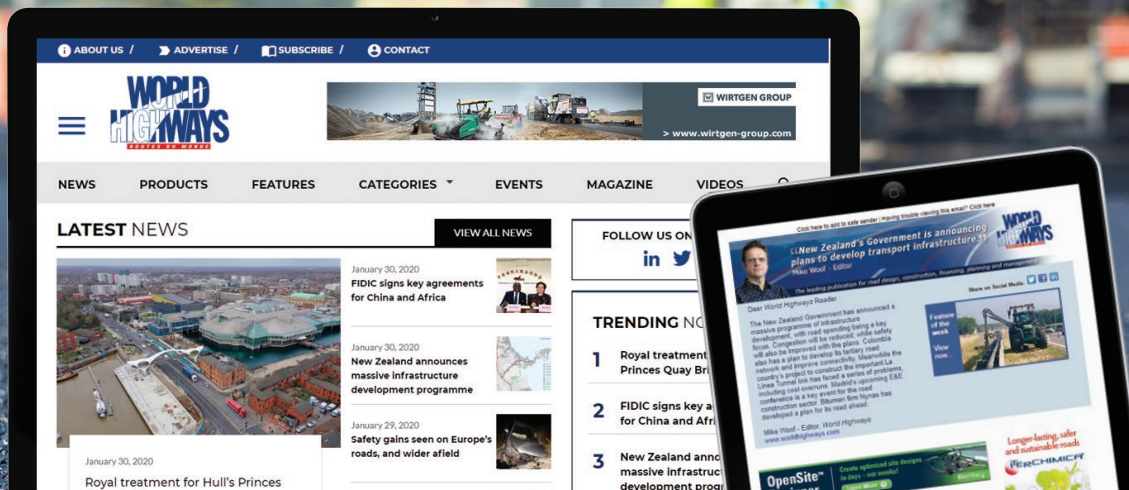


DIGITAL MEDIA KIT 2020

www.worldhighways.com



NEW FOR 2020 **World Highways' NEW state-of-the-art website**

The newly designed *World Highways* website will bring you the very latest in website functionality, with the most up-to-date content available relating to the road construction and network management industries.

The site is fully optimised for desktop, tablet and mobile and has a growing social media audience.

The website is constantly being updated, by the editorial team posting new content daily.

Our bi-weekly eNewsletters deliver this content, and our advertisers' marketing messages, directly to the inboxes of more than 26,704 industry professionals worldwide.

www.worldhighways.com provides a comprehensive range of digital advertising formats to suit your budget and marketing objectives. These include Leaderboards, MPUs, Catfish, Video, plus Sponsored and Native content options.

Banner Opportunities

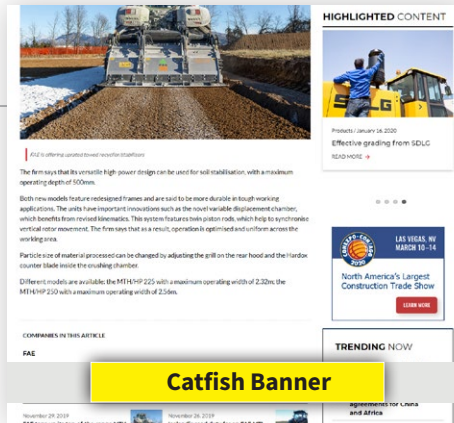
Special Position – Catfish Banner (One advertiser per month)

This is the most visible position on the website as it appears at the bottom of every page apart from the Homepage, where it reverts to position H. The Catfish Banner effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. Every visitor will see the Catfish Banner and they can either click on it to visit your website, or close it until their next website session. Either way, they will have seen your brand and read your message. This is the most impactful position on the website, as it is exclusive to one company per month.

Desktop size: 728 x 90

Responsive sizes:

300 x 100, 300 x 50, 600 x 75



The Catfish banner floats above published content on the website.

Banner Positions

A Leaderboard (Max 3x Advertisers)

One of the largest and most visible advertising positions. With a leaderboard you're always going to be top and centre across the entire website.

Desktop Size: 728 x 90

Responsive size: 300 x 100

B MPU (Max 5x Advertisers)

Very visible on the top right of the page across the entire website

Desktop/Responsive size: 300 x 250

C Mini MPU (Max 3x Advertisers)

Desktop/Responsive Size: 300 x 100

D MPU Premium Product Launch

(Max 1x Advertiser per month)

If you are launching a new product, this feature presents a fantastic opportunity. Included in the package is a product photograph(s) and up to 500-words of editorial content. This will receive prime positioning on the Homepage under the Products section and it will be integrated on every page of the website for one month.

