



IRJ
International Railway Journal

| 2024 *Media Kit*

OUR BRAND

International Railway Journal - Setting the standard for 60+ years

IRJ was founded in 1960 as the first truly global business-to-business publication for the railway industry, beginning regular circulation in 1961. IRJ sets the standard for railway industry journalism; from reporting on the key industry issues of the day, to taking the time to meet and interview leading figures from around the world.

The magazine is distributed in around 130 countries to over 10,400 railway professionals.

We also operate an industry-leading news and information website, which is visited by more than 150,000 unique users per month. Railjournal.com is the most reliable source of up-to-the-minute rail industry information on the web, offering daily insight and the high-level of journalism expertise that IRJ readers have come to trust and respect.

In addition, we offer IRJ Pro, a subscription service providing comprehensive databases of all known rail projects and fleet orders from around the world as well as Global Rail Tenders, a live rail sector tenders service.

IRJ is more than a magazine: IRJ is a railway information provider, and we are your partner for success in the industry.

“IRJ is a railway information provider, and we are your partner for success in the industry.”



IRJ
International Railway Journal

Millions of Touchpoints—The IRJ Brand Community

3.8 MILLION

VIEWS PER YEAR²

35,000

READERS PER EDITION³

32,000

EMAIL SUBSCRIBERS



10,465

MAGAZINE CIRCULATION¹

¹ Average monthly circulation according to ABC Audit of IRJ, January to December 2022

² Annual figure based on Google Analytics of page views on www.railjournal.com, September 1 2022 - August 31 2023

³ 2023 IRJ Subscriber Survey



Magazine

- Special ad sections
- Extensive News and Analysis
- In-depth Features
- Sister Publications: Railway Age and RT&S



Digital

- Website
- Newsletters
- Digital Edition
- Podcasts
- Videos



Events

- Conferences
- Webinars



Services

- IRJ Pro
- Global Rail Tenders
- Training from Railway Educational Bureau
- Books



Social Media

- LinkedIn
- X/Twitter
- Facebook

Railjournal.com - The world's leading railway news website

IRJ's website railjournal.com is the leading source of global railway industry news. IRJ editors publish 25-30 news stories every week. The easy to navigate site also offers in-depth Analysis and Features and opinion articles from respected industry Thought Leaders.

More and more of the global rail community now relies on IRJ to provide them with up-to-the-minute news and insight from the sector. The success of IRJ's website is reflected in the steadily increasing number of paid subscribers who enjoy unlimited access to all IRJ content. Single and multi-user corporate packages are available to unlock the best of IRJ online, at any time and wherever you might be in the world.

200,000
SESSIONS
ON AVERAGE
PER MONTH

340,000+
VIEWS ON
AVERAGE
PER MONTH

155,000+
UNIQUE USERS
ON AVERAGE
PER MONTH

Month	Sessions	Unique Users	Views
September '22	178,753	133,946	297,744
October	179,935	137,710	306,474
November	224,253	176,902	351,405
December	170,843	133,600	286,474
January '23	217,717	174,517	331,943
February	197,651	157,511	301,787
March	191,665	148,327	303,134
April	196,653	154,221	355,773
May	226,518	183,170	481,791
June	209,269	166,603	419,935
July	183,849	133,133	318,091
August	216,321	166,794	428,927



Source: Google Analytics of railjournal.com
September 1, 2022 - August 31, 2023

IRJ: Unprecedented global reach

As well as appeal, IRJ also has unprecedented reach. The magazine's more than 10,400 monthly subscribers reside in around 130 countries while our comprehensive ABC audit reveals the exact sectors in which our readers work, providing reassurance to advertisers that their message will be seen by the industry's decision makers.

For example, the magazine is read by 1557 subscribers working in passenger or transit operating companies, and by 1358 readers working at equipment manufacturers. We also know the specific job functions of our readers - for instance, 2408 work in executive, finance or accounting roles while 1338 work in mechanical engineering and 960 in project management and consulting.

