



IRJ
International Railway Journal

| 2026 *Media Kit*

International Railway Journal - setting the standard for 60+ years

For more than 65 years IRJ has set the standard for railway industry journalism. We are trusted by our loyal readership of industry professionals and decision makers to cut through the noise and present the key news, insights and analysis that rail professionals demand. Since its inception in 1960 as the first truly global business-to-business publication for the railway industry, IRJ continues to stay ahead of the latest market developments and acts as a standard bearer for the rail sector, bringing vision, clarity and fresh ideas to readers across the world.

IRJ's respected and experienced editorial team splits their time between reporting on the key industry issues of the day, visiting key rail projects and installations across the globe, and meeting and interviewing leading figures from around the world. Our objective is to present valuable insight on the health and trajectory of the global industry that will help the sector to do its job more efficiently and cost-effectively.

The magazine is distributed in more than 130 countries to around 10,600 railway professionals every month. We also operate an industry-leading news and information website, which offers reliable up-to-the-minute rail industry information to a growing subscriber base every weekday. Our IRJ Pro service offers comprehensive databases of all known railway projects and fleet orders from around the world as well as a railway tendering service, Global Rail Tenders.

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 2024

² Annual figure based on Google Analytics of page views on www.railjournal.com, August 1, 2024 - July 31, 2025

³ 2023 IRJ Subscriber Survey

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.

Market 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 staff to do their jobs more effectively.¹

On average, a single issue of IRJ is read by four people, increasing the reach of a print advertisement. Hard copies of the magazine are distributed at selected industry events across the globe, extending the reach of those issues. 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 2024

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

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. Each is carefully sourced and written by an IRJ editor or one of our global network of experienced contributors to offer readers a concise and accurate reflection of the most important industry news happening all over the world.

All articles are categorised according to topic. Our easy to navigate site also offers detailed Analysis, In-Depth and Opinion articles written by IRJ editors and respected industry thought leaders.

The global rail community relies on IRJ for up-to-the-minute news and insight from the sector, easily accessible for busy professionals on the move via smartphones, tablets and laptops. 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 wherever you might be in the world.

150,000
SESSIONS
ON AVERAGE
PER MONTH

300,000
VIEWS ON
AVERAGE
PER MONTH

100,000+
UNIQUE USERS
ON AVERAGE
PER MONTH



Editorial Calendar

January

- **The Railway in 2026**
Our traditional look at the year ahead, analysing the key trends set to shape the railway world in 2026. We will highlight the key projects to watch and interview important industry leaders. With distribution at events throughout the first half of the year, the issue maximises exposure to advertisers.
Extra distribution: IT-Trans Conference & Exhibition, Karlsruhe, Germany, March 3-5; UITP Summit, Dubai, April 21-23; InnoTrans, Berlin, September 22-25

February

- **France**
SNCF seeks to improve performance.
- **Operations and Asset Management**
Railways seek greater efficiency from their networks and assets.
- **Heavy-Haul Freight and Logistics**
Boosting payloads in extreme environments.
Extra distribution: IT-Trans Conference & Exhibition, Karlsruhe, Germany, March 3-5

March

- **India and Southern Asia**
Huge mainline and transit projects come to fruition.
- **Track and infrastructure: rail and fastenings**
Reports on the latest technologies improving performance.
- **Signalling and Telecoms**
Boosting network capacity with the latest technology.

April

- **Spain and Portugal**
High speed projects makes progress.
- **Metros and Light Rail**
Profiling leading global transit projects.
- **Digitalisation, Cybersecurity and AI**
Adapting new digital technologies to enhance productivity.
- **IRJ's Top Projects 2026**
Recognising engineering and construction industry achievements.
Extra distribution: Intermodal South America, São Paulo, Brazil, April 14-16; UITP Summit, Dubai, April 21-23; Asia Pacific Rail, Bangkok, Thailand, May 6-7

May

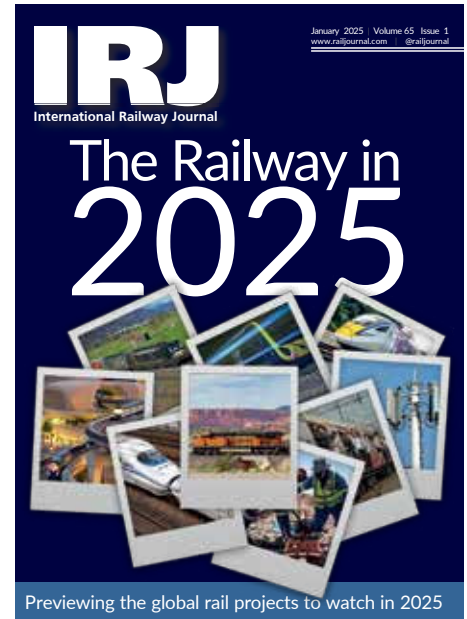
- **Nordic Railways**
Signalling upgrades and mainline projects take shape.
- **High-Speed**
Key projects take shape across the world.
- **Wheelsets and bogies**
The latest innovations revealed.

