



IRJ
International Railway Journal

| 2025 *Media Kit*

International Railway Journal - setting the standard for 60+ years

IRJ was founded in 1960 as the first truly global business-to-business publication for the railway industry. IRJ sets the standard for railway industry journalism; from reporting on the key industry issues of the day, to taking the time to meet and interview leading figures from around the world, providing valuable insight on the health and trajectory of the global industry.

The magazine is distributed in more than 130 countries to around 10,800 railway professionals. We operate an industry-leading news and information website, which is visited by more than 150,000 unique users per month, and offers reliable up-to-the-minute rail industry information to a growing subscriber base.

IRJ is more than a magazine: IRJ is a railway information provider, and we are your partner for success in the industry.



¹ Average monthly circulation according to ABC Audit of IRJ, January to December 2023

² Annual figure based on Google Analytics of page views on www.railjournal.com, August 31, 2023 - July 31, 2024

³ 2023 IRJ Subscriber Survey

Railjournal.com - The world's leading railway news website

IRJ's website railjournal.com is the leading source of global railway industry news. IRJ editors publish 25-30 news stories every week. The easy to navigate site also offers in-depth Analysis and Features and Opinion articles from respected industry thought leaders.

More and more of the global rail community now relies on IRJ to provide them with up-to-the-minute news and insight from the sector. The success of IRJ's website is reflected in the steadily increasing number of paid subscribers who enjoy unlimited access to all IRJ content. Single and multi-user corporate packages are available to unlock the best of IRJ online, at any time and wherever you might be in the world.

200,000
SESSIONS
ON AVERAGE
PER MONTH

380,000+
VIEWS ON
AVERAGE
PER MONTH

155,000+
UNIQUE USERS
ON AVERAGE
PER MONTH



Source: Google Analytics of railjournal.com
August 31, 2023 - July 31, 2024

Building brand awareness through print advertising

Print advertising through IRJ remains a highly effective way of promoting your business and expertise to IRJ's audience of global railway professionals and decision makers.

Various studies published in recent years reinforce the importance of using print to reach engaged and targeted audiences. Print is the most trusted of all forms of media advertising—82% according to a study conducted by MarketSherpa, a renowned marketing research institute, with more people found to read and pay attention to a print advertisement than an equivalent digital ad.

Industry magazines are considered a highly effective medium through which companies can build brand awareness due to the loyalty and high engagement of audiences compared with other forms of media.

IRJ's strong and loyal reader base emphasises this point: 80% of our readership of global rail industry professionals actively request to receive the magazine each month. Feedback from our readers also emphasises the magazine's importance to their business for providing industry news and information that helps staff¹ to do their jobs more effectively. On average, a single issue of IRJ is read by four people, increasing the reach of a print advertisement. A print advertisement also has a long shelf life, with issues of IRJ continuing to be read and shared months after they were originally published.

"When used together, traditional and digital marketing can reach more audiences, build and keep trust, and motivate buying from consumers who otherwise might tune out marketing messages." Harvard Business Review.

¹ Based on the ABC audit of IRJ December 2023

49%

SUBSCRIBE ONLY
TO IRJ

60

MINUTES THE AVERAGE
TIME SUBSCRIBERS
SPEND READING EACH
ISSUE OF IRJ

96%

ACT ON ARTICLES
READ IN IRJ

4

READERS PER ISSUE

93%

ACT ON ADS
SEEN IN IRJ

68%

ARE ACTIVELY
INVOLVED
IN PURCHASING
DECISIONS

84%

VISIT IRJ'S
WEBSITE EACH
MONTH

All figures are based on the 2023 IRJ subscriber survey: 646 respondents

Editorial Calendar

January

- **The Railway in 2025**
Our traditional look at the year ahead, analysing the key trends set to shape the railway world in 2025. We will highlight the key projects to watch and interview some important industry leaders. With distribution at events throughout the first half of the year, the issue maximises exposure to advertisers.
Extra distribution: Modern Rolling Stock Conference, Graz, Austria, April 13-15; Railway Interchange, Indianapolis, USA, May 20-22; and UITP Global Public Transport Summit, Hamburg, Germany, June 15-18

February

- **Alpine Railways**
The latest railway developments in Austria and Switzerland
- **Track and infrastructure: rail and fastenings**
Reports on the latest technologies improving performance.
- **Traction and Electrification**
The latest technologies in sustainable traction revealed.

