



Railway Gazette International

Published monthly, Railway Gazette International delivers first-class editorial to a first-class readership. Whether you are looking to promote brand awareness or to launch a new product, Railway Gazette International offers advertisers the ideal way to deliver their marketing message to the rail industry worldwide.

Promotional opportunities include:

- Display advertising
- Inserts (bound-in and loose)
- Recruitment advertising
- Sponsored supplements



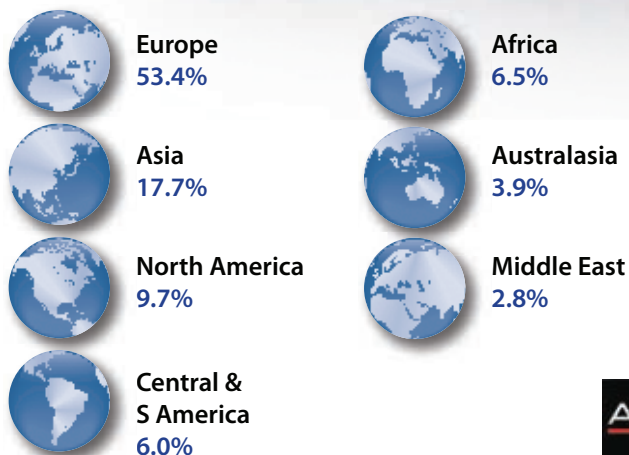
The number one publication for the international rail industry

Circulation and readership profile

**Worldwide readership – Worldwide circulation
– Worldwide influence**

With an average monthly circulation of more than 10,000 copies – independently audited by the renowned Audit Bureau of Circulations – and a pass-on readership of over 3.1 per copy, the influence of Railway Gazette International is far reaching and effective in promoting advertising campaigns.

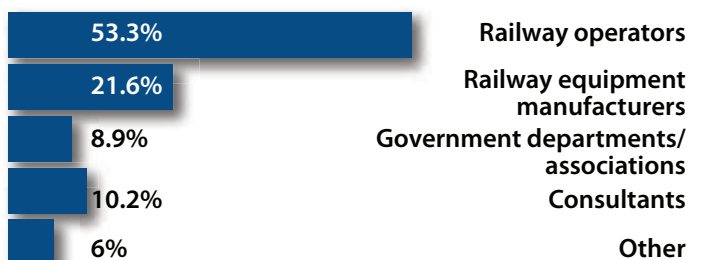
Geographical profile



Job function



Industry analysis



TOP NEWS EVERY MONTH

Railway Gazette International tracks railway developments in more than 140 countries, with our expert team of editors and correspondents seeking out the news, filtering and interpreting data, and clearly presenting the key business and technical information that the industry needs to know.

Every issue includes:

- **Intelligence** – all the top news in the main line and urban rail sectors, market tenders and contracts, industry news and innovations in products and services.
- **Analysis** – an incisive look at the stories behind the headlines, assessing market trends and identifying pointers to future developments and emerging projects.
- **Forum** – building and strengthening relationships across the world railway community, tracking the movements of top people, reviewing the latest publications, providing a diary of key events, and a platform for reader feedback, together with a look at the lighter side of the industry in Sidetrack.
- **Viewpoint** – giving senior executives the opportunity to address topics of critical importance to the rail sector.
- **In Focus** – a selection of feature articles looking in greater depth at topical subjects each month.

INNOVATIONS IN 2010

As the leading business-to-business publication for the international railway industry, Railway Gazette International has long been committed to facilitating the exchange of technical and commercial information, and we have many innovations planned for 2010:

- **Global Leaders** – incisive interviews with the ‘movers and shakers’ in the rail sector – from government ministers through to top railway and metro operators and infrastructure managers to leading suppliers, addressing hot topics every month.
- **Emerging Markets** – as more countries rediscover the benefits of rail, Railway Gazette International will be focusing its monthly coverage on regions where strong market growth is driving investment.
- **Project Profiles** – from high speed lines to heavy haul freight corridors and base tunnels, many railway projects are taking shape around the world. Our project overviews will look in depth at the market, the technology, and the players involved.



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<i>Copy deadline</i>	10 December 09	14 January 10	12 February 10	12 March 10	12 April 10	14 May 10
<i>Main themes</i>	Reform & liberalisation	Information technology	Bogies & wheelsets	Capacity for growth	Passenger rolling stock	Signalling & train control
	<ul style="list-style-type: none"> • Competition • Regulation • Capacity and timetables 	<ul style="list-style-type: none"> • Passenger information • Asset management 	<ul style="list-style-type: none"> • Ride quality • Dynamics • Wheel-rail contact 	<ul style="list-style-type: none"> • Infrastructure investment • Automated track maintenance 	<ul style="list-style-type: none"> • High speed trains • Components • Seating • Accessibility 	<ul style="list-style-type: none"> • Automation • Traffic management • Interoperability
<i>Technical focus</i>	Infrastructure	Ticketing & fare collection	Metros	Infrarail preview	On-board services	Expo Ferroviaria
<i>Regional market</i>	Europe <ul style="list-style-type: none"> • Cross-border passenger • Open access freight 	Turkey & SE Europe <ul style="list-style-type: none"> • International corridors • Infrastructure • Rolling stock 	Africa <ul style="list-style-type: none"> • Concessioneing and revival • Heavy haul 	United Kingdom <ul style="list-style-type: none"> • Electrification • High speed lines 	Middle East & Gulf <ul style="list-style-type: none"> • New line projects • Metro and light rail 	Italy <ul style="list-style-type: none"> • Competition • High speed lines • International corridors
<i>Special distribution</i>	It10rail, Zürich Rail Infrastructure, Middle East	Rail Eurasia, Istanbul EuroRail, Berlin IT-Trans, Karlsruhe	Wheelset Congress, Cape Town AsiaPacific Rail, KL Signalling & Train Control, Roma Metro Rail, London	Infrarail, Birmingham RG Conference, Birmingham	Air-Rail, Amsterdam Middle East Rail, Dubai Metro China, Shanghai	UIC Train Control, Tokyo Expo Ferroviaria, Torino High Speed Rail, Paris

