



# MEDIA KIT 2024 (€)

1st choice for all major traffic & transportation advertising campaigns worldwide



[www.itsinternational.com](http://www.itsinternational.com)

**ROUTE ONE**  
PUBLISHING LTD  
The Informed Authority

OFFICIAL PUBLISHERS FOR



## Supporting the ITS industry for 29 years

As cities around the world continue to grow, their booming populations demand intelligent transport solutions – for both people and freight. The problems which urban mobility creates – such as congestion, pollution and road safety – are ever-present. But the amount of funding available to many transportation departments is diminishing. By helping make better use of existing infrastructure, intelligent transport systems are able to address many of these problems. For many cash-strapped authorities, ITS is the only realistic option on the table. However, the technology is changing rapidly – both in terms of hardware (expected to detect a growing number of parameters) and of software (making sense of the growing mountains of data most authorities hold). The rise of artificial intelligence adds further opportunities – and complications.

*ITS International* helps key staff in the world's transportation authorities keep up to date with all of the latest developments. Case studies highlight how innovative DoTs and other bodies use technology to overcome problems that echo those encountered by our global readership. The experienced editorial team scours the world's transport systems to bring readers the information they need to take the best informed decisions for solving problems within their own jurisdictions.





Established in 1995, *ITS International* is published six times a year and is available in Global and North America editions while its [www.itsinternational.com](http://www.itsinternational.com) website is updated every working day.



Adam has edited publications and websites across a range of industries. He began work as a business journalist in 1994 for Reed Business Publishing's Motor Transport magazine and has since written news, features and interviews in sectors including pharmaceuticals, public relations, transport, health, public affairs and the circular economy.

Adam is a regular member of the *Daily News* editorial team which reports from key industry events around the world.

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## Circulation Excellence

The comprehensive nature of our circulation process provides advertisers with the assurance that *ITS International* is circulated exactly where claimed. This enables our clients to invest their budgets in the magazine with total confidence.

Only those that qualify under our strict registration process, who genuinely qualify under the terms of our controlled circulation criteria, receive copies of the publication. This means maximum impact, to exactly the right audience for your advertising and PR.

*ITS International* has had largest average circulation of any international title serving the global sector for the last 20+ years. It averages a circulation of 22,934 per issue. Therefore, when you need to promote your company to proven transport professionals, *ITS International* is the most targeted, accurate and cost-effective option.

Use *ITS International* with its multi channel marketing strategy, to the largest engaged readership in the sector.

**Protect and guarantee the maximum return from your advertising budgets**

### Official Circulation Figures

How many copies and to who?		
Source	<b>ITS International</b> September 2023 Circulation Statement	<b>Traffic Technology International</b> December 2022 ABC International Certificate of Circulation
Total Printed Copies Per Issue	13,321	7,272
Total Digital Copies Per Issue	9,613	12,699
Total Average Qualified Controlled Circulation	22,934	19,971
Total Direct Requests and/or Membership Benefit last 5 years	13,287	3,457
Business Industry Categories - Who receives the magazine	8 individual demographics	No demographics available
	Source: <i>ITS International</i> September 2023 Circulation Statement 22,934	Source: Figures provided are the latest available. For further details visit <a href="http://www.abc.org.uk">www.abc.org.uk</a>

March/April 2023 | [www.itsinternational.com](http://www.itsinternational.com)

**ITS International**  
ADVANCED TECHNOLOGY FOR TRAFFIC MANAGEMENT AND URBAN MOBILITY

DAUNTED

PRINTED & POSTED RESPONSIBLY  
100% RECYCLED PAPER

*ITS International* is the widest circulating, most requested and best read magazine in the sector. As such, it is unquestionably the most effective vehicle in which to promote your business, heighten your visibility and increase your sales opportunities.

**Over 6,000 MORE printed copies per issue, using *ITS International* magazine**

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## Circulation Demographic

9,495

National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator and road owner/operators.

7,816

Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies.

3,784

Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.

557

Parking company or association, trade and professional organisation/association.

217

Bank, finance company, development agency, legal or accounting firm.