June

- **China and East Asia**
Reports on the key trends shaping rail transport in the region.
- **Track and Infrastructure: maintenance and asset renewal**
New techniques and approaches in the spotlight.
- **Traction and Electrification**
The latest technologies in sustainable traction revealed.
- **IRJ's Women in Rail Award 2026**
Recognising this year's winners.
Extra distribution: Middle East Rail, Dubai, June 9-10

Ad Deadlines

Issue	Deadline
January	December 15
February	January 19
March	February 16
April	March 16
May	April 13
June	May 18



Editorial Calendar

July

- **Middle East and Africa**
The railway renaissance continues across the region.
- **InnoTrans 1**
- **Sustainability and Climate Resilience**
Reducing rail's impact on the environment.
- **Signalling and Telecoms: automation**
The latest on projects to develop automation for the mainline railway.
Extra distribution: Africa Rail, Johannesburg, July 7-8; InnoTrans, Berlin, September 22-25

August

- **North America**
Freight and passenger railways aim to carry more.
- **InnoTrans 2**
- **Track Technology**
The latest innovations revealed.
- **Digital Technologies, AI and Cybersecurity**
New innovations improve industry performance.
Extra distribution: InnoTrans, Berlin, September 22-25

September

- **Germany**
Assessing the various challenges facing DB.
- **InnoTrans 3**
- **Innovative Trains**
The latest rolling stock innovations revealed.
- **InnoTrans Preview**
Our comprehensive look ahead to this month's big show.
Extra distribution: InnoTrans, Berlin, September 22-25

October

- **Britain**
New government progresses rail reform.
- **Freight and Logistics**
Boosting payloads and network efficiency.
- **Passenger Experience and Ticketing**
Mobile ticketing boosts revenue for operators.

November

- **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.
- **InnoTrans 4**
InnoTrans Review.
Extra distribution: Singapore Urban Mobility Week, Singapore, November 4-6

December

- **South and Central America**
Delivering new projects across the continent.
- **Stations and Accessibility**
Transforming stations into destinations.
- **Metros and Light Rail**
Urban networks expand.
- **IRJ Young Rail Leaders Award**
Showcasing young talent who are making a difference.

Ad Deadlines

Issue	Deadline
July	June 22
August	July 20
September	August 17
October	September 14
November	October 19
December	November 16



Celebrating success throughout the global rail industry

March

IRJ Top Projects 2026

We will invite infrastructure managers, railway construction and engineering companies to nominate noteworthy ongoing or recently-completed railway projects from around the world. Nominations will open in January and we will select the best 10 entries as the winners of the award. Along with celebrating the engineering marvels shaping the railways of tomorrow, the award will highlight the use of innovations to speed up project delivery as well as excellent examples of how project managers are overcoming challenging issues in construction and project commissioning and delivery. Celebrate the engineering and construction industry's achievements in the April edition of IRJ.

June

IRJ's Women in Rail Award 2026

Now in its fifth year, IRJ's Women in Rail Award goes from strength to strength. We will open nominations in April for this year's award, the winners of which will be revealed in the June edition of the magazine. We are interested in receiving nominations of individuals working across the sector who are playing a key role in helping to overcome the variety of challenges facing the 21st century railway while setting an excellent example to others. 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. Our 5th annual Young Leaders Award recognises the achievements of young people working across the sector, many of which have accrued experience beyond their age and are serving as an inspiration within their company and across the wider industry. Nominations for the award will open in October and we will present interviews with each of the shortlisted winners of the award. Show support for the rail industry leaders of tomorrow with an advertisement in the December edition of IRJ.



IRJ at InnoTrans 2026

InnoTrans, the world's largest railway industry exhibition and trade show is returning in 2026, and IRJ will be with you every step of the way.