March

- **East Asia and China**
Reports on the key trends shaping rail transport in the region.
- **Cybersecurity and Digitalisation**
Adapting new digital technologies to enhance productivity.
- **High-Speed**
Key projects take shape across the world.
- **IRJ's Top Railway Projects**
Recognising engineering and construction industry achievements

April

- **Spain and Portugal**
High speed projects makes progress.
- **Signalling and Telecoms: automation**
The latest on projects to develop automation for the mainline railway.
- **Wheelsets and bogies**
The latest innovations revealed
Extra distribution: Modern Rolling Stock Conference, Graz, Austria, April 13-15

May

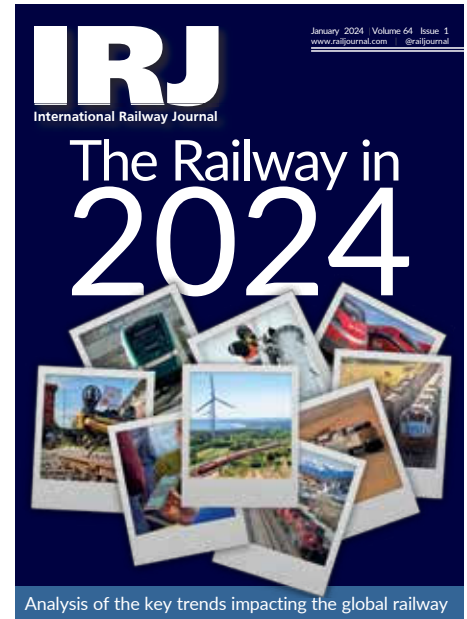
- **Britain**
New government progresses rail reform
- **Track and Infrastructure: maintenance and asset renewal**
New techniques and approaches in the spotlight.
- **Operations and Asset Management**
Railways seek greater efficiency from their networks and assets.
Extra distribution: Stockholmssmässan Train & Rail Fair, Stockholm, Sweden, May 6-8; Africa Rail, Johannesburg, South Africa, May 13-14; Railtex Exhibition, Birmingham, Britain, May 13-15; Railway Interchange, Indianapolis, USA, May 20-22; IAF International Exhibition for Track Technology, Münster, Germany, May 20-22; and Asia Pacific Rail, Bangkok, Thailand, May 28-29

June

- **Middle East and North Africa**
The railway renaissance continues across the region.
- **Transit Special**
Urban railway networks expand.
- **Freight and Logistics**
Boosting payloads and network efficiency.
- **IRJ's Women in Rail Award 2025**
Recognising this year's winners.
Extra distribution: Transport Logistic Fair, Munich, Germany, June 2-5; UITP Global Public Transport Summit, Hamburg, Germany, June 15-18; Eurasia Rail, Istanbul, Turkey, June 18-20; Middle East Rail, Dubai, UAE, June 24-25; and Sifer Exhibition, Lille, France, June 24-26

Ad Deadlines

Issue	Deadline
January	December 16
February	January 17
March	February 14
April	March 14
May	April 11
June	May 9



Editorial Calendar

July

- **South and Central America**
Delivering new projects across the continent.
- **Project Management**
Improving railway project delivery
- **Sustainability and Climate Resilience**
Reducing rail's impact on the environment.
Extra distribution: UIC World Congress on High-Speed Rail, Beijing, July 8-11

August

- **India and Southern Asia**
Huge mainline and transit projects come to fruition.
- **Track Technology**
The latest innovations revealed
- **Education, Training and Recruitment**
Combatting the railway's skills crisis.

September

- **Eastern Europe**
Vast infrastructure improvement programme underway.
- **Digital Technology and Cybersecurity**
Getting more from less on the 21st century railway.
- **Train Maintenance**
The latest techniques to improve fleet reliability.
Extra distribution: 9th Railway Forum, Berlin, Germany, September 3-4; Trako International Railway Fair, Gdansk, Poland, September 23-26; Expo Ferroviaria, Milan, Italy, September 30-October 2

October

- **Nordic Railways**
Passenger projects seek to overcome cost challenges.
- **Passenger Experience and Ticketing**
Mobile ticketing boosts revenue for operators.
- **Metros and Light Rail**
Profiling leading global transit projects.
Extra distribution: Nordic Rail, Jönköping, Sweden, October 7-9

November

- **North America**
Freight and passenger railways aim to carry more.
- **Heavy-Haul Freight and Logistics**
Boosting payloads in extreme environments.
- **Signalling and Telecoms**
Enhancing network capacity with the latest technology.
- *Extra distribution: IHHA 2025 and WCRR 2025, Colorado Springs, USA, November 17-21*

December

- **Australia and New Zealand**
Big projects take shape down under.
- **High-Speed**
Pushing the boundaries of innovation.
- **Track and Infrastructure: sleepers and ballast**
New innovations improve asset performance.
- **IRJ Young Rail Leaders Award**
Showcasing young talent who are making a difference.

