

# Media Information 2012

www.itsinternational.com



Website



eNewsletter



Daily News



Magazine

- 2 Editorial Excellence
- 3 Audited Circulation
- 4 Circulation Breakdown
- 5 The Best Magazine - Again
- 6 Editorial Features
- 7 Specials and Supplements
- 8 First choice for major ITS events
- 9 E-Media

**The application of technology to make road operations more effective is nothing new – the world's first traffic lights were installed in the UK's capital, London, as far back as the 1860s. However, things have changed beyond recognition in the near-century and a half since then.**

Tactical management of traffic at a single intersection has evolved into strategic management spanning whole countries and continents and, over the last three decades, a whole new industry has sprung up to service this market.

This, the Intelligent Transport System (ITS) industry, is now well established and even within the relatively short time it has existed has evolved significantly, tracking, adopting and adapting the latest technologies from the ICT, automotive and consumer electronics sectors. Monolithic control systems have been or are rapidly being replaced by highly intelligent, distributed systems and we now stand on the verge of perhaps the most significant change ever in transport networks' operation, whereby the very vehicles and people who use them become a major part of the information gathering and provision function.

Established in 1995, *ITS International* is published 6 times per year and is available in Global and NAFTA editions. Both include the TransMart section which provides a series of dedicated articles that illustrate the benefits of multimodal transport systems in urban environments.



## The editorial team

*ITS International* has an editorial team that is unrivalled in terms of its experience and industry expertise. It is uniquely able to evaluate information and use it to deliver authoritative comment and accurate analysis to our readers, helping them to make informed business decisions. *Jon Masters* is the new editor of *ITS International* and brings with him 14 years of dedicated business-to-business publishing experience across several sectors, including ITS. *Jason Barnes* becomes the Technology Editor to focus on the latest innovation within the sector and to explore whether present Government policy enables it to be effectively implemented, or not. *James Foster* continues as News & Products Editor both for print and the website. He also compiles the Associations pages and generates the popular and highly informative Cost Benefit Analysis reports showing the value added worth of ITS in action. *David Crawford* oversees the TransMart section, which addresses the implementation of multi-modal transportation to the ITS arena.

## Informed Authority

We guarantee high-quality editorial for our high-calibre readership. Articles are independently researched, written and selected on the basis of relevance, not vested interest. Consequently the editorial integrity of *ITS International* is unparalleled in the sector, which has resulted in it being the **best read and most requested industry magazine\***.

\* See page 5 for full details

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### What is the BPA?

BPA Worldwide was established in 1931 and is the world's most recognised independent auditing company for the publishing industry, serving over 2,000 B2B publications, 500 consumer magazines, plus newspapers, events, websites, databases and eNewsletters. The remit of BPA Worldwide, a not-for-profit organisation, is to protect advertisers from inaccurate or inflated circulation claims from publishers attempting to secure advertising support.



\*ITS International, for the 6 month period ending June 2011. For further information visit [www.bpawww.com](http://www.bpawww.com)

\*\* Research results from Intertraffic Amsterdam 2010. See page 5 for further details.

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The comprehensive nature of the audit process provides our advertisers with the absolute certainty that the magazines are circulated exactly where we claim, and that every possible check has been made on their behalf by BPA Worldwide to ensure this is so. In short, it allows them to invest in our products with total confidence.

The audit verifies whether circulation claims are accurate, the supporting data is correct, and only those who genuinely qualify under the terms of the controlled circulation receive copies of the publication. Qualification is measured in auditable terms by the standards or qualifications employed by the publisher in determining who will receive the publication.

ITS International has the largest circulation of any international title serving the global sector. It averages a circulation of **22,252\*** per issue. Therefore, when you need to promote your company or its products and services, ITS International is the most targeted, accurate and cost effective means to achieve your objectives.

### Advertise here to get increased sales ...

As the **widest circulating, best read\*\* and most requested** international magazine in the sector, ITS International is unquestionably the most effective vehicle in which to promote your business, heighten your visibility and increase your sales opportunities.