265

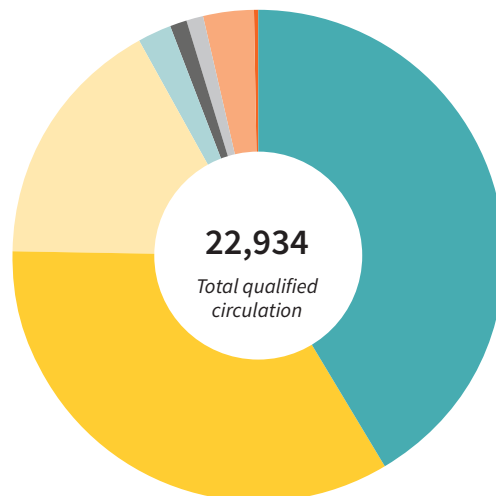
Research, education or training establishment.

786

Other related organisations not classified above.

14

Paid.



## Geographical Analysis

North America	11,396
Europe	7,251
Asia and Asia Pacific	2,017
Middle East and Africa	1,668
Central and South America/Caribbean	602

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## Make the most of your advertising budget

### Widest Circulating

*ITS International* has the largest circulation of any international title serving the sector. It circulates an average of **22,934** copies per issue. Moreover, *ITS International* is the only industry magazine that provides total circulation analysis by establishment type which shows you exactly where copies are sent.

### Most Requested

*ITS International* has **13,287** requested and membership subscribers – the highest total for international magazines within the sector. This is the clearest indicator that the publication is valued and will be read on a regular basis. Therefore, any advertising within *ITS International* will receive maximum visibility.

### Best Read

Amsterdam Rai, the show organiser of the world-leading Intertraffic Amsterdam exhibition, released the results of the International Visitor Research. One of the areas that this comprehensive post-show study addresses is which trade magazines their visitors most frequently read. *ITS International* was again the first choice publication by visitors to the show.

**Widest circulating, most requested and best read magazine in the industry. FACT**



Since Intertraffic Amsterdam 2000, *ITS International* has consistently been rated as THE most widely and frequently read publication by international visitors to the world's leading traffic related event.

This endorsement confirms that *ITS International* is unquestionably the market leading title that provides advertisers with unparalleled exposure to decision makers throughout the global transportation sector.

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## Editorial Features 2024



### January/February

#### • IN FOCUS Lidar\*

- Enforcement, parking & ANPR
- Detection & monitoring
- Sustainable traffic & travel management



#### BONUS DISTRIBUTION:

- Autonomy 20-21 March, Paris
- Intertraffic Preview

### July/August

#### • IN FOCUS AI\*

- IN FOCUS Weather, air quality & pollution\*
- Tunnel & bridge management
- Software modelling and simulation



#### BONUS DISTRIBUTION:

- IBTTA Global Tolling Summit, 15-17 September, Seville, Spain
- ITS World Congress, 16-20 September, Dubai

### March/April

#### • IN FOCUS Safety\*

- Weigh in motion
- VRUs
- Urban traffic control & security
- RUC & tolling
- VC/PE Finance



#### BONUS DISTRIBUTION:

- Intertraffic, 16-19 April 2024, Amsterdam
- ITS America, 22-25 April 2024, Phoenix, Arizona
- IBTTA Technology Summit, 4-7 May, Atlanta, Georgia
- Traffex, 22-23 May, Coventry, UK

### September/October

#### • IN FOCUS RUC & tolling\*

- Smart Cities
- Incident management & security
- CAVs & V2X
- Sustainable traffic & travel management
- Enforcement, detection & monitoring



#### BONUS DISTRIBUTION:

- Vision Show, 8-10 October, Stuttgart
- IBTTA Annual Meeting & Expo, 26-29 October, Cleveland, Ohio
- Highways UK, October 2024 (TBC), NEC, Birmingham
- Smart City & Tomorrow Mobility World Congress, Nov 2024 (TBC), Barcelona

### May/June

#### • IN FOCUS CAVs & V2X\*

- Enforcement
- Vision technology
- Control room technology & software
- Micromobility In Focus