Ad Deadlines

Issue	Deadline
July	June 20
August	July 18
September	August 15
October	September 12
November	October 17
December	November 21



Celebrating success throughout the global rail industry

March

Top 10 Global Rail Projects

New for 2025, we will present the Top 10 Global Rail Projects, inviting global construction and engineering companies to nominate noteworthy schemes they are working on. The article will highlight the innovations speeding up project delivery, how challenging issues were dealt with and overcome, and the engineering marvels shaping the railways of tomorrow. Celebrate the engineering and construction industry's achievements in the March edition of IRJ.

June

IRJ's Women in Rail Award 2025

Many women working in the global railway sector are doing remarkable things to help overcome the challenges facing the 21st century railway. For the fourth year, IRJ will invite nominations of individuals who warrant recognition for the excellent work they are doing and the example they are setting to others. We will present interviews with all of the shortlisted winners in a special feature that will appear in the June issue of the magazine. Show your support for these incredible women with an advertisement in the June edition of IRJ.

December

IRJ's Young Rail Leaders Award

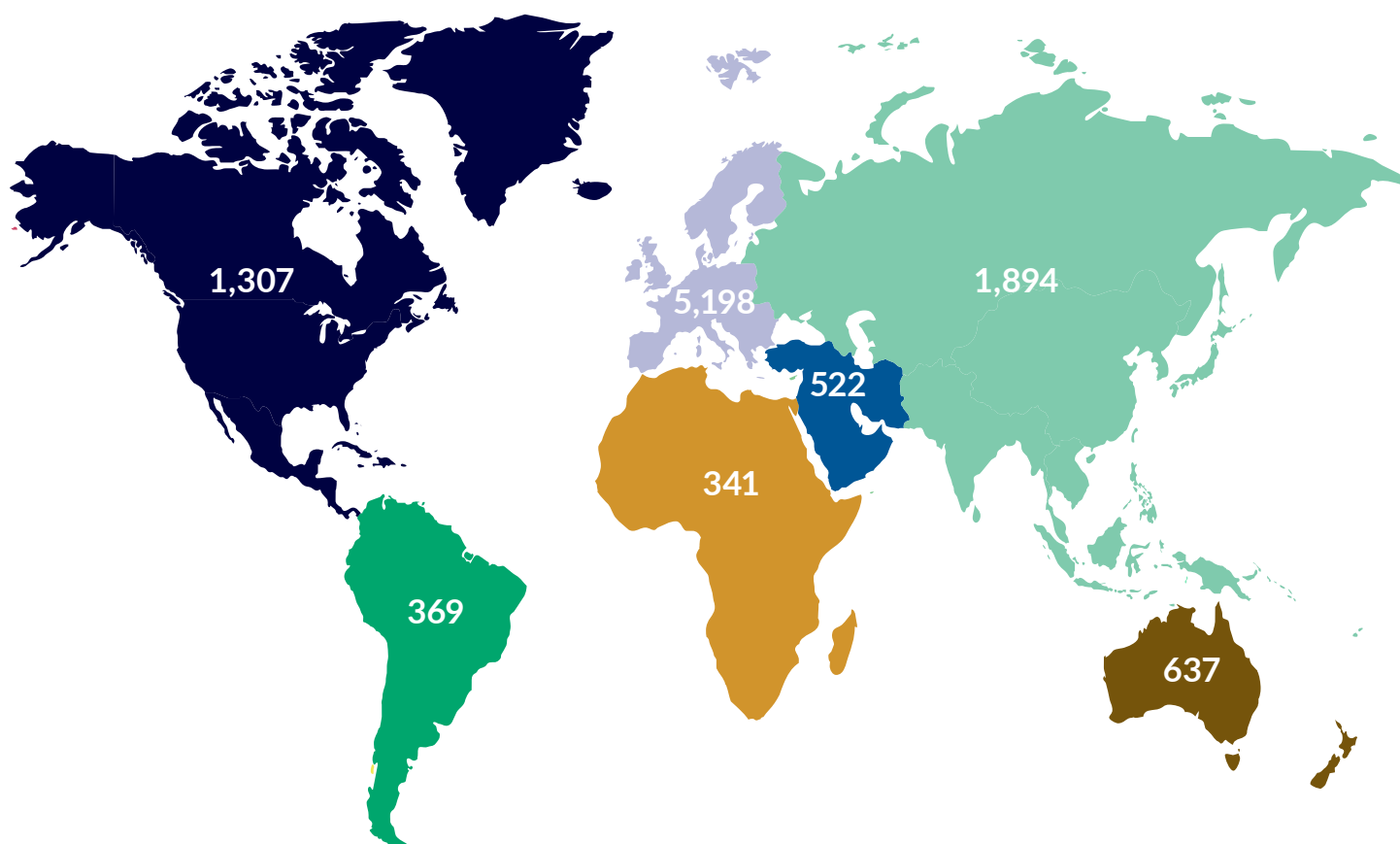
IRJ will recognise some of the global rail industry's emerging leaders in a special feature in the December edition of the magazine. Now in its fourth year, we will present interviews with the shortlisted winners who are nominated by their peers. The article will highlight their achievements and ambitions for the future. Show support for the rail industry leaders of tomorrow with an advertisement in the December edition of IRJ.



