

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



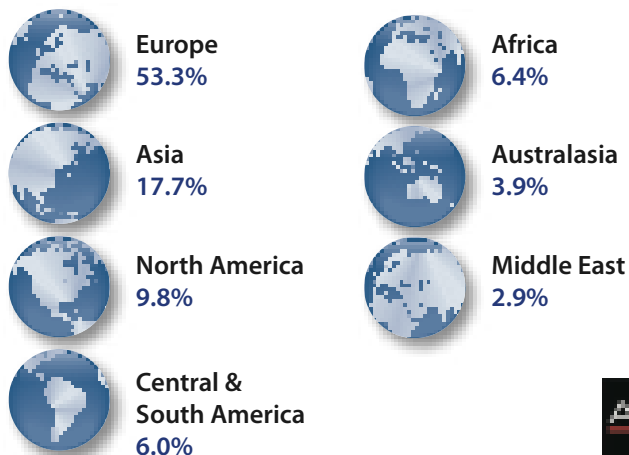
The number one publication for the international rail industry

Circulation and readership profile

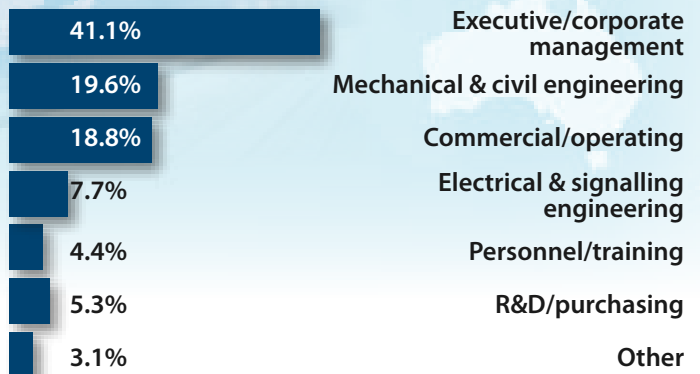
Worldwide readership – Worldwide circulation
– Worldwide influence

With an average monthly circulation of more than 10,200 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.

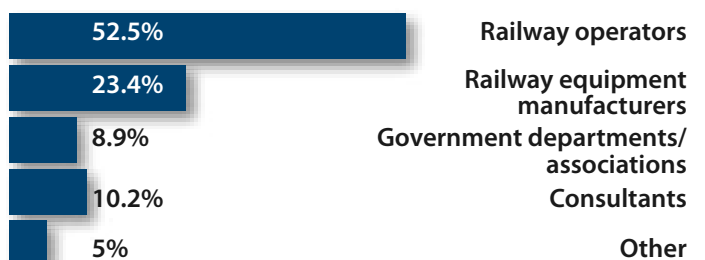
Geographical profile



Job function



Industry analysis



	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Copy deadline	10 December 2010	14 January 2011	12 February 2011	12 March 2011	12 April 2011	14 May 2011
Main Themes	Passenger Rolling Stock <ul style="list-style-type: none"> • Components • Seating • Accessibility 	Traction Technology <ul style="list-style-type: none"> • Emissions • Electrification • Energy storage • Alternative fuels 	Signalling & Train Control <ul style="list-style-type: none"> • Automation • Traffic management • Interoperability 	Metros & Light Rail <ul style="list-style-type: none"> • Investment • Maintenance & renewals 	Research & Development <ul style="list-style-type: none"> • Energy efficiency • Wheel-rail interface • Ride quality 	Heavy Haul Freight <ul style="list-style-type: none"> • Heavy axleloads • Automation • Competition • Telematics
Technical Focus	Infrastructure & Track Materials	Human Resources & Training	Ticketing & Fare Collection	Passenger Information Systems	Track Technology	Railtex Preview
Regional Market	Latin America <ul style="list-style-type: none"> • Brazil • High speed • Heavy haul • Concessioning 	Asia-Pacific <ul style="list-style-type: none"> • Japan • Korea • China 	European Corridors <ul style="list-style-type: none"> • Spain/Portugal • Netherlands • Germany 	France <ul style="list-style-type: none"> • Reform • High speed lines • Freight • Competition 	Middle East & North Africa <ul style="list-style-type: none"> • New lines • Metros • Freight 	UK <ul style="list-style-type: none"> • Efficient maintenance • Franchise reform • Capacity investment
Special Distribution		<ul style="list-style-type: none"> • Eurasiarail, Ankara • EuroRail, Berlin • Asia-Pacific Rail, Hong Kong • ME Rail, Abu Dhabi 	<ul style="list-style-type: none"> • Future of European Rail, Brussels • RailTech Europe, Amersfoort 	<ul style="list-style-type: none"> • SIFER, Lille • UITP World Congress, Dubai 	<ul style="list-style-type: none"> • WCRR, Lille • IAF, Münster • KSA Rail, Riyadh 	<ul style="list-style-type: none"> • Railtex, London • IHHA, Calgary • Railway Engineering, London • Africa Rail, Johannesburg • Public Transport/ Interiors, Berlin • RailLog Korea, Busan

