The global source of railway news

THE IRJ BRAND
Since its launch in 1960 as the world’s first truly global railway trade publication, International Railway Journal (IRJ) has set the bar for news coverage, analysis and in-depth reports on the latest technologies and trends to keep railway managers, engineers, and suppliers around the world up-to-date with developments in the global rail industry.

HIGHLY RESPECTED EDITORIAL TEAM
IRJ’s highly respected and knowledgeable team of journalists, regional editors and correspondents travel the world to produce in-depth and insightful reports on the latest railway and transit projects. IRJ sets a high standard for impartial reporting and bold design, while its easy-to-navigate website consistently carries a high-volume of quality news articles, making it a leading online news destination for the rail industry.

EXTENSIVE GLOBAL REACH
IRJ’s standing in the market is reflected in its extremely loyal readership and steadily-growing website traffic. According to our latest ABC audit¹, 84% of IRJ’s total circulation of 10,324 railway professionals is requested compared with just 20.6%² for our nearest competitors. IRJ’s growing global reach encompasses our monthly print magazine, interactive digital edition, news-leading website, daily and weekly newsletters, social media, webinars, and conferences.

YOUR MEDIA PARTNER
IRJ is one of the few constants in a rapidly-changing world, with new markets emerging, organisations restructuring, suppliers merging, and the continuous evolution of digital technologies. IRJ is your ideal partner to help your business grow and prosper.

¹ ABC  January to December 2017 audit based on an analysis of the December 2017 issue
² ABC  Railway Gazette International  January December 2017
Upturn in €183bn global railway market forecast

ANNUAL GROWTH OF 2.8% PREDICTED
The €183bn global rail market is forecast to grow by 2.8% annually during the next few years. This represents an increase over the 2.3% growth rate predicted in 2016.

EUROPE AND NORTH AMERICA
Established markets such as Europe, with a market volume of €45.7bn, and North America, which is worth €28.7bn, are now performing more strongly. An annual growth rate of around 4% is forecast compared with 2016 cumulative annual growth rates of 3.2% in Europe and just 1.4% in North America. This positive development has been especially driven by the renewal of existing networks, expansion of rail transport in metropolitan areas and digital modernisation.

REGIONAL VARIATIONS
Asia is the largest rail market in the world with a total volume of €56.1bn, but it has a relatively low growth rate of 1.4%. By contrast, two of the smallest markets have very strong rates of growth. Africa and the Middle East has a market volume of €8.1bn and a growth rate of 5%, while the Australia/Pacific market is worth €3.7bn with a 6.2% growth rate.

CHINA
Although the Chinese railway equipment remains the largest national market, with an annual market volume of over €33bn, it is now decreasing after decades of exceptional growth and is forecast to shrink by -0.4% up to 2022, while the rest of the world is expecting a 3.5% growth rate.

The Chinese OEM market is predicted to shrink by 5.5% per annum between 2017 and 2022 while the rest of the world will grow by 4.7%. However, the aftersales market will continue to grow through fleet expansion and higher maintenance requirements.

China plans to reduce pollution in cities and increase the portion of rail freight from 12.7% in 2016 to 30%. This will increase the procurement of new rail freight wagons, intermodal terminals and environmentally-friendly locomotives.

TECHNOLOGY
Digitalisation and automation are crucial to further developing the railway and are requirements for autonomous rail transport. There are already more than 1000km of fully-automated metro lines worldwide. In Australia, the first driverless freight trains are now in service, and tests with automatic mainline trains are taking place in several countries in Asia and Europe. Testing is also underway in Germany with first automatic light rail vehicle.

In highly-developed regions such as Europe, the importance of traditional diesel traction has diminished and will disappear in the long term. In Germany, it is expected that no new diesel trains will be required after 2025 resulting in more electrification of heavily-used lines. The first hydrogen-powered trains have entered service in Germany.

REACHING GROWING RAILWAY MARKETS
IRJ will continue to report on the latest trends in the global rail market and provide the information you need to access the growing rail market around the world.
Brand Community

Since its inception in 1960, International Railway Journal has transformed from a magazine into a brand community that provides a voice to the global railway industry. IRJ offers a comprehensive suite of content products and services on all major platforms.

Millions of Touchpoints

1,045,430¹
Unique Website Users Annually

26,000
Email Subscribers

10,324²
Magazine Subscribers

35,000³
Readers Per Issue

MAGAZINE
• Special Ad Sections
• Extensive News and Analysis
• In-depth Features
• Sister Publications: Railway Age and RT&S

DIGITAL
• Website
• Newsletters
• Digital Edition

EVENTS
• Conferences
• Webinars

SERVICES
• IRJ Pro
• Global Rail Tenders
• Training from Railway Educational Bureau
• Books

SOCIAL MEDIA
• LinkedIn
• Twitter
• Facebook

---

¹ Figure based on Google Analytics, August 2017 - July 2018
² ABC January to December 2017 audit based on an analysis of the December 2017 issue
³ 2017 IRJ Subscriber Survey; 548 respondents
IRJ editors: face-to-face with industry leaders

Close engagement with the railway industry is a cornerstone of IRJ’s strong editorial ethos. We want to connect our readers with the world’s key railway decision makers and endeavour to conduct as many face-to-face interviews as we can with leading figures from all over the world. The fact that so many railway CEOs and presidents are willing to set aside time in their busy schedules to answer probing questions from IRJ journalists is a reflection of the high regard in which the magazine is held and the trust they place in IRJ editors to report their views accurately and objectively.