**ITS International has the largest circulation of any international title serving the sector. It circulates 22,252\* copies per issue.**

	ITS International	Thinking Highways	Traffic Technology International
Sources	June 2011 BPA Worldwide Circulation Statement	June 2011 BPA Worldwide Circulation Statement	December 2010 ABC International Certificate of Circulation
Total Average Qualified Circulation*	<b>22,252</b>	20,234	10,964
Total Audited Circulation (Single audit issue)	<b>22,419</b>	20,469	17,429
Total Direct Requests and/or Membership Benefit – within 1 year	<b>11,081</b>	1,478	875
Total NAFTA (USA, Canada & Mexico)	<b>12,001</b>	12,064	8,322
Europe	<b>6,666</b>	6,626	6,485
Asia/SE Asia/Pacific Rim	<b>2,452</b>	975	1,781
Middle East/Africa	<b>966</b>	530	491
Central and South America/Caribbean	<b>334</b>	274	350

Source: June 2011 BPA Worldwide Circulation Statements. For further information visit [www.bpawww.com](http://www.bpawww.com)

Source: Figures provided are the latest available. For further details visit [www.abc.org.uk](http://www.abc.org.uk)

**Only ITS International provides a detailed analysis by establishment type enabling you to make informed business decisions.**

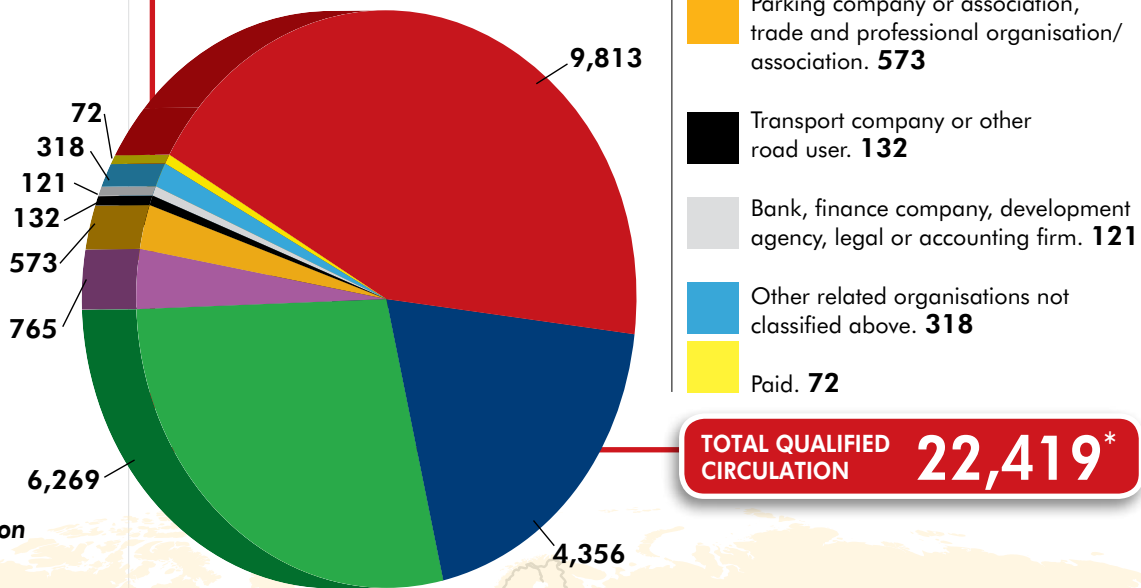


## Business Breakdown of ITS International – BPA Worldwide Circulation Statement June 2011

### Business Classification

- National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator, road owner/operator and law enforcement agency. **9,813**
- Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice. **4,356**
- Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies. **6,269**
- Research, education or training establishment. **765**
- Parking company or association, trade and professional organisation/association. **573**
- Transport company or other road user. **132**
- Bank, finance company, development agency, legal or accounting firm. **121**
- Other related organisations not classified above. **318**
- Paid. **72**

\*ITS International, circulation for May/June 2011 issue. For further information visit [www.bpaww.com](http://www.bpaww.com)



