TAXI

The membership magazine for the Licensed Taxi Drivers' Association

LTDA

2025 MEDIA PACK

TAXI

TAXI is the membership magazine for the Licensed Taxi Drivers' Association (LTDA). 12,500 copies are printed, reaching around 17,000 licensed 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.

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.

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.

ltda.co.uk | taxinewspaper.co.uk

DISTRIBUTION

TAXI is circulated at various prominent distribution points around the city, including Paddington Station and London City Airport.
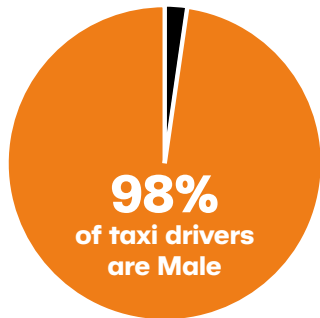
Taxi is also distributed widely to key policy makers (mayor of London, London assembly members, London MP's).

READER PROFILE

With 12,500 copies printed and read by members the magazine goes out to the whole taxi trade and reaches nearly 17,000 drivers as well as many small businesses, fleets, garages and other suppliers.

MORE READERS THAN THE REST PUT TOGETHER

Ask any driver!

8,825*
ZEC˙ licensed taxis

12.5k Circulation

Gender

98%
of taxi drivers
are Male

■ Female – 405 ■ Male – 17287

16,919*
Taxi driver licences
(number of drivers)

˙8,733 licensed taxis are zero emission capable (ZEC) (electric taxis they are technically hybrids as they have a small petrol generator which helps relieve range anxiety).

44%
of taxi drivers
are aged 54-58

Age	

Bar chart axis values: 4500, 4000, 3500, 3000, 2500, 2000, 1500, 1000, 500, 0

Age categories: 24-28, 29-33, 34-38, 39-43, 44-48, 49-53, 54-58, 59-63, 64-68, 69-73, 74-78, 79-83, 84-88, 89-93

Age

* Figures taken from tfl.gov.uk – January 2025
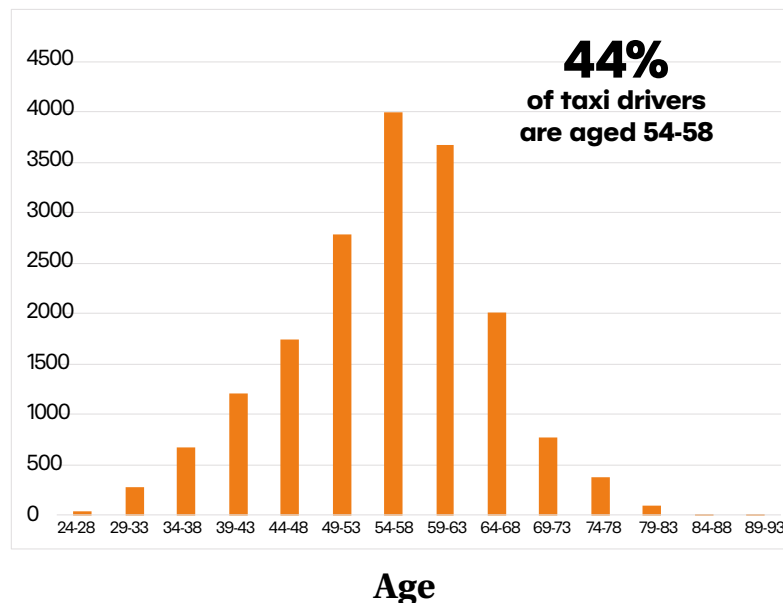
ADVERTISING

Would you like your products or services to reach a combined 40,000 readership online and offline, every two weeks?

Advertising in Taxi will do just that. Our proven reputation in the market, and the love we have from around 17,000 black cab drivers in London proves the point.

If you are interested in Advertising your company or service in TAXI Newspaper (which would include the paper AND online), please contact:

JACOB HOLMES
01242 259245
jacob.holmes@fellowsmedia.com
www.fellowsmedia.com

RATE CARD

Display
DPS £1950
Cover position £1500
Full page £1250
Half page........................... £650
Quarter page £350
Classified
Eighth page £195
Sixteenth page £100
Lineage (30 words) £50

DATES FOR YOUR DIARY

Issue	Advertising Deadline	Artwork Deadline	Publication date
Mar	06-Mar	10-Mar	18-Mar
Mar	20-Mar	24-Mar	01-Apr
Apr	03-Apr	07-Apr	15-Apr
Apr	23-Apr	25-Apr	06-May
May	08-May	12-May	20-May
May	22-May	26-May	03-Jun
Jun	05-Jun	09-Jun	17-Jun
Jun	19-Jun	23-Jun	01-Jul
Jul	03-Jul	07-Jul	15-Jul
Jul	17-Jul	21-Jul	29-Jul
Aug	31-Jul	04-Aug	12-Aug
Sep	04-Sep	08-Sep	16-Sep
Sep	18-Sep	22-Sep	30-Sep
Oct	02-Oct	06-Oct	14-Oct
Oct	16-Oct	20-Oct	28-Oct
Nov	30-Oct	03-Nov	11-Nov
Nov	13-Nov	17-Nov	25-Nov
Dec	08-Dec	08-Dec	16-Dec

FOR ADVERTISING ENQUIRIES

Please contact Fellows Media

Jacob Holmes 01242 259245 | jacob.holmes@fellowsmedia.com

TECHNICAL SPECIFICATIONS

			width x height (mm)
Display	Type	Trim	Bleed
DPS·	398 x 262	420 x 297	426 x 303
Full Page	188 x 262	210 x 297	216 x 303
Half Page Landscape	188 x 128	–	–
Half Page Portrait	91.5 x 262	–	–
Quarter Page Portrait	91.5 x 128	–	–

Classified	Type	Trim	Bleed
Eighth Page Landscape	91.5 x 62	–	–
Sixteenth page Portrait	43 x 62	–	–
Lineage	Max. 30 words	–	–

COPY REQUIREMENTS

TAXI is produced using a totally digital workflow – therefore all adverts must be supplied via email as print ready PDFs – see www.pass4press.com.

Please email all copy to Fellows Media at production@fellowsmedia.com and include 'TAXI' in the subject line.

Fellows Media can design your advert if required, but a charge may be incurred or a free template can be provided – please ensure that all picture files are 300dpi and saved as TIFFs, EPSs or JPEGs. Text should be supplied as MS Word files.

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ltda.co.uk | taxinewspaper.co.uk

FELLOWSMEDIA

fellowsmedia.com