RAILWAY LEADERS INTERVIEWED BY IRJ EDITORS IN 2018 INCLUDE:

- Josef Doppelbauer, executive director, EU Agency for Railways
- Ashwani Lohani, chairman, Indian Railways
- Rolf Härdi, CTO, German Rail (DB)
- Tatsuo Kijima, president and executive officer, JR West
- Andrew Harding, managing director and CEO, Aurizon, Australia
- Isa Apaydin, director general, Turkish State Railways (TCDD)
- Raymond Betler, president and CEO, Wabtec
- Henrik Hololei, director general, DG Move
- Lee Seungho, CEO, Supreme Railways, Korea
- Renato Mazzoncini, CEO, Italian State Railways (FS)
- Andrés Arizkorreta, CEO, CAF
- Shahar Ayalon, general manager, Israel Railways
- Paul Skoutelas, president and CEO, American Public Transportation Association (Apta)
- Rolf Jansson, president and CEO, VR Group, Finland
- Geert Pauwels, CEO, Lineas, Belgium
- Peter Rogoff, CEO, Sound Transit, United States
- Wilhelm Patzner, CEO, Far East Land Bridge (Felb)
- Kjenne Sverre, executive vice-president, Bane Nor, Norway
- Erik Laidvee, chairman, Estonian Railways
- Caroline Åstrand, executive vice-president, SJ, Sweden
- Fabian Stenger, managing director, FlixBus and FlixTrain
- David Franks, CEO, Irish Rail
- Andreas Törnbloom, CEO, Transrail, Sweden
- Pierre Verzat, CEO, Systra
- Charles Hoskins, senior director, Strathclyde Partnership for Transport
- Bernard Tabary, international CEO, Keolis, France
- Anne Graham, CEO, Irish National Transport Authority
- Pierre Verzat, CEO, Systra, France
- John Lamonte, CEO, Transport for Greater Manchester
- Erich Forster, CEO, Westbahn, Austria
- Bernhard Maier, COO, P&T Connected, Austria

Choose an editorial team that is highly regarded by the industry. Choose IRJ.
January  
**Ad closing date: Dec 12 2018**

**THE RAILWAY IN 2019**
IRJ’s comprehensive preview of the year ahead, looking forward to the events and trends that will shape the rail industry in 2019 with insights from key players around the world.

Including special distribution at selected events during 2019:

- *Middle East Rail, Dubai, Feb 26-27*
- *Railtex, Birmingham, May 14-16*
- *IHHA heavy-haul freight conference, Narvik, June 8-12*
- *UITP Global Public Transport Summit, Stockholm, June 9-12*
- *Railway Interchange, Minneapolis, September 22-25*

February  
**Ad closing date: Jan 16**

**MIDDLE EAST**
Reports on the Gulf Railway project and the expansion of the Middle East rail network

**TRACK MAINTENANCE**
Optimising renewal and maintenance with high-output equipment and new innovations

**OPERATIONS MANAGEMENT**
Harnessing the latest digital technologies to streamline operations

**IRJ INSIGHTS** Smart Cities

**EXTRA DISTRIBUTION**
- *Exporail India, New Delhi, Feb 10-12*
- *Middle East Rail, Dubai, Feb 26-27*

March  
**Ad closing date: Feb 13**

**FRANCE**
IRJ reports on progress with the reform of French National Railways (SNCF)

**METROS & LIGHT RAIL**
Focussing on the latest technical advances in mass transit systems

**SIGNALLING & TELECOMS**
How the Future Railway Mobile Communication System (FRMCS) will unlock new applications in rail operations

**IRJ INSIGHTS** Start-ups and rail

**EXTRA DISTRIBUTION**
- *Rail Live, Bilbao, March 6-7*
- *Asia Pacific Rail, Hong Kong, March 19-20*
- *RailwayTech Indonesia, Jakarta, March 20-22*
- *Railtech Europe, Utrecht, March 26-28*
- *Sifer, Lille, March 26-28*

April  
**Ad closing date: Mar 13**

**SPAIN & PORTUGAL**
Updates on high-speed and conventional rail projects in the Iberian peninsular

**HIGH-SPEED**
Progress reports on high-speed projects around the world

**DIGITAL TECHNOLOGIES**
How the digital railway is helping to boost efficiency and introduce new services

**IRJ INSIGHTS** Energy efficient railways

**EXTRA DISTRIBUTION**
- *Eurasia Rail, Izmir, April 10-12*
- *Modern Rolling Stock, Graz, April 14-17*

May  
**Ad closing date: Apr 10**

**BRITAIN**
IRJ reports on how Britain’s railways are performing in a post-Brexit world

**TRAIN MAINTENANCE AND REFURBISHMENT**
How operators are making the switch from reactive to predictive maintenance

**TRACK**
An in-depth look at the latest developments in rail fastening design

**IRJ INSIGHTS** Disaster management

**EXTRA DISTRIBUTION**
- *Rail Solutions Asia, Kuala Lumpur, May 10-12*
- *Railtex Birmingham, May 14-16*

June  
**Ad closing date: May 15**

**TRANSIT SPECIAL**
Focus on Scandinavian metro and light rail projects

**HEAVY-HAUL FREIGHT & LOGISTICS**
A look at heavy haul, one of the main drivers of rail technology, and freight logistics

