

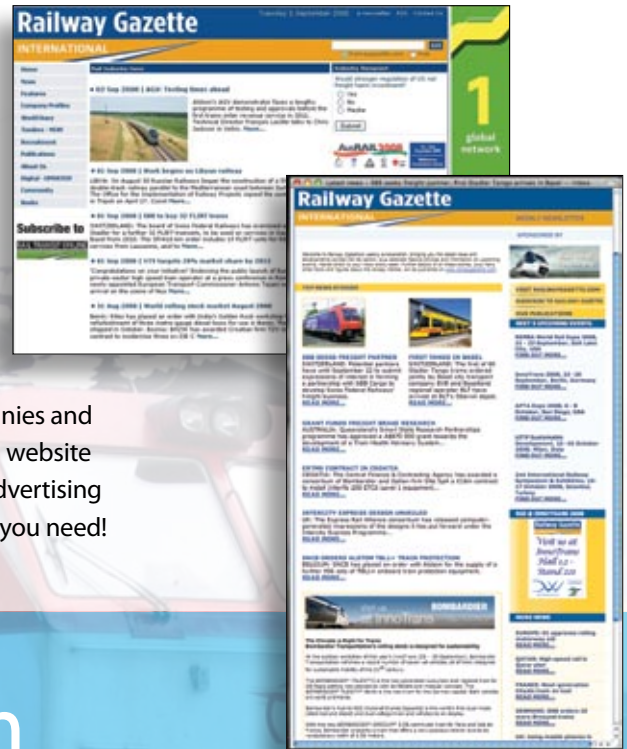
Railway Gazette

INTERNATIONAL

Online & Digital

The only daily updated news and information service specifically targeting the international rail industry. With news stories updated on a daily basis, information on tenders and contracts, an extensive archive, plus the week's top news stories emailed every Friday to over 12,000 subscribers to our weekly e-newsletters, **Railwaygazette.com** is a prime source of information for the rail industry.

Online marketing has become an essential medium for many leading companies and Railwaygazette.com has become an effective tool to drive traffic to your own website and maximise your brand awareness. Whether you are interested in online advertising or e-newsletter sponsorships Railwaygazette.com is the only online solution you need!



Railwaygazette.com

– the only online solution!

The facts

The delivery of daily news along with the launch of our weekly e-newsletters have helped grow the number of visitors to the site, to over 30,000 unique visitors in September 2008. This ensures you even greater exposure for your marketing message.

September 2008 statistics

Total visits:	47,715
Page impressions:	142,228
Unique users:	30,488

Google Analytics

Geographical overview



- High usage
- Medium usage
- Low usage

Google Analytics

Online & digital opportunities

Railwaygazette.com provides endless advertising opportunities. From banner ads to e-newsletter sponsorships, we can devise a package to promote your products, services and website to their full potential. Whatever method you prefer Railwaygazette.com can offer an unrivalled opportunity to reach the rail industry worldwide.

Opportunities available

Skyscraper ads:	120 x 600 pixels
Banner ads:	468 x 60 pixels
Half size banner ads:	234 x 60 pixels
Button ads:	150 x 90 pixels

Railwaygazette.com e-newsletter

The Railwaygazette.com e-newsletter contains a roundup of the latest news from the international rail industry along with information on upcoming events. The e-newsletter is sent out every Friday to over 12,000 rail industry professionals and has proven to deliver excellent results for our many sponsors.



Nordic e-newsletter

This Nordic e-newsletter contains news and information from the international rail industry as well as upcoming events and details on the Nordic Rail Show in October 2009. In conjunction with Elmia, the Nordic e-newsletter is sent out every Friday to over 6,000 rail professionals, all of whom have attended Nordic Rail.



E-newsletter sponsorship includes

- 185 x 65 pixels gif (animated or un-animated).
- 378 x 66 pixels gif (animated or un-animated).
- Up to 250 words of text.
- The images and elements of the text are clickable through to your website.

Planning a campaign?

Online ads are not sold by time, but by number of impressions. An impression occurs any time that a user calls up a page which contains your ad.

The usual way of running a campaign is to:

- 1. Specify a start-date**
- 2. Specify an end-date**
- 3. Specify the number of impressions**

- The ad-serving software will deliver the impressions evenly over the duration of the campaign
- Online ads are charged on a cost-per-thousand impressions (CPM) basis. CPM is used in marketing as a benchmark to calculate the relative cost of an online advertising campaign or an ad message.
- Sponsorship of the Railway Gazette e-newsletter or Nordic e-newsletter provides you with high profile advertising space seen by a potential combined readership of over 18,000 rail professionals every week. This can be easily incorporated into your campaign to increase brand awareness and drive extra traffic to your site.

Prices

Skyscraper ads:	Price on application
Banner ads:	
Half size banner ads:	
Button ads:	
Pop ups/ rich media	
E-newsletter sponsorship	
Nordic e-newsletter sponsorship	£200 per edition

To reserve your online advertising or to discuss your requirements further contact:-

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