



# MEDIA KIT 2020

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



**ROUTE ONE PUBLISHING LTD**  
The Informed Authority

OFFICIAL PUBLISHERS FOR



## Supporting the ITS industry for 25 years

As cities around the world continue to grow, their booming populations demand intelligent transport solutions – for both people and freight. The problems travel creates such as congestion, pollution or safety are ever-present while the amount of funding available to many transportation departments is diminishing, meaning the building new road, rail and tram networks has slowed or stopped all together. By helping make better use of the existing infrastructure, intelligent transport systems are able to address many of these problems. For many cash-strapped authorities, ITS is the only realistic option on the table. But the technology is changing rapidly – both in terms of hardware detecting new and often multiple parameters, and of software with smarter algorithms drawing ever-more detailed information from the mountains of data most authorities hold.

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

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



Adam has edited publications and websites across a range of industries. He began work as a business journalist in 1994 for Reed Business Publishing's Motor Transport magazine and has since written news, features and interviews in sectors including pharmaceuticals, public relations, transport, health, public affairs and the circular economy. Adam is a regular member of the *Daily News* editorial team reporting from key industry events around the world.

► **Adam Hill, Editor**  
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To discuss specific requirements, please contact:

► **Andrew Barriball, Publisher**  
[media@ropl.com](mailto:media@ropl.com)  
Tel: +44 1322 612057  
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► **Dan Emmerson, Sales Director**  
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[www.itsinternational.com](http://www.itsinternational.com)

## Circulation Excellence

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

The audit verifies that circulation claims are accurate, that the supporting data is correct, and that only those who genuinely qualify under the terms of the controlled circulation receive copies of the publication.

*ITS International* has the largest average circulation of any international title serving the global sector. It averages a circulation of 21,329\* per issue. Therefore, when you need to promote your company to proven transport professionals, *ITS International* is the most targeted, accurate and cost-effective option.

Advertise here to get increased sales ...

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

## Protect your advertising budgets with audited circulations

### Official Independent Audited Figures

How many copies and to who?		
Source	<b>ITS International</b> June 2019 BPA Circulation Statement	<b>Traffic Technology International</b> December 2018 ABC International Certificate of Circulation
Total Average Qualified Controlled Circulation*	21,329	14,059
Total Direct Requests and/or Membership Benefit last 3 years	11,783	2,469
Business Industry Categories - Who receives the magazine	8 individual demographics	No demographics available
	Source: Latest available BPA Worldwide Circulation Statements. Visit <a href="http://www.bpaww.com">www.bpaww.com</a>	Source: Figures provided are the latest available. For further details visit <a href="http://www.abc.org.uk">www.abc.org.uk</a>



### What is the BPA?

BPA Worldwide, a not-for-profit organisation, was established in 1931 and is the world's most recognised independent auditing company for the publishing industry. Its remit is to protect advertisers from inaccurate or inflated circulation claims by publishers attempting to secure advertising support.

**4 X more requested subscribers in last 3 years than Traffic Technology International**

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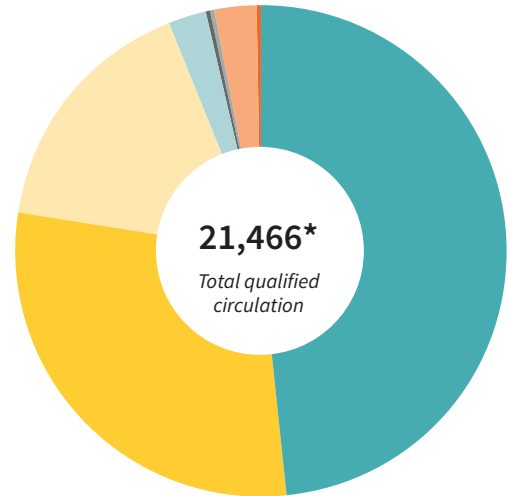
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## Circulation Demographic

- **10,390**  
National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator, road owner/operator and law enforcement agency.
- **6,275**  
Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies.
- **3,544**  
Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.

- **521**  
Parking company or association, trade and professional organisation/association.
- **79**  
Bank, finance company, development agency, legal or accounting firm.
- **47**  
Research, education or training establishment.
- **594**  
Other related organisations not classified above.
- **16**  
Paid.



## Geographical Analysis

North America	10,824
Europe	6,609
Asia and Asia Pacific	2,030
Middle East/Africa	1,553
Central and South America/Caribbean	450



\*ITS International, circulation for June 2019 issue.  
For further information visit [www.bpaww.com](http://www.bpaww.com)

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## Make the most of your advertising budget

### Widest Circulating

*ITS International* has the largest circulation of any international title serving the sector. It circulates an average of **21,329\*** copies per issue. Moreover, *ITS International* is the only industry magazine that provides total circulation analysis by establishment type which shows you exactly where copies are sent.