**WHEELSETS & BOGIES**
The latest innovations in wheelset and bogie design

**IRJ INSIGHTS** The Disruptors

**EXTRA DISTRIBUTION**
- *Transport Logistic, Munich, June 4-7*
- *UITP Global Public Transport Summit, Stockholm, June 9-12*
- *IHHA heavy-haul freight conference, Narvik, June 10-14*
- *RailLog Korea, Busan, June 12-15*
- *International Wheelset Congress, Venice, June 16-20*
- *Africa Rail, Johannesburg, June 19-20*
## 2019 Editorial Programme

**July**  
_Adm closing date: Jun 19_

- **CENTRAL EUROPE**
  Reports on rail developments in Germany and neighbouring Central European countries

- **TRACTION & ELECTRIFICATION**
  The latest innovations in traction and electrification systems

- **INTERNET OF THINGS**
  How the railway industry is embracing IoT to drive efficiency

  *IRJ INSIGHTS Customer service 4.0*

**August**  
_Adm closing date: Jul 17_

- **CHINA & EAST ASIA**
  How China’s One Belt One Road policy is driving investment in rail in the region

- **PROJECT MANAGEMENT**
  An examination of the crucial role played by project managers

- **PASSENGER EXPERIENCE AND INTERIORS**
  Technological advances unlock onboard service enhancements

  *IRJ INSIGHTS Mobility as a Service (MaaS)*

**September**  
_Adm closing date: Aug 14_

- **NORTH AMERICA**
  Updates on major rail projects underway in Canada and the United States

- **METROS & LIGHT RAIL**
  The latest innovations and advances in urban rail transit

- **TRACK**
  Optimising ballast maintenance

  *IRJ INSIGHTS Artificial intelligence*

  **EXTRA DISTRIBUTION**
  _Railway Interchange_, Minneapolis, September 22-25  
  _Trako Railway Fair_, Gdansk, September 24-27

**October**  
_Adm closing date: Sep 11_

- **ITALY**
  Italian State Railways (FS) is under new management and Italo-NTV is under new ownership – IRJ reports

- **SIGNALLING & TELECOMS**
  An update on ERTMS technology and its implementation

- **DIGITAL TECHNOLOGIES**
  A look at how digitalisation is transforming the railway industry

  *IRJ INSIGHTS Shift2Rail*

  **EXTRA DISTRIBUTION**
  _6th Railway Forum_, Berlin, October 1-2  
  _Expo Ferroviaria_, Milan, October 1-3  
  _Nordic Rail_, Jönköping, October 8-10  
  _Aspect 2019_, Delft, October 22-24  
  _WCRR_, Tokyo, October 28-November 1

**November**  
_Adm closing date: Oct 16_

- **AUSTRALIA & NEW ZEALAND**
  IRJ reports on the latest rail projects in Australasia

- **HIGH SPEED**
  A look at the cutting-edge technologies driving the sector forward

- **SUSTAINABLE RAILWAYS**
  Reducing the environmental impact of rail transport

  *IRJ INSIGHTS Smart train maintenance*

  **EXTRA DISTRIBUTION**
  _MES Expo_, Berlin, November 5-7  
  _Expo Rail China_, Chengdu, November 19-21  
  _AusRail Plus_, Sydney, December 3-5

**December**  
_Adm closing date: Nov 13_

- **JAPAN**
  The latest innovations emerging from one of the world’s most technologically-advanced countries

- **TRACK**
  Advances in rail grinding, milling and track geometry

- **TRAINING & RECRUITMENT**
  Overcoming the challenges of an ageing workforce and skills shortages

  *IRJ INSIGHTS Innovative finance*
IRJ Insights: the best in railway journalism

IRJ Insights is a series of feature articles addressing some of the key issues facing the railway industry today. Beginning in our February issue where we will look at Smart Cities, the goal of IRJ Insights is to harness IRJ’s journalistic expertise to present in-depth articles which break down the major issues and gauge the views of the key people from across the industry.

We will broaden the discussion of these topics through a series of webinar presentations, which will offer participants the opportunity to present their own views, and the audience to provide feedback and insight into their experiences.

We want to present perspectives from all sides and offer our readers the complete story at a level and depth they will not be able to find elsewhere. IRJ Insights is the best in railway journalism and is essential reading for any rail industry professional.

IRJ INSIGHTS 2019

FEBRUARY: Smart Cities
MARCH: Start-ups and rail
APRIL: Energy-efficient railways
MAY: Disaster management
JUNE: The disruptors
JULY: Customer service 4.0
AUGUST: Mobility as a Service (MaaS)
SEPTEMBER: Artificial intelligence
OCTOBER: Shift2Rail
NOVEMBER: Smart train maintenance
DECEMBER: Innovative finance
Special issue: The Railway in 2019

PREVIEW OF 2019 GLOBAL RAILWAY MARKET
This January, IRJ will present a comprehensive preview of the year ahead, looking forward to the events and trends that will shape the world’s railways in 2019.

With exclusive insights from key players from the world’s leading passenger and freight railways, transit systems, suppliers, and research organisations, The Railway in 2019 provides a unique perspective on forthcoming developments in a dynamic and fast-changing market.

This is an excellent opportunity for advertisers to support their future and current customers, and to state their views on how they see 2019 unfolding.

