

2016 media and advertising data

The background of the entire page is a dark blue field filled with out-of-focus, circular light spots in various colors including red, yellow, white, and light blue, creating a bokeh effect.

traffic
TECHNOLOGY INTERNATIONAL



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Traffic Technology International continues to be the world's leading publication dedicated solely to the advanced traffic management and intelligent transportation systems industry. The magazine is published six times a year and is distributed globally to more than 23,000 traffic management professionals in more than 100 countries.

Launched in 1993, *Traffic Technology International* is the only publication in the sector to have won the highly prestigious 'International Magazine of the Year Award for Business and Professionals' at the PPA's annual awards. As a result of the high quality of our design and production – and of course our excellent forward-looking editorial – *Traffic Technology International* is packed full of the latest and future technologies for roads and highways.

Traffic Technology International has consistently led the way for advertisers in the industry, putting them in front of the industry's most important decision-makers worldwide. These factors combined are why we continually carry more advertisers than any other magazine in the industry.

“TRAFFIC TECHNOLOGY INTERNATIONAL IS A FRESH, EXCITING PUBLICATION THAT RUNS EYE-CATCHING, THOUGHT-PROVOKING ARTICLES. THE QUALITY OF JOURNALISM IS UNPARALLELED IN THE ITS SECTOR AND IT REMAINS MY MUST-READ TRADE MAGAZINE”

James Tuton, president and CEO,
American Traffic Solutions (ATS), USA



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circulation

Traffic Technology International's continued investment in our circulation means that we have a constantly updated circulation of 17,336* readers from more than 100 countries worldwide, plus more than 5,000 qualified readers** access our fully interactive digital edition. Our readers are project managers, technical directors, ITS program managers, transportation directors, traffic managers, and consultants within some of the world's largest DOTs, highways agencies, local and national traffic management centers, local, state, and national government transportation departments, traffic enforcement agencies, toll collection authorities, transportation organizations, systems integrators, technology suppliers, and transportation consultants and contractors.

* audit issue net circulation. Average net circulation per issue 17,336 January 1 to December 31 2012

** Publisher's statement

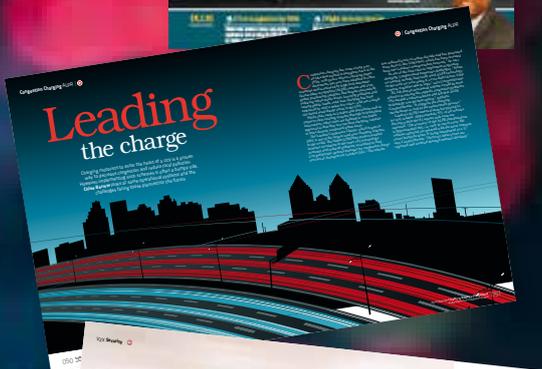


“THE TRAFFIC MANAGEMENT INDUSTRY HAS A VALUABLE RESOURCE IN TRAFFIC TECHNOLOGY INTERNATIONAL”

Jack Finn, senior vice president and national director of toll services, HNTB, USA

“TRAFFIC TECHNOLOGY INTERNATIONAL HAS BEEN A GREAT MEDIA OUTLET FOR US AND OUR INTERNATIONAL BUSINESS. THE PUBLICATION HAS ALWAYS BEEN VERY RESPONSIVE TO OUR NEEDS AND HAS ASSISTED US IN INCREASING OUR INTERNATIONAL BRAND AWARENESS”

Jon Tarleton, marketing manager, Vaisala, USA



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www.TrafficTechnologyToday.com

TrafficTechnologyToday.com is the daily news portal for all matters related to advanced traffic management and ITS engineers. In addition to informed comment, event listings, web-exclusive articles, industry blogs and career opportunities within the ITS sector, the service provides a constantly updated newsfeed concerning the fast-moving global traffic management sector.

TrafficTechnologyToday.com also provides 23,000 traffic engineers with the week's biggest stories in our digital newsletter sent out every Friday, which contains the latest news, recruitment, upcoming events and exhibitions, while a link to view our latest issue ensures we reach the industry's key decision-makers more than any other media.



All issues of *Traffic Technology International* are available in fully interactive digital format available on the website and also sent directly to a further 5,000 key traffic planners and technical directors within the world's DOTs and highways agencies, boosting our circulation to more than 23,000 copies, six times a year.