- Four IRJ issues dedicated to InnoTrans: The July, August and September editions of the magazine will include features focusing on the major themes of the exhibition, and will be **distributed from our stand** in Hall 6.2. The September edition will also include our comprehensive **preview of the show** while the November edition will include a **full review**.
- Online coverage: IRJ editors will post **regular updates** on railjournal.com in the lead-up and during the exhibition itself. We will produce a **live feed** of all the major highlights as our team of journalists tour the exhibition and attend the major events.
- Email: Subscribers will receive a **daily InnoTrans newsletter**, providing a digest of the latest news from the event straight to their inbox (see p12).

This unprecedented coverage of InnoTrans 2026 also serves to maximise exposure to advertisers, helping you to **stand out from the crowd** and generate excitement about your exhibit and/or services ahead of, during and after this colossal event. Speak to your sales representative about how we can tailor a specialist marketing package to help you achieve your objectives for the show.



4 Dedicated Issues



Daily Newsletter



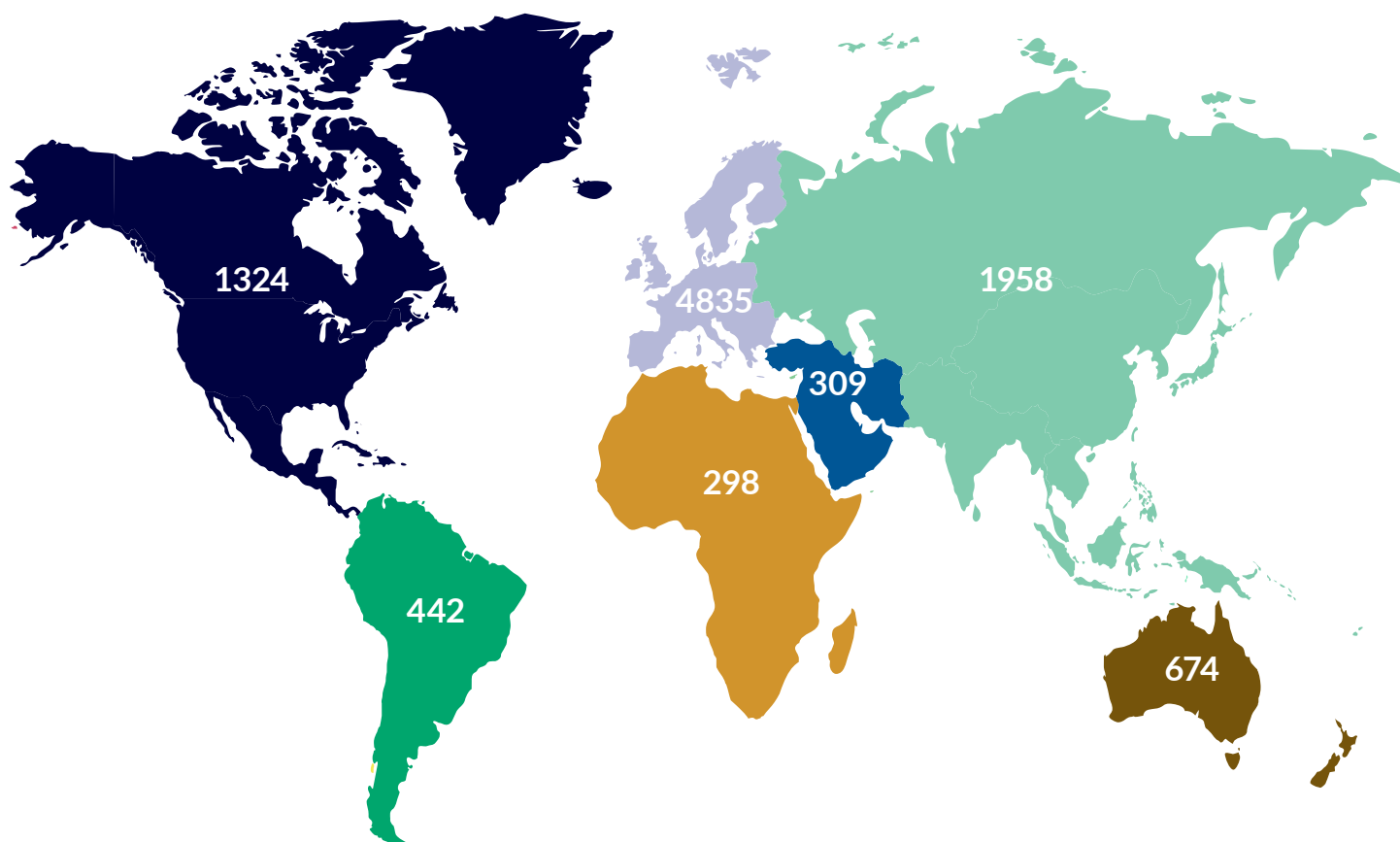
Comprehensive Online News



Your guarantee to reach the right audience

IRJ has an average circulation of 10,652 railway professionals working in 132 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
 Britain: 1052
 France: 396
 Germany: 504
 Italy: 402
 Spain: 490
 Other: 1727
 Total: 4835
 (47.9%)

