

**RAIL INDUSTRY**  
**CONNECT**

THE PLATFORM FOR RAIL BUSINESS PEOPLE

# Get your visibility on track

Media Pack





01

### **Who we are**

A breakdown of Rail Industry Connect and how we can support your business.

02

### **Digital Advertising**

The opportunities we provide to profile raise your business and position you as a thought leader in the industry.

03

### **Partner Programme**

We provide opportunities to work collaboratively by using our platform to showcase your assets.

04

### **Additional solutions**

We provide additional support beyond profile-raising and advertising, including tender support and event preparation.

05

### **Brands we work with**

Brands are already working with RIC – join the family!



# Who is NRIC?

**Founded by Dan Clark, the Operations Director that managed the building, development and growth of well-known brands such as Rail Business Daily, FM Business Daily, and Project Management Global, Rail Industry Connect focuses on high quality content and sharing best practice through an all-inclusive media platform.**

Our aim is to influence positive progression within the rail industry by sharing best practice and supporting businesses to grow through key insight and information, presented on our website and rounded up weekly on our newsletter.

There is a significant amount of great innovation and works delivery in the industry. That is why we have created a central resource that aggregates this and shapes how businesses approach key challenges such as safety, sustainability, social value, and more.



**NRIC**



# What you'll get with us

Our learnings over the last seven years in this industry has helped us to develop a platform that has multiple uses for the user.

## What RIC will provide on a weekly basis:



**Weekly extensive coverage of rail news**, from the UK, and some best practice from across the world



Modern & **user-friendly** website



**No membership required** to access news



**Training Course dates and information** to support frontline and office resource development

## How businesses can leverage profile raising opportunities:



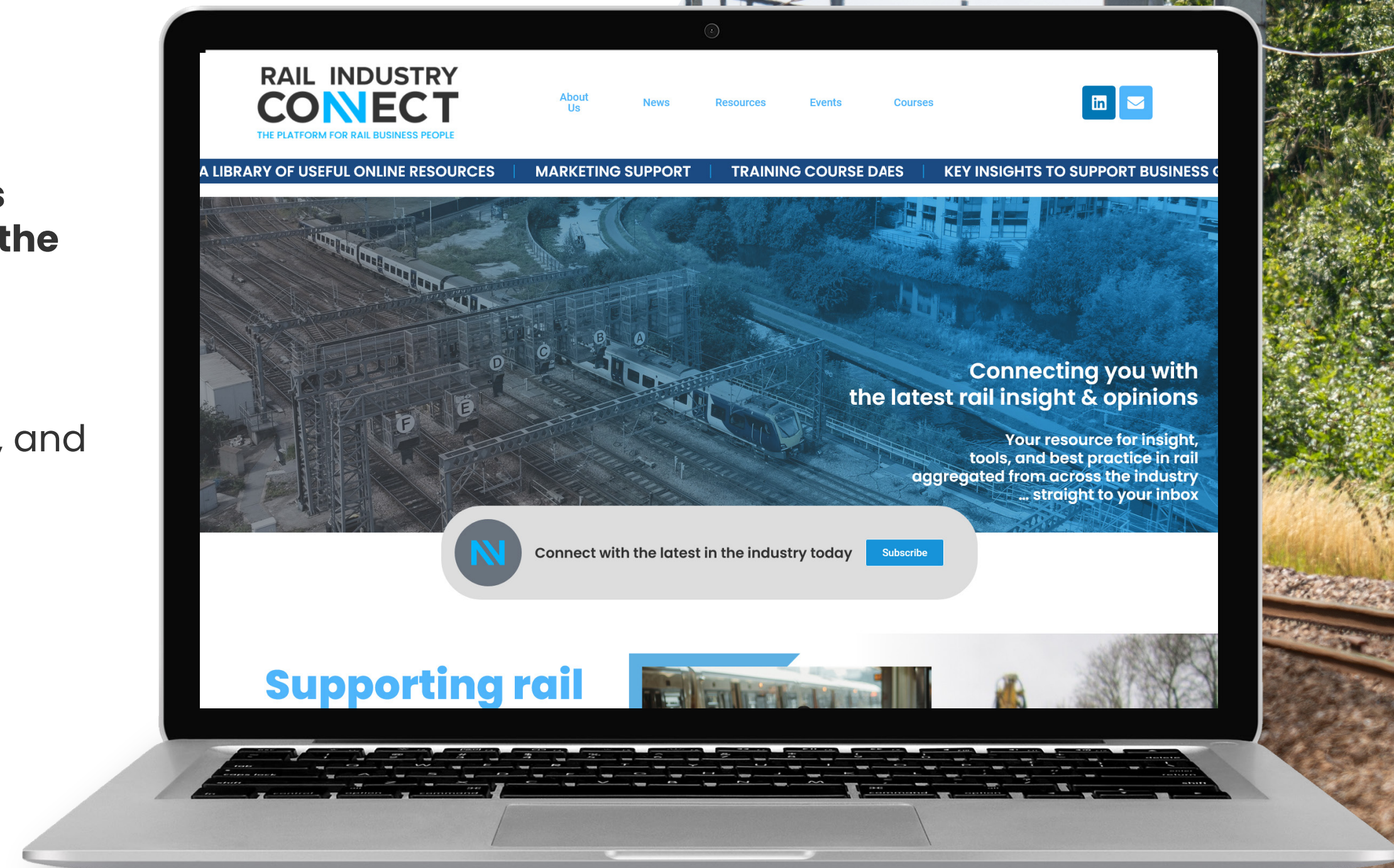
**Thought leadership opportunities**, both written and audio



