

THINKING Highways™

Media pack 2015

Print
Digital
Audio
Video
Roundtables
Webinars

“The *Thinking Highways* team are well connected, have an amazing amount of knowledge and experience and are also, importantly, nice guys. Not only have they provided us with a fantastic marketing resource, they have freely given their advice and helped us really get to know the market.”

Greg Yova, founder and president, Qvision



Our aim

“Thinking Highways was born from the desire to deliver to its audience the highest quality content possible.

Its aim is not only to report but to facilitate active and forward-thinking discussion using the best available platforms and creating innovative new ones.

The core team has been together in the global ITS industry since the late 1990s and has expanded since H3B Media’s inception in 2006.”



INSIGHT

What we offer our readers is a unique combination of unbiased, in-depth discussion, informed and respected opinion, fascinating case studies and insightful interviews which makes our family of publications and web portals indispensable, go-to resources that are associated with the thought-leader within the global ITS industry.

INFLUENCE

Our values are unique, well-established and highly respected. We are committed to promoting and improving innovation and business within the ITS sector globally by consistently examining standards, policy, implementation interoperability and integration as well as showcasing advances in the technology that are vital in making this US\$50+ billion market as strong as it is today and for the future.

INFORMATION

We aim to encourage a long-term view of the value of investment in transportation and reinforce the value of its wider influence in the lives of the people it serves. We want to help elevate the creation of strategies, the allocation of funding and the encouragement of innovation in your sector to a level where investment in systems and technology reaches further than political terms of office to where we see the formation and implementation of ‘policy beyond politics’.

Editorial excellence

Our international network of globally renowned and respected writers is comprised of industry experts, decision-makers, influential policy advisors and former heads of national and international state departments.

We are the only magazine in the sector with a truly North American-devoted title. Each issue of our North American edition is between 80 and 90% different to the Europe/RoW version in terms of editorial content, which means your marketing budget can be carefully targeted. The only time editorial content is shared is if the article has truly global interest.

Thinking Highways offers you the widest choice of media platforms in the sector

We have been innovating since we launched in 2006 – the first magazine in the ITS industry to be available online, the first to offer two distinctly separate regional editions, the first to offer instant access to our archives, the first to offer a video show daily news service for international events, the only magazine to be invited to perform the role of media disseminators for European Commission transport research projects, the only magazine to produce a one-hour TV documentary on Advanced Driver Assistance Systems, the first magazine to present a regular podcast and will become the first to include a Webcast as part of its marketing package.



AUTHORITY

By planning your marketing campaign with the **Thinking Highways** group of titles you are associating yourself with the finest editorial content available in the advanced traffic and transport management industry. Your advertisement takes its place alongside independently written, fascinating case studies, opinion pieces, technology showcases, regional focuses, thought-provoking views and insightful interviews, rather than being lost among pages of rehashed press releases.

INTEGRITY

We firmly believe that **Thinking Highways** speaks for itself and stands for quality, integrity and authority. We don't attempt to insist that we are the biggest or the best... we let our readers decide for themselves. Our editorial policy is one of independence – our editorial is not for sale and never will be. Our unrivalled depth of coverage on the subjects that matter, and more importantly matter to you, sets us apart.

We target the key decision-makers and industry influencers, with the vast majority of our near 20,000 BPA-audited circulation being budget holders. Our readers don't just receive **Thinking Highways** – they actually read it. And when it comes down to it, isn't that the point of a magazine?

Thinking Highways is produced by ITS experts, ITS journalists and ITS businesspeople. We understand what the ITS industry wants from a magazine.

This is why **Thinking Highways** remains the INTELLIGENT CHOICE.

Kevin Borrás
Editor-in-Chief



The longest-serving editor in the ITS business, Kevin is also an in-demand speaker for conferences and corporate events, providing his unique views from 'just outside the inside' of the industry he has called home for over 16 years.

Our magazines



Thinking Highways' BPA-audited circulation delivers the quality audience you need in this highly competitive market.