NORTH AMERICA
 Canada: 436
 Mexico: 54
 United States: 834
 Total: 1324
 (13.1%)

CENTRAL AND SOUTH AMERICA
 Argentina: 86
 Brazil: 203
 Total: 442 (4.4%)

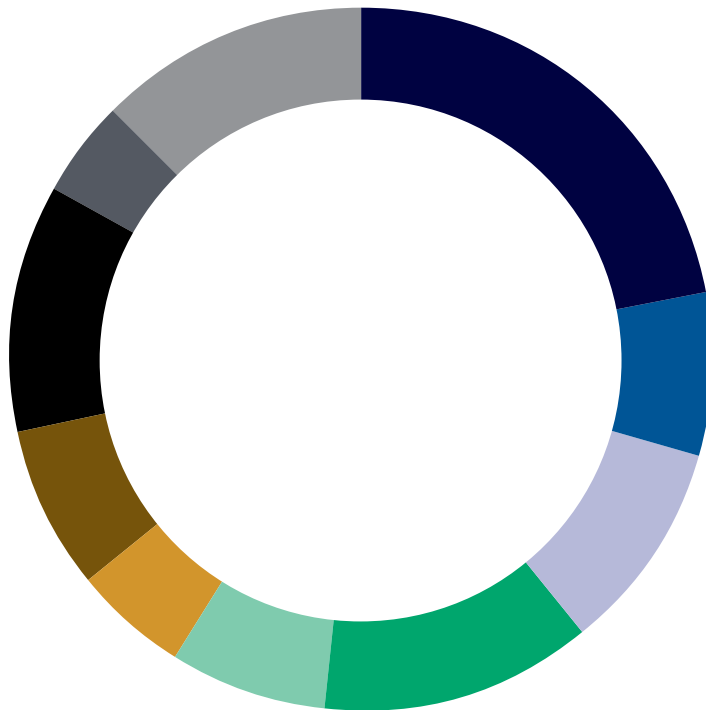
ASIA
 China: 99
 Japan: 139
 Korea: 90
 Hong Kong: 95
 India: 749
 Indonesia: 77
 Malaysia: 124
 Philippines: 83
 Singapore: 168
 Thailand: 72
 Total: 1958
 (19.4%)

AUSTRALASIA AND PACIFIC
 Australia: 612
 New Zealand: 58
 Other: 4
 Total: 674
 (6.7%)

AFRICA
 Egypt: 41
 South Africa: 115
 Total: 370 (3.7%)

MIDDLE EAST
 Middle East
 Saudi Arabia: 61
 UAE: 41
 Total: 237 (2.3%)

