



# INTERTRAFFIC WORLD

*Intertraffic World* is dedicated to the technologies and services that make up the transportation systems of today. *Intertraffic World* magazine is produced in a collaboration between the organisers of Intertraffic events and the publishers of *TTi* magazine. *Intertraffic World* is a 200+ page, perfect-bound, highly informative magazine that is distributed to **over 40,000** engineers, specifiers and key decision makers worldwide.

**Special Intertraffic 50th Anniversary Edition (1972-2022)**



**2022  
Showcase**

To be published  
December 2021

## MEDIA INFORMATION

[www.intertraffic.com/intertraffic-world-magazine](http://www.intertraffic.com/intertraffic-world-magazine)

INFRASTRUCTURE • TRAFFIC MANAGEMENT • SAFETY • PARKING • SMART MOBILITY



## Readership profile of *Intertraffic World 2022*

### Organisations:

- Transportation departments/DOTs
- Local or regional authorities
- Transportation consultants and engineering firms
- Parking operators
- Airports
- Highways agencies and road operators
- Road builders and construction companies
- Police departments, traffic law enforcement and parking enforcement agencies
- Systems integrators, manufacturers and technology suppliers
- National and local government
- Road safety organisations and research institutes
- Road designers

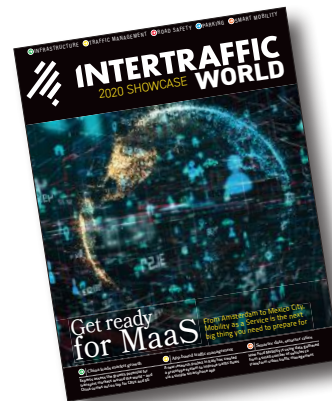
### Position:

- CEO/president/managing director
- Technical director/manager
- Head of department
- Engineering director/manager
- Consultant
- Head of ITS
- Planning director/project management
- Operations management
- Head of infrastructure planning and maintenance
- Sales and business development
- Researcher/analyst
- Head of procurement
- Government transportation ministers and policy makers



“The teaming up of MA Business, the world’s leading technology magazine publisher, and Intertraffic, the world’s biggest series of traffic technology and mobility events, gives rise to an excellent opportunity for equipment manufacturers and technology vendors in this sector”

Simon Hughes, Publisher, MA Business



From the publishers of tti  
**tti**  
 traffic technology international  
**Intertraffic World:**  
 a joint publication  
 by Intertraffic  
 Worldwide Events  
 and MA Business Ltd



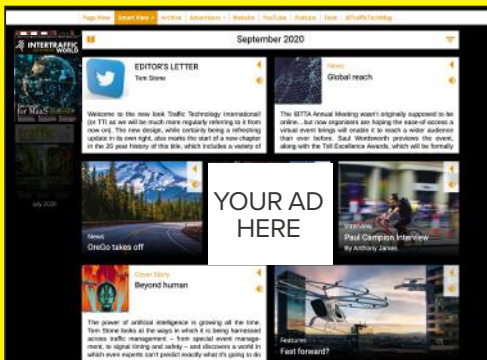
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# YOU GET...

## PRESENTATION PAGE



## LILY AD



## AUGMENTED CONTENT



# AND MORE...

# DIGITAL EDITION SPONSORSHIP

## Premium opportunity

As well as the print edition, *Intertraffic World 2022* will be distributed as an all-new, enhanced digital edition. This fully interactive, smart-device optimised interface provides a richer editorial experience through added audio and video content, as well as extra text and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. One print advertiser will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

- 1) A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
- 2) Two 'interstitial ads'. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily ads' which appear in the Smart View, optimised for mobile devices
- 3) A logo and sponsor message in an email blast sent at the time of digital publication
- 4) The opportunity to augment ads or articles with embedded video content

Additional digital augmentation opportunities, such as video and audio, are also available to any advertiser booked into the print edition.

Prices on request



## Content

Like the show, *Intertraffic World* is divided into key transport disciplines:

• **Infrastructure** • **Traffic Management** • **Safety** • **Parking** • **Smart Mobility**

This unique publication builds on the technologies and concepts displayed at Intertraffic events, with highly focused articles and technical papers on the latest developments within traffic management, safety, infrastructure and parking. From vehicle detection, parking payment

machines and road restraint systems, through to connected vehicle systems and smart highways, *Intertraffic World* offers readers complete solutions for their next road development project, and is a must-read for any city planner, DOT or road traffic engineer.



## Opportunities in *Intertraffic World*

*Intertraffic World 2022* will be a 200+ page fully illustrated publication written by the industry for the industry. Selected suppliers will be invited to contribute a technical white paper and, in some instances, will be the subject of a major case study or interview. These in-depth features will be supported by independently commissioned papers from the experts operating the world's most innovative DOTs, parking facilities and highways agencies. Due to limited opportunities, all industry supplier editorial contributions will be supported by either a full-, half- or double-page advertisement that will be allocated on a first-come, first-served basis.

**Prices from €3,950, with editorial opportunities included (editorial space allocated in addition to advertisement pages, as available)**

## Contact us

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