¹ Based on the ABC audit of IRJ December 2022

49% SUBSCRIBE ONLY TO IRJ

60 MINUTES THE AVERAGE TIME SUBSCRIBERS SPEND READING EACH ISSUE OF IRJ

96% ACT ON ARTICLES READ IN IRJ

4 READERS PER ISSUE

93% ACT ON ADS SEEN IN IRJ

68% ARE ACTIVELY INVOLVED IN PURCHASING DECISIONS

84% VISIT IRJ'S WEBSITE EACH MONTH

All figures are based on the 2023 IRJ subscriber survey: 646 respondents

Editorial Calendar

January

- **The Railway in 2024**
Analysing the trends set to shape the railway world in 2024, including insight on the key projects to watch and interviews with important industry leaders.
Extra distribution: InnoTrans, Berlin, September 24-27.

February

- **East Asia and China**
Reports on the key trends shaping rail transport in the region.
- **Signalling and Telecoms: automation**
The latest on projects to develop automation for the mainline railway.
- **Operations and Asset Management**
Railways seek greater efficiency from their networks and assets.
Extra distribution: MENA Transport & Congress, Dubai, February 28-March 1.

March

- **Italy**
Analysing Italy's plans for huge investment in rail.
- **Track and infrastructure: rail and fastenings**
Reports on the latest technologies improving performance.
- **Cybersecurity and Digitalisation**
Adapting new digital technologies to enhance productivity.
- **Infrastructure Innovation Award 2024**
Recognising innovative approaches to rail infrastructure projects.
Extra distribution: Transport Ticketing Global, London, Britain, March 5 - 6. Heavy Haul Rail, Perth, Australia, March 13-14.

April

- **Middle East and North Africa**
The railway renaissance continues across the region.
- **Train Maintenance**
The latest techniques to improve fleet reliability.
- **High-Speed**
Key projects take shape across the world.
Extra distribution: Middle East Rail, Abu Dhabi, April 30-May 1.

May

- **Britain**
Will rail reform ever get off the ground?
- **Track and Infrastructure: maintenance and asset renewal**
New techniques and approaches in the spotlight.
- **Freight and Logistics**
Rail continues its pursuit of modal shift from road.
Extra distribution: UITP IT Trans, Karlsruhe, Germany, May 14-16. Asia Pacific Rail, Bangkok, May 29-30. Rise of IoT & Big Data in Rail, Cologne, Germany, May 15-16.

June

- **Sub-Saharan Africa**
Standard gauge railways take shape across the region.
- **Metros and Light Rail**
Public transport continues to bounce back from the pandemic.
- **Traction and Electrification**
The latest technologies in sustainable traction revealed.
- **IRJ's Women in Rail Award 2024**
Recognising this year's winners.
Extra distribution: Africa Rail, Johannesburg, June 25-26.

Ad Deadlines

Issue	Deadline
January	December 15
February	January 17
March	February 14
April	March 13
May	April 17
June	May 15



Editorial Calendar

July

- **India and Southern Asia**
Huge mainline and transit projects come to fruition.
- **InnoTrans 1**
- **Sustainability and Climate Resilience**
Reducing rail's impact on the environment.
- **Signalling and Telecoms**
Boosting network capacity with the latest technology.
Extra distribution: InnoTrans, Berlin, September 24-27.
Railway Tech Indonesia, Jakarta, Indonesia, July 30 – August 1.

August

- **North America**
Freight and passenger railways aim to carry more.
- **InnoTrans 2**
- **Track Technology**
The latest innovations revealed ahead of the big show.
- **Passenger Experience and Ticketing**
Mobile ticketing boosts revenue for operators.
Extra distribution: InnoTrans, Berlin, September 24-27.
Connect Rail, Melbourne, Australia, August 14-15.

September

- **Germany**
Vast infrastructure improvement programme underway.
- **InnoTrans 3**
- **Innovative Trains**
Revealing the latest innovations in railway rolling stock.
- **InnoTrans Preview**
IRJ's comprehensive preview of the world's largest railway exhibition.
Extra distribution: InnoTrans, Berlin, September 24-27.

October

- **Australia and New Zealand**
Passenger projects seek to overcome cost challenges.
- **Education, Training and Recruitment**
Combating the railway's skills crisis.
- **Heavy-Haul Freight and Logistics**
Boosting payloads in extreme environments.

