

NEW FOR 2011

Parking & Traffic MANAGEMENT

A BRAND-NEW supplement jointly produced by **PARKING TODAY** and **ITS International** – a unique collaboration combining editorial expertise from two vitally important infrastructure management sectors

PUBLISHED
SEPTEMBER
2011



To the uninitiated, parking and urban traffic control can appear worlds apart. Certainly, the two disciplines often ignore each other and fail to recognise the synergies which exist between them. The reality is that the two are inextricably linked and common cause exists when it comes to addressing pressing transportation issues, such as congestion and environmental impact.

Parking & Traffic Management is a new supplement, co-published by *PARKING TODAY* and *ITS International* magazines, which will examine at how these two worlds are converging. The technology and strategic/operational aspects will be considered, both discretely and jointly, in a publication which will serve to underline that the many apparent differences are perhaps not as great as they may at first seem.



Parking & Traffic Management will look at the following major areas:

- Public Private Partnerships – toll roads, skyways, enforcement and parking
- Technology – parking guidance, AVI, ANPR, robotic garages and improving environmental performance
- Parking and revenue – should parking policy be driven by local authorities' need for revenue, or by the need to protect and nurture parking as an asset?
- The conundrum – is parking the end of the road, or a bridge to other transportation services?
- Airports – parking and monitoring taxi/shuttles with ANPR/AVI
- Showcase locations

**TOTAL
CIRCULATION:
65,000 COPIES
WORLDWIDE**

BONUS DISTRIBUTION AT

- IBTTA, Berlin
- Intertraffic India
- ITS World Congress, Orlando
- Expo Parking 2011, Brazil
- Gulf Traffic, Dubai

Editorial Excellence

Parking & Traffic Management is a collaboration between the two leading magazines in the parking and transport infrastructure sectors. John Van Horn, Editor of *PARKING TODAY* and Jason Barnes, Editor of *ITS International* are widely respected within each of their respective industries. And for the first time are bringing their expertise and authority together to bring you a unique supplement that shows the convergence of these seemingly separate areas.

Produced as a collaboration between



John Van Horn



Jason Barnes



Communicating where it matters

If your company is active in this sector, it needs to advertise in the **Parking & Traffic Management** supplement. If you would like to contact the editors directly to discuss your project or product offerings, please email John Van Horn at jvh@parkingtoday.com or Jason Barnes at itseditor@ropl.com

Circulation Details

Parking & Traffic Management will deliver unparalleled distribution to key buyers and influences globally:

- 15,000 printed copies distributed with the October issue of *PARKING TODAY* and selected copies of the September/October issue of *ITS International*
- Bonus distributions provide at IBTTA, Berlin, Intertraffic India, ITS World Congress, Orlando, Expo Parking 2011, Brazil and Gulf Traffic, Dubai

PLUS 50,000 digital editions will also be distributed to selected individuals from the respective publication digital databases

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Advertisement Rates

	US\$	€
Full Page	5,000	3,500
Half Page	3,500	2,450
Quarter Page	2,300	1,600

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Page (mm)

Bleed: 305 x 218
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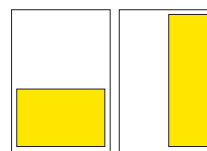


Page (Inches)

Bleed: 12 x 8 9/16
Trim: 11 3/4 x 8 1/4
Type Area: 10 x 7 1/4

Half Page (mm)

Horizontal: 124 x 184
Vertical: 256 x 92



Half Page (Inches)

Horizontal: 4 7/8 x 7 1/4
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Quarter Page (mm)

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Quarter Page (Inches)

Horizontal: 2 3/8 x 7 1/4
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For any other requirements or further information please contact:

John Van Horn
Editor, *PARKING TODAY*
Email: jvh@parkingtoday.com
Tel: +1 310 390 5277 ext 2

Marcy Sparrow
Sales Manager, *PARKING TODAY*
Email: marcy@parkingtoday.com
Tel: +1 310 390 5277 Ext 1

Andrew Barriball
Publisher, *ITS International*
Email: abarriball@ropl.com
Tel: +44 1322 612057
Mobile: +44 7768 178162

Daniel Emmerson
Sales Manager, *ITS International*
Email: demmerson@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819