The exclusive content in the edition reflects the importance of IRJ to the market and will be widely sought after by the industry.

We plan extra distribution at:
Middle East Rail, Dubai, February 26-27
Railtex, Birmingham, May 14-16
IHHA heavy-haul freight conference, Narvik, June 8-12
UITP Global Public Transport Summit, Stockholm, June 9-12
Railway Interchange, Minneapolis, September 22-25
Don’t miss this exciting opportunity to be a part of the key conversations shaping the future of rail.

IRJ WILL INVITE THESE KEY INDUSTRY PLAYERS TO CONTRIBUTE:

Andy Byford, president, New York City Transit
Jacques Gounon, CEO, Getlink
Mercedes Vidal Lago, president, TMB Barcelona
Laurence Batlle, president, RATP Dev
Violeta Bulc, EU transport commissioner
Patrick Goddard, president and COO, Brightline, USA
Andreas Matthä, CEO, ÖBB
Jacob Bangsgaard, president, MaaS Alliance
Pier Eringa, CEO, Prorail
Klaus Deller, chairman, Knorr-Bremse
Alberto Parrondo, chairman, ERRAC
Rafael Santana, president & CEO, GE Transportation
Roland Zamora, secretary general, Alamys
Joubert Flores, president, ANPTrilhos, Brazil
Andrea Camanzi, chair, Independent Regulators Group, Rail
Darren Caplan, CEO, Railway Industry Association, Britain
Mohamed Mezghani, secretary general, UITP
Mike Cooper, CEO, Eurostar
Railjournal.com

THE RAIL INDUSTRY’S LEADING PLATFORM FOR ONLINE NEWS

Attracting more than 100,000 users and 300,000 pageviews a month*, IRJ’s website is a leading source of news on all sectors of the global rail industry. With the launch of our new website in September 2018, IRJ now offers a unique online platform for promoting your products to rail professionals worldwide.

BETTER USER EXPERIENCE

Our desktop and mobile sites have been redesigned to provide a user experience that matches the quality of our content. There are now more stories to view on the home page. Advertisement sizes and positions are designed to give your brand and your message maximum visibility in both formats.

UNPARALLELED CONTENT

IRJ’s experienced team of editors and global network of contributors provides our readers with up-to-the-minute news coverage, in-depth analysis and thought-provoking features, plus regular opinion pieces. With premium content and global reach, IRJ is the online news destination for the international railway industry.

* Google Analytics August 2018
An engaged audience that takes action

93%  act on ads seen in IRJ

45%  plan to increase their spending on products, equipment or services in 2018

97%  act on articles read in IRJ

80%  visit IRJ’s website each month

88%  are involved in purchasing decisions

65%  subscribe only to IRJ

62 minutes - average time spent reading IRJ each month

IRJ is an excellent quality magazine, well presented and a very useful source of industry information.¹

3.4 readers per copy

All figures are based on the 2017 IRJ Subscriber Survey; 548 respondents
¹ 2017 IRJ Website Survey; 547 respondents
The number 1 source of global railway news

Which of the statements below do you believe applies most to the magazines listed?

<table>
<thead>
<tr>
<th>Statement</th>
<th>IRJ</th>
<th>Railway Gazette</th>
<th>European Railway Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most timely source of industry news</td>
<td>87%</td>
<td>11%</td>
<td>3%</td>
</tr>
<tr>
<td>The most useful in keeping you informed of industry trends</td>
<td>84%</td>
<td>10%</td>
<td>6%</td>
</tr>
<tr>
<td>Delivers the most objective editorial content</td>
<td>85%</td>
<td>10%</td>
<td>4%</td>
</tr>
<tr>
<td>The most useful in helping you select products and services</td>
<td>82%</td>
<td>13%</td>
<td>5%</td>
</tr>
<tr>
<td>Alerts you to new products and services</td>
<td>83%</td>
<td>11%</td>
<td>6%</td>
</tr>
<tr>
<td>The most useful for you in your job overall</td>
<td>87%</td>
<td>9%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Which of the following publications’ products do you read or visit more frequently?

- **Magazine**
  - 92% International Railway Journal
  - 7% Railway Gazette
  - 1% European Railway Review

- **Website**
  - 78% International Railway Journal
  - 16% Railway Gazette
  - 6% European Railway Review

- **Email Newsletters**
  - 79% International Railway Journal
  - 15% Railway Gazette
  - 6% European Railway Review

- **Social Media Pages**
  - 73% International Railway Journal
  - 15% Railway Gazette
  - 12% European Railway Review

All figures are based on the 2017 IRJ Subscriber Survey; 548 respondents
Guaranteed to reach the right audience

IRJ has an average circulation of 10,324 railway professionals.\(^1\) 84% of our qualified circulation is requested, compared with just 20.6%\(^2\) requested circulation for our nearest competitor. IRJ’s circulation is rigorously audited by ABC, which means we can provide an accurate and detailed breakdown of our readership by country, job function, and industry sector. We go the extra mile to ensure we know exactly who our subscribers are, so you can be certain of reaching the right audience.

