



The UITP magazine

PTI – Public Transport International
Advertising Rates 2019

Edition	PTI 1/2019 March		PTI 2/2019 June	
Topic	State of public transport in the world		New mobility and public transport	
Print run	5.000 copies		5.000 copies	
E-mail communication to public transport professionals	30.000 contacts		30.000 contacts	
PTI languages	English		English	
Distribution	<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019) 		<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019) ➤ Busworld Europe (Brussels, 18-23 Oct. 2019) 	
Booking deadline	1 st February 2019		15 April 2019	
Rates / full colour	UITP Member	Non Member	UITP Member	Non Member
The covers				
Cover 2 (inside front)	5.600 €	8.000 €	5.600 €	8.000 €
Cover 3 (inside back)	5.250 €	7.500 €	5.250 €	7.500 €
Cover 4 (outside back)	6.000 €	8.600 €	6.000 €	8.600 €
Front of the book				
1 page	4.500 €	6.000 €	4.500 €	6.000 €
1/2 page	3.100 €	4.400 €	3.100 €	4.400 €
Ad (Table of contents)	2.800 €	3.950 €	2.800 €	3.950 €
Integrated banner	1.900 €	2.650 €	1.900 €	2.650 €
Feature well				
1 page (2 ad pages max.)	5.000 €	7.200 €	5.000 €	7.200 €
Integrated banner	2.500 €	3.600 €	2.500 €	3.600 €
Back of the book				
Double page spread	6.300 €	8.400 €	6.300 €	8.400 €
1 page	3.850 €	5.500 €	3.850 €	5.500 €
1/2 page	2.450 €	3.500 €	2.450 €	3.500 €
Integrated banner	1.500 €	2.100 €	1.500 €	2.100 €
Advertorials				
Advertorial 2 pages	5.000 €	7.150 €	5.000 €	7.150 €
Advertorial 3 pages	5.500 €	7.850 €	5.500 €	7.850 €