Also included is a video and product data sheet for readers to view and a guaranteed 150 word editorial with photo, in the products section of the next printed edition of *ITS International* magazine.

Desktop/Responsive size: 300 x 250

E MPU (Max 5x Advertisers)

Desktop/Responsive size: 300 x 250

F Premium Video position

See Video Category on page 5

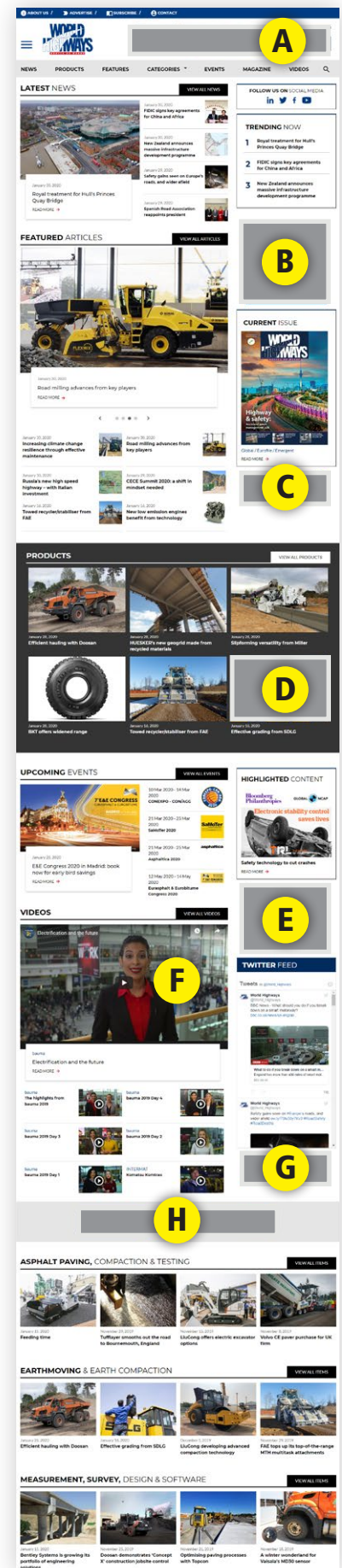
G Mini MPU (Max 5 advertisers)

Desktop/Responsive size: 300 x 100

H* Catfish Banner Leaderboard Banner

(Max 1x Advertiser)

Only on the Homepage and part of Catfish offering above.



Sponsored Content

In an industry that is permanently hungry for information, such as data sheets, case studies, and product data, content marketing can provide a new and exciting dimension to your campaign.

You can provide information that will help industry professionals in their jobs, while at the same time putting your company at the forefront as experts and thought leaders.

All sponsored content will appear in a prime position within the Features or Products sections for 1- month and then it will be archived and available for a further 12-months. It will be supported by promotion on the website, our eNewsletters and our growing social media audience.




Slipforming versatility from Miller

Miller Formless claims versatility for the latest versions of its concrete slipformers, the M-1000, M-8100 and top-of-the-range M-8800.

Concrete Paving, Compaction & Testing / January 20, 2020

SHARE    

The three slipformer models from Miller Formless share key features such as control packages and telematics systems

The three machines are all powered by Tier 4 Final emissions compliant diesels. The M-1000 has a diesel delivering 73kW while the M-8100 and M-8800 have diesels delivering 129kW. All three models are four-track machines that feature the firm's latest MFS control system, which includes a remote unit that allows the operator to stand in a position to best view the working area. In addition, the three machines are fitted with the necessary connections so that they are ready to use 3D control technology from key suppliers.

The machines can all be equipped with sophisticated telematics packages that can deliver real time data for remote monitoring. A wide range of options are available for all three models, including urethane and steel track pads and umbrella assemblies.

All three can be configured for right- or left-hand pouring. The versatile M-1000 can pour radii as tight as 610mm, as well as widths up to 1.52m, and measures just 2.59m wide for transport. Moving up in size, the



World Highways
@World_Highways
WH is the leading international magazine for road planning, design, construction, financing and management.     Subscribe to WH     bit.ly/2RPR43n

1,740 Following 2,306 Followers

Tweets Tweets & replies Media

World Highways @World_Highways · 20h
BBC News - What should you do if you break down on a smart m...



What to do if you break down on a smart motorway
England has more than 400 miles of smart motorway but many drivers still have questions about them.
 bbc.co.uk


World Highways @World_Highways · Jan 29
Safety gains seen on #Europe's roads, and wider afield ow.ly/7Shu50y7Kv3
    #RoadSafety #RoadDeaths

You might like

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Trends

- 1 -  [Hobbies and interests - Trend](#)
-  [ThursdayThoughts](#) 35.5K Tweets



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Sign up now to get your own pers...