November

- **France**
SNCF responds to domestic competition.
- **Track and Infrastructure: sleepers and ballast**
New innovations improve asset performance.
- **Digital Technology and Cybersecurity**
Getting more from less on the 21st century railway.
- **InnoTrans 4: IRJ's review of the show**
Extra distribution: Scandinavian Rail, Stockholm, November 6.
SITCE, Singapore, November 6-8.

December

- **South and Central America**
Delivering new projects across the continent.
- **High-Speed**
Pushing the boundaries of innovation.
- **Innovative Finance and PPPs**
Creative financing aids rail's development.
- **IRJ Young Rail Leaders Award**
Showcasing young talent who are making a difference.

Ad Deadlines

Issue	Deadline
July	June 12
August	July 10
September	August 14
October	September 11
November	October 16
December	November 13



The Railway in 2024

IRJ's January edition is our now traditional look at the year ahead, focusing on the key trends impacting the sector, and the major projects to keep an eye on over the next 12 months. We also offer leading insight from top industry figures and Thought Leaders on the key issues impacting the railway world.

At a key juncture for the global economy and railway sector, IRJ's January issue promises to be essential reading for all railway industry professionals. And with extra distribution at the most important events in the first half of the year, The Railway in 2024 offers excellent exposure for advertisers.

Deadline for advertisers: December 15



January 2023 | Volume 63 Issue 1
www.railjournal.com | @railjournal

The Railway in 2023



Analysis of the railway sector's key trends and talking points

The Railway in 2023 - Asia

Projects to watch in 2023



Jakarta - Bandung HSL
Country: Indonesia
Type: High-speed
Construction Start: 2018
Completion: 2023
Length: 142 km
Cost: US\$ 7.2 bn

Completion of the 100km line linking Jakarta and Bandung has been delayed due to poor soil conditions which caused problems building two of the 13 tunnels on the route which pushed the project US\$ 200mse budget. Dynamic testing started in November and the line is expected to open in mid 2023 when the journey time between the two cities will be cut from the current fastest time of 2h 45min on the conventional line to around 40 minutes.



North-South Commuter Railway
Country: Philippines
Type: Commuter rail
Construction Start: 2020
Completion: 2025
Length: 163 km
Cost: US\$ 5.5 bn

Construction will start next month on the northern and southern sections of the North-South Commuter Railway which will run from New Clark City via Clark International Airport and Manila to Cebu. According to Mr Timothy John Baret, under secretary with the Department of Transportation, this will be the country's largest railway project. The standard gauge line is meant to carry up to 400,000 passengers per day and will cut journey times substantially compared with road transport. The first section is expected to open in 2024.



Ankara - Sivas HSL
Country: Turkey
Type: High-speed
Construction Start: 2008
Completion: 2023
Length: 400km
Cost: US\$ 1.1 bn

Turkey's minister of transport and infrastructure, Mr Adil Karaismailoglu, confirmed on November 21 that the Ankara - Sivas high-speed line will finally open in April 2023 after several delays. The 200km line will have eight stations, 49 tunnels and 47 viaducts. The new line will cut the distance by rail between Ankara and Sivas from 400km to 400km and reduce the journey time from 12 hours to 2 hours.



Kolkata Metro
Country: India
Type: Metro
Construction Start: 2001
Completion: 2023
Length: 16.5 km
Cost: US\$ 4.6 bn

Kolkata has built two metro lines with three more under construction. The early part of this year should see the opening of the southern elevated section of Line 3 (Purple) from Taratala to Diamond Harbour in Joka and the southern part of Line 4 (Orange) from Rajchoudhury Hospital to Kirti Subhash in New Garia where it will connect with Line 1 (Blue). Both lines are 16.5km long.

The Railway in 2023 - Europe

Projects to watch in 2023



Polish high-speed project
Country: Poland
Type: High-speed
Construction Start: 2023
Completion: 2028
Length: 193km
Cost: US\$ 6.4 bn

Solidarity Transport Hub (CPK), the company taking forward the infrastructure programme centred on a new airport between Warsaw and Lodz, has signed three design contracts for the first route of the 200km network of mostly high-speed lines being built as part of the project. The first line runs 140km from Warsaw to Lodz via the new airport and will be Poland's first high-speed line. The first design contract for the route from Warsaw to the transport hub at the new airport has been awarded to the Dutch ProRail Infrastructure Management and Rail Architects Polska. Design of the remaining section to Lodz has been awarded to a consortium of ERM, ProRail, ERM Rail and J+G Consulting. Preparatory work on the Warsaw - Lodz high-speed line is to start at the end of 2023, followed by main works in 2024.