**Visual advertising opportunities** on the newsletter and website, as well as solus emails to targeted audiences



**Events, jobs, and course listings** to help you ~ promote your service



# NRIC



# Benefits

We are careful about how we advertise, so that when we do, it is the most impactful it can be. We achieve this through:

- **High Impact Ad Location**

Our analytical approach to advertising locates the display only on the most visible areas

- **Ads are adblocker-proof**

Your advert is delivered even in the presence of adblocker browser extensions maximising reach

- **Limited Number of Ad Spaces**

Our goal is to create a best practice community within the world of rail. We have a limited number of advertising spaces for industry experts offering relevant market solutions



**NRIC**



# Current Statistics

Our database has been carefully segmented and curated so that our content is of most use to our audience, and for our partners and businesses we support with profile-raising, it provides them with maximum impact.

Our audience consists of the following:

- **21%** Directors
- **49%** Senior Management Level
- **30%** Management Level

We organically grow our social media audience, with more than 5,000 contacts in the rail industry from our team's personal accounts, and an audience specific to our company page.

We also have access to more than 400,000 rail industry experts within our contact list, including decision makers looking to advance their business.



## 98,000

subscribers to our  
weekly newsletter



## TBC

Open Rate

International standard is c17%



## TBC

CTOR Average – July

International standard is c10%



## TBC

monthly click throughs  
to our website

# NRIC



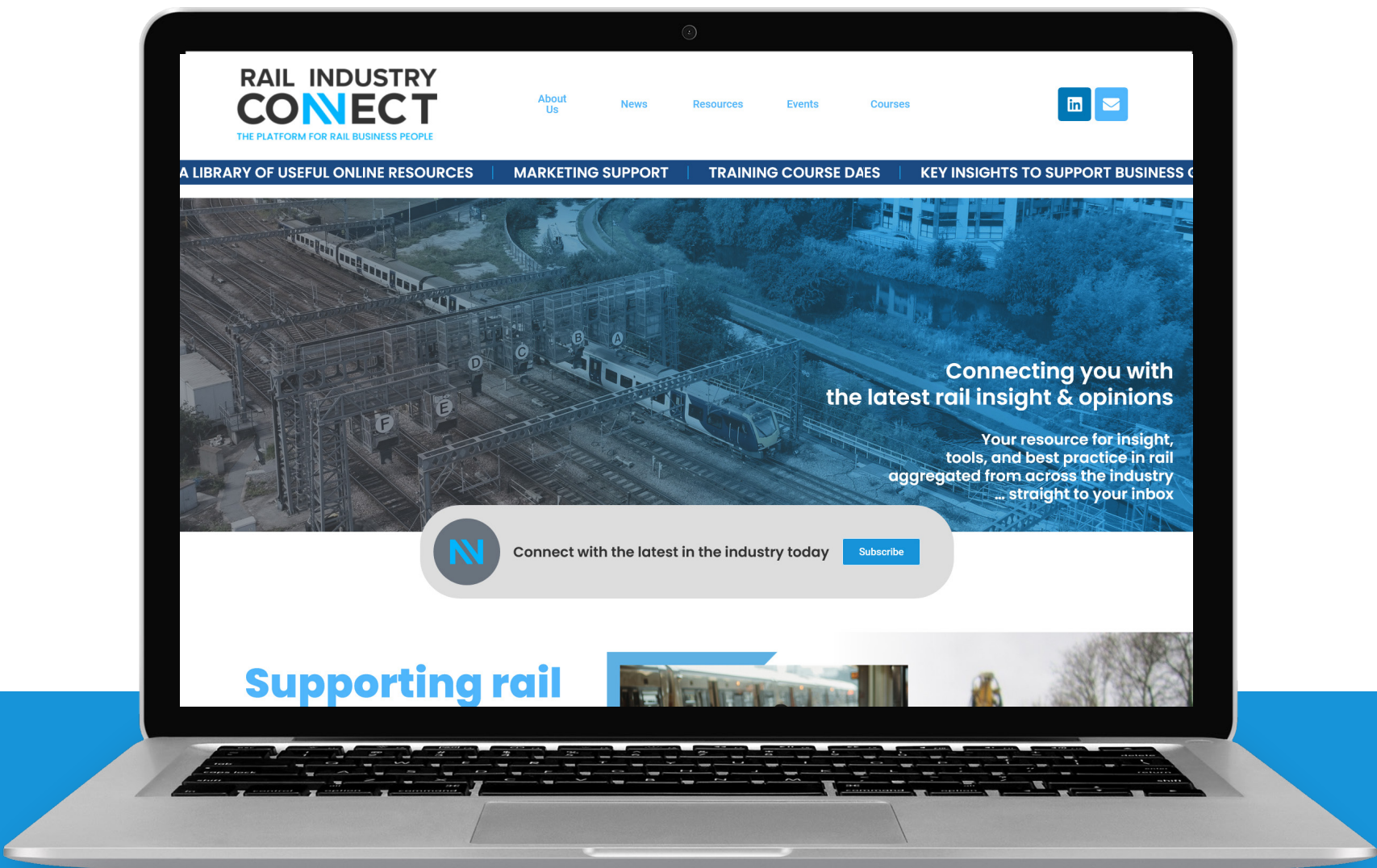
# Why advertise with us?

Research shows that people don't start seeing your brand until they come across it at least **seven times**.