### GEOGRAPHICAL DISTRIBUTION\(^1\)

#### EUROPE
- Albania 1
- Austria 53
- Belarus 6
- Belgium 154
- Bosnia And Herzegovina 8
- Bulgaria 20
- Croatia 22
- Cyprus 2
- Czech Republic 93
- Denmark 68
- Estonia 7
- Finland 33
- France 440
- Germany 496
- Greece 36
- Hungary 92
- Ireland 66
- Italy 360
- Latvia 16
- Lithuania 3
- Luxembourg 4
- Macedonia 6
- Montenegro 3
- Netherlands 175
- Norway 48
- Poland 54
- Portugal 168
- Romania 86
- Russia 195
- Serbia-Montenegro 44
- Slovakia 22
- Slovenia 11
- Spain 358
- Sweden 116
- Switzerland 161
- Turkey 162
- Ukraine 25
- United Kingdom 825
- Total circulation 4,439

#### CENTRAL & SOUTH AMERICA
- Mexico 94
- United States 864
- Total circulation 1,289

#### S.E. ASIA & PACIFIC RIM
- Cambodia 1
- China 159
- Hong Kong 122
- Indonesia 91
- Japan 150
- Total Circulation 1,088

#### AUSTRALASIA & PACIFIC
- Australia 711
- New Zealand 56
- Total circulation 767

#### ASIA
- Afghanistan 6
- Armenia 3
- Azerbaijan 5
- Bangladesh 18
- Georgia 2
- India 930
- Kazakhstan 21
- Mongolia 10
- Myanmar 2
- Nepal 3
- Pakistan 45
- Sri Lanka 42
- Turkmenistan 1
- Total Circulation 1,088

#### MIDDLE EAST & NORTH AFRICA
- Anglo 3
- Benin 4
- Botswana 5
- Cameroon 4
- Congo 5
- Cote D’Ivoire 2
- Ethiopia 9
- Gabon 1
- Gambia 1
- Ghana 15
- Guinea 2
- Kenya 14
- Liberia 1
- Malawi 6
- Mauritania 1
- Mozambique 6
- Namibia 6
- Nigeria 92
- Rwanda 2
- Senegal 3
- Sierra Leone 2
- South Africa 124
- Sudan 7
- Swaziland 3
- Tanzania 19
- Uganda 9
- Zambia 26
- Zimbabwe 24
- Total Circulation 396

#### TOTAL QUALIFIED\(^1\) 10324

---

\(^1\) ABC January to December 2017

\(^2\) ABC – Railway Gazette International – January to December 2017
Reach an engaged audience of railway professionals

### ANALYSIS BY JOB FUNCTION

<table>
<thead>
<tr>
<th>Job Function</th>
<th>Print Edition</th>
<th>Digital Edition</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive, Finance, Accounting, Ministries</td>
<td>1,913</td>
<td>276</td>
<td>2,189</td>
</tr>
<tr>
<td>Operating</td>
<td>583</td>
<td>159</td>
<td>742</td>
</tr>
<tr>
<td>Commercial/Marketing</td>
<td>638</td>
<td>259</td>
<td>897</td>
</tr>
<tr>
<td>Purchases &amp; Stores</td>
<td>117</td>
<td>40</td>
<td>157</td>
</tr>
<tr>
<td>Mechanical Engineering</td>
<td>712</td>
<td>285</td>
<td>997</td>
</tr>
<tr>
<td>Civil engineering/Track</td>
<td>576</td>
<td>302</td>
<td>878</td>
</tr>
<tr>
<td>Electrical Engineering</td>
<td>371</td>
<td>219</td>
<td>590</td>
</tr>
<tr>
<td>Signalling/telecommunications</td>
<td>544</td>
<td>306</td>
<td>850</td>
</tr>
<tr>
<td>Logistics</td>
<td>86</td>
<td>61</td>
<td>147</td>
</tr>
<tr>
<td>Project Management/Consulting</td>
<td>728</td>
<td>462</td>
<td>1,190</td>
</tr>
<tr>
<td>Planning/Strategy</td>
<td>238</td>
<td>108</td>
<td>346</td>
</tr>
<tr>
<td>IT</td>
<td>119</td>
<td>103</td>
<td>222</td>
</tr>
<tr>
<td>Education/Training</td>
<td>165</td>
<td>81</td>
<td>246</td>
</tr>
<tr>
<td>Librarian/Information</td>
<td>103</td>
<td>29</td>
<td>132</td>
</tr>
<tr>
<td>Other</td>
<td>396</td>
<td>29</td>
<td>481</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7,289</strong></td>
<td><strong>2,775</strong></td>
<td><strong>10,064</strong></td>
</tr>
</tbody>
</table>