Rail Baltica
Country: Baltic states
Type: High-speed
Construction Start: 2019
Completion: 2026
Length: 873km
Cost: US\$ 8.3 bn

Construction of the Rail Baltica project to build a standard-gauge railway from Tallinn in Estonia via Riga and Vilnius to Warsaw in Poland has been officially started in November 2019. The new line will dramatically improve rail connections between the three Baltic states and the rest of the European Union for both passengers and freight when it opens in 2026. Rail Baltica will become part of the EU Trans-European Transport (TEN-T) network.



Istanbul Line M11
Country: Turkey
Type: Metro
Construction Start: 2016
Completion: 2023
Length: 27km
Cost: US\$ 1.1 bn

Announcing the start of dynamic testing at the Cayirtepe terminus on November 6, a spokesman for Istanbul Metropolitan Municipality said the first phase of the Cayirtepe - Beşiktaş Airport - Kadiköy metro line M11 was expected to open in the first quarter of 2023. The 27 km first phase will connect Cayirtepe on Line M2 and Kadiköy on M7 with Beşiktaş, Kemerburgaz, Çekirgeci, Beşiktaş and the airport's terminals 1, 2 and 3. The second section of the line will be 2.5 km long with seven stations, making a total of 10 km with 10 stations. Construction is budgeted at 600m.

Unprecedented coverage of InnoTrans 2024

InnoTrans, the world's largest railway industry exhibition and trade show is returning for 2024, and IRJ will be there with you every step of the way.

IRJ is the only publication to dedicate four editions of the magazine to InnoTrans. Our July, August and September issues will include features focusing on the major themes of the exhibition, and will be distributed from our stand at the event. The September edition will also include our comprehensive preview of the show, offering an essential guide to the key exhibitors and exhibits. We will follow-up with a review of the event in November.

As well as print we also offer unprecedented online coverage. IRJ editors will post regular updates on railjournal.com in the lead-up to the show and during the exhibition itself where they will report live. We will also produce a live feed of all the major highlights as our team of journalists tour the exhibition and attend the major events. Throughout the week, email subscribers will also receive a daily InnoTrans newsletter, providing a digest of the latest news coverage straight to their inbox.

This unprecedented coverage of InnoTrans 2024 also serves to maximise exposure to advertisers, helping you to stand out from the crowd and generate excitement about your exhibit ahead of, during and after this colossal event.



4 Dedicated Issues



Daily Newsletter



Comprehensive Online News



March

IRJ's Infrastructure Innovation Award - New for 2024

Railways, contractors and suppliers working on railway projects around the world are introducing a host of innovative practices to improve infrastructure project delivery. This March we will showcase the first winners of our Infrastructure Innovation Award. Nominations will open in January and we are especially excited to hear about work to reduce the carbon footprint of a project, improve worker safety, speed up delivery times or optimise resources. Is your company leading the field in this area or supplying innovative products to the industry? Make sure your message is prominent in the March edition of IRJ.

June

IRJ's Women in Rail Award 2024

The global railway sector is making a conscious effort to close the gender gap and boost female employment. Many of these women are doing remarkable things to help overcome the challenges facing the 21st century railway. IRJ will recognise these achievements by interviewing some of the most influential and noteworthy women working in the industry today in a special feature that will appear in the June edition of the magazine. Demonstrate support for these notable industry leaders with an advertisement in the June edition of IRJ.

December

IRJ's Young Rail Leaders Award

The rail industry is often criticised for failing to attract the best and the brightest, but there are some fantastic young people coming through who are doing remarkable things. IRJ will recognise some of the global industry's rising stars in a special feature this December. We are inviting railways, infrastructure managers, operators, suppliers and research institute to nominate an individual they feel warrants recognition. The article will highlight their achievements and contributions to the sector. Show your support for the emerging leaders of the railway industry with an advertisement in the December edition of IRJ.