### Most Requested

*ITS International* has **11,783\*** requested and membership subscribers – the highest total for audited international magazines within the sector. This is the clearest indicator that the publication is valued and will be read on a regular basis. Therefore, any advertising within *ITS International* will receive maximum visibility.

### Best Read

Amsterdam Rai, the show organiser of the world-leading Intertraffic Amsterdam exhibition, released the results of the 2018 International Visitor Research. One of the areas that this comprehensive post-show study addresses is which trade magazines their visitors most frequently read. *ITS International* was again the first choice publication by visitors to the show.

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



\*June 2019 BPA Worldwide Circulation Statement.  
For further information visit [www.bpawww.com](http://www.bpawww.com)



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

In 2018 this highly informed audience once again voted *ITS International* as the industry's leading title.

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

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## Editorial Features 2020

### January/February

- Enforcement, parking & ANPR
- Detection & monitoring
- Traffic & travel management
- MaaS Report

#### BONUS DISTRIBUTION:

- Intertraffic Amsterdam Official Preview



### July/August

- Weather, air quality & pollution
- Tunnel & bridge management
- Data collection & management
- Rural & remote travel management

#### BONUS DISTRIBUTION:

- IBTTA Annual Meeting, Austin Tx, 13-15 September



### March/April

- Weigh in motion
- Pedestrians, cyclists & VRUs
- Work zone & portable ITS
- Urban traffic control & security
- MaaS Report

#### BONUS DISTRIBUTION:

- IBTTA Technology Summit, San Diego, 2-4 April
- Intertraffic Amsterdam, 21-24 April
- Intertraffic China, Beijing, May



### September/October

- Charging & tolling
- Incident management & security
- Connected & autonomous vehicles
- Traffic & travel management
- Enforcement, detection & monitoring
- MaaS report

#### BONUS DISTRIBUTION:

- IBTTA Global Tolling Summit, Buenos Aires, 18-20 October
- ITS World Congress, Los Angeles, 4-8 October
- Vision Stuttgart, 10-12 November



### May/June

- Connected and autonomous vehicles
- Enforcement
- Vision technology
- Control room technology & software
- MaaS Report

#### BONUS DISTRIBUTION:

- ITS Europe, Lisbon, 18-21 May
- IFSEC, London, 19-21 May
- AIA Vision Show, Boston, 9-11 June



### November/December

- Smart cities
- Vision technology
- Weigh in motion
- Wireless & fixed communications
- Connected roads
- MaaS Report

#### BONUS DISTRIBUTION:

- Gulf Traffic, Dubai, December 2020
- TRB, 2021



#### OFFICIAL PUBLISHERS FOR



For editorial requirements, please contact:

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## Global circulation 21,329\*




At a time when marketing budgets are severely stretched, it is critical to gain the best return on your investments and guarantee the best value and coverage for your company in 2019. *ITS International* is officially the largest circulating, most requested and best read magazine in the industry and is your ideal first choice.

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

## North America circulation 10,824\*

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

As part of *ITS International's* working relationship with ITS America, the magazine uniquely receives the ITSA Membership database annually for circulation management purposes. This ensures the cream of the North American located transportation community receives personalised copies of *ITS International*. These are the very people who buy, recommend and specify products and services for their organisations, so advertise in *ITS International* to communicate directly with them.

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



\*ITS International, circulation for June 2019 issue.  
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### Print advert specifications

PDF files MUST be created to these specifications:

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

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

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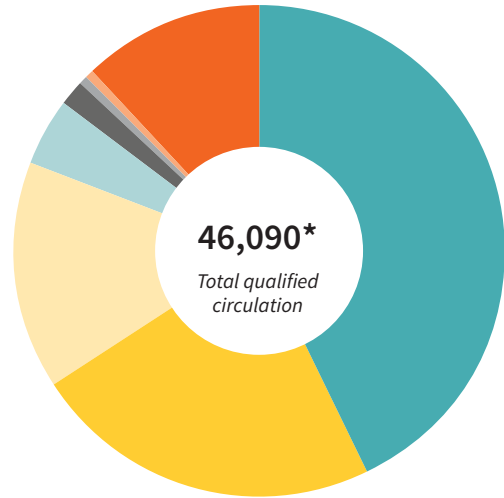
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## ITS International eNewsletter circulation

- **19,818**  
 National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator, road owner/operator and law enforcement agency.
- **10,600**  
 Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies.
- **6,914**  
 Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.

- **2,074**  
 Research, education or training establishment.
- **682**  
 Parking company or association, trade and professional organisation/association.
- **355**  
 Transport company or other road user.
- **166**  
 Bank, finance company, development agency, legal or accounting firm.
- **5,481**  
 Other related organisations not classified above.



## Direct to over 45,000\* industry professionals

Sent every two weeks to our database of over 45,000 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience.

*\*Figures quoted using Publisher's own data.*

## Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official media, or who are members of a relevant professional industry association.

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