MEDIA PLANNER 2020-21

INDIA (HEAD OFFICE)
F-35, FIRST FLOOR, PANKAJ GRAND PLAZA,
MAYUR VIHAR PHASE-I, NEW DELHI - 110091
Tel: 011-42484505, +91-9716454505
E-mail: editor@urbantransportnews.com

www.urbantransportnews.com

Loved by over 10 millions readers worldwide
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: 60,000
- Daily Pageviews: 2,00,000
- Monthly Pageviews: 60,00,000
- Organic Traffic: 100%
- Social Referrals: 75%
- Average Time: 3.5 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: 100,000+
- Print Circulation: 10,000

**CIRCULATION RATIO**
- Govt./PSU/Ministries: 10%
- EPC Industry: 35%
- Operators: 10%
- Suppliers/OEMs: 25%
- Professionals: 15%
- Research/Academic: 5%

**NEWSLETTER URBAN TRANSPORT INFRA BUSINESS**
- Published Weekly (52 issues)
- Digital Edition Only
- Weekly Business Highlights
- Tender News
- Fresh Tenders
- Tender Openings
- Tenders Results/Awards
- Pre-bid Meeting Alert
- Amendments
- Industry Event Alert

**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: Nil

Annual Subscription: INR 5000 | USD 100 | EUR 75

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

Subscription Rate: INR 25,000 | USD 500

www.urbantransportnews.com | Help: +91-9716454505 | editor@urbantransportnews.com
Print Ad: Urban Transport Infrastructure Magazine

<table>
<thead>
<tr>
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<th>Size (mm)</th>
<th>INR</th>
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<td>Inside Back</td>
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<td>First Opening</td>
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<td>Inside</td>
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<td>160</td>
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<tr>
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Digital Ad: Urban Transport News Website

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<td>Rectangle</td>
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<td>Footer</td>
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Content Based Ad: Website & Magazine

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<td>Guest Posts</td>
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<td>Announcements</td>
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Combo Package: Annual Corporate Package

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<th>Benefits included</th>
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<td>Diamond</td>
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<td></td>
<td></td>
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<td>Featured Articles, Management changes and Events coverage</td>
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<tr>
<td>Gold</td>
<td>200000</td>
<td>3500</td>
<td>3000</td>
<td>Print and Digital Ads on Premium Positions, Interview Coverage, Press Release</td>
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<tr>
<td>Silver</td>
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<td>1750</td>
<td>1500</td>
<td>Print and Digital Ads on Non-premium Positions, Interview Coverage</td>
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</table>

(1) Rates are per Month/Insert basis exclusive of GST (2) GST rate on print advertising 5% and on digital advertising is 18%

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

An online portal and magazine dedicated to transport system is an excellent idea. In a country that’s progressing at frantic speed, infrastructure and transport is what enables people to keep pace with the progress. The portal focuses on all the important aspects and forms news and news about transport. I must congratulate you for providing this platform.

- RA Rajeev, Metropolitan Commissioner
  Mumbai Metropolitan Region Development Authority (MMRDA)

Subscription Rates

<table>
<thead>
<tr>
<th>Product</th>
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<td>Urban Transport Infrastructure Bi-monthly Magazine (Digital) – 6 Issues</td>
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<tr>
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</tr>
<tr>
<td>Urban Transport News Premium Membership Package</td>
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<td>500</td>
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## INSTITUTIONAL ASSOCIATES

**Dispaly**: Urban Transport News is an independent and globally recognised media firm. It does not have any direct or indirect relationships with other local or mainstream media firms.

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E-mail: editor@urbantransportnews.com

### EDITORIAL CALENDAR 2020-21

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>PUB. DATE</th>
<th>FEATURED TOPICS</th>
<th>Special Coverage</th>
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<tbody>
<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 Vehicles, Future of Mobility, Smart Mobility, Urban Air Mobility</td>
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<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 Support Industry, Transport Infrastructure, Shared Mobility, Motorised &amp; Non-Motorised Vehicles</td>
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<tr>
<td>JAN</td>
<td>10th Jan. 2021</td>
<td>Year Review 2020</td>
<td>Year-End 2020 Special: Urban Rail Network, Indian &amp; Global Rail &amp; Mobility Projects Review</td>
</tr>
<tr>
<td>MAR</td>
<td>10th Mar. 2021</td>
<td>Union Budget 2021-22</td>
<td>Budget Analysis, Impact of Budget on Rail, Metro &amp; Urban Mobility</td>
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</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 possesses over 15 years of experience in Editorial, PR and Corporate Communication in Urban Transport sector.

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University of Delhi, New Delhi

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Foundation for Futuristic Cities, Hyderabad

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**Ar. Priyanka Kumar**  
Urban Planner  
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