If you repeat the same content, you're repetitive and people switch off.

Profile yourself using similar key messages with variations of your content, and you are taking advantage of the familiarity factor.

**This is where we can help.**



We also create flexible packages – with discounts applied based on bulk purchases of various digital advertising options.

Speak to us today about an option aligned to your marketing strategy.

	Where	Size	Cost
PL1*	Premium Leaderboard	728x90px	£1,000 p/m
PL2*	Premium Leaderboard	728x90px	£800 p/m
MPUT*	MPU in Latest News x4	370x300px	£1,000 p/m
MPUL*	MPU in content pages	728x90px	£800 p/m
BWN*	Banner in Weekly Newsletter x4	1000x300px	£900.00
SOL	Solus email with your content – limited spaces		£500.00
POD	Podcast session with recording, editing and publication – 1 hour	1 hour	£550.00
SPC	Sponsored Post – written and proofed	600 words advertorial	£900.00
SPB	Sponsored Post – content provided	advertorial	£500.00

All prices are in pound sterling for a duration of one month excluding VAT

\*The advertising space is exclusive for two advertisers on a rotational basis





# Lead Generation to boost your reputation

Beyond the RIC website, we also provide lead generation through initiatives led by yourselves and supported by RIC. This includes:

01

## Webinars

We host your past webinars on demand on our site, constantly promote them across all our platforms and periodically share with you the leads. Why not take your existing content and make it an evergreen source of leads?

02

## Co-hosting Webinars

We help you co-host a webinar. You take care of the presentation about your solutions or insights, and a speaker. We take care of all the promotion before and after the event and support with the setup.

03

## White Papers

We host your whitepapers on demand on our site, and promote them across all our platforms, putting you at the forefront of best practice.