Your guarantee to reach the right audience

IRJ has an average circulation of 10,552 railway professionals.¹ 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. Only IRJ goes the extra mile to ensure we know exactly who our subscribers are, so you can be certain of reaching the right audience.

GEOGRAPHICAL DISTRIBUTION

Europe	Spain	463	Australasia & Pacific	Malaysia	119	Total circulation	285
Albania	4	Sweden	149	Australia	598	Philippines	99
Austria	109	Switzerland	168	New Zealand	49	Singapore	225
Belarus (Belorussia)	11	Turkey	111	Northern Mariana		Taiwan	71
Belgium	263	Ukraine	6	Islands (Marianas)	1	Thailand	78
Bosnia & Herzegovina	22	United Kingdom	1189	Papua New Guinea	1	Vietnam	8
Bulgaria	22	Total circulation	5847	Solomon Islands	2	Total circulation	1146
Croatia	24			Total circulation	651		
Czech Republic	91	North America				Sub-Saharan Africa	
Denmark	93	Canada	414	Asia		Angola	4
Estonia	6	Mexico	26	Afghanistan	4	Benin	4
Finland	68	USA	157	Armenia	5	Botswana	3
France	853	Other	2	Azerbaijan	6	Cameroon	5
Germany	714	Total circulation	599	Bangladesh	19	Congo	2
Greece	39			Georgia	5	Cote D'Ivoire	2
Hungary	79	Central & South America		India	725	(Ivory Coast)	
Republic of Ireland	72	Argentina	99	Kazakhstan	8	Ethiopia	7
Iceland	1	Bolivia	4	Mongolia	11	Gabon	2
Italy	417	Brazil	210	Myanmar (Burma)	2	Gambia	1
Latvia	18	Chile	32	Nepal	1	Ghana	13
Lithuania	9	Colombia	23	Pakistan	45	Guinea	2
Luxembourg	5	Costa Rica	2	Sri Lanka	33	Kenya	5
Macedonia	13	Costa Rica	2	Turkmenistan	1	Malawi	7
Malta	1	Cuba	2	Total circulation	865	Mauritania	4
Monaco	13	Dominican Republic	1			Mauritius	3
Montenegro	9	Ecuador	6	SE Asia & Pacific Rim		Mozambique	2
Netherlands	398	French Guiana	1	Cambodia (Kampuchea)	1	Namibia	3
Norway	39	Jamaica	3	China	113	Nigeria	41
Poland	63	Panama	3	Hong Kong	85	South Africa	107
Portugal	158	Paraguay	1	Indonesia	68	Sudan	3
Romania	87	Peru	29	Japan	175	Swaziland	1
Russia	15	Trinidad & Tobago	2	Korea, Democratic	40	Tanzania	18
Serbia	27	Uruguay	9	People's Republic		Uganda	10
Slovakia	18	Venezuela	13	Korea, Republic of	62	Zambia	12
Slovenia	12	Total circulation	440	Macau	2	Zimbabwe	24
						Total qualified	10495

¹ ABC January to December 2022 audit based on an analysis of the December 2022 issue of IRJ2 ABC

Reach an engaged audience of railway professionals

Analysis by job function ¹	Total
Executive, Finance, Accounting, Ministries	2408
Operating	825
Commercial/Marketing	1066
Purchases & Stores	172
Mechanical Engineering	1338
Civil Engineering/Track	680
Electrical Engineering	513
Signalling & Telecommunications	755
Logistics	105
Project Management/Consulting	960
Planning/Strategy	412
IT	169
Education/Training	148
Librarian/Information Resources	118
Other job functions within the Railway/Transit and Allied Industries	522
People not responding to the question	304
TOTAL	10495

Analysis by business ¹	Total
Railway Operator - Freight	2063
Railway Operator - Passenger/Transit	1577
Railway Operator - Both Freight & Passenger/Transit	988
Infrastructure Manager	689
Railway Leasing Company	53
Railway Construction/Engineering/Planning Company	1524
Freight Shipper	92
Railway Equipment Manufacturer	1358
Railway Consultancy	493
Regulatory Authority	222
University/Training Organisation	88
Railway Libraries or Associations	189
Railway Product/Service Supplier	585
Other businesses and individuals within the Railway/Transit and Allied Industries	265
People not responding to the question	309
TOTAL	10495

¹ ABC January to December 2022 audit based on an analysis of the December 2022 issue of IRJ

Run-of-site Banners

Choose from one of four high-impact advertising units on railjournal.com. These rotate throughout the IRJ website, including the homepage.