### ANALYSIS BY BUSINESS

<table>
<thead>
<tr>
<th>Business</th>
<th>Print Edition</th>
<th>Digital Edition</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Railway Operator – Freight</td>
<td>372</td>
<td>95</td>
<td>467</td>
</tr>
<tr>
<td>Railway Operator – Passenger/Transit</td>
<td>1,193</td>
<td>252</td>
<td>1,445</td>
</tr>
<tr>
<td>Railway Operator – Freight &amp; Pass/Transit</td>
<td>1,038</td>
<td>105</td>
<td>1,143</td>
</tr>
<tr>
<td>Infrastructure Manager</td>
<td>528</td>
<td>261</td>
<td>789</td>
</tr>
<tr>
<td>Railway Leasing Company</td>
<td>42</td>
<td>12</td>
<td>54</td>
</tr>
<tr>
<td>Railway Construction/ Engineering/Planning</td>
<td>997</td>
<td>553</td>
<td>1550</td>
</tr>
<tr>
<td>Freight Shipper</td>
<td>61</td>
<td>51</td>
<td>112</td>
</tr>
<tr>
<td>Railway Equipment Manufacturer</td>
<td>936</td>
<td>402</td>
<td>1338</td>
</tr>
<tr>
<td>Railway Service Provider</td>
<td>340</td>
<td>223</td>
<td>563</td>
</tr>
<tr>
<td>Railway consultancy</td>
<td>1,004</td>
<td>559</td>
<td>1,563</td>
</tr>
<tr>
<td>Regulatory Authority</td>
<td>223</td>
<td>55</td>
<td>278</td>
</tr>
<tr>
<td>University/Training Organisation</td>
<td>169</td>
<td>84</td>
<td>253</td>
</tr>
<tr>
<td>Railway Libraries or Associations</td>
<td>121</td>
<td>28</td>
<td>149</td>
</tr>
<tr>
<td>Other</td>
<td>383</td>
<td>97</td>
<td>480</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7,407</strong></td>
<td><strong>2,777</strong></td>
<td><strong>10,184</strong></td>
</tr>
</tbody>
</table>

---

1 ABC January to December 2017 audit based on an analysis of the December 2017 issue
MAGAZINE
Every month the print edition of IRJ reaches thousands of rail industry professionals around the globe, bringing them topical news and features on the latest developments. IRJ is produced by a respected team of journalists supported by a global network of 23 regional editors and correspondents, each with an intimate working knowledge of the industry.

DIGITAL EDITION
International Railway Journal is available in an interactive digital format, which is emailed to digital subscribers each month and accessible to digital subscribers via the IRJ website.

WEBSITE
Updated daily, IRJ’s website is an unparalleled source of up-to-the-minute rail news and comment. IRJ editors produce over 30 stories a week to make railjournal.com the world’s leading railway news website. IRJ’s website gets more than 1.7 million visits and 3.2 million page views and has more than 1 million users per year.¹

CUSTOM EMAIL CAMPAIGN
Communicate your message to our audience, and reach key decision makers in the rail industry through a campaigned tailored to your marketing needs.

IRJ PRO
IRJ Pro is a comprehensive business intelligence toolkit for rail professionals, providing an up-to-the-minute picture of investment in new railways and rolling stock, as well as Global Rail Tenders.

RECRUITMENT ADVERTISING
Find the perfect candidate via International Railway Journal’s job board, which reaches a targeted audience of railway professionals.

IRJ RAIL BRIEF
IRJ Rail Brief reaches 26,000 rail professionals worldwide each week. It features the top rail news from around the globe.

¹ Google Analytics, RailJournal.com, Updated August 2017
PASSENGER RAIL NEWS
IRJ, Railway Age, and RT&S deliver the latest developments in passenger transit services and infrastructure to 22,000 subscribers every Wednesday.

RAIL GROUP NEWS
Rail Group News is a daily read for nearly 25,000 subscribers. This newsletter features news briefs from International Railway Journal, Railway Age, and Railway Track & Structures.

WEBINARS
A co-branded webinar offers your company the opportunity to create interest around an educational topic of its choosing and generate qualified business leads. Webinars are promoted to our audience of over 30,000 railway professionals.

WHITE PAPER
Generate leads while building brand awareness with a white paper hosted on RailJournal.com. Your white paper will position your company as an industry leader.

MICROSITE
Promote your brand on railjournal.com with a co-branded microsite with original content.
Run-of-site rotating banners

ONLINE DISPLAY PROGRAMME

IRJ’s comprehensive website, www.railjournal.com, is the news destination for the global rail industry, with quality up-to-date content from our experienced editorial team added every weekday. Run-of-site advertising offers a high level of exposure. It includes one of four advertising units. These units rotate throughout the site, including the home page.

300,000 page views on average per month¹

DIMENSIONS/RATES

Above the fold: 728 x 90 pixels or 300 x 250 pixels

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above the fold: $</td>
<td>$2,564</td>
<td>$2,319</td>
<td>$2,061</td>
<td>$1,816</td>
<td>$1,570</td>
</tr>
</tbody>
</table>

Below the fold: 728 x 90 pixels or 300 x 250 pixels

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below the fold: $</td>
<td>$2,257</td>
<td>$2,000</td>
<td>$1,754</td>
<td>$1,497</td>
<td>$1,251</td>
</tr>
</tbody>
</table>

¹ Figure based on Google Analytics, August 2018
Exclusive content dedicated to railway industry topics

**CHANNEL SPONSORSHIP**

Reach railway professionals who turn to the IRJ website daily for the latest international railway news. With high-visibility banner positions integrated into the site design and editorial content, advertisers receive the maximum level of exposure.

Become the exclusive sponsor of one of our channels, dedicated to important topics in the international rail market. Channels allow advertisers to align their messaging with highly relevant editorial content. In addition to exclusive channel sponsorship, banners also rotate on the home page and run-of-site article pages.

With 3 million page views per year and 1.5 million visits, RailJournal.com is the destination for global rail news.

Sponsorships are available on a first come basis and must be purchased for a minimum of three months.

