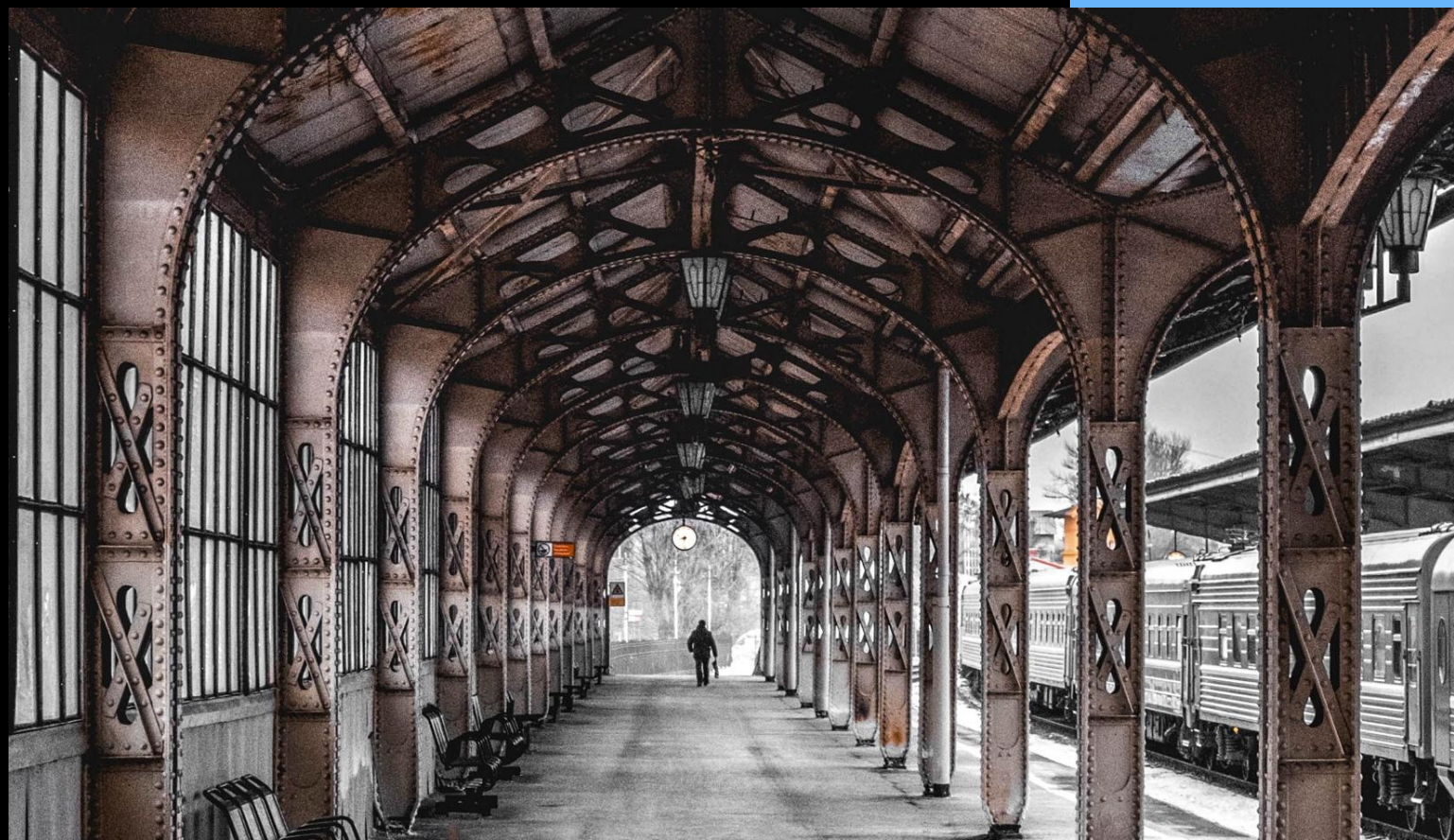
You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