Your guarantee to reach the right audience

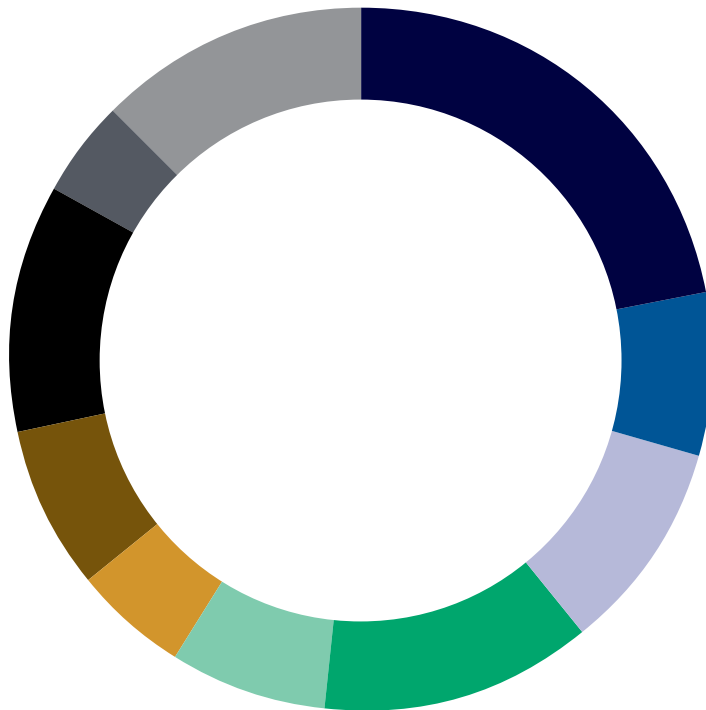
IRJ has an average circulation of 10,797 railway professionals working in 131 countries. Our readership consists of CEOs, owners, directors, managers and individuals working for railway operators, infrastructure managers, leasing companies, railway construction, engineering and planning companies, freight shippers, railway equipment manufacturers, railway service providers, consultancies, regulatory authorities, universities and training organisations, railway libraries, trade associations and other businesses working in the railway and transit sector.

Our circulation is rigorously audited by ABC, which means we can provide an accurate and detailed breakdown of our readership by country, job function, and industry sector. Only IRJ goes the extra mile to ensure we know exactly who our subscribers are, so you can be certain of reaching the right audience.