Europe/Rest of the World
Distribution by region
Europe
Middle East
Asia
Australasia
Africa
South & Central America



North America
Distribution by region
USA
Canada
Mexico



THx: Global digital magazine available from Newsstand and thinkinghighways.com



Tolling Review
Distribution by region
Europe
North America
Middle East
Asia
Australasia
Africa
South & Central America

Thinking Highways Europe/Rest Of The World

This edition of our flagship title covers the advanced traffic management market in Europe, Asia, Australasia, Africa, the Middle East and South America.

Each issue uniquely features exclusive insights into European Commission research projects written by key project members.

The key areas that make **Thinking Highways - Europe/Rest of the World** the magazine of choice for the thinking transport professional:

- Policy
- Technology
- Finance
- Strategy
- Innovation
- Implementation
- Integration
- Interoperability
- EU projects

• NEW for 2015: TRL section

“ **Thinking Highways is always full of wonderful articles every time you publish an issue. It's an exciting read** ”

Abbas Mohaddes, CEO, Iteris

Thinking Highways North America

The North American edition of our flagship title covers the advanced traffic management market in the US, Canada and Mexico.

The ITS market in North America is unique and deserving of its own, region-specific title where the editorial and advertising content is 100 per cent relevant to that market. Special North American features include:

- DoT insight
- DSRC and RUC
- Finance & Funding
- State focuses
- Legal issues
- ITS America & IRF

Thinking Highways - North America is the only North American-focused advanced transportation management and ITS magazine that has a BPA-audited circulation to guarantee the quality of readership for maximum market potential.

THx

Due to the demand for high-quality, web-based content in the ITS arena, H3B Media has launched an exciting new digital title, **THx**, specifically for smartphone and tablet.

THx is produced six times a year focusing on the ITS activities of countries, regions and cities, and featuring articles, audio and video content. Each issue's thought-provoking opinion pieces, in-depth studies, interviews and white papers cover subjects as diverse as:

- Parking
- Social Media
- Connected Vehicles
- Intelligent Intersections
- Co-operative ITS
- Women in ITS
- Autonomous Vehicles
- US State Chapters
- ITS Policy

The audio section features exclusive content from conferences, seminars and workshops, together with interviews, thought-pieces and audio columns, while the video section contains a mix of bespoke, commissioned ITS film and contributed work from organisations such as TRL.

Email broadcasts, print advertisements and podcasts will promote this exciting new product to our highly targeted audience of around 20,000 ITS professionals. **THx** is edited by Jason Barnes, one of the most experienced and respected members of the ITS media.

Tolling Review A Thinking Highways supplement

Our international **TOLLING REVIEW** closely follows the fluctuating and often unpredictable electronic toll collection market with the same editorial perspective and objectives as its sister title, **Thinking Highways**.

TOLLING REVIEW is the best way to position yourself in front of those who need to keep abreast of global developments in the tolling, road user charging and road pricing markets.

It will feature an established mix of opinion pieces, case studies, country focuses and interviews with high-profile figures, together with insightful articles on:

- Projects
- Funding
- Regional issues
- AETC
- Hybrid tolling
- Policy
- Standards
- Sustainability
- Border tolling

Jason Barnes, Editor, THx

Vastly experienced in the ways of the ITS world, Jason is arguably the sector's most knowledgeable journalist.



Audience profile

Circulation

Constantly updated and keenly honed, our combined total print circulation of 18,656 copies is independently audited by BPA Worldwide.