Above the fold, 728x90 pixels or 300x250 pixels

1 month	3 months	6 months	9 months	12 months
\$3,820	\$3,455/mo	\$3,070/mo	\$2,705/mo	\$2,340/mo

Below the fold, 728x90 pixels or 300x250 pixels

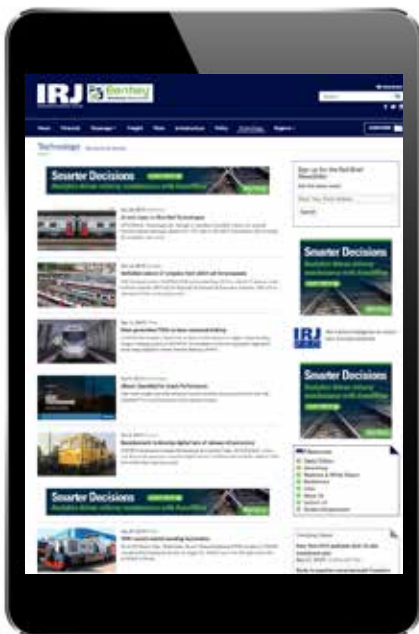
1 month	3 months	6 months	9 months	12 months
\$3,360	\$2,980/mo	\$2,610/mo	\$2,230/mo	\$1,865/mo

Channel Sponsorship

Become the exclusive sponsor of one of our channels, dedicated to key topics in the rail industry. Channels allow advertisers to align their message with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages.

Two 728x90 pixels and two 300x250 pixels

1 month	3 months	6 months	9 months	12 months
\$7,090	\$6,705/mo	\$6,340/mo	\$5,955/mo	\$5,590/mo



Channels



Financial
Freight
Fleet
Infrastructure
Policy
Technology



PASSENGER
High-Speed
Commuter Rail
Main Line
Metros
Light Rail



REGIONS
Europe
North America
Asia
Central and
South America
Middle East
Africa
Australia/NZ

IRJ Rail Brief

IRJ's flagship newsletter, delivering a digest of the top stories from railjournal.com from the previous seven days.

Advertisers can access IRJ's database of 32,000 email subscribers, who receive IRJ Rail Brief direct to their inbox every Thursday.

Full banner

468x60 pixels: \$2,330 per month

Skyscraper

160x600 pixels: \$2,795 per month
(one unit available)

Leaderboard

728x90 pixels: \$3,270 per month
(one unit available)



Rail Group News

RGN delivers a daily round-up of news stories from IRJ as well as North American sister publications, *Railway Age* and *Railway Track and Structures* to an audience of 32,000 railway industry professionals.

Your advertising message will appear approximately 10 business days per month, on an odd/even day rotation.



Full banner

468x60 pixels:
\$3,395 per month

Skyscraper

160x600 pixels:
\$4,890 per month
(one unit available)

Leaderboard

728x90 pixels:
\$7,190 per month
(one unit available)

IRJ Rail Brief at InnoTrans 2024

IRJ will once again offer a daily Rail Brief newsletter on each day of InnoTrans from September 24-27 2024. The newsletter will compile the best of IRJ's content from the show and will be delivered directly to 32,000 subscribers. Advertisers are encouraged to book their slots well in advance to avoid disappointment.



Full banner

468x60 pixels:
\$2,750 for four days

Skyscraper

160x600 pixels:
\$3,800 for four days
(one unit available)

Leaderboard

728x90 pixels:
\$4,785 for four days
(one unit available)

Interactive Webinars

Demonstrate expertise and thought leadership to IRJ's 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 while generating qualified business leads. Your webinar will be promoted to our audience of railway professionals. IRJ editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with IRJ.