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Home Posts Reviews Photos Groups Community Videos About

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Komatsu Construction innovative new WA475-10 wheeled loader benefits from an advanced driveline that combines both emission and powertrain systems, providing precise operation at low speeds and high power at high speeds, while also reducing fuel consumption. #Komatsu #WorldHighways #WheelLoader     

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Most relevant     

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Page transparency     

Basic feature

Included in the basic feature package:

- Images of your choice
- Supply 1500 words
- A video or download sheet integrated within your article
- Promoted on our social media and eNewsletters
- The feature will also appear on the homepage within the "features section"

Product launch

Included in the product launch package:

- An image of your choice
- Supply 300-500 words
- Promoted on our social media channels

Premium product launch

Included in the premium product launch package:

- An image of your choice
- Supply 300-500 words
- A video or download sheet integrated within your article
- Promoted on our social media channels.
- Featured in *World Highways* as a 150 word printed editorial, including a product photo

Premium feature

Included in the premium feature package

- Images of your choice
- Supply 1500 words
- A video or download sheet
- Promoted and boosted on our social media channels and eNewsletters
- The feature will also appear on the homepage within "featured articles" and under highlighted content on nearly every page within slider advert

Video

Video is the fastest growing digital medium, as it is one of the most effective methods of engaging your target audience.

We understand that it is costly to create a company &/or product video, so, having made that investment, it is imperative to have it seen by as many transportation professionals as possible.

Through our new website, *World Highways* can now offer many excellent opportunities to help you reach this important industry audience on a worldwide basis.

We can even help create your own product and corporate videos. See below for more details.

A Premium video position

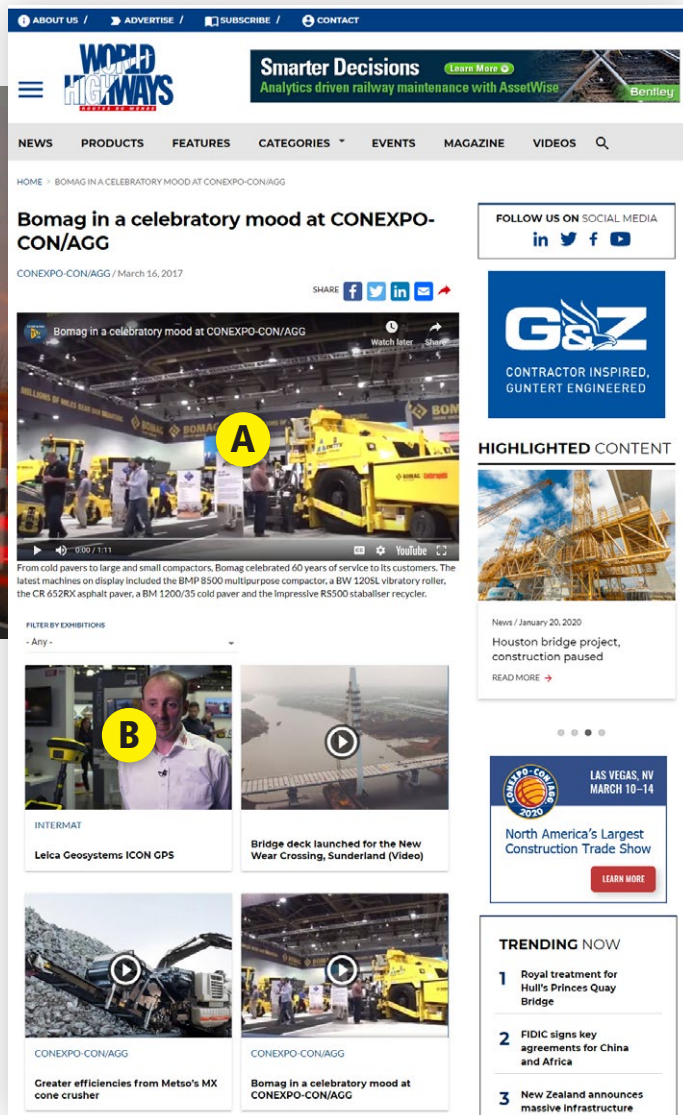
Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

B Basic video

Your video will be hosted on the homepage and in the video lists.

Product walk around/site report video

Hosted by one of our experts, the product walk around will be professionally filmed and edited by our production department. The video will be hosted in a prime slot on the home page.



