

# RBD acquires online media business – Rail Insider

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RBD, the company behind [railbusinessdaily.com](http://railbusinessdaily.com) and RailDirector magazine, has agreed to take over [Rail Insider](#) in what is one of the biggest rail industry media mergers in recent years.

The deal is worth an expected £1.5m to RBD over the next five years. RBD is a brand that is jointly owned by the [Business Daily Group](#) of companies.

[Rail Insider](#) will be operated by RBD's managing editor, Nigel Wordsworth, who joined [railbusinessdaily.com](http://railbusinessdaily.com) at the beginning of February. Nigel is a very well-known and highly respected rail industry commentator.



David McLoughlin, Group CEO at Business Daily Group, said: “Our aim is to deliver services that help organisations in the rail industry to grow and, importantly, prosper. We do this by bringing them the latest news and views from across Britain’s railways and overseas as well as providing profile enhancement, business advisory and venture support and recruitment services. Our rail industry community model is designed to deliver industry and business prosperity by connecting organisations and positioning them to work together. We are very grateful to our loyal and growing customer base for putting their trust in us.

“**Rail Insider** has a strong following and Nigel Wordsworth is the perfect person to help us to drive this company forward. The business model is different to railbusinessdaily.com offering more in depth analysis and views on current affairs from across the industry. A new weekly newsletter will be launched in March. Please look out for your copy and engage with us.

“**Rail Insider** is an important acquisition for us and is just one of several we have planned – we have a number of other symbiotic companies in our sights. It is a complementary business which supports our acquisition and organic growth strategy as we seek to become UK rail’s innovation growth hub – with an extensive digital and people network helping rail businesses that are seeking support to grow.”

**Railbusinessdaily.com**, RBD’s founding media business, has **50,000** daily subscribers to its online news service. The company’s website receives more than **six million** visitors a year. Rail Director is the company’s current printed title and is distributed monthly to **2,000** industry influencers and decision-makers with **15,000** online subscribers.

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