Reach an engaged audience of railway professionals

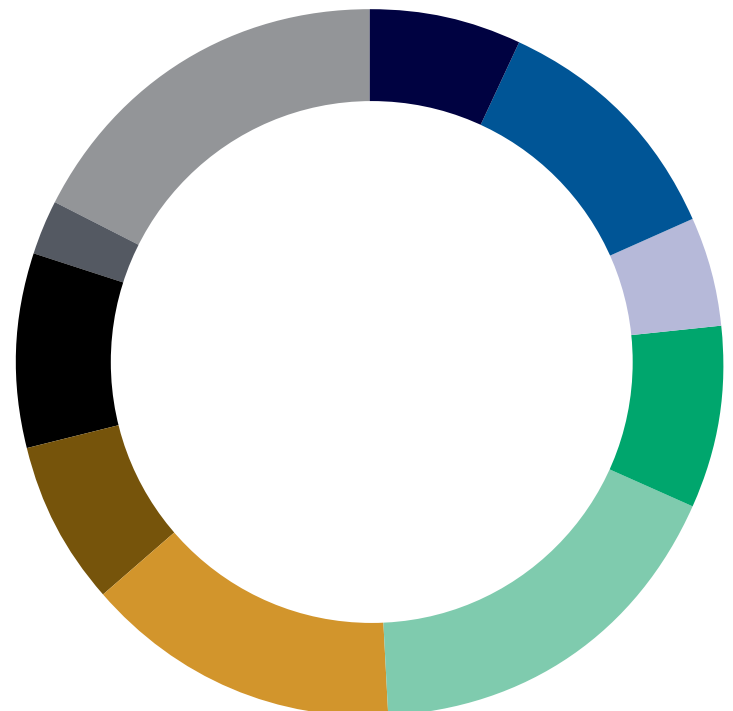


Job Profile

- Executive, Finance, Accounting, Ministries: 18%
- Operating: 9%
- Commercial/Marketing: 10.4%
- Mechanical Engineering: 11.6%
- Civil Engineering/Track: 7.5%
- Electrical Engineering: 5.6%
- Signalling and Telecoms: 7.9%
- Project Management and Consulting: 10.4%
- Planning/Strategy: 4.3%
- Other: 15.2%

Business Sector

- Freight operators: 12.4%
- Passenger/transit operators: 14%
- Both freight and passenger operators: 13.5%
- Infrastructure managers: 7.5%
- Construction/Engineering/
Planning companies: 16.4%
- Equipment manufacturers: 13.5%
- Product/service suppliers: 6.7%
- Consultancy: 5%
- Regulatory Authority: 2.6%
- Other: 8.4%



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
\$4,135	\$3,740/mo	\$3,325/mo	\$2,930/mo	\$2,530/mo

Below the fold, 728x90 pixels or 300x250 pixels

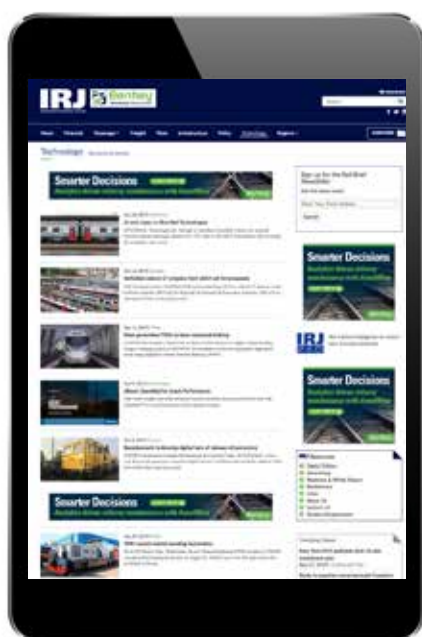
1 month	3 months	6 months	9 months	12 months
\$3,635	\$3,225/mo	\$2,825/mo	\$2,415/mo	\$2,020/mo

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

\$6,050/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 31,000 email subscribers, who receive IRJ Rail Brief direct to their inbox every Thursday.

Full banner

468x60 pixels:
\$2,520 per month

Skyscraper

160x600 pixels (one unit available)
\$3,640 per month

Leaderboard

728x90 pixels (one unit available)
\$4,160 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 30,000 railway industry professionals.

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



Full banner

468x60 pixels:
\$4,110 per month

Skyscraper

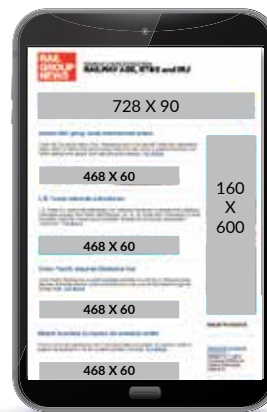
160x600 pixels:
\$5,290 per month
(one unit available)

Leaderboard

728x90 pixels:
\$7,780 per month
(one unit available)

IRJ Rail Brief at InnoTrans 2026

IRJ will once again offer a daily Rail Brief newsletter on each day of InnoTrans from September 22-25 2026. The newsletter will compile the best of IRJ's content from the show and will be delivered directly to 32,000 subscribers. Advertisers are encouraged to book their slots well in advance to avoid disappointment.



Full banner

468x60 pixels:
\$2,850 for four days

Skyscraper

160x600 pixels:
\$3,950 for four days
(one unit available)

Leaderboard

728x90 pixels:
\$4,950 for four days
(one unit available)

Custom Email Campaigns

Present your latest news, product or service, or demonstrate thought leadership, through a custom email to IRJ's database of rail professionals.

Custom emails are a highly effective way of engaging with IRJ's audience. They enable you to leverage the strength of the IRJ brand while delivering a message tailored to your needs. We offer detailed metrics for your email.

Custom emails work effectively as a standalone marketing initiative, or as part of a package. Speak with your sales representative (p19) for possible options and a quote.



