MEDIA PLANNER 2020

INDIA (HEAD OFFICE)
F-35, FIRST FLOOR, PANKAJ GRAND PLAZA,
MAYUR VIHAR PHASE-I, NEW DELHI - 110091
Tel: 011-4248 4505, +91-9716 4545 05
E-mail: editor@urbantransportnews.com
PRODUCT AND FEATURES

INDUSTRY & SECTOR COVERED

URBAN RAIL & METRO
Metro Rail, Mono Rail, Regional Rail (RRTS), High Speed Rail (HSR), Light Rail (LRTS), MetroNeo etc

ROAD TRANSPORT
Bus Transit (BRTS), Shared Cars/Taxi, Electric Vehicles (EV) & Changing Infrastructure

MOTORISED/NON-MOTORISED TRANSPORT
Electric Bike, Bi-Cycle, PRT, Ropeway

SMART CITIES
Smart & Intelligent Public Transportation

URBAN AIR MOBILITY
Air Taxi, Volocopter, Airports

WATER TRANSPORT
Water Taxi, Seaplanes, Water Metro

NEWS WEBSITE WWW.URBANTRANSPORTNEWS.COM

SALIENT FEATURES
• Breaking News Daily
• Deep Insights
• Mobile Friendly
• Responsive Theme
• Optimised Navigation
• Improved Search
• Interview/Leaders Opinion
• Whitepapers
• Articles/News Stories
• Digital Publications
• Customised Directory

READERSHIP STATISTICS
• Daily Average Visitors: 30,000
• Daily Pageviews: 75,000
• Monthly Pageviews: 60,000
• Organic Traffic: 100%
• Social Referrals: 65%
• Average Time: 2.5 Min.

MAGAZINE URBAN TRANSPORT INFRASTRUCTURE

• Published Bi-monthly (6 issues)
• Print & Digital Editions
• News Highlights
• Project Analysis / Progress Report
• Business Updates
• Technology Updates
• Interview & Leader’s Opinions
• Research and Whitepapers
• Event Reports
• Total Pages: 60-80 pages
• Size: 210mm x 270mm

CIRCULATION & READERSHIP STATISTICS
• Digital Circulation: 75,000+
• Print Circulation: 5,000

CIRCULATION RATIO
• Govt./PSU/Ministries: 5%
• EPC Industry: 35%
• Operators: 10%
• Suppliers/OEMs: 25%
• Professionals: 20%
• Research/Academic: 5%

CIRCULATION & READERSHIP STATISTICS
• Digital Circulation: 100,000+
• Print Circulation: Nil

CIRCULATION RATIO
• Govt./PSU/Ministries: 5%
• EPC Industry: 45%
• Operators: 10%
• Suppliers/OEMs: 40%
• Professionals

ANNUAL PREMIUM MEMBERSHIP PLAN

• Direct Access to Tender/Project Database
• Real-time Tender & Contract Updates
• New Project Analysis Report
• Digital Newsletter
• Print / Digital Magazine

ANNUAL SUBSCRIPTION:
• INR 5000 | USD 100 | EUR 75

SMART CITIES
Smart & Intelligent Public Transportation

ISSN 2581-8023

www.urbantransportnews.com | Help: +91-9716454505 | editor@urbantransportnews.com
# Advertising Rates 2020

## Print Ad: Urban Transport Infrastructure Magazine

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Size (mm)</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front Cover</td>
<td>210x270</td>
<td>25000</td>
<td>400</td>
<td>350</td>
</tr>
<tr>
<td>Inside Front</td>
<td>205x265</td>
<td>15000</td>
<td>240</td>
<td>210</td>
</tr>
<tr>
<td>Back Cover</td>
<td>210x270</td>
<td>20000</td>
<td>320</td>
<td>280</td>
</tr>
<tr>
<td>Inside Back</td>
<td>205x265</td>
<td>12500</td>
<td>200</td>
<td>175</td>
</tr>
<tr>
<td>First Opening</td>
<td>205x265</td>
<td>15000</td>
<td>240</td>
<td>210</td>
</tr>
<tr>
<td>Inside</td>
<td>205x265</td>
<td>10000</td>
<td>160</td>
<td>140</td>
</tr>
<tr>
<td>Double Spread Centre</td>
<td>420x265</td>
<td>20000</td>
<td>320</td>
<td>280</td>
</tr>
<tr>
<td>Double Spread</td>
<td>420x265</td>
<td>12500</td>
<td>200</td>
<td>175</td>
</tr>
</tbody>
</table>

## Digital Ad: Urban Transport News Website

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>20000</td>
<td>320</td>
<td>280</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>650x165</td>
<td>15000</td>
<td>240</td>
<td>210</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>650x100</td>
<td>12500</td>
<td>200</td>
<td>175</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x100</td>
<td>10000</td>
<td>160</td>
<td>140</td>
</tr>
<tr>
<td>Square</td>
<td>300x300</td>
<td>12500</td>
<td>200</td>
<td>175</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300x500</td>
<td>15000</td>
<td>240</td>
<td>210</td>
</tr>
<tr>
<td>Footer</td>
<td>728x90</td>
<td>10000</td>
<td>160</td>
<td>140</td>
</tr>
</tbody>
</table>

## Content Based Ad: Website & Magazine

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
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</thead>
<tbody>
<tr>
<td>Cover Story</td>
<td>30000</td>
<td>500</td>
<td>425</td>
</tr>
<tr>
<td>Guest Posts</td>
<td>7500</td>
<td>125</td>
<td>100</td>
</tr>
<tr>
<td>Announcements</td>
<td>5000</td>
<td>100</td>
<td>90</td>
</tr>
</tbody>
</table>