Sectors: *Thinking Highways* serves numerous sectors including:

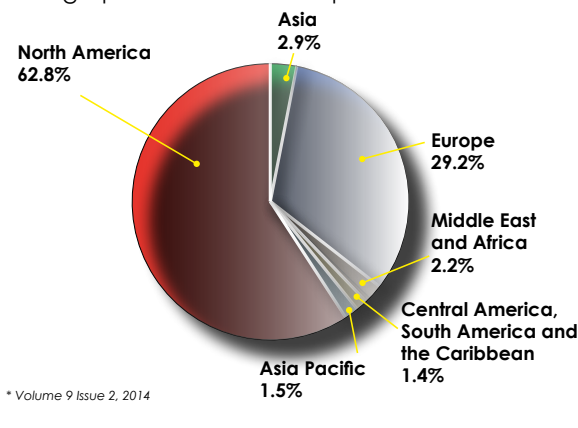
- departments of transport,
- national highway departments,
- road operators,
- toll operators,
- toll authorities,
- back office suppliers,
- auto manufacturers,
- research/universities,
- consultancies,
- traffic operations centres,
- public transport operators,
- police departments,
- systems integrators,
- systems suppliers,
- OEMs,
- associations and others.

Job Function: qualified recipients include those involved in:

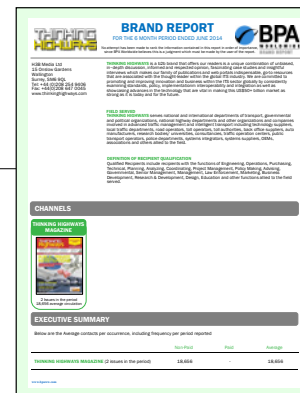
- engineering,
- operations,
- planning,
- analysis,
- coordination,
- project management,
- policy making,
- advising,
- governmental,
- senior management,
- management,
- law enforcement,
- marketing,
- business development,
- R&D,
- design,
- education and other related functions.

The magazines are distributed in print worldwide and are supported by the interactive online editions which are accessed by an additional 33,120* readers and growing.

Geographical breakout of qualified circulation*



Breakout of qualified circulation by business/occupation (percentage)



Audit

Thinking Highways is a certified member of BPA Worldwide.



Qualified circulation – average
18,656 June 2014.

About BPA and what our audit means: BPA Worldwide is the global industry resource for verified audience data and media knowledge. BPA delivers consumer and business media audits of unsurpassed rigor, objectivity, accuracy, transparency and timeliness – audits that provide solid assurance for both media owners and media buyers. With rich, in-depth information, BPA audits also provide advertisers, agencies and media owners with audience insights that they can turn into competitive advantage. For media buyers and owners all over the world, BPA helps turn assurance and insight into advantage.

“All audits are not the same”
Find out more at: <http://www.bpaww.com>

*Publishers' own figures

Thinking Aloud: Thinking Highways Radio

Our family of ITS podcasts is growing...

Thinking Aloud?

What better way to keep up with what the industry is **saying** and **thinking** than with Thinking Aloud, *Thinking Highways* magazine's increasingly popular internet radio show. These podcasts are in instant medium and provide immediate access to the marketplace via an innovative flexible audio platform.

Thinking Aloud gives you:

3 different ways to reach the marketplace
3 different ways to bring a subject to life...



Thinking Aloud – the Thinking Highways podcast

Our bi-weekly internet radio show brings you the latest news, interviews and debate with key industry decision-makers, what's on in the industry, thought-provoking opinions from industry commentators, a *Thinking Highways* update and offbeat stories. **Average episode length: 15 minutes**

LISTEN NOW



Thinking Aloud Live From...

These daily podcasts are brought to you from the major ITS and traffic events around the globe. The episodes feature interviews with leading industry personalities, event perspectives, news, views, product launches, outdoor demo reports and much more. Thinking Aloud Live From...podcasts are an instant information source that are invaluable for planning your time, meetings and discussions. If you can't make it – it's the next best thing to being there yourself. **Average episode length: 20-25 minutes**

LISTEN NOW



The Thinking Aloud Documentary

Our single-subject podcast documentary series serves as a companion piece to the cover feature article in the accompanying issue of *Thinking Highways*. Presenter Paul Hutton talks to several leading experts in the field, from major suppliers to local and national authorities, to find out what the burning issues affecting that subject area are and how they are going to be addressed. Topics in 2014 include: Road User Charging, Control Room Technology, Connected Vehicles and Intelligent Infrastructure. **Average episode length: 20-25 minutes**

