

Railway Gazette International

2012



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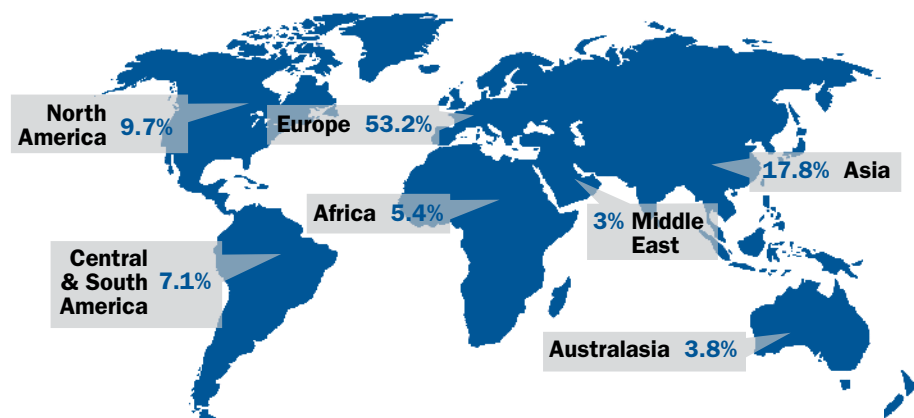
- Worldwide circulation, independently audited by the – an internationally recognised audit body
- Worldwide readership of over 3.1 readers per copy
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- Extra distribution at key industry events
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The number one publication for the international rail industry

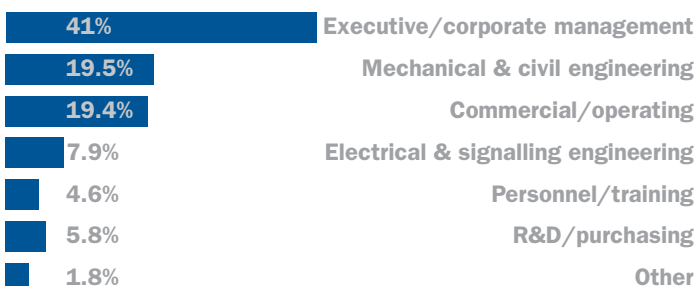
Circulation and readership profile

Railway Gazette International's circulation of over 10,600* print copies is independently audited by the internationally recognised Audit Bureau of Circulations. With a pass on readership of over 3.1 per copy for the print copies plus online access to the digital version for all subscribers, the influence of Railway Gazette International provides the most effective and far reaching audience for your marketing campaign.

Geographical profile



Job function



Industry analysis







*November 2010 circulation

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Editorial Programme 2012

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	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Copy deadline	13 December 2011	16 January 2012	14 February 2012	13 March 2012	12 April 2012	14 May 2012
Technical Focus	Track Technology Improvements to rails, sleepers, fastenings and ballast will pave the way for longer life under heavier loads.	Metros & Light Rail Rising demand for urban mobility means that cities around the world must invest in high capacity rail modes.	Signalling & Train Control Convergence of IT and safety systems is driving the evolution of the intelligent railway.	Project Management Bringing in experts can harness skills in many aspects of railway construction and upgrading work.	Local Railways From urban lines to regional branches, devolved control can increase the focus on social and economic objectives.	Traction & Energy Oil prices, environmental concerns and energy efficiency are driving technical development and electrification.
Regional Spotlight	Europe Political focus on international rail corridors will drive technical and commercial integration.	China Whilst questions are being asked over high speed projects, conventional lines and metro schemes continue unabated.	Middle East & Turkey From the Bosphorus to the Gulf, rail investment projects are pushing ahead at full speed.	India As IR struggles to keep up with economic development, freight corridors, high speed lines and metros are taking shape.	United Kingdom As London readies to host the Olympic Games, rail spending is focusing on capacity and infrastructure.	Africa Heavy haul lines to open up mineral reserves and innovative private concessionaires are leading a railway renaissance.
Innovations & Industry	Tools & Small Plant	Communications & Passenger Information	Expo Ferroviaria Preview	Workshops & Maintenance	Ticketing & Fare Collection	Energy Capture & Storage
Special Distribution		<ul style="list-style-type: none"> IT-Trans, Karlsruhe Asia-Pacific Rail, Hong Kong 	<ul style="list-style-type: none"> UIC ERTMS, Börlange Eurailtelematics, Berlin Signalling & Train Control, Wien Expo Ferroviaria, Torino 	<ul style="list-style-type: none"> GulfRail, Dubai ExpoRail India, Delhi 	<ul style="list-style-type: none"> Infrarail, Birmingham UITP local rail, Warszawa IRF, Madrid 1520 Forum, Sochi 	<ul style="list-style-type: none"> Africa Rail, Johannesburg
BUYER'S GUIDE						
Traction equipment	■	■		■	■	■
Track and infrastructure	■	■	■	■		■
Passenger coaches		■		■	■	■
Freight wagons		■	■		■	
Metros & light rail	■		■		■	
Signalling & telecoms	■		■	■		
IT and data systems						

