



MEDIA KIT 2025

1st choice for all major traffic & transportation advertising campaigns worldwide



www.itsinternational.com

ROUTE ONE
PUBLISHING LTD
The Informed Authority

OFFICIAL PUBLISHERS FOR



Supporting the ITS industry for 30 years

As cities around the world continue to grow, their booming populations demand intelligent transport solutions – for both people and freight. The problems which urban mobility creates – such as congestion, pollution and road safety – are ever-present. But the amount of funding available to many transportation departments is diminishing. By helping make better use of existing infrastructure, intelligent transport systems are able to address many of these problems. For many cash-strapped authorities, ITS is the only realistic option on the table. However, the technology is changing rapidly – both in terms of hardware (expected to detect a growing number of parameters) and of software (making sense of the growing mountains of data most authorities hold). The rise of artificial intelligence adds further opportunities – and complications.

ITS International helps key staff in the world's transportation authorities keep up to date with all of the latest developments. Case studies highlight how innovative DoTs and other bodies use technology to overcome problems that echo those encountered by our global readership. The experienced editorial team scours the world's transport systems to bring readers the information they need to take the best informed decisions for solving problems within their own jurisdictions.

Established in 1995, *ITS International* is published six times a year and is available in Global and North America editions while its www.itsinternational.com website is updated every working day.



Adam has edited publications and websites across a range of industries. He began work as a business journalist in 1994 for Reed Business Publishing's Motor Transport magazine and has since written news, features and interviews in sectors including pharmaceuticals, public relations, transport, health, public affairs and the circular economy.

Adam is a regular member of the *Daily News* editorial team which reports from key industry events around the world.

► **Adam Hill**
Editor
ahill@ropl.com
Phone: +44 1322 612062

 @ITSInt

 @ITSeditorAdam

 @adamhillwriter

 @itseditor_adamhill

To discuss specific requirements, please contact:



► **Andrew Barriball**
Publisher
media@ropl.com
Tel: +44 1322 612057
Mobile: +44 7768 178162



► **Dan Emmerson**
Sales Director
dan@ropl.com
Tel: +44 1322 612068
Mobile: +44 7979 911819

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Circulation Excellence

The comprehensive nature of our circulation process provides advertisers with the assurance that *ITS International* is circulated exactly where claimed. This enables our clients to invest their budgets in the magazine with total confidence.

Only those that qualify under our strict registration process, who genuinely qualify under the terms of our controlled circulation criteria, receive copies of the publication. This means maximum impact, to exactly the right audience for your advertising and PR.

ITS International has had largest average circulation of any international title serving the global sector for the last 20+ years. It averages a circulation of 37,623 per issue. Therefore, when you need to promote your company to proven transport professionals, *ITS International* is the most targeted, accurate and cost-effective option.

Use *ITS International* with its multi channel marketing strategy, to the largest engaged readership in the sector.

Protect and guarantee the maximum return from your advertising budgets

Official Circulation Figures

How many copies and to who?		
Source	<i>ITS International</i> September 2024 Circulation Statement	Traffic Technology International December 2023 ABC International Certificate of Circulation
Total Printed Copies Per Issue	10,457	5,000
Total Digital Copies Per Issue	27,166	15,548
Total Average Qualified Controlled Circulation	37,623	20,548
Total Direct Requests and/or Membership Benefit last 5 years	24,122	5,269
Business Industry Categories - Who receives the magazine	8 individual demographics	No demographics available
	Source: <i>ITS International</i> September 2024 Circulation Statement	Source: Figures provided are the latest available. For further details visit www.abc.org.uk



ITS International is the widest circulating, most requested and best read magazine in the sector. As such, it is unquestionably the most effective vehicle in which to promote your business, heighten your visibility and increase your sales opportunities.