LISTEN NOW

"Having listened to and in some cases participated in podcasts from Vienna, Nashville, Toronto and Dublin, I find them an invaluable resource even when I attend the event. How often do any of us stream full conference audio/video when available or download presentations or papers en masse from the conference proceedings? These compact formats really give the flavour of the event and the perspectives of key participants with minimal time and effort in a way no other medium can offer. In this era of restricted travel for both government and private attendees, I predict podcasts will be even more valuable for those unable to attend events."

David E Pickeral, IBM

THINKING ALOUD PODCAST SPONSORSHIP

To find out what the various podcast sponsorship packages for Thinking Aloud, Thinking Aloud Live From... and our Documentary series can offer you, contact our sales team on +44 (0)20 3463 9485

Paul Hutton Presenter, Thinking Aloud

Paul is a trained broadcast journalist with more than 20 years experience in radio and TV reporting – and his decade spent working in ITS gives him a unique insight into what makes the industry tick.



Would you like us to produce a special edition of Thinking Aloud about you and your company?

Contact us to find out more: +44 (0)20 3463 9480

Positive Thinking Webinars

How To Get Ahead In ITS and How To Stay There

Another innovative platform offered by H3B Media is our series of ITS-related webinars, **Positive Thinking**. Co-hosted by *Thinking Highways* editor-in-chief Kevin Borrás and OCash founder and ITS champion Bob McQueen, the webinars either take the form of a two-sided Oxford-style debate where “This house believes...” and both sides argue for and against the motion, or a more traditional webinar format of subject-specific presentations and audience Q&A.

Subjects covered so far include:

- Social Media’s Impact on ITS
- Enforcement
- Big Data
- Connected Vehicles
- Traffic Control Rooms Best Practice
- Machine Vision
- Adaptive Traffic Signals
- Distance-based Charging as a Future Funding Mechanism
- Traveler Information
- The Effects of ITS

Bob McQueen
Co-Host,
Positive Thinking



Bob McQueen is one of the most widely respected personalities in the global ITS sector. The Florida-based Scot’s unrivalled knowledge of how the industry works (or doesn’t) makes him an indispensable part of the Positive Thinking team.

Visit thinkinghighways.com
to access our archive of Positive Thinking
webinars, podcasts and magazines



**POSITIVE
THINKING**

Webinars from Thinking Highways

Positive Thinking webinars are:

- Live events
- Available after the event at thinkinghighways.com
- Free to attendees
- Limited to 100 attendees
- Promoted in *Thinking Highways* magazine
- Distributed to our global online database

Average attendees for these innovative sessions: **93**

Bespoke webinars with over 100 seats are available. Please contact us for rates.

For details of how to:

- Sponsor a webinar
- Commission your own event
- Get your message across to an invited guest list

contact Luis Hill now at luis@h3bm.com

To suggest a topic for one of our Positive Thinking Webinars in 2015 or to put yourself forward as a panellist email kevin@h3bm.com

thinkinghighways.com

An invaluable and unique insight into the world of Advanced Traffic Management and beyond

It offers users:

- Daily-updated news
- A unique archive of well over 1700 articles
- Podcast and Documentary Podcast archive
- Unlimited access to Webinar recording archive
- Exclusive web-only articles and opinion pieces
- Digital editions of all of our magazines
- Many opportunities for online presence via editorial and advertising channels

