Urban Transport News
Website

Urban Transport Infrastructure
Bimonthly B2B Journal
(ISSN 2581-8023)

Urban Transport News is an independent Media Firm engaged in the promotion of Government’s initiatives and private players role in urban transport infrastructure industry and provides strategic business consultancy to the transport infrastructure industry. Apart from publishing news, analysis and insights from the industry, Urban Transport News publishes a bimonthly journal titled “Urban Transport Infrastructure” which is read in over 91+ countries worldwide and widely appreciated by various Govt. Ministries/departments, Corporate Groups, Industry Leaders, Think Tanks, Academic & Research Organizations and other reputed entities. Urban Transport News has set a record of 15 million viewers in a month.

We bring daily round-up and project updates from-

- Metro & Railways (MRTS, HSR & RRTS)
- Road Transport (BRTS, Electric Vehicles & Shared Mobility)
- PRT (Metrino, Pods & Cable Cars)
- Water Transport (Metro & Boats)
- Urban Air Mobility (Air Taxi)
- Smart Transportation in Smart Cities
- New Technology, Innovations & Research reports

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E-mail: connect@urbantransportnews.com

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**READERSHIP PROFILE**

**330K** Monthly Visitors  
**500K** Monthly Pageviews  
87.1% New Visitors

**PEOPLE & INDUSTRY**  
Decision Makers’ Group, MD/CEO/HODs, Think Tanks, Key Opinion Leaders, Policy Makers from following Industry

**AUDIENCE GEOGRAPHY**
- INDIA – 47.11%
- UAE – 7.52%
- USA – 6.24%
- UK – 5.17%
- CHINA – 4.16%
- SOUTH KOREA – 3.74%
- JAPAN – 3.12%
- RUSSIA – 2.70%
- GERMANY – 2.22%
- QATAR – 1.75%
- CANADA – 1.13%
- SAUDI ARABIA – 1.01%
- AUSTRALIA – 0.92%
- OMAN – 0.83%
- SINGAPORE – 0.74%
- KUWAIT – 0.69%
- NETHERLANDS – 0.61%
- BANGLADESH – 0.58%
- HONG KONG – 0.53%
- MALAYSIA – 0.51%
- FRANCE – 0.48%
- SRI LANKA – 0.41%
- MALDIVES – 0.37%
- OTHERS – 7.24%

**GENDER WISE**  
- **75.53%** Male  
- **24.47%** Female

**AGE GROUP**
- **18-24** – 9.17%
- **25-34** – 55.14%
- **35-44** – 16.04%
- **45-54** – 7.93%
- **55-64** – 7.83%
- **65+** – 3.89%

**TRAFFIC SOURCE**
- Direct – 11.17%
- Referrals – 14.05%
- Search – 60.02%
- E-mail – 8.83%
- Social – 5.93%

**Purchasing Decision**

85% of our readers have at some point used **URBAN TRANSPORT NEWS** to make purchasing decisions based on its editorial and advertising content.

**URBAN TRANSPORT INFRASTRUCTURE JOURNAL**

**Print Circulation**
- **5000** Print Copies
- **1500+** Paid Circulation
- **3500+** Complimentary

**Digital Circulation**
- **77500** E-mail Circulation
- **5.2K** Paid Circulation
- **72.3K** Complimentary

Urban Transport Infrastructure is an internationally accredited journal with **ISSN 2581-8023** and indexed by Indian Citation Index.
DIGITAL & PRINT ADVERTISING OPTIONS

Urban Transport News offers a range of print and online advertising opportunities suited to all your customers’ needs. Our “Urban Transport Infrastructure” bi-monthly Magazine, “Urban Transport Infra Business Weekly Newsletter and news website are accessed by industry professionals and decision makers’ community across the world. This represents a highly targeted advertising opportunity for startups, mid size and high-level companies, who wish to influence the key decision makers within the urban transport infrastructure industry.

Print Ad Options & Rates

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Size (mm)</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
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<tbody>
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<td>215x245</td>
<td>25000</td>
<td>400</td>
<td>350</td>
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<tr>
<td>Inside Front</td>
<td>210x300</td>
<td>20000</td>
<td>320</td>
<td>280</td>
</tr>
<tr>
<td>Back Cover</td>
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<td>280</td>
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<tr>
<td>Inside Back</td>
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Digital Ad Options & Rates

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Unlock our premium services today...
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A great branding solution to get high quality customers.

Promote your business with Urban Transport News (Portal & Magazine) – It’s where people look for reliable information about your industry.
## URBAN TRANSPORT INFRASTRUCTURE
### Editorial Calendar 2019

<table>
<thead>
<tr>
<th>Issue</th>
<th>Publication Date</th>
<th>Cover Story</th>
<th>Featured Topics</th>
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<tbody>
<tr>
<td>Mar. 2019</td>
<td>10th Mar. 2019</td>
<td>Road Transport, EVs &amp; Shared Mobility</td>
<td>Public Transport, BRTS, Shared Car, Logistics, Electric Vehicles etc.</td>
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<tr>
<td>May 2019</td>
<td>10th May 2019</td>
<td>Multi-Model Transport</td>
<td>MRTS, BRTS, RRTS, HSR, Auto, Car, Drone, Air Taxi, Pods, Transit Hub etc.</td>
</tr>
<tr>
<td>Jul. 2019</td>
<td>10th Jul. 2019</td>
<td>Urban Air Mobility, Technology &amp; Innovation</td>
<td>UAV, Air Taxi, Drones, eVTOL</td>
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<tr>
<td>Sep. 2019</td>
<td>10th Sep. 2019</td>
<td>Urban Mobility &amp; Railway Modernisation</td>
<td>MRTS, Metrolite, Light Rail Transit System</td>
</tr>
<tr>
<td>Nov. 2019</td>
<td>10th Nov. 2019</td>
<td>Future of Mobility</td>
<td>Green &amp; solar powered Mobility, Automation, AI &amp; ITS, Driverless.</td>
</tr>
</tbody>
</table>

*This is tentative plan and subject to change on industry demand.*

### KEY PEOPLE

**Mamta Shah**  
Managing Editor & CEO  
Mrs. Mamta Shah is a notable Journalist & Entrepreneur in Urban Transport domain. Earlier, she was founder Director of Symbroj Media Pvt. Ltd. and Managing Editor of Metro Rail News.

**Vinod Shah**  
Head-Marketing & Communications  
Mr. Vinod Shah is a professional Media Planner, Business Strategist, and RTI Activist possess over 15 years of experience in Editorial, PR and Communication in Urban Public Transport sector.

### EDITORIAL ADVISORY BOARD

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  Road Safety Expert  
  Member, National Road Safety Council, New Delhi

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