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Copy deadline	12 June 2012	12 July 2012	16 August 2012	14 September 2012	12 October 2012	12 November 2012
Technical Focus	High Speed Development of high speed lines provides much-needed capacity and helps to drive regional economic development.	Infrastructure & Stations As the principal shop window for a growing railway, stations must be attractive as well as efficient to operate.	Tomorrow's Freight Trains Innovation is needed if rail freight is to compete with larger lorries and address concerns about noise and pollution.	Safety & Standards Rail's operational efficiency and safety depend on ensuring that technical standards meet market demands.	Passenger Rolling Stock Modern vehicles must address challenges of higher capacity and better crashworthiness at lower cost.	Track Maintenance As railways become ever busier, more track maintenance must be done in less time, encouraging automation and mechanisation.
Regional Spotlight	North America Investment in capacity continues unabated as railroads focus on growth and meeting the PTC deadline.	Asia-Pacific Construction of international links is starting to forge together the rail networks of southeast Asia.	Germany Despite growing demands for vertical separation, DB is continuing its international growth strategy.	Russia & CIS As RZD's reform programme draws to a conclusion, upgrading and new line construction are taking priority.	Latin America Brazil's strong economy and world demand for primary commodities are encouraging rail development.	Spain & Portugal With the break of gauge conquered, Iberia's railways are playing a growing role in the emerging trans-European network.
Innovations & Industry	Seating & On-train Services	Station Equipment	InnoTrans Preview 	Bogies, Wheels & Couplers	InnoTrans Report 	Timetables & Train Planning
Special Distribution	<ul style="list-style-type: none"> • UIC High Speed, Philadelphia 	<ul style="list-style-type: none"> • Ferroworld, Genève • InnoTrans, Berlin <p>Railway Gazette is the only official international media partner for InnoTrans. </p>	<ul style="list-style-type: none"> • Aspect 2012, London • CORE, Brisbane • InnoTrans, Berlin 		<ul style="list-style-type: none"> • Business on Rails, São Paulo • AusRail, Canberra <p>Comprehensive report from the only official media partner for InnoTrans. </p>	
BUYER'S GUIDE						
Traction equipment	■		■		■	
Track and infrastructure	■	■		■		■
Passenger coaches	■	■	■	■	■	■
Freight wagons	■		■	■		■
Metros & light rail		■			■	
Signalling & telecoms		■	■	■	■	
IT and data systems						

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Advertising Rates & Data 2012

Railway Gazette

INTERNATIONAL

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	1x	3x	6x	9x	12x
Page					
4 colour	€5080	€4920	€4830	€4575	€4320
2 colour	€4000	€3890	€3800	€3600	€3400
B/W	€3460	€3355	€3290	€3115	€2940
Half page					
4 colour	€3680	€3575	€3495	€3315	€3130
2 colour	€2595	€2515	€2465	€2335	€2200
B/W	€2100	€2040	€2000	€1895	€1785
Quarter page					
4 colour	€2490	€2410	€2365	€2240	€2115
2 colour	€1600	€1560	€1525	€1445	€1365
B/W	€1145	€1100	€1080	€1035	€975
Covers					
Front	€7000				
Inside front	€5195				
Inside back	€4865				
Outside back	€5195				
Inserts					
Rates on application					

NB Processed cyan, magenta or yellow.

All Pantones, matched or special colours = €160 extra

Guaranteed Positions = €470 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 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:
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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