#### BONUS DISTRIBUTION:

- Move 19-24 June, Excel, London

### November/December

#### • IN FOCUS Big Data\*

- Vision technology
- Weigh in motion
- VC/PE Finance In Focus



#### BONUS DISTRIBUTION:

- Intermodality Expo, November 2024 (TBC), Saudi Arabia
- IFSEC, December 2024 (TBC), Excel, London
- TRB, January 2025 (TBC)

## IN FOCUS

### \*New for 2024

ITS International is offering IN-FOCUS features in each of the 6-issues in 2024. These are comprehensive evaluations of specific technologies and will include the following multi-channel content:

- Published editorial feature with high quality images in both the print and digital magazine formats. The articles will also be hosted on [www.itsinternational.com](http://www.itsinternational.com) and included as part of our ITS eNewsletters.
- Video response from an industry specialist, with questions relating to the subject matter. The video will appear in the main feature in a talking head box with a QR code that leads directly to the video. These videos will also appear on our website, eNewsletters, YouTube and social media channels.
- Videos of customer testimonials can also be included, subject to availability.
- New products will be highlighted in both formats of the publication and all of our digital platforms

These exclusive packages are strictly limited, so please contact our sales team to check availability.

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## Advertisement rates 2023 (€)

### Global circulation 22,934

At a time when marketing budgets are severely stretched, it is critical to gain the best return on your investments and guarantee the best value and coverage for your company in 2024. *ITS International* is officially the largest circulating, most requested and best read magazine in the industry and is your ideal first choice.

Advertisers in *ITS International* have the flexibility to select one of two circulation options: The Global offering, or a North America demographic.

Global Edition rate card (€)				
Four colour (CMYK)	1x	3x	6x	9x
Double page spread	€13,900	€12,925	€11,945	€10,980
Full page	€7,940	€7,385	€6,825	€6,270
Two-thirds page	€6,755	€6,275	€5,805	€5,330
Half page island	€5,955	€5,545	€5,120	€4,700
Half page	€5,160	€4,795	€4,440	€4,030
One-third page	€3,965	€3,685	€3,415	€3,140
Quarter page	€2,970	€2,765	€2,565	€2,350
Extra Charges				
Special colours:	+ €965			
Facing matter:	+ €665			
First DPS: (pp2 & 3)	+ €1,685			
IFC/OBC:	+ €1,420			
IBC:	+ €1,120			

Advertisement dimensions (All sizes are depth x width)					
Full Page (Inches)		Half Page (Inches)		Quarter Page (Inches)	
Bleed:	12 x 8 5/16	Horiz:	5 x 7 1/4	Horiz:	2 x 7 1/4
Trim:	11 3/4 x 8 1/4	Vertical:	10 x 3 1/2	Vertical:	5 x 3 1/2
Type area:	10 x 7 1/4				
					
Full Page (mm)		Half Page (mm)		Quarter Page (mm)	
Bleed:	305 x 218	Horiz:	124 x 184	Horiz:	60 x 184
Trim:	297 x 210	Vertical:	256 x 92	Vertical:	124 x 92
Type area:	256 x 184				

### North America circulation 11,396

The North America demographic is provided to enable companies that are only active within North America to advertise within *ITS International* without needing to invest in copies that would be of no direct benefit.

As part of *ITS International's* working relationship with ITS America & IBTTA, the magazine uniquely receives both associations membership databases annually for circulation management purposes. This ensures the cream of the North American located transportation community receives personalised copies of *ITS International*. These are the very people who buy, recommend and specify products and services, so advertising in *ITS International* puts your company directly in front of them.

North America Edition rate card (€)			
Four colour (CMYK)	1x	3x	6x
Doublepage spread	€10,160	€9,140	€8,060
Full Page	€5,800	€5,225	€4,640
Half Page	€4,180	€3,760	€3,345
Quarter page	€2,505	€2,205	€1,920

#### Print advert specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%
- Double page adverts use a gutter of 25.4mm down the centre of the advert. It is left to the designers discretion if you encroach into this zone with text, as it may not be visible.

For further information on supplying files please contact [production@ropl.com](mailto:production@ropl.com)

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