NRIC



# Promoting anything else?

**Beyond the RIC website, we also provide promotion for jobs, events or courses. This includes:**

**01**

## **Job Listings**

We will list your job vacancy on RailRecruiter, a website dedicated to the rail industry recruitment. Placing it in the right place for the right people. We will share the vacancy across our social media channels too.

**02**

## **Event Listings**

We will list your event on our website's event page and we will include a set of social media posts to promote your event or webinar. Our audience is constantly looking for the best events to promote their solutions and expand their network.

**03**

## **Company Profile Listing**

We will list your company on our company profiles page. You can make your company services or products easily discoverable on our website among our audience of industry decision-makers.

**NRIC**



# Partner Programme

**As a leader in your market, you will have insightful presentations, videos, whitepapers, and webinars; why not put these assets at work 24/7 within our platform?**



We will create:

- A dedicated landing page for you, constantly promoting it across our website, newsletter, social media profiles, and periodically sharing with you the leads so your team can take action.
- We will engage in a partner programme where a full year-round campaign is created for you, working with you **hand-in-hand to support your business.**

**We've carefully curated a Diamond, Platinum and Gold package for you to select from on the next page.**



# Our Partner Programmes

Diamond	Platinum	Gold
<ul style="list-style-type: none"> <li>• Diamond Partner logo at top of RIC Homepage</li> <li>• Diamond Partner logo at top of RIC Newsletter</li> <li>• Brochure on RIC Homepage</li> <li>• Logo in Partner section on RIC website</li> <li>• Company Profile on RIC website</li> <li>• Up to six podcasts listed</li> <li>• Up to eight solus emails distributed</li> <li>• Unlimited white papers published</li> <li>• Up to 60 jobs listed with Rail Recruiter</li> <li>• Unlimited news</li> <li>• Weekly social media posts</li> </ul>	<ul style="list-style-type: none"> <li>• Company brochure on PMG homepage</li> <li>• Company profile on PMG website</li> <li>• Up to four podcasts listed</li> <li>• Up to four solus newsletters distributed</li> <li>• Unlimited whitepapers published</li> <li>• Up to 30 jobs listed</li> <li>• Anchored banner weekly newsletter</li> <li>• Weekly social media posts</li> <li>• Unlimited news</li> <li>• 12 month programme</li> </ul>	<ul style="list-style-type: none"> <li>• Company brochure on PMG homepage</li> <li>• CompanyprofileonPMGwebsite</li> <li>• Up to two solus newsletters distributed</li> <li>• Up to 4 whitepapers listed</li> <li>• Up to 10 jobs listed</li> <li>• Banner insertion on weekly newsletter</li> <li>• Biweekly social media posts</li> <li>• Unlimited news</li> <li>• 10 month programme</li> </ul>
<p>Total Rate Card Value: £8,800 per month</p> <p><b>Amount payable (with discount for 12-month period paid in advance): £6,000 per month</b></p>	<p><b>One time fee: £24,000 (or £2,400 pm x 12)</b></p>	<p><b>One time fee: £20,000 (or £2,200 pm x 10)</b></p>

All prices are in pound sterling for a duration of one month excluding VAT

\*The advertising space is exclusive for two advertisers on a rotational basis





# Additional Services

Trade Show Preparation	Marketing Consultancy	Bid Writing
<p>Will you attend a trade show and want to make the most out of it?</p> <p>You take care of having a great product and we can assist you with preparing a successful show.</p>	<p>Are you looking for revenue growth or to invigorate your sales channel?</p> <p>You are an expert in your product field and we can implement high impact marketing activities to improve your sales process.</p>	<p>Not sure the direction your bid needs to take?</p> <p>From writing to proofing, we provide services to support your bid efforts, saving costs and providing outside input.</p>

We offer these services as one off options, or as an ongoing support mechanism.

Get in touch with us for more details.





# The brands we work with



# Get in touch!

☎ 07507 712268

✉ [dan.clark@railindustryconnect.co.uk](mailto:dan.clark@railindustryconnect.co.uk)

🌐 [railindustryconnect.co.uk](http://railindustryconnect.co.uk)

📍 Princes House, Wright Street, Hull

**RAIL INDUSTRY**  
**CONNECT**  
THE PLATFORM FOR RAIL BUSINESS PEOPLE