BUYER'S GUIDE

			•	•		•
<i>Traction equipment</i>	•	•		•		
<i>Track and infrastructure</i>	•		•		•	•
<i>Passenger coaches</i>			•	•		
<i>Freight wagons</i>		•	•		•	
<i>Metros & light rail</i>	•	•		•		•
<i>Signalling & telecoms</i>	•	•		•	•	•
<i>IT and data systems</i>				•	•	•

Editorial Programme 2010

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<i>Copy deadline</i>	11 June 10	12 July 10	12 August 10	14 September 10	11 October 10	12 November 10
<i>Main themes</i>	Traction technology	Track design	The future of rail freight	Safety & standards	Track maintenance	High speed
	<ul style="list-style-type: none"> • Diesel engines • Emissions • Electrification • Alternative fuels 	<ul style="list-style-type: none"> • Rails, fastenings, sleepers • Ballast & formation • Slab track 	<ul style="list-style-type: none"> • Intermodal • Open access and competition • Telematics 	<ul style="list-style-type: none"> • Technical standards • Safety cases • Hazardous loads 	<ul style="list-style-type: none"> • Automated inspection • High-performance machines 	<ul style="list-style-type: none"> • Speed and capacity • Rolling stock design • Signalling and train control
<i>Technical focus</i>	Energy storage	Track materials	InnoTrans preview	Light rail	InnoTrans report	Station design & security
<i>Regional market</i>	North America <ul style="list-style-type: none"> • Intermodal freight • Positive train control • Bulk freight 	India <ul style="list-style-type: none"> • Freight corridors • Passenger growth • Technology transfer 	Germany <ul style="list-style-type: none"> • Reform • High speed • Maintenance 	Spain <ul style="list-style-type: none"> • High speed lines • Suburban growth • Rolling stock 	Southeast Asia <ul style="list-style-type: none"> • Trans-ASEAN corridors • Metros • Investment 	China <ul style="list-style-type: none"> • Passenger-dedicated lines • Electrification • Expansion
<i>Special distribution</i>		InnoTrans, Berlin	InnoTrans, Berlin Railway Gazette International – the only official international media partner for InnoTrans	UITP Light Rail, Madrid	Infrastructure Maintenance, London UITP Asia-Pacific, Hong Kong	UIC Highspeed, Beijing

BUYER'S GUIDE

<i>Traction equipment</i>	•		•	•		•
<i>Track and infrastructure</i>	•	•	•	•	•	•
<i>Passenger coaches</i>		•			•	•
<i>Freight wagons</i>	•		•	•	•	
<i>Metros & light rail</i>		•				
<i>Signalling & telecoms</i>	•	•		•		•
<i>IT and data systems</i>			•		•	

	1x	3x	6x	9x	12x
Page					
4 colour					
2 colour					
B/W					
					Rates on application
Half page					
4 colour					
2 colour					
B/W					
					Rates on application
Quarter page					
4 colour					
2 colour					
B/W					
					Rates on application
Covers					
Front					
Inside front					
Inside back					
Outside back					
					Rates on application
Inserts					
					Rates on application



Cancellation Policy: Cancellations must be received in writing at least 28 days before monthly copy deadline

Advertisement sizes	
	(depth x width)
Full page	
Bleed	296mm x 216mm
Trim	290mm x 210mm
Type area	254mm x 184mm
Half page (vertical)	
Type area	254mm x 90mm
Half page (horizontal)	
Type area	124mm x 184mm
Quarter page (vertical)	
Type area	124mm x 90mm
Quarter page (horizontal)	
Type area	60mm x 184mm

Advertisement copy

All copy should be supplied in a digital format – high resolution (300 dpi) pdf or jpgs.

All files, including images and logos must be saved as CMYK not as RGB.

Graphics and logos with the application software used for creating the advertisement, such as Quark Xpress, InDesign and Illustrator can be saved as TIFF/EPS/JPG format, but not as JPG encoded.

Advertisement delivery

Advertisements can be sent by either of the following methods. If you have any queries, please do not hesitate to contact us on Tel + 44 20 8652 5200

Email: isabel.burton@railwaygazette.com

Post:

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