

TAXI

The membership magazine for the Licensed Taxi Drivers' Association



RATE CARD 2024

COSTS

DISPLAY	COST PER INSERTION	CLASSIFIED	COST PER INSERTION
DPS	£3,900	Four Box Strip	£430
Full Page	£2,300	Three Box	£350
Half Page Landscape	£1,375	Two Box	£285
Half Page Portrait	£1,435	One Box	£190
Quarter Page	£900		
Eighth Page	£395		
SPECIAL POSITIONS	COST PER INSERTION	LINAGE	COST PER INSERTION
Inside Back Cover	£2,435	Up to 15 words	£40
Outside Back Cover	£2,700	Up to 25 words	£50
		Up to 35 words	£60

ARTWORK SPECS

DISPLAY

DPS	width x height (mm)	Half Page	width x height (mm)
Trim size	460 x 305	Trim size	101 x 288
(no bleed required). Please don't place text in the 10mm either side of the vertical centre to allow for the gutter			
Full Page	width x height (mm)	Quarter Page	width x height (mm)
Trim size	208 x 288	Trim size	101 x 140
(no bleed required)			
Half Page	width x height (mm)	Eighth Page	width x height (mm)
Trim size	208 x 140	Trim size	105 x 72
Landscape (no bleed required)			



CLASSIFIED

Four box strip	width x height (mm)
Trim size	226 x 55
Three box	width x height (mm)
Trim size	169 x 55
Two box	width x height (mm)
Trim size	112 x 55
One box	width x height (mm)
Trim size	55 x 55

ARTWORK CREATION

	COST	INC. I.P. RIGHTS		
NEW DESIGN			UPDATING EXISTING ARTWORK	
DPS	£685	£795	Amending artwork	£50
Full Page	£415	£525	Small text amends	£30
Half Page	£265	£345	Extra amends/proof (per round)	£20
Quarter Page	£160	£245	Creating PDF from your files	£20

NEED ARTWORK?

Contact us to book our design service

TAXI is the membership magazine for the Licensed Taxi Drivers' Association (LTDA). It is circulated to 12,500 taxi drivers in London every fortnight. The LTDA is the definitive voice of and for London cab drivers and is responsible for ensuring best practise in the trade, making sure its members' voices are heard and serving members with the back up and support they need.

12.5k circulation

TAXI is an unrivalled publication which provides invaluable industry news, engaging and relevant editorial features and business advice for all its readers. The magazine is distinct in both format and style, ensuring that it remains the first choice for all those working in the industry. TAXI is circulated at various prominent distribution points around the city. Advertisers can be certain their message is being delivered to the heart of the industry, as well as benefiting from a reach which cannot be achieved in any other publication.

CONTACT US

ADVERTISING SALES

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ARTWORK STUDIO

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DATES FOR YOUR DIARY

	DISPLAY BOOKING DEADLINE	CLASSIFIED BOOKING DEADLINE	ARTWORK DEADLINE	PUBLISHING DATE
556	5-Jan	9-Jan	9-Jan	16-Jan
557	19-Jan	23-Jan	23 January	30 January
558	2-Feb	6-Feb	06 February	13 February
559	16-Feb	20-Feb	20 February	27 February
560	1-Mar	5-Mar	05 March	12 March
561	15-Mar	19-Mar	19 March	26 March
562	5-Apr	9-Apr	09 April	16 April
563	19-Apr	23-Apr	23 April	30 April
564	3-May	7-May	07 May	14 May
565	17-May	21-May	21 May	28 May
566	31-May	4-Jun	04 June	11 June
567	14-Jun	18-Jun	18 June	25 June
568	28-Jun	2-Jul	02 July	09 July
569	12-Jul	16-Jul	16 July	23 July
570	26-Jul	30-Jul	30 July	06 August
571	30-Aug	3-Sep	03 September	10 September
572	13-Sep	17-Sep	17 September	24 September
573	27-Sep	1-Oct	01 October	08 October
574	11-Oct	15-Oct	15 October	22 October
575	25-Oct	29-Oct	29 October	05 November
576	8-Nov	12-Nov	12 November	19 November
577	29-Nov	3-Dec	03 December	10 December



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for greater support

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