BUYER'S GUIDE

Traction equipment	●	●		●	●	
Track and infrastructure	●				●	●
Passenger coaches	●		●	●		
Freight wagons		●			●	●
Metros & light rail		●	●	●	●	
Signalling & telecoms		●	●			●
IT and data systems	●		●	●		●

Editorial Programme 2011

	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Copy deadline	11 June 2011	12 July 2011	12 August 2011	14 September 2011	11 October 2011	12 November 2011
Main Themes	Capacity & Growth <ul style="list-style-type: none"> • Infrastructure • Signalling • Rolling stock 	Track Maintenance <ul style="list-style-type: none"> • Inspection • Automation • Planning • Efficiency 	High Speed <ul style="list-style-type: none"> • Speed and capacity • Rolling stock design • Signalling and train control 	Innovative Materials <ul style="list-style-type: none"> • Lightweight composites • Rail steels • Manufacturing techniques 	Track Design <ul style="list-style-type: none"> • Rails, fastenings, sleepers • Ballast & formation • Slab track 	Commuter Rail <ul style="list-style-type: none"> • Capacity • Rolling stock • Interchanges
Technical Focus	Gotthard Base Tunnel	Train Interiors & Seating	World Speed Survey 2011	Nordic Rail Preview	Workshops & Maintenance	Station Design & Services
Regional Market	Austria & Switzerland <ul style="list-style-type: none"> • Investment • Capacity expansion 	Russia & CIS <ul style="list-style-type: none"> • Reform • International corridors • Technology transfer 	North America <ul style="list-style-type: none"> • Freight railroads • Passenger revival • Intermodal 	Central & Eastern Europe <ul style="list-style-type: none"> • Financing • Modernisation • Missing links 	Australasia <ul style="list-style-type: none"> • Interstate competition • Investment • Urban expansion 	Trans-Asian Rail Links <ul style="list-style-type: none"> • Iran • India • Pakistan
Special Distribution	• Ferroworld, Genève	• Expo 1520, Moscow	• Railway Interchange, Minneapolis • ÖVG, Salzburg	• Trako, Gdansk • Nordic Rail, Jönköping • Air-Rail, Madrid • BCN Rail, Barcelona • APTA Expo, New Orleans	• AusRail PLUS, Brisbane	

BUYER'S GUIDE

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

	1x	3x	6x	9x	12x
Page					
4 colour	€4935	€4780	€4690	€4445	€4195
2 colour	€3885	€3775	€3690	€3500	€3305
B/W	€3360	€3260	€3195	€3025	€2855
Half page					
4 colour	€3575	€3470	€3395	€3220	€3040
2 colour	€2520	€2445	€2395	€2270	€2140
B/W	€2045	€1980	€1940	€1840	€1735
Quarter page					
4 colour	€2415	€2340	€2295	€2175	€2055
2 colour	€1560	€1515	€1480	€1405	€1325
B/W	€1110	€1075	€1050	€1005	€945
Covers					
Front	€6830				
Inside front	€5045				
Inside back	€4725				
Outside back	€4995				
Inserts					
Rates on application					

NB Processed cyan, magenta or yellow. All Pantones, matched or special colours = €155 extra
Guaranteed Positions = €460 extra

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:

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