(2) 728 x 90 pixels and (2) 300 x 250 pixels

<table>
<thead>
<tr>
<th></th>
<th>1 month</th>
<th>3 months</th>
<th>6 months</th>
<th>9 months</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>$4,760</td>
<td>$4,502</td>
<td>$4,257</td>
<td>$3,999</td>
<td>$3,754</td>
</tr>
</tbody>
</table>

**CHANNEL OPPORTUNITIES:**

- News
- Financial
- Freight
- Fleet
- Infrastructure
- Technology
- Policy

**PASSENGER:**

High-Speed, Main Line, Commuter Rail, Metros, Light Rail

**REGIONS:**

North America, Central/South America, Europe, Africa, Middle East, Asia, Australia/NZ
IRJ RAIL BRIEF

IRJ Rail Brief, the weekly email newsletter brings breaking global news about the railway industry to railway professionals. IRJ editorial coverage encompasses national railways worldwide, and public transport authorities in every city known to operate an urban rail system.

IRJ can help your company gain access to the $212bn rail market. 93% of IRJ readers have taken action as a result of seeing an advertisement in IRJ. 88% of readers personally participate in purchasing decisions. Extend your reach to this lucrative audience through IRJ Rail Brief.

Full Banner (468 x 60 pixels)
$1,564 per month for 3 months

Skyscraper (160 x 600 pixels)
$1,877 per month for 3 months (only one unit available)

Leaderboard (728 x 90 pixels)
$2,196 per month for 3 months (only one unit available)

PASSENGER RAIL NEWS

Passenger Rail News covers the latest developments in passenger transit services and infrastructure. With news coverage from IRJ, Railway Age, and RT&S every Wednesday, this new newsletter delivers business-critical information and market analysis on light rail, rapid transit, commuter, and regional passenger transportation to 26,000 rail professionals.

Full Banner (468 x 60 pixels)
$2,108 per month

Skyscraper (160 x 600 pixels)
$3,012 per month for 3 months (only one unit available)

Leaderboard (728 x 90 pixels)
$4,518 per month for 3 months (only one unit available)

1 2017 IRJ Readership Survey
IRJ PRO

IRJ’s data subscription service gives you access to a comprehensive business intelligence toolkit for rail professionals and comprises Fleet Monitor, Project Monitor and Global Rail Tenders.

FLEET MONITOR

Fleet Monitor provides data on the purchase of all types of passenger trains and locomotives.

PROJECT MONITOR

Project Monitor is a comprehensive database of new railway and transit projects around the world.

GLOBAL RAIL TENDERS

Global Rail Tenders gives you access to the latest railway equipment and services tenders from around the world. The system is searchable by region or country, industry segment, keyword and publication or expiry date, with daily email alerts tailored to subscriber’s chosen criteria.

Sign up now at www.irjpro.com or contact Chloe Pickering (see page 25) for more information.
Communicate your branding message to our audience

CUSTOM EMAIL CAMPAIGNS

Leverage the strength of the International Railway Journal, RT&S and Railway Age brands as trusted sources for up-to-date railway information. Promote your products, services, events and more through a custom email campaign.

EMAIL CAMPAIGN INCLUDES:
Tailored message to IRJ, Railway Age, and RT&S subscribers
Your ready-to-deploy HTML file
Subject line
Detailed metrics:
• Deliveries
• Open rate
• Click-through by URL

SPECIFICATIONS:
• Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser’s server and linked by absolute URLs.
• All images should be resized prior to uploading to advertiser’s server.
• Recommended width of HTML is 500 to 700 pixels.
• To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third party tags, words in all caps, unusual punctuation, and excessive use of special characters.
• Use proper HTML codes for special characters.
• Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
• Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

SUBJECT LINE FOR THE MESSAGE:
50 characters maximum suggested

DEADLINE:
Please email HTML file seven days prior to scheduled deployment date to Kevin Fuhrmann at: kfuhrmann@sbpub.com.
Generate qualified leads by engaging with our audience

INTERACTIVE WEBINAR

Demonstrate expertise and thought leadership to the IRJ audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing and generate qualified business leads. Your webinar will be promoted to our audience of more than 30,000 railway professionals.

The editors of IRJ will work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with IRJ.

DELIVERABLES:
• Co-branded email invites, promotion, registration page, webinar interface, and email confirmations
• Synchronised slide presentation with audio
• IRJ editor to act as moderator
• Live Q&A
• Ability to post assets, links, and additional information within webinar console
• Speaker photos and biographies
• Live polling with real time results
• Social media chat option
• Technical support via chat and telephone
• Redirect to URL of your choice at conclusion of webinar
• Customisable exit survey
• Comprehensive reporting with access to data portal
• Event archive of 6 months with registration page
• Option to add streaming video of speakers (additional cost)
Build brand awareness and generate qualified leads

**GATED WHITE PAPER**

Generate leads while building brand awareness with a white paper hosted on RailJournal.com. International Railway Journal’s website offers a dedicated space for our active digital audience to explore white papers. Your custom white paper will position your company as an industry leader and communicate your message to your target audience in a trusted editorial environment.

The white paper is actively promoted to the International Railway Journal audience through direct emails and banners in our weekly newsletter, IRJ Rail Brief. The white paper landing page and all promotional materials are branded with the sponsor’s logo.

In addition to the inclusion of digital promotion, the white paper offering includes lead capture. A gated registration form generates qualified leads for the sponsor. The sponsor may specify up to three questions to help qualify leads.