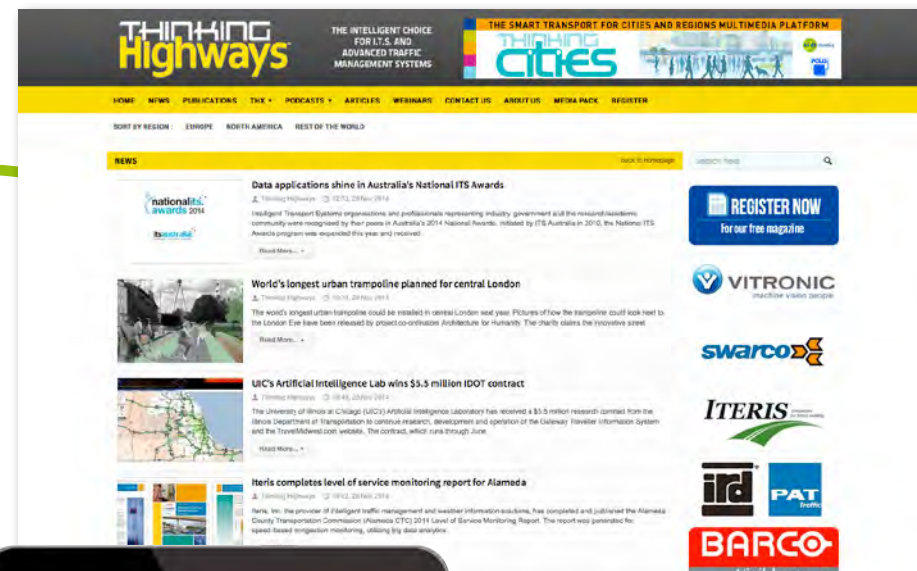
Take advantage of the depth of content aimed at ITS professionals who come for high-quality information and can take away your message.

Our website offers a number of cost-effective opportunities to work with us on your marketing strategy:

- Subject-specific hotlinked webtiles
- Header bar adverts
- Ticker logos

These are just some of the ways in which you can make a lasting impression on the visitors to thinkinghighways.com

Contact us to find out what bespoke opportunities are available



Advertising and sponsorship opportunities

Our comprehensive, multi-platform marketing solution

Innovative, flexible, content-driven options: when budgets are stretched and value for money is vital and you need to get your message across, noticed in all the right places by the right people

• PRINT

Full- or half-page advertisement

- Thinking Highways Europe/RoW
- Thinking Highways North America
- Tolling Review



• DIGITAL

Full- or half-page advertisement, or video or audio content

Thinking Highways Extra (THx)



Banner ad, footer ad, hotlinked tile
thinkinghighways.com

Issue by issue sponsorship

Thinking Highways Newsstand App



• AUDIO



Logo + 30 second radio commercial + verbal credits + interview

Thinking Aloud Podcast

Thinking Aloud Live From...

Thinking Aloud Podcast Documentary

All three formats of podcast can be produced as bespoke episodes allowing clients a personal approach to broadcasting their message to our entire database or a hand-picked selection.

Webinar sponsorship opportunities are available! Contact us for more details.

• VIDEO

Ask us how you can sponsor our daily ITS event videos such as Thinking Aloud Live from Gulf Traffic



• EMAIL BROADCAST

Hotlinked banner ad

Thinking Highways regular newsletter



Hotlinked logo

Thinking Highways Live From...
podcast daily email

We can also send or create a bespoke, targeted email broadcast tailored by or for your organisation. They can be sent to our entire global database, regionally split or to a hand-picked selection.

“ For a few thousand dollars we created interest and awareness in our company that we really needed and it has helped us tremendously. I can honestly say that the marketing solutions delivered by Thinking Highways magazine and its podcast Thinking Aloud are tremendous value for money and would recommend them to anyone wanting to grow awareness of their business quickly ”

Greg Yova, founder and president, Qvision

Technical specifications and copy dates

Print

Sizes are depth (millimetres) x width (millimetres)

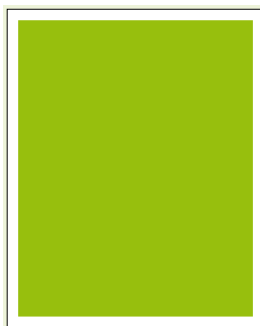


DOUBLE PAGE SPREAD (DPS)

