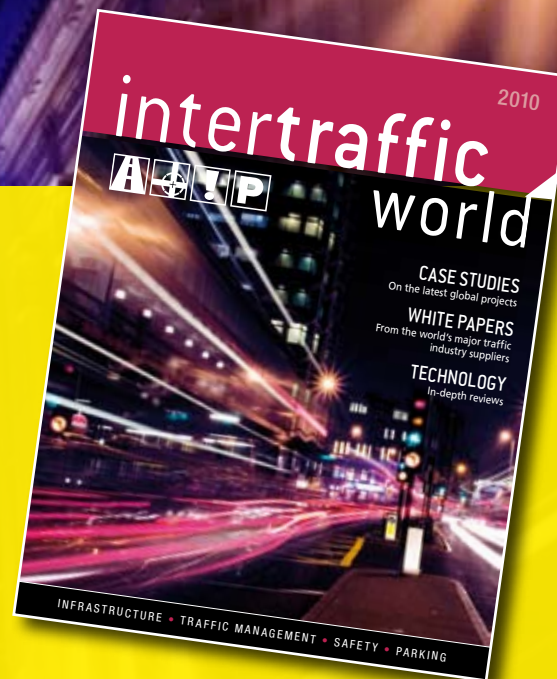


intertraffic world



MEDIA INFORMATION AND **ADVERTISING RATES!**

Intertraffic World is a brand-new publication dedicated to the technologies and services on display at the industry-leading **Intertraffic** events. *Intertraffic World* magazine will be produced in a collaboration between the organisers of **Intertraffic** and the publishers behind *Traffic Technology International* magazine. *Intertraffic World* will be a 200+ page, perfect-bound, highly informative magazine that will be distributed to **over 20,000** engineers, specifiers and key decision makers worldwide.



www.intertrafficworld.com

INFRASTRUCTURE • TRAFFIC MANAGEMENT • SAFETY • PARKING



Content

Like the show, *Intertraffic World* will be divided into the key highway disciplines:

- Road Infrastructure • Traffic Management • Safety • Parking

This unique publication will build on the technologies and concepts displayed at **Intertraffic** and in the pages of *Traffic Technology International* magazine, with highly focused articles and technical papers on the latest developments within traffic management, safety, infrastructure and parking. From

vehicle detection, parking payment machines and road restraint systems, through to reflective materials and intelligent highways, *Intertraffic World* will offer readers complete solutions for their next road development project, and will become a must-read for any city planner, DoT or road traffic engineer.



Contributing

Intertraffic World 2010 will be a 200+ page fully illustrated publication written by the industry for the industry. Selected industry suppliers will be invited to contribute a technical white paper and, in some instances, will be the subject of a major case study or interview. These in-depth features will be supported by independently commissioned papers from the personalities operating the world's most significant DoTs, parking facilities and highways agencies. Due to limited opportunities, all industry supplier editorial contributions will be supported by either a full-, half- or double-page spread advertisement that will be allocated on a first-come, first-served basis.

Rates

Full-page colour:	£4,250
Half-page colour:	£2,850
Double-page spread colour:	£5,750

• **Special gold editions available (covers, facing contents, BUT) prices upon request**



“ With *Intertraffic World* we maximise the exposure under the brand name **Intertraffic** for our clients.”

Erik Dijkshoorn, Domain manager, Intertraffic Worldwide exhibitions

For more information on the forthcoming publication see www.intertrafficworld.com



Readership profile of *Intertraffic World* 2010

Organisations:

- Transportation departments/DoTs
- Local or regional authorities
- Transportation consultants and engineering firms
- Parking operators
- Airports
- Highways agencies and road operators
- Road builders and construction companies
- Police departments, traffic law enforcement and parking enforcement agencies
- Systems integrators, manufacturers and technology suppliers
- National and local government
- Road safety organisations and research institutes
- Road designers

Position:

- CEO/president/managing director
- Technical director/manager
- Head of department
- Engineering director/manager
- Consultant
- Head of ITS
- Planning director/project management
- Operations management
- Head of infrastructure planning and maintenance
- Sales and business development
- Researcher/analyst
- Head of procurement
- Government transportation ministers and policy makers

Circulation figures:

Initial print circulation in January 2010	20,000
Bonus circulation in Amsterdam, Istanbul and China	5,000
Electronic circulation	20,000

The online version of the magazine will also be available via the Intertraffic website and the *Traffic Technology International* website.



“The teaming up of *Traffic Technology International*, the world’s leading traffic technology magazine, and **Intertraffic**, the world’s biggest series of traffic and highways exhibitions, gives rise to an excellent opportunity for equipment manufacturers and technology vendors in this sector.”

Tony Robinson, CEO, UKIP Media & Events Ltd

Contact us

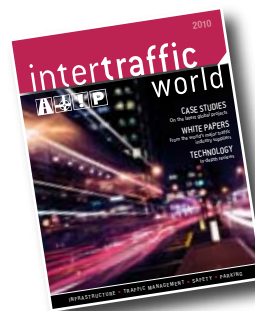
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Intertraffic World: a joint publication by Intertraffic Worldwide Events and UKIP Media & Events

23, 24, 25, 26 MAR
2010 Intertraffic
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