EUROPE	NORTH AMERICA	CENTRAL AND SOUTH AMERICA	ASIA	AUSTRALASIA AND PACIFIC	AFRICA	MIDDLE EAST
Britain: 1409	Canada: 467	Argentina: 83	China: 87	Australia: 582	Egypt: 40	Saudi Arabia: 37
France: 460	Mexico: 43	Brazil: 170	Japan: 146	Total: 637 (6.2%)	South Africa: 124	UAE: 48
Germany: 337	USA: 797	Total: 369 (3.6%)	Korea: 70		Total: 341 (3.3%)	Total: 522 (5.1%)
Italy: 424	Total: 1307 (12.7%)		Hong Kong: 83			
Spain: 459			India: 713			
Total: 5198 (50.6%)			Total: 1894 (18.4%)			

Reach an engaged audience of railway professionals

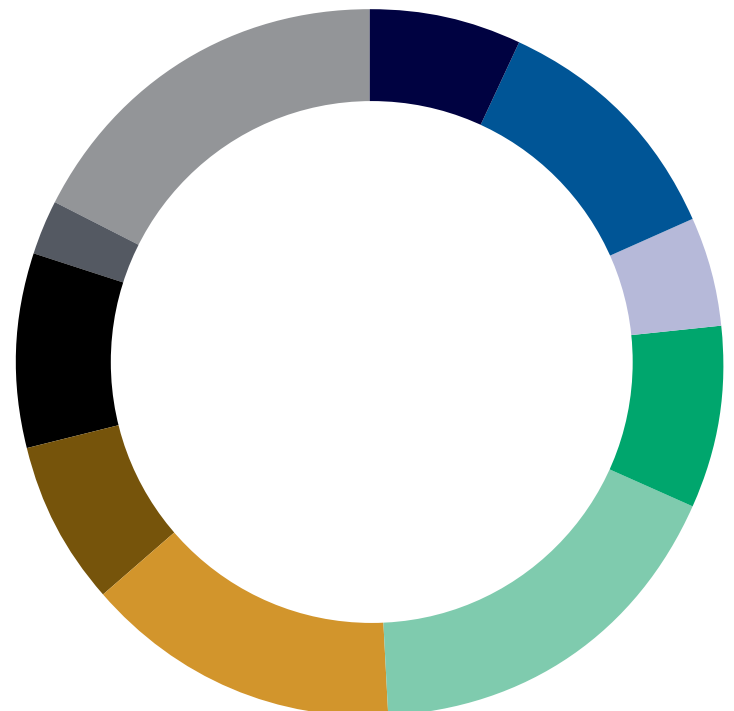


Job Profile

- Executive, Finance, Accounting, Ministries: 22.1%
- Operating: 7.3%
- Commercial/Marketing: 9.7%
- Mechanical Engineering: 12.7%
- Civil Engineering/Track: 7.1%
- Electrical Engineering: 5.2%
- Signalling and Telecoms: 7.5%
- Project Management and Consulting: 11.5%
- Planning/Strategy: 4.5%
- Other: 12.2%

Business Sector

- Freight operators: 6.7%
- Passenger/transit operators: 11%
- Both freight and passenger operators: 4.8%
- Infrastructure managers: 8%
- Construction/Engineering/Planning companies: 17.1%
- Equipment manufacturers: 13.7%
- Product/service suppliers: 7.3%
- Consultancy: 8.5%
- Regulatory Authority: 2.4%
- Other: 16.8%



Run-of-site Banners

Choose from one of four high-impact advertising units on railjournal.com. These rotate throughout the IRJ website, including the homepage.

Above the fold, 728x90 pixels or 300x250 pixels

1 month	3 months	6 months	9 months	12 months
\$ 3,975	\$ 3,595/mo	\$3,195/mo	\$2,815/mo	\$2,435/mo

Below the fold, 728x90 pixels or 300x250 pixels

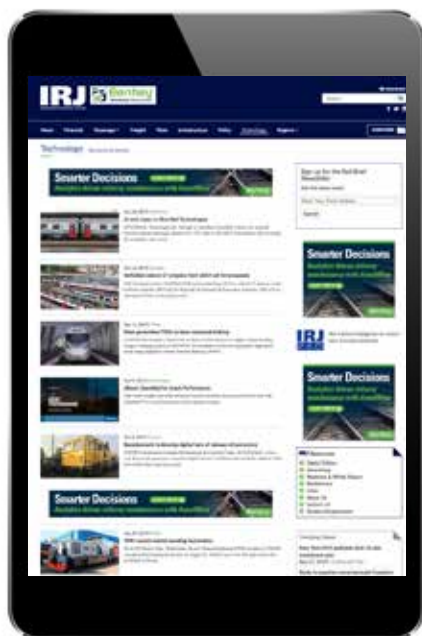
1 month	3 months	6 months	9 months	12 months
\$3,495	\$3,100/mo	\$2,715/mo	\$2,320/mo	\$1,940/mo

Channel Sponsorship

Become the exclusive sponsor of one of our channels, dedicated to key topics in the rail industry. Channels allow advertisers to align their message with highly relevant editorial content. In addition to exclusive channel sponsorship, banners rotate on the homepage and run-of-site article pages.

