

SMART Highways

PART OF TRANSPORT NETWORK
INCORPORATING TEC

GOES GLOBAL

Now dedicated to intelligent transport systems
and advanced traffic management worldwide



PPA

 @SmartHighwaysM

 Smart Highways Magazine

www.smarthighways.net

SUPPORTED BY



ITS AMERICA

itsaustralia
Intelligent Transport Systems

SMART Highways is now going global...

With a previous focus on the UK's Intelligent Transport Systems industry, SMART Highways is now expanding its editorial focus onto the international stage to bring you even more of the best technological innovations and news stories from around the world.

The magazine will now feature regular contributions from our partners across ITS (UK), ERTICO, ITS America and ITS Australia for a truly global perspective of the ITS world. SMART Highways also boasts some of the industry's most successful and respected experts as columnists, bringing you the latest thought leadership articles.

The www.smarthighways.net website features the news that matters to the industry and the weekly email **Seven Days in ITS** is the must-check Monday briefing of the major stories that you need to know about.

We also have a number of other initiatives to help you integrate your marketing strategies, including online advertising, eBlasts and the increasingly popular podcast sponsorship opportunities.

Paul Hutton
Editor, *SMART Highways magazine*

Print display advertising

Display advertisers will benefit from a worldwide print circulation which is currently being expanded to reflect SMART Highways' new global remit. Premium sizes, such as double page spread (DPS), premium positions (inside front cover, inside back cover or outside back cover) and other options including bellyband (joined or 'tipped in'), fold out cover sections, fold out or gatefold inside pages, bound-in inserts, pull-out supplements and oversize adverts can also be accommodated.

For fully integrated campaigns, display advertising can be complemented with SMART's interactive eBook/App options below.

2018 Rates per number of insertions				
Full colour	1	2	3	4
Full page	£2,000	£1,800	£1,700	£1,600
Half page	£1,400	£1,260	£1,190	£1,120
Quarter page	£980	£882	£833	£784

• Rates given are for 2018 • Agency commission 10%



* Print/digital figures & geographical distribution as at 1 Oct 2017

Printed copy geographical distribution*	
Australia	Italy
Austria	Japan
Belgium	Korea, Republic of
Canada	Netherlands
Croatia	New Zealand
Cyprus	Norway
Czech Republic	Puerto Rico
Denmark	Russian Federation
Finland	Singapore
France	Slovakia
Germany	South Africa
Hong Kong	Spain
Hungary	Sweden
Iceland	Switzerland
India	United Kingdom
Ireland	United States
Israel	

eBook and App interactive advertising

The SMART Highways eBook and soon-to-be-launched App both offer almost unlimited potential for interactivity, including live links, video links, podcasts, pop-ups, image sliders, splash screens, URL-linked banners and more!



SMART Highways App splash screen	
location	App splash screen
cost	£200 per month
size & resolution	768px wide x 1034px high @ 72dpi

SMART Highways App rotating banners	
location	home page of App (max. 10 banners)
cost	£400 per month
size & resolution	1378px wide x 300px high @ 72dpi

Number 1 (March)	Number 2 (June)	Number 3 (September)	Number 4 (December)
<ul style="list-style-type: none"> → Traffic Management → Multi-modal / Integrated Transport → Project Planning & Management 	<ul style="list-style-type: none"> → Enforcement → Incident Detection (Cyclists, Pedestrians and Vulnerable Road Users) → Parking 	<ul style="list-style-type: none"> → Connected and Automated Driving → Traffic Control Equipment (Signs & Signals) → Smart Cities & MaaS 	<ul style="list-style-type: none"> → Machine Vision → Planning, modelling & Mapping → Environment (Weather, air quality & pollution, electromobility)
	  	 	 
Intertraffic 2018 Show Issue	ITS America 2018 Annual Meeting (Detroit), Traffex Seeing is believing 2018 and Parkex 2018 Show Issue	ITS World Congress and JCT Symposium & Exhibition Show Issue	Gulf Traffic and Road Expo Scotland Show Issue

Online advertising smarthighways.net

Homepage lead banner	
location	website home page
cost	£800 per month
size & resolution	1440px wide x 100px high @ 72dpi

Side banner/box	
location	website home page
cost	£450 per month
size & resolution	260px wide x 130px high @ 72dpi



Footer banner	
location	website home page
cost	£300 per month
size & resolution	480px wide x 60px high @ 72dpi

7 Days in ITS affiliate logos	
location	website & email
cost	£5,000 per annum
size & resolution	260px wide @ 72dpi
See back page for full details	

Unique user locations	
United Kingdom	34,569
United States	6,764
Australia	1,647
India	1,533
Germany	1,102
France	745
Canada	722
Spain	605
Netherlands	602
Ireland	440
South Korea	336
Japan	318
Italy	316
New Zealand	310
Belgium	287
Russia	264
Sweden	255
Singapore	241
China	213
UAE	205

With consistent growth reflected in the SMART Highways website Google Analytics reports, the value of online advertising speaks for itself:



* statistics from 1 Oct 2016 to 31 Sept 2017 † percentage increase compared with the previous year (1 Oct 2015 to 31 Sept 2016)

7 Days in ITS

Weekly newsletter 7 Days in ITS provides a digest of the biggest stories direct to your inbox 50 weeks of the year. The service also delivers breaking and exclusive news stories, ensuring that advertisers who take advantage of the 'affiliate logo' sponsorship opportunities get added exposure throughout the year. A bespoke email service using SMART's database of 10,600+ digital subscribers is also available.



7 Days in ITS affiliate logos	
location	website & email
cost	£5,000 per annum
size & resolution	260px wide @72dpi



Signup for SMART's free digital service using the QR code or visit smarthighways.net



SMART Highways third party emailers	
cost	£1,500 per emailer
size & specification	A complete html document or zipped html should be supplied at 600px wide

Podcasts

SMART Highways magazine provides an exclusive podcast service to some of the key ITS events around the world. The podcasts are presented by Editor, Paul Hutton, who has more than 25 years' experience as a broadcast journalist and is also communications manager for ITS (UK). Sponsorship provides a unique, and highly visible, branding opportunity as detailed below.



Podcast power with SMART Highways	
SPONSORSHIP INCLUDES:	COST
Your brand associated with at least two podcast interviews	Price on application
Brand promotion within any show and roundup podcasts	
Brand coverage in all our podcast marketing – website/email/social media, etc	
Sound-file for use on your own website/promotion/social media, etc	
Full page advertisement in SMART Highways magazine	



Interested in discussing any of these opportunities or in receiving a FREE digital, or printed copy?

Call Chris Day, Sales Manager, SMART Highways on **+44 (0)1732 448719** or email c.day@hgluk.com

check out our full online media kit early in 2018 at
commercial.smarthighways.net