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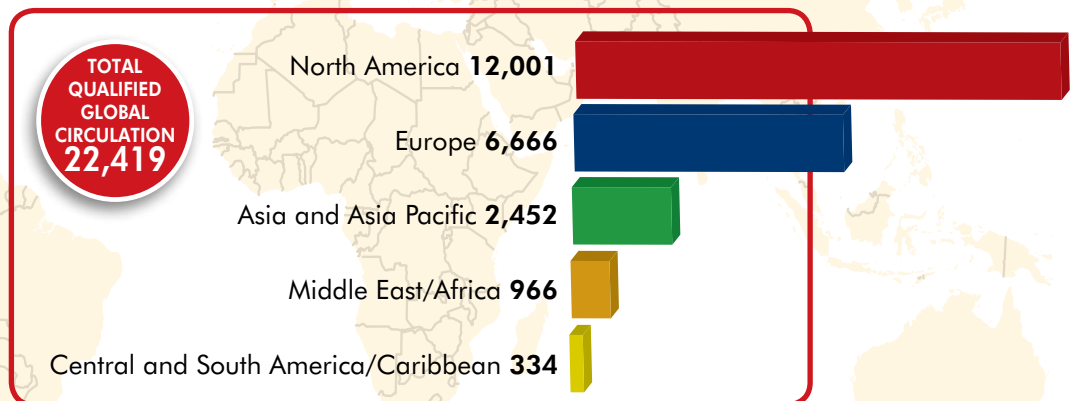
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## Geographical Breakdown of Qualified Circulation: ITS International May/June 2011



# The Best Magazine in the Sector – Again



THE  
**LARGEST**  
CIRCULATING

THE  
**MOST**  
REQUESTED

THE  
**BEST**  
READ

**ITS International is officially the largest circulating, most requested and best read magazine in the industry. All of which can be substantiated.**

## No. 1 for the largest circulation

ITS International has the largest circulation of any international title serving the sector. It circulates an average of **22,252\*** copies per issue.

## No. 1 for the most requested

ITS International has **9,961\*** requested subscribers - the highest total for audited international magazines within the sector.

## No. 1 for the best read international magazine in the sector

Amsterdam Rai, the show organiser of the world leading Intertraffic Amsterdam exhibition, has released the results of the 2010 International Visitor Research. One of the areas that this comprehensive post-show study addresses is which trade magazines their visitors most frequently read.




For the 5th consecutive event (i.e. since Intertraffic 2000), *ITS International* is rated as THE most widely and frequently read publication by this highly informed audience. Once again *ITS International*, followed by its sister title *World Highways*, tops the list providing advertisers with unparalleled exposure to the global transportation sector.

\*June 2011 BPA Worldwide Circulation Statement. For further information see [www.bpaww.com](http://www.bpaww.com)

## The research results from Intertraffic Amsterdam 2010:



Visitors were asked to specify which international magazines they regularly read

	<b>ITS International</b>	<b>24%</b>
	Traffic Technology International	14%
	Thinking Highways	10%

*ITS International's* sister publication *World Highways* came second with 21%. Results from research carried out at Intertraffic Amsterdam, March 2010, from 1384 responses.

## No. 1 for major ITS events around the globe

Along with all of the above reasons to choose *ITS International*, we are also the first choice official publisher for Intertraffic Amsterdam, ITS America and ITS World Congress, producing their show publications and catalogues year after year. Their reputation is important to them and they know we offer their exhibitors and visitors consistent excellence and value at every event.



## ITS International Supplements

Each year, ITS International produces focused supplements providing analysis of industry sectors and regions. See page 8 for further details.

## January/February

- Enforcement 1
- Weigh in motion
- Detection & monitoring
- Travel information 1

### BONUS DISTRIBUTION:

- ITE 2012 Technical Conference, Pasadena, 4-7 March



## March/April

- Charging & tolling 1
- UTC
- Parking & access control
- Road infrastructure

### BONUS DISTRIBUTION:

- Intertraffic 2012 Amsterdam, 27-30 March
- ITS Asia Pacific, Malaysia, 16-18 April
- TRA 2012 (Traffic Research Arena), 23-26 April, Athens



## May/June

- Enforcement 2
- Work zone & portable ITS
- GIS & mapping
- Traffic operations (incl. control room technology and incident management)

### BONUS DISTRIBUTION:

- ITS America Annual Meeting, Washington DC, 21-23 May



## July/August

- Charging & tolling 2
- Weather warning/winter maintenance
- Tunnel & bridge management
- Wireless & fixed communications
- Data collection

### BONUS DISTRIBUTION:

- ITE Annual Meeting, Atlanta, 12-15 August
- IBTTA Annual Meeting, Orlando, 9-12 September



## September/October

- Enforcement 3
- Detection & monitoring
- In-vehicle systems & services
- Travel Information 2

### BONUS DISTRIBUTION:

- ITS World Congress, Vienna, 22-26 October



## November/December

- Charging & tolling 3
- Machine vision
- Safety & security
- GPS/GNSS

### BONUS DISTRIBUTION:

- Gulf Traffic 2012, Date and venue TBC



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Each year, ITS International produces focused supplements providing analysis of industry sectors and regions. With insight from our expert editorial team, these supplements ensure our subscribers receive important coverage of specific topics and areas of interest and offer advertisers a unique cost-effective way of reaching a targeted audience.