The screenshot shows the World Highways website homepage. At the top, there's a navigation bar with links like ABOUT US, ADVERTISE, SUBSCRIBE, and CONTACT. Below this is a main header with the World Highways logo and a featured article titled "Smarter Decisions" about railway maintenance. The main content area features a large video player for "Bomag in a celebratory mood at CONEXPO-CON/AGG" with a yellow 'A' label. Below the video player is a grid of smaller video thumbnails, one of which is labeled with a yellow 'B' indicating the basic video position. The page also features a sidebar with social media links, highlighted content, and trending news.

To discuss specific requirements, please contact:

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Category Sponsorship *(One advertiser per category, per position)*

Are you looking to secure a banner position surrounded by relevant editorial content, specific to your chosen industry sector?

Once you have selected your category, every news item, product piece or feature on our website that is relevant to that category will display your banner. You can sponsor a category on a monthly basis, subject to availability, and your banner will exclusively appear on those pages across the website.

You can select from the two banner options below. Subject to availability.

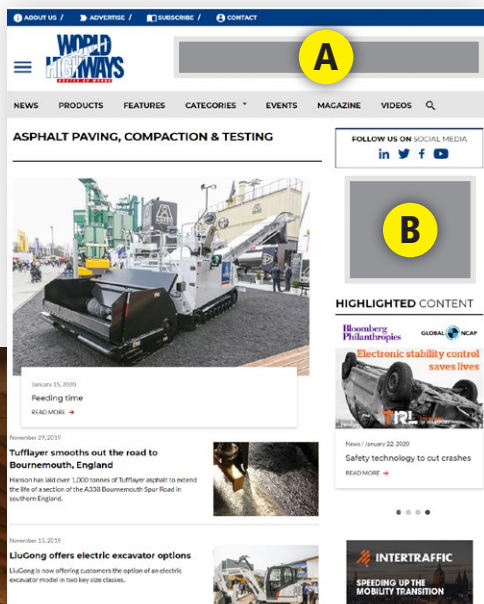
A Category Specific Leaderboard

Desktop Size: 728 x 90

Responsive size: 300 x 100

B Category Specific MPU

Desktop/Responsive size: 300 x 250



Choose your website category

- Measurement, Survey, Design & Software
- Earthmoving & Earth Compaction
- Asphalt Paving, Compaction & Testing
- Concrete Paving, Compaction & Testing
- Recycling
- Materials
- Engines, Components & Tyres
- Finance & Funding
- Maintenance
- Road Structures
- Road Markings, Barriers & Workzone Protection
- Highway and Network Management
- Technology
- IRF
- Personal Profiles, Road Infra Trends (NEW)

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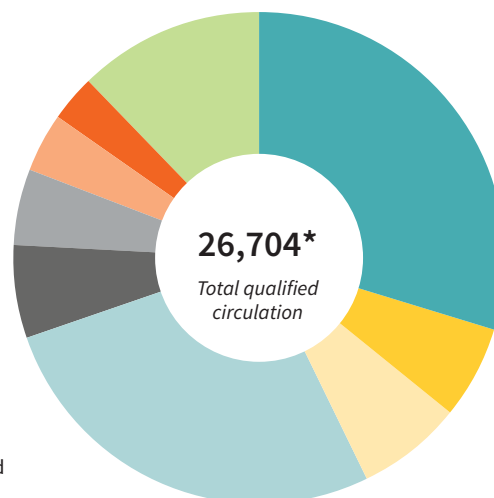
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World Highways eNewsletter circulation

8,011	Civil & structural engineering, earthmoving, paving, road marking and safety contractors, sub-contractors, or project management companies.
1,602	National, regional or local government highway or transportation department, road owner/operator.
1,869	Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.
7,210	Equipment or materials manufacturer/supplier, vehicle component and vehicle or material producer/supplier.
1,602	Agent, distributor, dealer, importer or hirer of rental or plant equipment.
1,335	Research, education or training/establishment.
1,068	Trade and professional organisation/association.
803	Bank, finance company, development agency, legal or accounting firm.
3,204	Members of the International Road Federation, IRF World Congress delegates, members of national road associations and others not classified above.



eNewsletter dates

Plan your 2020 campaigns now

- January 16, 30
- March 26
- April 9
- May 7, 21
- June 4, 18
- July 2, 16, 30
- August 13, 27
- September 10, 24
- October 8, 22
- November 5, 19
- December 3, 17

A Price per Sponsorship Banner (440 pixels x 75 pixels)

B Price per Side Banner (162 pixels x 162 pixels)



Direct to over 26,704* industry professionals

Sent every two weeks to our database of 26,704* 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.

**Figures quoted using Publisher's own data.*

Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official communications; many are also members of a relevant professional industry association.

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