Two 728x90 pixels and two 300x250 pixels

\$5,815/mo



Channels



Financial
Freight
Fleet
Infrastructure
Policy
Technology



PASSENGER
High-Speed
Commuter Rail
Main Line
Metros
Light Rail



REGIONS
Europe
North America
Asia
Central and
South America
Middle East
Africa
Australia/NZ

IRJ Rail Brief

IRJ's flagship newsletter, delivering a digest of the top stories from railjournal.com from the previous seven days.

Advertisers can access IRJ's database of 32,000 email subscribers, who receive IRJ Rail Brief direct to their inbox every Thursday.

Full banner

468x60 pixels:

\$2,425 per month

Skyscraper

160x600 pixels (one unit available)

\$3,500 per month

Leaderboard

728x90 pixels (one unit available)

\$4,000 per month



Rail Group News

RGN delivers a daily round-up of news stories from IRJ as well as North American sister publications, *Railway Age* and *Railway Track and Structures* to an audience of 32,000 railway industry professionals.

Your advertising message will appear approximately 10 business days per month, on an odd/even day rotation.

Full banner

468x60 pixels:

\$3,950 per month

Skyscraper

160x600 pixels (one unit available)

\$5,085 per month

Leaderboard

728x90 pixels (one unit available)

\$7,480 per month



Webinars

Demonstrate expertise and thought leadership to IRJ's audience with an informative, co-branded webinar. Tailored to your marketing objectives, a webinar allows you to create interest around a topic of your choosing while generating qualified business leads. Your webinar will be promoted to our audience of railway professionals. IRJ editors work closely with you to develop content for the webinar. All webinar materials are co-branded to align your brand with IRJ.



What we offer

- Educational webinar on topic of sponsor's choosing
- Features PowerPoint and high quality streaming video
- Promoted to IRJ audience
- Co-branded materials including email invites, registration page, webinar platform, and email confirmations
- Live polling with real-time results
- Interactive Q&A to increase audience engagement
- IRJ editor serves as moderator
- Expert, turnkey coordination and management of event
- Events resources section offers sponsor opportunity to allow trackable assets for download
- Customisable exit survey
- Hosting of on-demand event for 6 months with lead capture
- Comprehensive event reporting including attendee contact info and engagement metrics

Sponsored Podcasts

Reach IRJ's audience through a sponsored podcast. Sponsors work alongside IRJ's editorial team to create a podcast aligned with your marketing message. Custom podcasts can be up to 20 minutes in duration. In addition to the content messaging itself, 30-second intro and outro ads at the start and end of the podcast offer additional opportunities to present your products and services to our audience. The podcast is promoted on the IRJ website and through direct email. It is available through our Rail Group on Air channel available on Apple Podcasts, Google Play and Sound Cloud.

Rate: \$6,680

White Papers

Generate leads while building brand awareness by presenting a White Paper or eBook on railjournal.com. IRJ's website offers a dedicated space for our active digital audience to explore White Papers. A White Paper will position your company as an industry leader and communicate your message to a targeted audience in a trusted editorial environment.

The White Paper is actively promoted to IRJ's audience through direct emails and our weekly newsletter, IRJ Rail Brief. The White Paper landing page and all promotional materials are branded with the sponsor's logo. In addition to the digital promotion, the White Paper's gated registration form generates qualified leads for the sponsor. You can specify up to three questions to help further qualify leads.

Rate: \$5,460/month; 2 months minimum recommended



Access our database of rail professionals

Leverage the strength of the IRJ brand as a trusted source of up-to-date railway information, and promote your products, services, events and more through a custom email campaign.



Email campaign includes:

- Tailored message to IRJ as well as Railway Age and RT&S subscribers
- Your ready-to-deploy HTML
- Subject line
- Detailed metrics covering:
Deliveries
Open rate, and
Click-through by URL

Specifications:

- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- All images should be resized prior to uploading to server.
- Recommended width of 500 - 700 pixels.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third party tags, words in all caps, unusual punctuation, and excessive use of special characters.