Trim:
260 mm deep x 420 mm wide

Bleed (3mm all round):
266 mm deep x 426 mm wide

Critical matter / type area:
240 mm deep x 190 mm wide



FULL PAGE

Trim:
260 mm deep x 210 mm wide

Bleed (3mm all round):
266 mm deep x 216 mm wide

Critical matter / type area:
240 mm deep x 190 mm wide

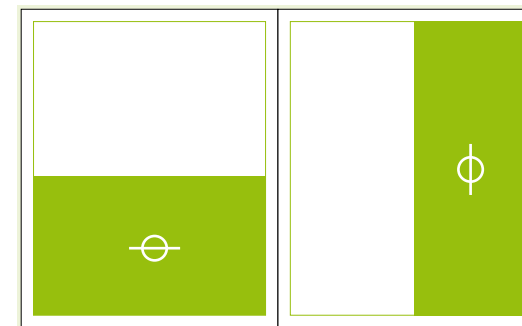


HALF PAGE DPS

Trim:
127 mm deep x 420 mm wide

Bleed (3mm all round):
130 mm deep x 426 mm wide

Critical matter / type area:
117 mm deep x 400 mm wide



HALF PAGE HORIZONTAL ⊖

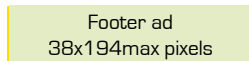
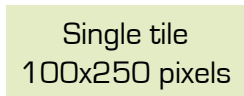
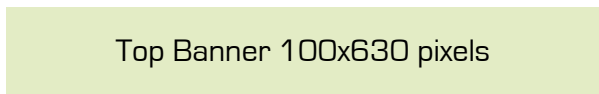
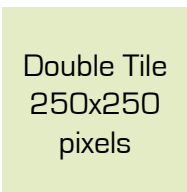
117 mm deep x 180 wide

HALF PAGE VERTICAL ⊕

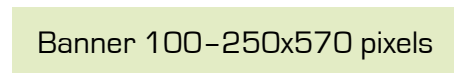
240 mm deep x 90 mm wide

Online

Sizes are depth (pixels) x width (pixels)



Email broadcast



Audio/video

Contact us for more details.

ADVERTISING COPY DEADLINES 14/15
(Both regional editions and Tolling Review)

TH 1/15: 8 April 2015

TH 2/15: 22 May 2015

TH 3/15: 4 September 2015

TH 4/15: 6 November 2015

Europe/Rest of the World and THx Editorial schedule 2015



THx March 2015 - Traffex 2015 Special

THINKING HIGHWAYS EUROPE/REST OF THE WORLD March/April 2015

THE SAFETY ISSUE

• TMCs/Critical Awareness • Protocols • Field Operational Tests • eCall • Enforcement (Insurance)

Editorial copy: 1 April Advertising copy: 8 April

Distributed at Traffex 2015, Birmingham, UK

THINKING CITIES VOL 2 NO 1 May 2015

THx May 2015 - Safety Innovation Focus

THINKING HIGHWAYS EUROPE/REST OF THE WORLD June/July 2015

THE FINANCE ISSUE

• Road User Charging • Business Models • Shared Services • Smart Cities • Intelligent Payment

Editorial copy: 22 May Advertising copy: 29 May

THx Aug 2015 - PPP Focus

THx Sep 2015 - ITS World Congress 2015 Special

THINKING HIGHWAYS EUROPE/REST OF THE WORLD Sep/Oct 2015

THE ENVIRONMENT ISSUE

• EVs • Enforcement (LEZs) • Initial Deployments • Smart Mobility • Weather Monitoring

Editorial copy: 4 September Advertising copy: 11 September

Distributed at ITS World Congress 2015, Bordeaux, France

THx Nov 2015 - Project Implementation Focus

THINKING CITIES VOL 2 NO 2 November 2015

THINKING HIGHWAYS EUROPE/REST OF THE WORLD Dec 2015/Jan 2016

THE IMPLEMENTATION ISSUE

• Legislation • Connected Vehicles • Big Data • Smart Cities • Intelligent Infrastructure

Editorial copy: 6 November Advertising copy: 13 November

Distributed at Gulf Traffic 2015, Dubai, UAE

THINKING HIGHWAYS TOLLING REVIEW 2015

Thinking Highways' annual review of all the latest developments in the world of electronic toll collection, smart payment and road user charging

Editorial copy: 20 November Advertising copy: 27 November

READ, WATCH, LISTEN...