These special supplements are offered to readers in both printed and digital formats.



TOTAL CIRCULATION  
**65,000**  
COPIES  
WORLDWIDE

## Safety & Security for Road Infrastructure

**PUBLISHED: March & October 2012**

The UN Decade of Action for Road Safety is intended to tackle the spiralling death toll on the world's roads. From 2011 to 2020, improving road safety is a key focus for the UN. According to data, more than 1.3 million people die in road accidents/year and the problem is getting worse. There are specific areas where the problem needs to be addressed in particular, as around 90% of road fatalities occur in emerging and developing countries. The mixture of population growth and higher numbers of vehicles due to rising incomes are proving a deadly combination, as infrastructure and the regulatory environment have difficulty keeping pace.

The *Safety & Security* supplements, which bring together the combined expertise of *ITS International* and *World Highways* tackle this huge and vitally important subject head on.



TOTAL CIRCULATION  
**90,000**  
COPIES  
WORLDWIDE

## Sustainability for Road Infrastructure

**PUBLISHED: September 2012**

Mobility is an indispensable commodity, underpinning as it does all aspects of our lives. However, demand continues to increase dramatically and this makes any attempt to reduce its effects on our surroundings a complicated task; simply curtailing mobility is not an option, and so different ways must be found to lessen the environmental consequences of moving goods and people.

*Sustainability for Road Infrastructure*, now in its third year of publication, continues to track and report on the latest developments intended in road building, maintenance and operation. This edition will look at the complex policies, legislation and technologies needed to cope with the increasing burdens that growing populations and aspirations place on our world.



TOTAL CIRCULATION  
**65,000**  
COPIES  
WORLDWIDE

## Parking and Traffic Management

**PUBLISHED: October 2012**

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.

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* 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.



TOTAL CIRCULATION  
**31,000**  
DIGITAL EDITIONS  
WORLDWIDE

## Software for Road Infrastructure

**PUBLISHED: December 2012**

Construction software has come a long way since the 1980s when the first purpose-developed programs were devised and the benefits to the user have multiplied. Employing the latest sophisticated software can boost efficiency, speeding the design process, reducing the need for reworking, cutting project time and slashing overall costs. These latest innovations allow engineers to accurately simulate and evaluate complex projects in minute detail, prior to any physical construction activity taking place.

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Figures quoted using Publisher's own data.

# First choice for major ITS events in 2012



**Intertraffic**  
AMSTERDAM

**ITS AMERICA**

Vienna 2012

**OFFICIAL**  
MEDIA PARTNER  
ITS INTERNATIONAL

Intertraffic Amsterdam, ITS America and ITS World Congress all choose ITS International to produce their official show publications year after year. Their reputation is important to them and they know that ITS International can offer their exhibitors and visitors consistent excellence and value at every event.

## ITS International is the first choice official publisher for the major events around the globe in 2012.

### Official Previews

Published prior to the show to enable exhibitors to generate pre-event publicity and visitors to plan who they must see. Published as a stand-alone magazine and distributed with *ITS International* and *World Highways* magazines. The **Official International Previews** are essential reading for anybody wanting to make the most of their time at events.



### The Daily News

The *Daily News* is distributed to all onsite attendees. Each edition is crammed full of news, product announcements and interviews with leading industry figures, supported by stunning onsite photography. This results in *The Daily News* being the ultimate communications mechanism for exhibitors wishing to encourage delegates to their booths. Advertisers receive 1 insertion per day, x3 days and are prioritised for editorial coverage.



### ITS America Final Program & Exhibitor Directory (FP&ED)

Copies of the *FP&ED* are distributed to onsite attendees from the Registration area and in delegate bags at the ITS America Annual Meeting. It contains all the essential conference information, such as session topics, speakers, times, dates and locations. In addition, it provides full exhibitor information including addresses, contact data, booth numbers and company profiles.