Visitor Overview:

July 1, 2015 – July 31, 2015*

Absolute unique visitors	21,959
Page views	24,383
Average time on site	2 min 22 sec

*Data provided by Google Analytics





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2016 Media Schedule

February/March 2016

- Advanced parking management
- Intelligent road studs and pavement markings
- Traffic simulation/modeling/visualization software
- EV infrastructure, charge points and management
- Workzones
- Asset management

Intertraffic Amsterdam 2016

April/May 2016

- Automatic license plate recognition
- Industrial communications networks, Ethernet, ruggedized networks, and cabling infrastructure
- ITS and the Cloud
- Cooperative systems and car-to-x communications
- Surveillance and Homeland Security
- Vulnerable road users

Distributed at **ITS America** Annual Meeting, San Jose and **ITS European Congress**, Glasgow, Scotland



June/July 2016

- Critical infrastructure I – tunnel safety and management
- Incident detection/congestion monitoring
- Mobile/in-car traffic law enforcement
- Weigh-in-motion/truck weight enforcement
- Real-time traffic information and probe data
- Planned special events/emergency operations

August/September 2016

- World Congress on ITS show edition
- Road pricing, road-user-charging and ETC
- Traffic data collection, counting, transmission, and management
- Speed enforcement and management
- Uninterrupted power supply (UPS) and battery back-up systems (BBS)

Distributed at **IBTTA Annual Meeting in Denver** and the **ITS World Congress in Melbourne**



“THE FUTURE OF TRANSPORTATION IMPROVEMENTS IS IN THE IMPLEMENTATION OF INNOVATIVE TECHNOLOGY. TRAFFIC TECHNOLOGY INTERNATIONAL PROVIDES ME WITH THE OPPORTUNITY TO GET INFORMATION ABOUT THE LATEST TECHNOLOGIES FROM ACROSS THE WORLD ON INNOVATIVE WAYS TO IMPROVE MOBILITY”

Randell H. Iwasaki, executive director,
Contra Costa County Transportation Authority
(CCTA), USA



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2016 Media Schedule

October/November 2016

- Rural ITS
- 2016 Innovations Showcase
- Control rooms and TOC technology
- Wireless communications
- Red-light enforcement and intersection safety
- Next-gen traveler information systems

Distributed at Gulf Traffic 2016



January 2017

- VMS, LED signs and signals
- Intelligent roadway lighting
- Machine vision and smart cameras
- Critical infrastructure II – bridge management
- Road weather management
- GIS and mapping

“TRAFFIC TECHNOLOGY INTERNATIONAL CAREFULLY BALANCES HARD FACT, NEWS AND INFORMED COMMENT, PROVIDING AN APPROACHABLE AND INFORMATIVE MAGAZINE AND A GOOD WAY OF CATCHING UP WITH WHAT’S GOING ON IN THE ITS WORLD, WHETHER YOU’RE ON A PLANE OR A TRAIN”

Dr Alan Stevens, research director,
Transportation at TRL

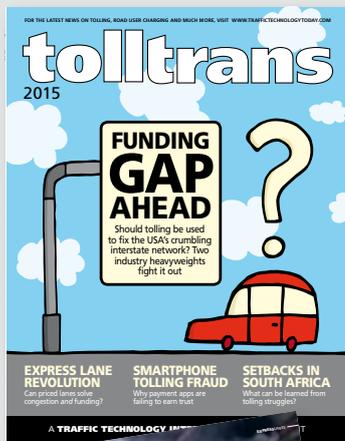
Advertising Rates:

2016	Spread	Full	Half
1 insertion	£5,950	£4,450	£3,250
2 insertions (per insertion)	£5,600	£4,250	£2,950
4 insertions (per insertion)	£5,450	£4,050	£2,750
6 insertions (per insertion)	£5,250	£3,750	£2,450

Special positions available on request – covers, facing contents, inserts etc.

TrafficTechnologyToday.com Advertising Rates:

Headline banner	£3,250 per quarter
Banner ad	£2,250 per quarter



tolltrans

tolltrans 2017

tolltrans is *Traffic Technology International's* annual publication dedicated to the design, technology and strategies of road pricing and road user charging. This, the 19th Annual Report, will focus on all areas of urban road user charging, national HGV schemes, ORT, AET, area tolling, congestion charging, LPR, video tolling, interoperability, sustainability, toll enforcement, revenue collection, payment processing, GNSS, RFID, DSRC and potentially disruptive future technologies such as smartphone-based solutions and connected vehicle systems.

tolltrans 2017 will be globally distributed to 15,000 qualified engineers actively involved in – or participating in – research into potential toll and RUC projects from toll, bridge, tunnel and road operators, concessionaires, DOTs, highways agencies and government transportation authorities.