Over DOUBLE the printed copies per issue, using *ITS International* magazine

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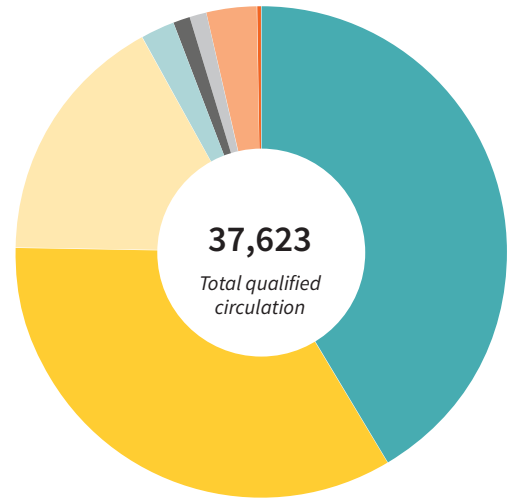
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Circulation Demographic

- **15,576**
 National, regional or local government highway or transportation department, rail or mass transit authority, bus or other public transport operator and road owner/operators.
- **914**
 Parking company or association, trade and professional organisation/association.
- **12,822**
 Systems integrators, equipment or materials manufacturer/supplier, vehicle component & vehicle or material producer/supplier agents, distributor, dealer, importer or hirer, electrical, cabling, and IT contractors, sub-contractors and project management companies.
- **356**
 Bank, finance company, development agency, legal or accounting firm.
- **435**
 Research, education or training establishment.
- **1,289**
 Other related organisations not classified above.
- **6,208**
 Transportation consultant, traffic engineer, architect, urban planner, consulting, engineer/highway engineering practice, quantity surveying practice.
- **23**
 Paid.



Geographical Analysis

North America	18,695
Europe	11,895
Asia and Asia Pacific	3,309
Middle East and Africa	2,736
Central and South America/Caribbean	988

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Make the most of your advertising budget

Widest Circulating

ITS International has the largest circulation of any international title serving the sector. It circulates an average of **37,623** copies per issue. Moreover, *ITS International* is the only industry magazine that provides total circulation analysis by establishment type which shows you exactly where copies are sent.

Most Requested

ITS International has **24,122** requested and membership subscribers – the highest total for international magazines within the sector. This is the clearest indicator that the publication is valued and will be read on a regular basis. Therefore, any advertising within *ITS International* will receive maximum visibility.

Best Read

Amsterdam Rai, the show organiser of the world-leading Intertraffic Amsterdam exhibition, released the results of the International Visitor Research. One of the areas that this comprehensive post-show study addresses is which trade magazines their visitors most frequently read. *ITS International* was again the first choice publication by visitors to the show.

Widest circulating, most requested and best read magazine in the industry. FACT



Since Intertraffic Amsterdam 2000, *ITS International* has consistently been rated as THE most widely and frequently read publication by international visitors to the world's leading traffic related event.

This endorsement confirms that *ITS International* is unquestionably the market leading title that provides advertisers with unparalleled exposure to decision makers throughout the global transportation sector.

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Editorial Features 2025



January/February

- Enforcement, parking & ANPR
- Detection & monitoring
- Sustainable traffic & travel management
- Lidar In transportation

BONUS DISTRIBUTION:

- IBTTA Technical Summit, Dallas. 22-25 March 2025



July/August

- Weather, air quality & decarbonisation
- Tunnel & bridge management
- Software modelling, simulation & GIS
- Data analytics

BONUS DISTRIBUTION:

- ITS World Congress Atlanta, Georgia. 24-28 August 2025



March/April

- Weigh In motion (WiM)
- UTC, safety & cybersecurity
- RUC & tolling
- VC/PE Finance

BONUS DISTRIBUTION:

- IBTTA Finance & Road User Charging Summit Oklahoma City. 27-29 April 2025
- Traffex, Coventry. 21-22 May 2025
- ITS European Congress, Seville. 19-21 May 2025



