



INTERTRAFFIC WORLD

**2024
Edition**

To be published
December 2023

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 50,000** engineers, specifiers and key decision makers worldwide.

As well as the print edition, *Intertraffic World 2024* will be distributed as an 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.



MEDIA INFORMATION

www.intertrafficworld.com

INFRASTRUCTURE • TRAFFIC MANAGEMENT • SAFETY • PARKING • SMART MOBILITY



Readership profile of *Intertraffic World 2024*

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”

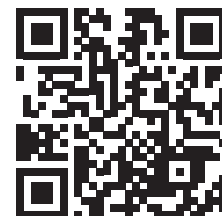
Simon Hughes, Publisher, MA Business



From the publishers of tti



Intertraffic World:
a joint publication
by Intertraffic
Worldwide Events
and MA Business Ltd



Log onto the Intertraffic website for more information, subscription details and back issues

www.intertrafficworld.com

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 2024 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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“With *Intertraffic World* we maximise the exposure under the brand name Intertraffic for our clients.”

Carola Jansen-Young
Senior Brand Marketing Manager, Intertraffic
Worldwide Events

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Advertisement rates and sizes

Rates

Half-page - €3,950

Full page - €5,495

Double-page spread €6,950

Digital embedded video €750

Sizes

Half-page (Horizontal) - 183mm (width) x 115mm (height)

Half page (Vertical) - 90mm (width) x 250mm (height)

Full page 215mm (width) x 275mm (height)
+ 3mm bleed on all sides

Double page spread 430mm (width) x 275mm (height)
+ 3mm bleed on all sides



Editorial opportunities included in price, subject to availability (editorial space allocated in addition to advertisement pages)

• *Special positions available (covers, facing contents, etc) – prices on application*

Contact us

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