- Use proper HTML codes for special characters.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.

Subject Line for the Message:

50 characters max suggested

Materials Due:

Please e-mail the HTML file seven days prior to deployment date to Leia Sills at: lsills@sbpub.com

Rate: ask your advertising sales contact (page 18) for a quote.

Sponsored Content



Sponsored Content Package

Tell a powerful story for your brand through content marketing on the IRJ website. Sponsored content aligned closely with our highly regarded digital content will help establish your company as a Thought Leader and drive traffic to your website.

The seamless integration between your messaging and IRJ's content offers a unique opportunity to engage railway decision-makers in a relevant editorial environment. A high-visibility post featured on our homepage and/or a relevant channel will promote the content. The content is viewable across platforms on desktop, mobile and tablet devices. Additional visibility will be provided through dedicated email promotion to our audience of more than 30,000 railway professionals.

All sponsored content items carry the superscription "Sponsored Content."

Article text: up to 1,500 words including links and images

Net monthly rate: \$7,955

Newsletter Sponsored Content

Sponsored content article of sponsor's choosing runs in IRJ Rail Brief, our signature newsletter, four times in a month. A sponsor-supplied title and description of approximately 250 characters links to an article hosted on the advertiser's site.

Net monthly rate: \$4,160

Print Edition Sponsored Content

Offer a more detailed picture of a new product or success story to IRJ's readership of global railway industry professionals through Sponsored Content in IRJ magazine. This is an effective and increasingly popular way for companies to demonstrate their expertise and thought leadership to the market in an accessible and informative format. You supply the text of approximately 700 words for a one-page advertorial, or 1,500 for a double page spread. Alternatively, or you can work with an IRJ editor who will write the piece on your behalf, making sure the article delivers the right message. The article includes your logo, contact details, and supporting imagery.



Print Advertisement Rates and Specs

BLEED AREA:

1 page: 216 mm wide x 296 mm deep

Spread: 426 mm wide x 296 mm deep

TRIM AREA:

1 page: 210 mm wide x 290 mm deep

Spread: 420 mm wide x 290 mm deep

Other fraction-page sizes on request.

International Railway Journal is printed offset, and saddle-stitched.

COVERS AND SPECIAL POSITIONS

Front cover (sponsorship): \$14,250 4-colour

Inside front: \$12,825 4-colour

Inside back: \$11,400 4-colour

Outside back: \$12,825 4-colour

Centre spread or specified positions: 20% supplement

CLASSIFIED

Per unit (88mm x 25mm): \$590

12 consecutive insertions \$5,125

LOOSE INSERTS OR CIRCULATION LIST RENTAL

\$1,170 per 1,000 (weight up to 15 grams).

Minimum charge \$3,130

APPOINTMENTS

Contact your sales representative

IRJ DIGITAL EDITION

Prices applicable to our print advertisers.

Activate up to 3 links in your ad: \$850

Insert a video file: \$3,390

Insert an audio file: \$3,390

Insert 2 pages near advertisement: \$1,050

Animate your advertisement: \$1,050

Sponsored issue: \$4,420

Belly bands, cover wraps, tabs, gatefolds and business reply cards: \$1,270

Contact your regional sales person for non-print advertising prices.

FREQUENCY DISCOUNT RATES

Each full page or fractional page counts towards frequency discount rates within a 12-month period. These may also be earned by combining insertions in other Simmons-Boardman publications (Railway Age, Railway Track & Structures).

All rates are Sales Tax/VAT free.

W D 1 page 210 mm w x 290 mm d plus bleed see above	1/2 page horizontal 181 mm w x 127 mm d	1/2 page vertical 88 mm w x 254 mm d
1/4 page vertical 88 mm w x 127 mm d	1/4 page horizontal 181 mm w x 64 mm d	1/3 page vertical 57 mm w x 254 mm d

