



# MEDIA PACK 2019

Increase your visibility for the  
UITP Global Public Transport Summit 2019



# The advertising packs 2019

Special UITP Global Public Transport Summit  
Stockholm

Contents : Advertising packs	<b>GOLD</b>	<b>SILVER</b>
	<b>30% discount</b> incl. vs official rates	<b>20% discount</b> incl. vs official rates
1 page advertising in the UITP magazine - PTI 2/2019 (June)	✓	✓
<a href="http://www.uitp.org">www.uitp.org</a> 1 banner/3 months in 2019	✓	
<a href="http://www.uitp.org">www.uitp.org</a> 1 banner/1 month in 2019		✓
<b>Non Member</b>	€ 11,800	€ 7,700
<b>UITP Member</b>	€ 8,150	€ 5,500

**Important:**

The number of packs available being limited, the advertising packs are offered on a first come, first served basis. The advertising packs are fully guaranteed as proposed above if the deadlines for the different ad spaces presented are respected. After these deadlines, the content of the packs needs to be rediscussed according to availabilities.

**Booking and material deadlines: 15 April 2019**

**Contact details:**

Doriano Angotzi  
publications@uitp.org  
Tel. +32 2 663 66 46



# 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"> <li>➤ UITP Members + subscribers</li> <li>➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019)</li> </ul>		<ul style="list-style-type: none"> <li>➤ UITP Members + subscribers</li> <li>➤ UITP Global Public Transport Summit (Stockholm, 09-12 June 2019)</li> <li>➤ Busworld Europe (Brussels, 18-23 Oct. 2019)</li> </ul>	
Booking deadline	1 <sup>st</sup> February 2019		15 April 2019	
Rates / full colour	<b>UITP Member</b>	Non Member	<b>UITP Member</b>	Non Member
<b>The covers</b>				
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 €
<b>Front of the book</b>				
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 €
<b>Feature well</b>				
1 page (2 ad pages max.)	5.000 €	7.200 €	5.000 €	7.200 €
Integrated banner	2.500 €	3.600 €	2.500 €	3.600 €
<b>Back of the book</b>				
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 €
<b>Advertorials</b>				
Advertorial 2 pages	5.000 €	7.150 €	5.000 €	7.150 €
Advertorial 3 pages	5.500 €	7.850 €	5.500 €	7.850 €

Online advertising opportunities	Banner rotation	Type/Size	Monthly rates			
			All year except July and August		July - August	
			UITP Member	Non Member	UITP Member	Non Member
The news section	Max. 3 - The banner appears in all the news of our website	vertical/ 160 x 600 pixels	€2,400	€3,600	€1,600	€2,800
UITP homepage: News and Media menu	No rotation - fixed banner	Square/ 300 X 300 pixels	€1,800	€2,800	€1,400	€2,000

The News section: From the News section of the UITP homepage, you can reach more than 400 news articles. The ad appears at the same time, at the same position in all the news when you click on them (vertical ad, right side).

The News & Media menu: Your ad appears on the right side of the main menu News & Media when positioning the cursor over the menu (squared ad, right side)

### The views in figures:

Homepage: 20,000 single visits/ month (average)

News section: 6,500 single visits/month each news is posted on social media (as of  
Each news on uitp.org: viewed 100 times a month minimum

### How to order?

Send an email to [publications@uitp.org](mailto:publications@uitp.org) with:

- The banner in the right size in 72 DPI: png - jpg - jpeg
- Files must be less than 1 MB.
- The hyperlink to your website
- Your complete invoicing address
- N.B. Please allow 2 working days for your banner to be posted online

### Contact details:

Doriano Angotzi - tel. 0032 2 663 66 46 - [publications@uitp.org](mailto:publications@uitp.org)

Company \_\_\_\_\_ UITP Membership Nr \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_ Function \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail \_\_\_\_\_

VAT Nr. (Eu countries): \_\_\_\_\_

• **PTI magazine** (full colour advertisements)

**PTI issue:**  1/2019 (March)  2/2019 (June)

Booked advertising space:

**Advertising pack Stockholm:**  GOLD  SILVER

**Covers:**  2<sup>nd</sup> Cover (inside front)  3<sup>rd</sup> Cover (inside back)  4<sup>th</sup> Cover (outside back)

**Inside ad spaces:**

1 Page  Integrated banner  ½ Page

2 pages advertorial  Ad (table of contents)  3 pages advertorial

Choose positions:  Front of the magazine  Back of the magazine  Feature Well

**Rate:** \_\_\_\_\_

• **Digital advertising** ([www.uitp.org](http://www.uitp.org))

**UITP website section:**  The News Section  The News and Media Menu

**Month(s):**  Jan  Feb  March  April  May  
 June  July  August  Sept  Oct  
 Nov  Dec

**Nbr of months:**  1  2  3  4  5  6  
 7  8  9  10  11  12

**Advertorial on UITP website (News section)**

**Rate :** \_\_\_\_\_

Important: You can learn more about how we use your data in our [Privacy Policy](#)

More Information, please contact:

Doriano ANGOTZI

Tel : +32 2 663 66 46 (direct)

Fax +32 2 660 10 72

E-mail: [publications@uitp.org](mailto:publications@uitp.org)

*Agrees to appear in the UITP Magazine. **Signature and stamp***