What we offer

- Educational webinar on topic of sponsor's choosing
- Features PowerPoint and high quality streaming video
- Promoted to IRJ audience
- Co-branded materials including email invites, registration page, webinar platform, and email confirmations
- Live polling with real-time results
- Interactive Q&A to increase audience engagement
- IRJ editor serves as moderator
- Expert, turnkey coordination and management of event
- Events resources section offers sponsor opportunity to allow trackable assets for download
- Customisable exit survey
- Hosting of on-demand event for 6 months with lead capture
- Comprehensive event reporting including attendee contact info and engagement metrics

Podcasts

Editorial Podcasts: Rail Group on Air

International Railway Journal's editorial podcasts - part of the Rail Group On Air podcast series with sister publications Railway Age and Railway Track & Structures - cover the most timely issues facing the rail industry. IRJ editors create the content for the podcast, which is up to 30 minutes in length, and often comprises an interview with a leading company executive or official.

Rail Group on Air podcasts are available via the Apple Store, Google Play and Soundcloud, and offer listeners a new way of engaging with the best railway industry news and analysis.

The sponsor receives a 30-second introductory ad at the start of the podcast, aligning their messaging with highly valued editorial content produced by IRJ, Railway Age and RT&S. Since its launch in 2020, Rail Group On Air podcasts have received nearly 100,000 plays. The podcast is promoted on the IRJ, Railway Age and RT&S websites, as well as through direct email.