THx is our multimedia platform that will be produced six times a year focusing on the ITS activities of countries, regions and cities, a regular ITS America section, in-depth articles covering subjects as diverse as parking, social media, US state chapters, autonomous vehicles and intelligent intersections and interactive audio and video sections. Find out more at www.thinkinghighways.com/thx



More to think about...

THINKING ALOUD PODCASTS

Paul Hutton and the team will be bringing you episodes of these popular podcasts from all over the world throughout the remaining months of 2014 and into next year. Sponsorship opportunities are available for all these programmes and if you can't attend the events themselves, listening to Thinking Aloud is the next best thing to being there! We will be broadcasting from:

21-23 April 2015

Traffex, Birmingham

5-9 October 2015

ITS World Congress, Bordeaux

7-9 December 2015

Gulf Traffic, Dubai, UAE

FIND OUT MORE...

TECHNOLOGY PODCASTS

Our single-subject podcast documentary series serves as a companion piece to the cover feature article in *Thinking Highways*. Experts in the field, from major suppliers to local and national authorities, talk about the burning issues affecting their subject area and how they are going to be addressed.

FIND OUT MORE...

ROUNDTABLE DISCUSSIONS

A series of pre-recorded, debated webinars where industry thought leaders address the hot topics in the intelligent transportation and advanced traffic management spheres. The discussions are recorded as live but broadcast the following day to ensure a greater audience is able to listen to the show. Opinions will be sought, views will be expressed, questions will be raised, answers will be offered and solutions may even be created.

FIND OUT MORE...

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kevin@h3bm.com

GENERAL: +44 (0)20 3463 9480

info@h3bm.com

www.thinkinghighways.com



North America and THx Editorial schedule 2015



THx ISSUE 5 March 2015 - TRB Round-Up Focus

THINKING HIGHWAYS NORTH AMERICA March/April 2015

THE SAFETY ISSUE

- TMCs/Critical Awareness • Protocols • Field Operational Tests • Enforcement (Insurance)

Editorial copy: 1 April

Advertising copy: 8 April

THINKING CITIES VOL 2 NO 1 May 2015

THx ISSUE 6 May 2015 - Safety Innovation Focus

THINKING HIGHWAYS NORTH AMERICA June/July 2015

THE FINANCE ISSUE

- Road User Charging • Business Models • Shared Services • Smart Cities • Intelligent Payment

Editorial copy: 22 May

Advertising copy: 29 May

Distributed at ITS America 2015, Pittsburgh, Pennsylvania

THx ISSUE 7 Aug 2015 - P3 Focus

THx ISSUE 8 Sep 2015 - ITS World Congress 2015 Special

THINKING HIGHWAYS NORTH AMERICA Sep/Oct 2015

THE ENVIRONMENT ISSUE

- EVs • Enforcement (LEZs) • Initial Deployments • Smart Mobility • Weather Monitoring

Editorial copy: 4 September

Advertising copy: 11 September

Distributed at ITS World Congress 2015, Bordeaux, France

THx ISSUE 9 Nov 2015 - Project Implementation Focus

THINKING CITIES VOL 2 NO 2 Nov 2015

THINKING HIGHWAYS NORTH AMERICA Dec 2015/Jan 2016

THE IMPLEMENTATION ISSUE

- Legislation • Connected Vehicles • Big Data • Smart Cities • Intelligent Infrastructure

Editorial copy: 6 November

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