

Advertisements – PTI magazine - Rates 2017

Edition	PTI 1/2017 (January)		PTI 2/2017 (May)		PTI 3/2017 (September)	
Topic	Customer experience		Accessibility of public transport services		Technology	
Print run	10,000 copies		5,000 copies		5,000 copies	
PTI languages	English		English		English	
Distribution	<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP World Congress and Exhibition (Montreal, 15-17 May 2017) ➤ Busworld Europe (Kortrijk, 25-27 Oct. 2017) 		<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ UITP World Congress and Exhibition (Montreal, 15-17 May 2017) ➤ Busworld Europe (Kortrijk, 25-27 Oct. 2017) 		<ul style="list-style-type: none"> ➤ UITP Members + subscribers ➤ Busworld Europe (Kortrijk, 25-27 Oct. 2017) 	
Booking deadline	1 November 2016		1 March 2017			
Rates / full colour	UITP Member	Non Member	UITP Member	Non Member	UITP Member	Non Member
The covers						
Cover 2 (inside front)	5.600 €	8.000 €	5.600 €	8.000 €	4.200 €	6.000 €
Cover 3 (inside back)	5.250 €	7.500 €	5.250 €	7.500 €	3.950 €	5.600 €
Cover 4 (outside back)	6.000 €	8.600 €	6.000 €	8.600 €	4.500 €	6.450 €
Front of the book						
1 page	4.500 €	6.000 €	4.500 €	6.000 €	3.400 €	4.500 €
1/2 page	3.100 €	4.400 €	3.100 €	4.400 €	2.300 €	3.300 €
Ad (Table of contents)	2.800 €	3.950 €	2.800 €	3.950 €	2.100 €	2.950 €
Integrated banner	1.900 €	2.650 €	1.900 €	2.650 €	1.400 €	2.000 €
Feature well						
1 page (2 ad pages max.)	5.000 €	7.200 €	5.000 €	7.200 €	3.750 €	5.400 €
Integrated banner	2.500 €	3.600 €	2.500 €	3.600 €	1.900 €	2.600 €
Back of the book						
Double page spread	6.300 €	8.400 €	6.300 €	8.400 €	4.700 €	6.300 €
1 page	3.850 €	5.500 €	3.850 €	5.500 €	2.900 €	4.100 €
1/2 page	2.450 €	3.500 €	2.450 €	3.500 €	1.850 €	2.600 €
Integrated banner	1.500 €	2.100 €	1.500 €	2.100 €	1.100 €	1.600 €