# Sponsorship

02



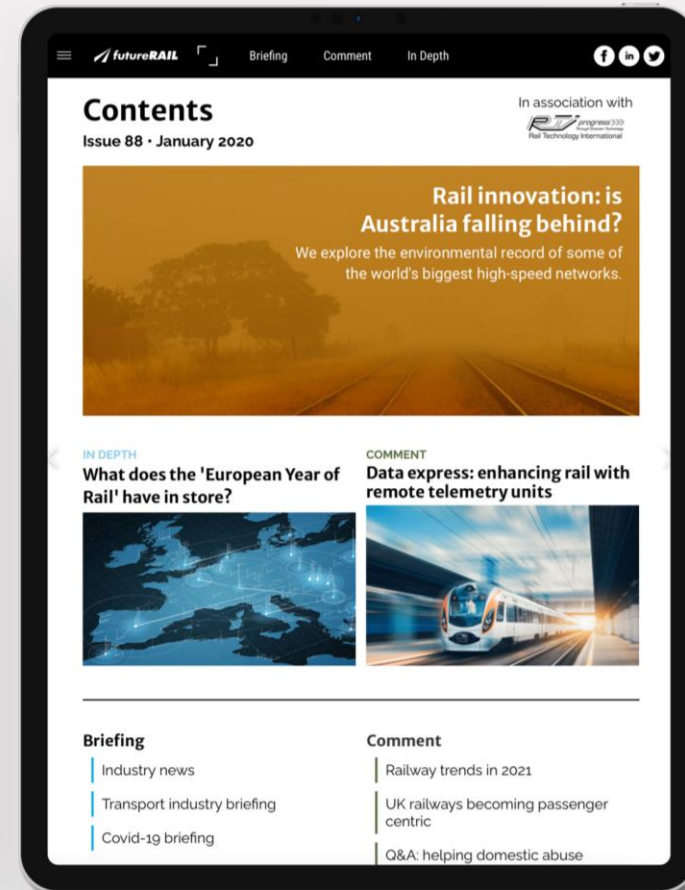


# Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

## FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

# Editorial calendar 2022

03



# Editorial calendar 2022

Sponsorship  
options



Edition	Theme	Lead article	Data article	Intent topic
Jan	Governance	<b>Safety</b> We find out how the industry is aiming to improve safety in railway operations, such as the implementation of positive train control systems.	Q4 2022 Deals & M&A trends	Track Engineering and Construction
Mar	Environment	<b>Environmental initiatives</b> How railways are attempting to reduce their carbon footprint through the use of eco-friendly energy sources on the track and at the station.	ESG investment trends	Signalling and Communications
May	Governance	<b>Freight</b> The latest developments in rail freight.	Hiring trends in rail	Passenger Coaches and Interiors



# Advertising

04



# Adverts

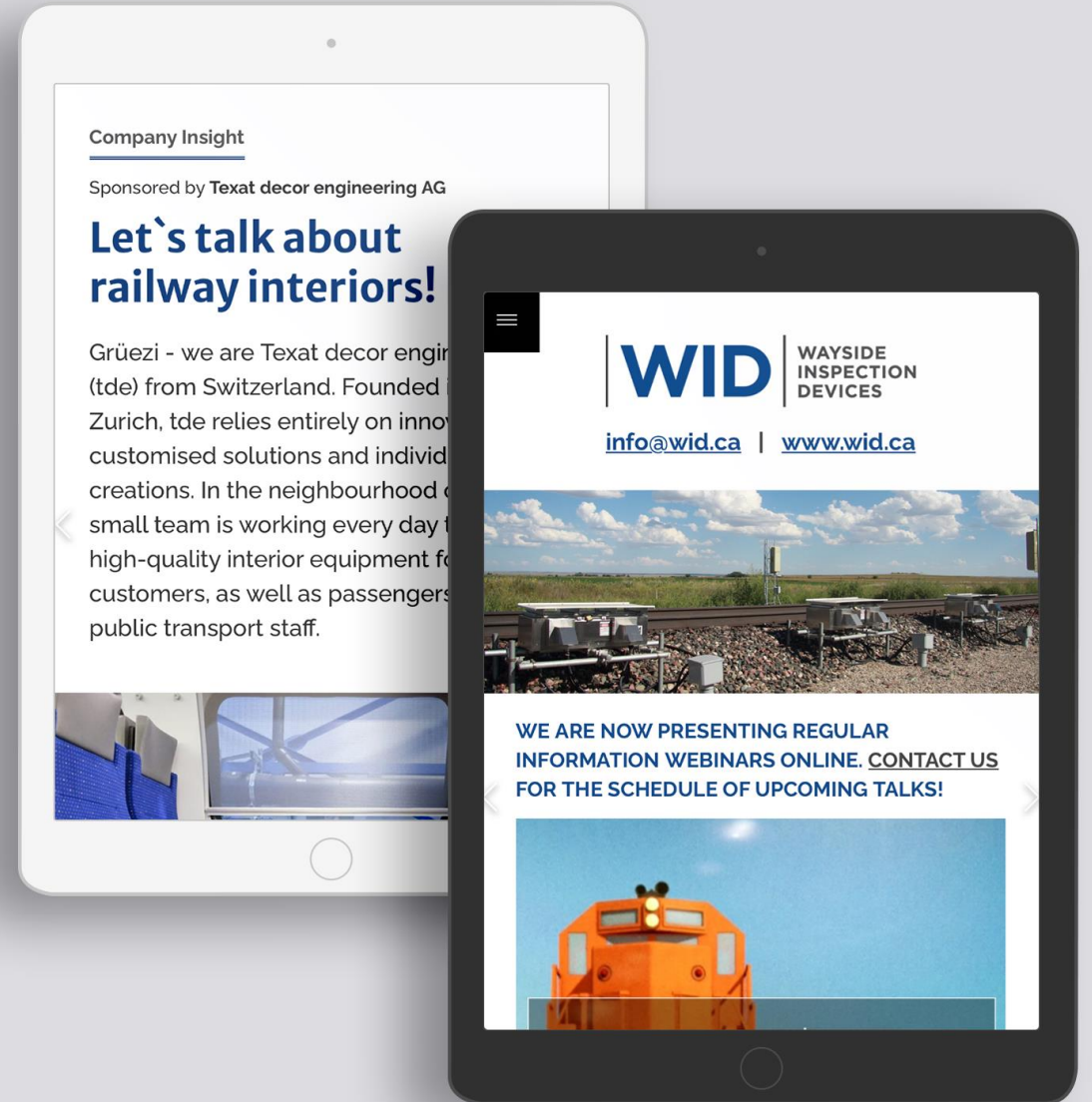
## Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

## Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website

*Left: Company insight  
Right: Interactive lead page*



# Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

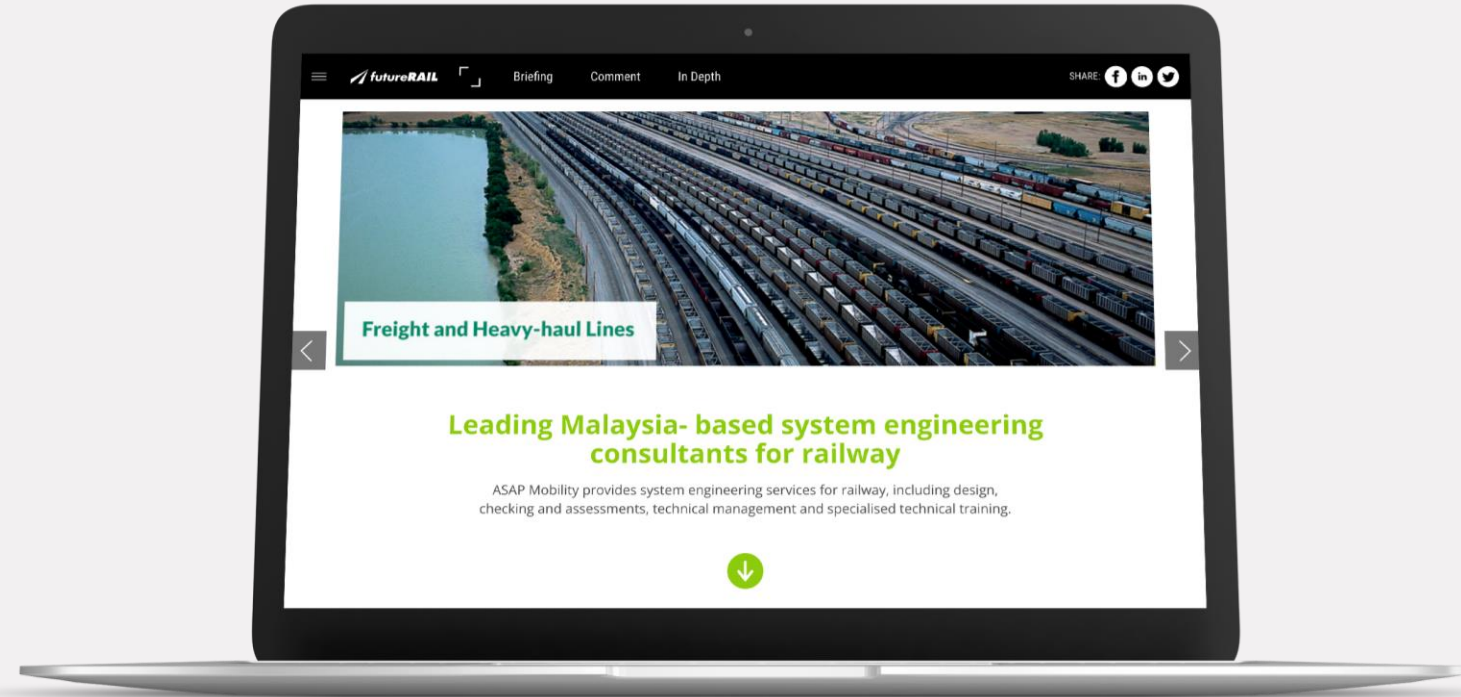


FUTURE RAIL ATTRACTS  
OVER 116,000 UNIQUE  
USERS A MONTH

## Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

**Our intelligent display advertising is included with all our packages**



Showcase: Display ad

# Our advertisers

**THALES**



**VOITH**

**HITACHI**

**Plasser & Theurer**



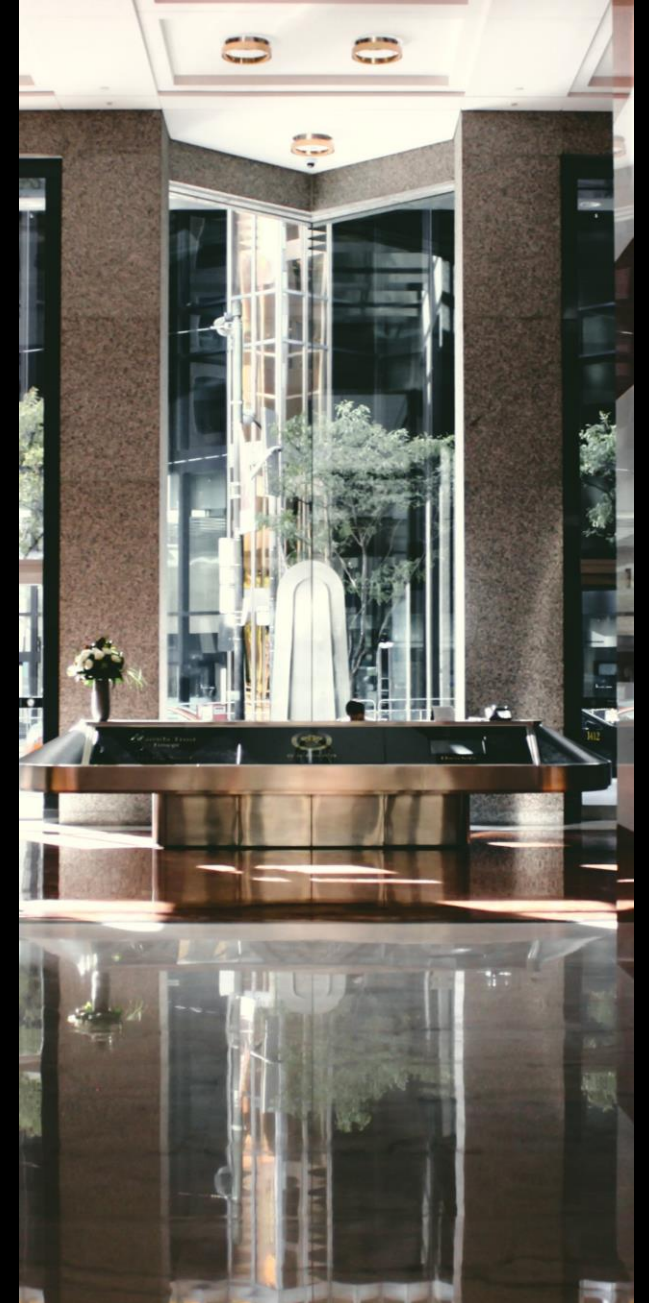
# Pricing

05



# Pricing

	Magazine Issues#	
	ONE	THREE
<b>INTERACTIVE ADVERTS</b> Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
<b>COMPANY INSIGHT</b> 800 words of advertorial & display banner advertising	£3,000	£7,500
<b>ISSUE SPONSOR</b> Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
<b>FRONT COVER WRAP</b>	£4,700	£12,000



# Let's talk

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[www.nridigital.com](http://www.nridigital.com)  
[tom.mccormick@nridigital.com](mailto:tom.mccormick@nridigital.com)