## Combo Package: Annual Corporate Package

<table>
<thead>
<tr>
<th>Package</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
<th>Benefits included</th>
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</thead>
<tbody>
<tr>
<td>Diamond</td>
<td>350000</td>
<td>5000</td>
<td>4500</td>
<td>Print and Digital Ads on Premium Positions, Press Release, Product launches,</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Management changes and Events coverage</td>
</tr>
<tr>
<td>Gold</td>
<td>200000</td>
<td>3200</td>
<td>2800</td>
<td>Print and Digital Ads on Premium Positions, Press Release</td>
</tr>
<tr>
<td>Silver</td>
<td>100000</td>
<td>1600</td>
<td>1400</td>
<td>Print and Digital Ads on Non-premium Positions, Press Release</td>
</tr>
</tbody>
</table>

* Rates are per Month/Insert basis exclusive of GST
* GST rate on print advertising: 5%
* GST rate on digital advertising: 18%

## Subscription Rates

<table>
<thead>
<tr>
<th>Product</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban Transport Infrastructure Bi-monthly Magazine (Print) – 6 Issues</td>
<td>1800</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Urban Transport Infrastructure Bi-monthly Magazine (Digital) – 6 Issues</td>
<td>600</td>
<td>15</td>
<td>12</td>
</tr>
<tr>
<td>Urban Transport Infra Business Weekly eNewsletter (Digital) – 52 Issues</td>
<td>5000</td>
<td>100</td>
<td>75</td>
</tr>
<tr>
<td>Urban Transport News Premium Membership Package</td>
<td>25000</td>
<td>500</td>
<td>400</td>
</tr>
</tbody>
</table>

* GST rate on premium membership subscription: 18%

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**Purchasing Decision 85%** 

Of our readers have at some point used **URBAN TRANSPORT NEWS** to make purchasing decisions based on its editorial and advertising content.

**What Leaders Say**

It's a welcome step to provide specialized news through its magazines and online portals. It helps authorized bodies to convey messages and communicate with stakeholders and the common man. It also helps management to know the opinion and suggestions of common people which ultimately helps us upgrade and revisit our plan and system. At the same time, people become aware of the development in their cities with all the details. These platforms help establish real-time communication in this age of information.

- **Kumar Keshav, Managing Director**
  Uttar Pradesh Metro Rail Corporation

Urban Transport News publications – both online news portal and bi-monthly magazine, have been regularly covering various issues related to infrastructure projects including railways, and urban mobility. Especially issues related to metro rail segment have been very well covered. The various aspects related to metro rail industry and its benefits to the society have also been included in its issues. The magazine and the portal also regularly feature interviews of prominent personalities related to infrastructure and similar such sectors. Related news at international levels are also covered at both levels.

- **Dr. Brijesh Dixit, Managing Director**
  Maharashtra Metro Rail Corporation

I follow Urban Transport News portal and the Urban Transport Infrastructure magazine and I think it is doing a fantastic job of being a one stop information centre to learn about all that's happening across the world in this sector. I wish Urban Transport News team the best to achieve greater heights.

- **Rupa Nandy, Head**
  UITP India
## EDITORIAL CALENDAR 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUB. DATE</th>
<th>FEATURED TOPICS</th>
<th>Special Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAR</td>
<td>10th Mar. 2020</td>
<td>Union Budget 2020-21</td>
<td>Budget Analysis, Impact of Budget on Rail, Metro &amp; Urban Transport Industry</td>
</tr>
<tr>
<td>MAY</td>
<td>10th May 2020</td>
<td>Rail &amp; Road based Transport Infrastructure</td>
<td>Transport Planning, EPC &amp; Infrastructure, Urban Mobility &amp; Leadership Awards 2019-20</td>
</tr>
<tr>
<td>JUL</td>
<td>10th Jul. 2020</td>
<td>Autonomous and Driverless Vehicles</td>
<td>Technology used in Autonomous Vehicle, Future of Mobility, Smart Mobility, Urban Air Mobility</td>
</tr>
<tr>
<td>SEP</td>
<td>10th Sep. 2020</td>
<td>Climate Change and Green Mobility</td>
<td>Green Metro, Hydrogen Train, Electric Vehicles &amp; Charging Infrastructure, Rail Infra &amp; Mobility Business Summit &amp; Awards 2020</td>
</tr>
<tr>
<td>NOV</td>
<td>10th Nov. 2020</td>
<td>Multi Model Transport and Last Mile Connectivity</td>
<td>Role of Shared Mobility, Motorised &amp; Non-Motorised Vehicles</td>
</tr>
</tbody>
</table>

## KEY PERSONS

**Ms. Mamta Shah**  
Managing Editor & CEO  
Mrs. Mamta Shah is a notable Journalist & Entrepreneur in Urban Railways, Infrastructure and Transportation domain. She is an active WEP Member of NITI Aayog, Govt. of India.

**Mr. Vinod Shah**  
Head - Communications  
Mr. Vinod Shah (Ex-RTI Officer/DMRC) is a Journalist, Urban Planner and Communication Expert. He possess over 15 years of experience in Editorial, PR and Corporate Communication in Urban Transport sector.

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  Smart Cities Advisor  
  Foundation for Futuristic Cities, Hyderabad

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