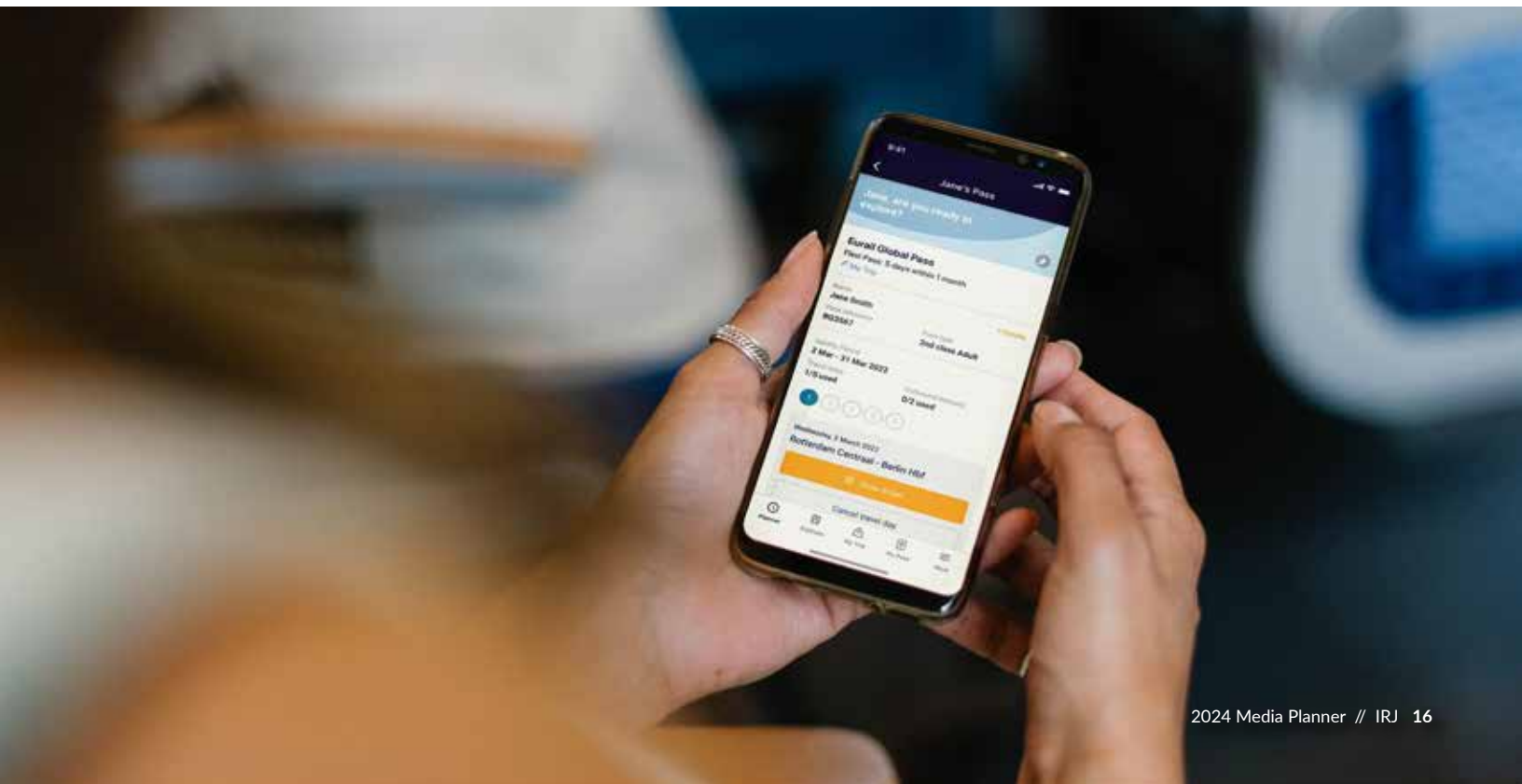
Rate: \$US 5,130

Custom Podcasts

Let your voice reach IRJ's audience through a custom podcast. The content is created by the sponsor, who can craft the messaging to meet its marketing goals. Custom podcasts can be up to 10 minutes in duration. In addition to the content messaging itself, 30-second intro and outro ads at the start and end of the podcast offer additional opportunities to present your products and services to our audience.

The podcast is promoted on the IRJ website and through direct email.

Rate: \$US 6,425



Access our database of rail professionals

Leverage the strength of the IRJ brand as a trusted source of up-to-date railway information, and promote your products, services, events and more through a custom email campaign.



Email campaign includes:

- Tailored message to IRJ as well as Railway Age and RT&S subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics covering:
Deliveries
Open rate, and
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 server.
- Recommended width of 500 - 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 max suggested

Materials Due:

Please e-mail the HTML file seven days prior to deployment date to Leia Sills at: lsills@sbpub.com

Rate: ask your advertising sales contact (page 21) for a quote.

Establish your company as a Thought Leader



Sponsored Content Package

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 more than 30,000 railway professionals.

All sponsored content items carry the superscription "Sponsored Content."

Article text: up to 1,500 words including links and images

Net monthly rate: \$7,650

Newsletter Sponsored Content

Sponsored content article of sponsor's choosing runs in IRJ Rail Brief, our signature newsletter, four times in a month. A sponsor-supplied title and description of approximately 250 characters links to an article hosted on the advertiser's site.

Net monthly rate: \$4,000



IRJ Pro

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

For more information, contact: Ann Gamble | Tel: +44 1326 567953 | anngamble@railjournal.co.uk



PROJECT MONITOR

Project Monitor is a comprehensive database of more than 3700 new railway and transit projects from 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.



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Fleet Monitor is a database of more than 2000 known fleet orders, providing data on all types of passenger trains and locomotives.



Demonstrate thought leadership to the rail industry

Generate leads while building brand awareness by presenting a White Paper or eBook on railjournal.com. IRJ's website offers a dedicated space for our active digital audience to explore White Papers. A White Paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The White Paper is actively promoted to IRJ's audience through direct emails and 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 digital promotion, the White Paper's gated registration form generates qualified leads for the sponsor. You can specify up to three questions to help further qualify leads.

Rate: \$5,250/month; 2 months minimum recommended



Digital Specifications

WEBSITE SUBMISSION INSTRUCTIONS

Materials should be submitted to the salesperson and Leia Sills (lsills@sbpub.com) a minimum of five business days prior to start of scheduled run.

FILE SPECIFICATIONS

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

THIRD PARTY TAGS

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90 .
- Please follow all of the guidelines as specified by Google Ad Manager at the following link:

- <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: ``
- Please inform us of the clickthrough URL to be used by the creative.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

LIMITATIONS OF HTML5 CREATIVES IN GOOGLE AD MANAGER:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

EMAIL NEWSLETTER BANNER SUBMISSION REQUIREMENTS

DIMENSIONS

- Leaderboard: 728 x 90 pixels
- Medium Box: 300 x 250 pixels
- Files must be under 1MB in size

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