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Contact:

Please contact Godfrey Hooper, Publication director, for further Information

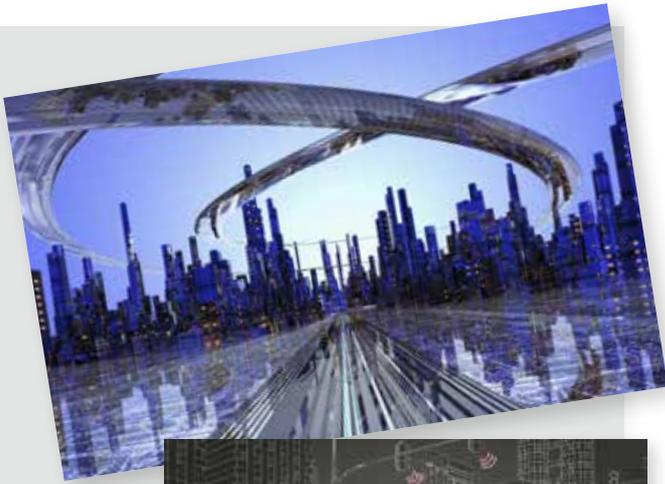


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“TOLLTRANS OFFERS THOUGHT-PROVOKING COMMENTARY, INFORMATION, AND INSIGHTS INTO OUR MARKET OF FOCUS”

Victor P. Poteat, senior vice president, Atkins North America



comtrans

A Traffic Technology International supplement

Are you a comms company?

comtrans is dedicated to the latest and next-generation communication technologies that enable vehicle-to-road and vehicle-to-vehicle interaction.

Bound into every issue of *Traffic Technology International*, *comtrans* will feature pages and pages of insightful features and case studies that are dedicated to the here and now, such as remote VMS with 4G communications and the technologies that will ultimately enable fully autonomous vehicles, thus opening a whole new chapter in traffic management technologies. As the host publication *Traffic Technology International* has been covering ways to reduce highway congestion for over 20 years, no other publication is better equipped, better known, and more respected to lead the vehicle- and road-communication revolution. The quality publication, which is also available online and via its own app also has an 25,000+ global circulation, reaching all of the key decision makers at highways agencies and government bodies.

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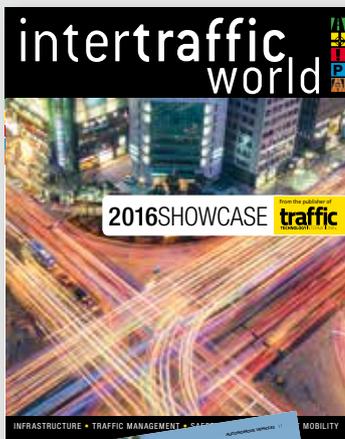
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intertraffic world

Intertraffic World 2017

Traffic Technology International and the organizer of *Intertraffic international exhibitions* are proud to bring you the fifth international annual reference guide, *Intertraffic World 2017*.

This highly technical, informative and entertaining read focuses on the major service and technology disciplines that can be found within the vast halls of Intertraffic – i.e. Traffic Management, Safety, Infrastructure, Parking Technologies and Smart Mobility. *Intertraffic World* will be distributed to over 20,000 engineers, specifiers and key decision-makers worldwide and at various exhibitions and trade fairs throughout the year.

Erik Dijkshoorn, Intertraffic Worldwide Events, said, *“The Intertraffic team in Amsterdam has been literally inundated with positive feedback since the 2010 launch issue of Intertraffic World – from readers and clients alike – and we couldn’t have been more pleased with the result of our collaboration with UKIP Media & Events Ltd, the publisher of Traffic Technology International. Not only have we realized a long-time ambition to evolve the Intertraffic brand into a true all-encompassing multimedia platform, we’re happy to report that we continue to do what we do best for our clients at our worldwide Intertraffic exhibitions – generate results!”*

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“THE INTERTRAFFIC TEAM IN AMSTERDAM HAS BEEN LITERALLY INUNDATED WITH POSITIVE FEEDBACK SINCE THE 2010 LAUNCH ISSUE OF INTERTRAFFIC WORLD”

Erik Dijkshoorn, Intertraffic Worldwide Events

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