The content ensures the *FP&ED* will be regularly referred to by all participants throughout the week, thus it represents a fantastic advertising opportunity for exhibitors.

### Daily News Online and eNewsletters

There will always be visitors who want to attend a show but can not make it for a host of different reasons. While nothing beats being onsite, *ITS International* will ensure they do not miss out entirely. Each evening the entire content of *The Daily News* will be distributed as an eNewsletter to our global database. Recipients will then be able to access all the leading news items and product launches with just one click. This takes them to [www.dailynews-online.com](http://www.dailynews-online.com) where they can read full reports, view the pictures and even link directly to the websites of the companies they are interested in! Whether all your customers make it to these shows or not, there's no reason why they cannot read about your company and its product offering online!



Please contact our team for full details.

Figures quoted using Publisher's own data.



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## Direct to 40,000\* industry professionals

In today's hectic working environment, publishers must be capable of delivering information to subscribers in a variety of formats. Advances in technology enable content to be delivered directly to the desktop at the touch of a button. This immediacy and convenience makes the eNewsletter a popular option amongst our subscribers, especially for receiving time-sensitive information.

Sent every two weeks to our database of 40,000 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience. As well as Side Banner and Sponsorship Banner packages we also offer a New Product/Events launch package option. If you have a special announcement to make you can take a package that includes a Sponsorship Banner and a Press Release of your choice, included under the sponsored link section. This provides a direct link to your website and can maximise your impact across the sector.

## Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people that have subscribed to one of our print magazines, eNewsletters or Daily News online bulletins, or have attended an industry event where we have supplied the official communications, or who are members of a relevant professional industry association. By adopting this policy, you can be sure that any promotion on one of our eNewsletters is reaching a qualified and receptive audience which has asked to receive eCommunications from us... and therefore represents a good return on your investment.

### eNewsletter dates

### Plan your campaigns now for 2012...

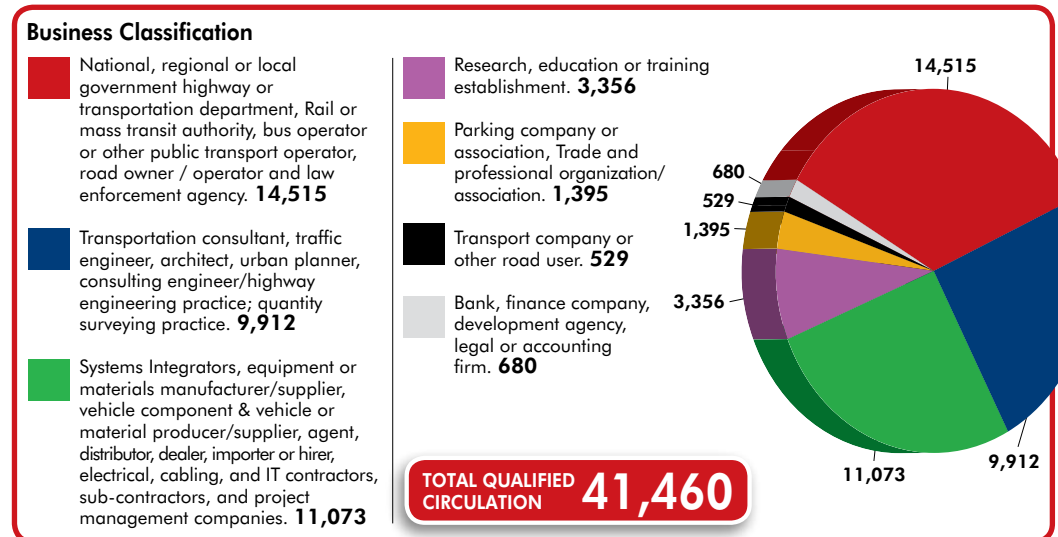
- 5 / 19 January
- 2 February
- 1 / 15 March
- 12 / 26 April
- 7 / 21 June
- 5 / 19 July
- 2 / 16 / 30 August
- 13 September
- 11 October
- 8 / 22 November
- 6 / 20 December

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## ITS International eNewsletter circulation



### Side Banner

- 162 pixels x 162 pixels dimension

### Sponsorship Banners

- 597 pixels x 95 pixels dimension

### Press Release option for New Product/Event Launch (Rate also includes Sponsorship Banner)