Rate: $4,000/month; 2 months minimum recommended
Establish your company as a thought leader in the railway industry

**SPONSORED CONTENT**

Tell a powerful story for your brand through content marketing on the IRJ website. Sponsored content aligned closely with our highly regarded digital content will help establish your company as a thought leader and drive traffic to your website.

The seamless integration between your messaging and IRJ’s content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage and a relevant channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through dedicated email promotion to our audience of 33,000 railway professionals.

All sponsored content items carry the superscription “Sponsored Content.”

Article Text: Up to 1,500 words; includes links, images

Net Monthly Rate: $6,000
MEDIA PLANNER 2019
ADVERTISING CONTACTS

ADVERTISING
For all areas except those listed contact:

Louise Cooper
International Area Sales Manager
Tel: +44 1444 454171
lc@railjournal.co.uk
12 Beech Hill, Haywards Heath, West Sussex
RH16 3RX, UK

Germany, Austria, German-speaking Switzerland, Latvia, Lithuania, Estonia, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Croatia and Serbia
Michael Boyle
Dorfstrasse 70, 6393 St Ulrich, Austria
Tel: +43 676 708 9872 or +49 163 830 8088
mboyle@railjournal.com

Italy & Italian-speaking Switzerland
Dr Fabio Potestà, Elda Guidi
Mediapoint & Communications srl
Corte Lambruschini
Corso Buenos Aires 8, V° Piano, Int 7
16129 Genova, Italy
Tel: +39 010 570 4948
Fax: +39 010 553 0088
info@mediapointsrl.it

Japan
Katsuhiro Ishii
Ace Media Service Inc
12-6, 4-chome, Nishiiko Adachi-ku
Tokyo 121-0824, Japan
Tel: +81 3 5691 3335
Fax: +81 3 5691 3336
amskatsu@dream.com

Jonathan Chalon
Publisher
55 Broad St, 26th Fl
New York, NY 10004
Tel: (212) 620-7224
Fax: (212) 633-1863
jchalon@sbpub.com

AR, AK, AZ, CA, CO, ID, IL, IN, KS, LA, MI, MN, MO, MS, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY, Canada (Alberta, British Columbia, Manitoba, Saskatchewan)
Heather Disabato (Chicago Office)
Tel: 312 683 5026
hdisabato@sbpub-chicago.com

CT, DE, DC, FL, GA, ME, MD, MA, NH, NJ, NY, NC, OH, PA, RI, SC, VT, VA, WV, Canada – Quebec and East, Ontario
Jerome Marullo
55 Broad Street, 26th Fl
New York, NY 10004-2580
Tel: 212 620 7260
jmarullo@sbpub.com

Classified Advertising Sales
Jeanine Acquart (New York Office)
Tel: 212 620 7211
jacquart@sbpub.com

IRJ Pro Sales
Chloe Pickering
Tel: +44 1326 211576
cp@railjournal.co.uk
EDITORIAL
46 Killigrew Street, Falmouth,
Cornwall TR11 3PP, UK
Tel: +44 1326 313945
Fax: +44 1326 211576

Editor-in-Chief/Associate Publisher
David Briginshaw CMILT
db@railjournal.co.uk

Senior Editor
Keith Barrow BA (Hons)
kb@railjournal.co.uk

Managing Editor
Kevin Smith MA
ks@railjournal.co.uk

News & Features Writer
David Burroughs
dburroughs@railjournal.co.uk

Market Analyst
Oscar Sinclair
os@railjournal.co.uk

Production Assistant
Sue Morant
sm@railjournal.co.uk

REGIONAL EDITORS
Australia
Mark Carter
Tel: +61 8 8367 8572
grms@bigpond.com.au

Chile
Ian Thomson Newman
ian.thomson.newman@gmail.com

Germany
Keith Fender
kdfender@hotmail.com

Italy
Marco Chiandoni
mchiandoni@gmail.com

Japan
Yoshihiko Sato
Tel: +81 3 5721 6616
y-sato@sato-rail.co.jp

New Zealand
Richard Worrall
Tel: +64 3 942 3404
rworrall@clearnet.nz

Spain
Ferran Torga
ferran.torga@gmail.com

Switzerland
Anitra Green
Tel: +41 61 461 4536

USA/Canada
William C Vantuono
Tel: +1 212 620 7240
Fax: +1 212 633 1863
wtvantuono@sbpub.com

Mischa Wanek-Libman
Tel: +1 312 683 5024
Fax: +1 312 683 0131
mwanek@sbpub.com

CORRESPONDENTS
Argentina: Jorge Waddell
Austria: Erwin Reidinger
Brazil: Renata Passos
Denmark: Denis Bowers
East & West Africa: Shem Oirere
Hungary: Ferenc Jou
India: Srinand Jha
Israel: Jeremaya Goldberg
Korea: Andy Tebay
Netherlands: Quintus Vosman
Pakistan: Naeem Qureshi/Rashid Ali
Poland: Mykola Zasiadko
Ukraine: Alexander Kava

PUBLISHER
Simmons-Boardman Publishing Corp
55 Broad Street, 26th Floor,
New York, NY 10004-2580, USA
Tel: +1 212 620 7200
Fax: +1 212 633 1165

President & Chairman
A J McGinnis

Publisher, Rail Group
Jonathan Chalon
jchalon@sbpub.com

Circulation Director
Maureen Cooney
mcooney@sbpub.com