ADVERTISEMENT SERIES RATE PER INSERTION

	1x	3x	6x	9x	12x
1 page					
4 colour	\$10,180	\$9,900	\$9,765	\$9,625	\$9,470
2 colour	\$8,980	\$8,830	\$8,615	\$8,340	\$8,045
mono	\$8,115	\$7,975	\$7,835	\$7,695	\$7,555
1/2 page					
4 colour	\$8,115	\$7,975	\$7,835	\$7,695	\$7,555
2 colour	\$6,690	\$6,410	\$6,205	\$6,065	\$5,905
mono	\$5,765	\$5,625	\$5,490	\$5,350	\$5,195
1/4 page					
4 colour	\$5,350	\$5,195	\$5,055	\$4,915	\$4,780
2 colour	\$3,925	\$3,770	\$3,630	\$3,495	\$3,355
mono	\$3,130	\$2,990	\$2,850	\$2,710	\$2,570
1/3 page					
4 colour	\$6,065	\$5,905	\$5,765	\$5,625	\$5,490
2 colour	\$4,555	\$4,415	\$4,275	\$4,135	\$3,995
mono	\$3,700	\$3,560	\$3,420	\$3,280	\$3,130

1. Publisher's Protective Clause: All advertising must be germane to the railway field. Publisher reserves the right to edit or reject copy. The advertiser agrees to indemnify the publisher and hold harmless from any and all demands, claims or suits arising out of the publication of any advertising accepted and from any and all loss, cost, damage or expenses, including attorneys' fees, sustained by the publisher in connection with any such demand, claim or suit. No conditions, printed or otherwise, appearing on a space order or copy instruction which conflict with the publisher's policies will be binding on the publisher. Two or more independent advertisers are not permitted to use space under the same contract. Individual members of an association cannot bulk their company space with that of an association to earn a bulk rate for themselves. Publisher reserves the right to hold advertiser and/or its advertising agency jointly

and severally liable for such monies as are due and payable to the publisher.

2. Agency Commission: Given to recognised agencies.

3. Surcharges and Rebates: The publisher reserves the right to surcharge advertisers who terminate an advertising series booking prior to its completion. Advertisers will be rebated if they contract to additional insertions after their initial contract rate agreement.

4. Publishing and Closing Dates: International Railway Journal is published in the first week of each month. Advertising space booking closing dates for each month are shown on the Editorial Programme.

5. Cancellation period: 4 weeks prior to closing date.

6. Payment is due 30 days after invoice date.

Digital Specifications

WEBSITE SUBMISSION INSTRUCTIONS

Materials should be submitted to the salesperson and Leia Sills (lsills@sbpub.com) a minimum of five business days prior to start of scheduled run.

FILE SPECIFICATIONS

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

THIRD PARTY TAGS

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

HTML5 REQUIREMENTS FOR GOOGLE AD MANAGER

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90 .
- Please follow all of the guidelines as specified by Google Ad Manager at the following link:

- <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable: `<a href="javascript:void(window.open(clickTag))">`
- Please inform us of the clickthrough URL to be used by the creative.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

LIMITATIONS OF HTML5 CREATIVES IN GOOGLE AD MANAGER:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

EMAIL NEWSLETTER BANNER SUBMISSION REQUIREMENTS

DIMENSIONS

- Leaderboard: 728 x 90 pixels
- Medium Box: 300 x 250 pixels
- Files must be under 1MB in size

Advertising

UK, France, Spain, Portugal, French-speaking Switzerland, Scandinavia, BENELUX, The Balkans, Ireland

Michael Boyle
Dorfstrasse 70,
6393 St Ulrich, Austria
Tel: +43 676 708 9872
mboyle@railjournal.com

Germany, Austria, German-speaking Switzerland, Latvia, Lithuania, Estonia, Poland, Czech Republic, Slovakia, Hungary, Slovenia, Croatia and Serbia

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info@verlagsbuero.fahr.de

South America, Middle East, Australia, Asia except China and Japan

Jerome Marullo
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jmarullo@sbpub.com

Italy & Italian-speaking Switzerland

Dr Fabio Potestà, Roberto Gallino
Mediapoint & Communications Srl
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AR, AK, AZ, CA, CO, IA, ID, IL, IN, KS, LA, MI, MN, MO, MS, MT, NE, NM, ND, NV, OK, OR, SD, TX, UT, WA, WI, WY, Canada: Alberta, British Columbia, Manitoba, Saskatchewan

Heather Disabato
Tel: +1 312 683 5026
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CT, DE, DC, FL, GA, ME, MD, MA, NH, NJ, NY, NC, OH, PA, RI, SC, TN, VT, VA, WV, Canada: Quebec and East, Ontario

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