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.

www.intertrafficworld.com
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

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

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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

www.intertrafficworld.com
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

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