September/October

- Cybersecurity & incident management
- CAV's & V2X
- Sustainable traffic & travel management
- Enforcement, detection & monitoring

BONUS DISTRIBUTION:

- IBTTA 93rd Annual Meeting & Exhibition, Denver. 11-14 October 2025
- Highways UK, Birmingham. 15-16 October 2025



May/June

- Enforcement & vision technology
- AI In transportation
- Control room technology & software
- CAV's & V2X

BONUS DISTRIBUTION:

- ASECAP Days, Madrid. 26-28 May 2025
- UITP Summit, Hamburg. 15-18 June 2025
- Move, Excel London. 18-19 June 2025



November/December

- AI In transportation
- Vision technology
- Weigh in motion (WiM)
- Congestion charging

BONUS DISTRIBUTION:

- Smart City Expo & Tomorrow Mobility, Barcelona. November 2025
- Intermodality Expo, Dubai. November 2025
- Anticipate London, Excel London. December 2025
- TRB Annual Meeting, Washington. January 2026



NEW REGULAR FEATURE ITS PROJECT ANALYSIS

Successful deployment of ITS technology is crucial to realising the benefits in terms of traffic flow, congestion reduction, sustainability, emissions control and, above all, road safety.

In 2024 we produced an in-depth ITS Project Analysis report on California's massive Coachella Valley CV Sync traffic

management project, which involved collaboration between public agencies, private companies and various jurisdictions. In 2025, *ITS International* will be looking at more deployment case studies of all sizes, focusing on outcomes.

If you have an ITS deployment that you think others would like to hear about – involving cities or regions in any part of the world – please contact *ITS International* editor Adam Hill at ahill@ropl.com with details.

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Editor
ahill@ropl.com
Phone: +44 1322 6120622



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Publisher
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Global circulation 37,623

At a time when marketing budgets are severely stretched, it is critical to gain the best return on your investments and guarantee the best value and coverage for your company in 2025. *ITS International* is officially the largest circulating, most requested and best read magazine in the industry and is your ideal first choice.

Advertisers in *ITS International* have the flexibility to select one of two circulation options: The Global offering, or a North America demographic.

North America circulation 18,695

The North America demographic is provided to enable companies that are only active within North America to advertise within *ITS International* without needing to invest in copies that would be of no direct benefit.

As part of *ITS International's* working relationship with ITS America & IBTTA, the magazine uniquely receives both associations membership databases annually for circulation management purposes. This ensures the cream of the North American located transportation community receives personalised copies of *ITS International*. These are the very people who buy, recommend and specify products and services, so advertising in *ITS International* puts your company directly in front of them.



Advertisement dimensions (All sizes are depth x width)					
Full Page (Inches)		Half Page (Inches)		Quarter Page (Inches)	
Bleed:	12 x 8 ⁵ / ₁₆	Horiz:	5 x 7 ¹ / ₄	Horiz:	2 x 7 ¹ / ₄
Trim:	11 ³ / ₄ x 8 ¹ / ₄	Vertical:	10 x 3 ¹ / ₂	Vertical:	5 x 3 ¹ / ₂
Type area:	10 x 7 ¹ / ₄				
Full Page (mm)		Half Page (mm)		Quarter Page (mm)	
Bleed:	305 x 218	Horiz:	124 x 184	Horiz:	60 x 184
Trim:	297 x 210	Vertical:	256 x 92	Vertical:	124 x 92
Type area:	256 x 184				

Print advert specifications

PDF files MUST be created to these specifications:

- Composite CMYK PDF as single pages - V1.3 PDF/X-1a:2001
- They must contain a Trim Box set to the trim size of the publication
- All fonts must be embedded
- Combined ink density should not exceed 300%
- Double page adverts use a gutter of 25.4mm down the centre of the advert. It is left to the designers discretion if you encroach into this zone with text, as it may not be visible.

For further information on supplying files please contact production@ropl.com

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