

Media Pack

2023

Rail Delivery Group



National Rail

National Rail Enquires

What we do

Nationalrail.co.uk is the definitive source of customer information for National Rail passenger services in England, Scotland and Wales. It provides journey planning, real-time ticket and fares information, and a range of rail-related news and alerts.

We handle over **25m** sessions on our website and apps every month. Everything we do is guided by our purpose to create a simpler, better railway for our customers.

We are part of the Rail Delivery Group (RDG), which provides business services to Train Operating Companies, open access operators, freight operating companies and Network Rail.

Sustainability

At RDG, we are committed to doing our bit for sustainability and we have pledged to be net zero by 2040. To see our full sustainable business policy please follow this link:

[Sustainable Business Policy](#).

RDG is also leading the **Green Travel Pledge**, a rail industry initiative to provide detailed, accurate and reliable data on the carbon emissions of rail journeys to businesses to encourage them to choose rail travel. Preliminary figures show that rail travel creates 10 times less carbon emissions per passenger than the equivalent car journey and 13 times less than travelling by plane.



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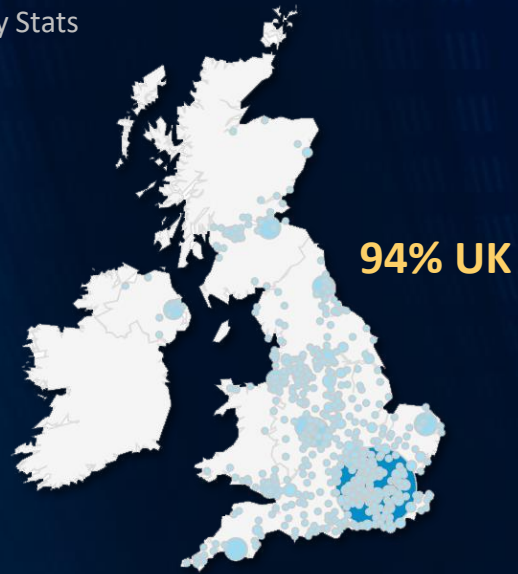
Our Values

Our values, known as **ASPIRE**, are Accountability, Support, Partnership, Inclusion, Respect and Excellence. Our values form an integral part of our recruitment, performance and recognition processes.

Rail Delivery Group

Scale

Monthly Stats



Sessions



Web



iPhone App



Android App

11m

10m

5m

Page Views

45m

37m

46m

Rail Delivery Group

Why work with us?



National Rail Enquiries is a trusted national brand, relied on by over 25m people every month to plan and book their train journeys.

We offer a brand safe environment, providing accurate information to highly engaged customers.

Unique 1st Party Targeting:

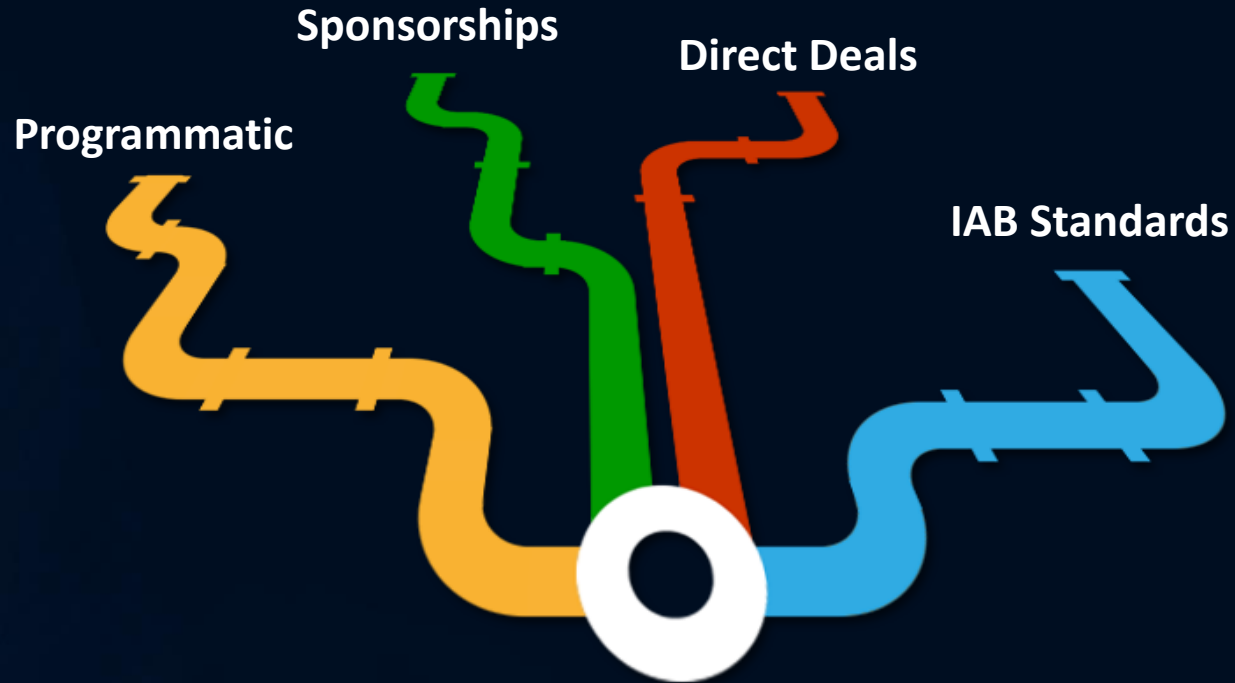
- 🚆 Departure / Arrival Station
- 🚆 First Class Travellers
- 🚆 Railcard Age Groups
- 🚆 Families
- 🚆 Train Operating Company



Disabled Persons Railcard
16-25 Railcard
Two Together Railcard
Network Railcard
26-30 Railcard Trial
Family & Friends Railcard
Senior Railcard

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How to work with us...



Programmatic

- Programmatic Guaranteed
- Preferred Deals

Sponsorships

- Homepage takeovers
- Roadblocks for station landing pages, destination cities, Railcard age groups.

Formats Accepted

- We accept IAB standard ad sizes
- 970x90, 728x90, 300x250, 320x50

Rail Delivery Group

Brands we've worked with...



Rail Delivery Group

Get in touch

Thank you for your interest.
Please get in touch for more information, to view our rate card
or to place an order:

traffic@raildeliverygroup.com



Take a look at our new promotional video showing how RDG and National Rail Enquiries help our customers...

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