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 provide the HTML file and subject line seven days prior to deployment date to Leia Sills at: lsills@sbpub.com

Sponsored Content

Sponsored Content Package

Sponsored content is proving an increasingly popular and effective way of reaching IRJ's audience of global rail professionals. It enables advertisers to tell a powerful story about their brand and present success stories in long-form articles that are integrated with IRJ's editorial content.



IRJ Website

A high-visibility post featured on our homepage and/or a relevant channel will promote the content. 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: \$8,275



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.



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: \$4,325

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

Work alongside IRJ editors to produce a sponsored podcast that aligns with your marketing message. Custom podcasts can be up to 20 minutes in duration and usually comprise an interview with a key company leader by an IRJ editor. In addition to the content messaging, there is the option to include 30-second intro and outro ads at the start and end of the podcast to promote your company's products and services.

The podcast is available to listen through a dedicated story posted to the IRJ website as well as a direct email, content for which is supplied by the sponsor. The podcast is also distributed through our Rail Group on Air channel available on Apple Podcasts, Google Play and Sound Cloud.

Rate: \$6,945

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: \$5,680/month; 2 months minimum recommended



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): \$14,820 4-colour
Inside front: \$13,340 4-colour
Inside back: \$11,855 4-colour
Outside back: \$13,340 4-colour
Centre spread or specified positions: 20% supplement

CLASSIFIED

Per unit (88mm x 25mm): \$615
12 consecutive insertions \$5,330

APPOINTMENTS

Contact your sales representative

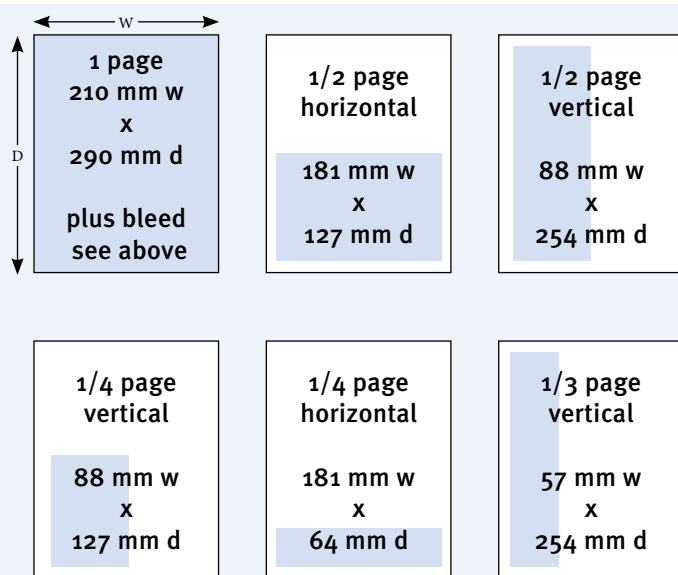
IRJ DIGITAL EDITION

Prices applicable to our print advertisers.
Activate up to 3 links in your ad: \$885
Insert a video file: \$3,525
Insert an audio file: \$3,525
Insert 2 pages near advertisement: \$1,090
Animate your advertisement: \$1,090
Sponsored issue: \$4,595
Belly bands, cover wraps, tabs, gatefolds and business reply cards: \$1,320
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.



ADVERTISEMENT SERIES RATE PER INSERTION

	1x	3x	6x	9x	12x
1 page					
4 colour	\$10,585	\$10,295	\$10,155	\$10,010	\$9,850
2 colour	\$9,340	\$9,185	\$8,960	\$8,675	\$8,365
mono	\$8,440	\$8,295	\$8,150	\$8,005	\$7,855
1/2 page					
4 colour	\$8,440	\$8,295	\$8,150	\$8,005	\$7,855
colour	\$6,960	\$6,665	\$6,455	\$6,310	\$6,140
mono	\$5,995	\$5,850	\$5,710	\$5,565	\$5,405
1/4 page					
4 colour	\$5,565	\$5,405	\$5,255	\$5,110	\$4,970
colour	\$4,080	\$3,920	\$3,775	\$3,635	\$3,490
mono	\$3,255	\$3,110	\$2,965	\$2,820	\$2,675
1/3 page					
4 colour	\$6,310	\$6,140	\$5,995	\$5,850	\$5,710
2 colour	\$4,735	\$4,590	\$4,445	\$4,300	\$4,155
mono	\$3,850	\$3,700	\$3,555	\$3,410	\$3,255

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

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