

# Metro Report

2012

# Metro Report

INTERNATIONAL

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**Urban transport is one the fastest growing segments of the transport market.**

Published quarterly and with a circulation of over 6,000 copies worldwide, Metro Report International delivers your company message straight to this highly targeted and influential audience.

Each issue provides a mix of technical and operation features, looking at the key topics in this field.

## Covering urban transport worldwide

	MARCH 2012	JUNE 2012	SEPTEMBER 2012	DECEMBER 2012
<b>Copy deadline</b>	6 February 2012	7 May 2012	9 August 2012	5 November 2012
<b>Main Theme</b>	<b>Metros</b>	<b>Commuter Rail</b>	<b>Infrastructure &amp; Track</b>	<b>Multimodal Integration</b>
<b>Technical Focus</b>	<b>Signalling &amp; Train Control</b>	<b>Rolling Stock</b>	<b>Signalling &amp; Train Control</b>	<b>Stations &amp; Services</b>
<b>Project Focus</b>	<b>London Paris Beijing Moscow</b>	<b>Philadelphia Stockholm München Sydney</b>	<b>Hannover France Eastern Europe North Africa</b>	<b>Tokyo Shanghai Delhi Sao Paulo</b>
<b>Features</b>	<ul style="list-style-type: none"> <li>Automation</li> <li>Communications</li> <li>Maintenance &amp; upgrading</li> <li>Financing</li> <li>Green mobility</li> </ul>	<ul style="list-style-type: none"> <li>Interiors</li> <li>Accessibility</li> <li>Capacity &amp; throughput</li> <li>Safety &amp; Security</li> <li>Traction technology</li> </ul>	<ul style="list-style-type: none"> <li>City centre circulators</li> <li>Infrastructure renewal</li> <li>Energy storage &amp; wire-free operation</li> <li>Interoperability</li> <li>Urban landscaping</li> </ul>	<ul style="list-style-type: none"> <li>Station design</li> <li>Ticketing &amp; fare collection</li> <li>Passenger information</li> <li>Scheduling &amp; online timetables</li> <li>Operating strategies</li> </ul>
<b>Market Trends</b>	<b>Metro car market</b>	<b>Commuter rolling stock</b>	<b>Trams and light rail vehicles</b>	<b>Urban rail projects</b>
<b>Extra Distribution</b>	<ul style="list-style-type: none"> <li>MetroRail 2012 London</li> <li>UITP MENA, Abu Dhabi</li> <li>UITP Local Rail, Warszawa</li> </ul>	<ul style="list-style-type: none"> <li>APTA Rail, Dallas</li> <li>Transports Public, Paris</li> </ul>	<ul style="list-style-type: none"> <li>InnoTrans, Berlin</li> </ul> <p>Railway Gazette is the only official international media partner for InnoTrans.</p> 	<ul style="list-style-type: none"> <li>APTA Seattle</li> </ul>

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## Advertising Rates & Data 2012

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**Metro  
Report**  
INTERNATIONAL



	1x	2x	4x
<b>Page</b>			
4 colour	€4980	€4825	€4700
2 colour	€3930	€3800	€3735
B/W	€3375	€3270	€3200
<b>Half page</b>			
4 colour	€3615	€3495	€3430
2 colour	€2555	€2475	€2420
B/W	€2055	€1995	€1945
<b>Quarter page</b>			
4 colour	€2475	€2395	€2355
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B/W	€1120	€1080	€1065
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Inside front	€5080		
Inside back	€4950		
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<b>Inserts</b>			
Rates on application			

NB Processed cyan, magenta or yellow.

All Pantones, matched or special colours = €140 extra

Guaranteed Positions = €465 extra

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

## Advertisement copy

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

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](mailto:isabel.burton@railwaygazette.com)

**Post:**  
Att: Production  
Railway Gazette International  
DVV Media UK Ltd  
NINE, Sutton Court Road  
Sutton, SM1 4SZ, UK

## 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
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### Half page (horizontal)

Type area	124mm x 184mm
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### Quarter page (vertical)

Type area	124mm x 90mm
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### Quarter page (horizontal)

Type area	60mm x 184mm
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