

THE INTERNATIONAL LIGHT RAIL MAGAZINE

TRAMWAYS & URBAN TRANSIT



- > The world's leading international light and urban rail magazine
- > Established in 1938 - now entering its 86th year
- > Unrivalled worldwide news, analysis and industry updates
- > Published monthly, with over 9500 readers worldwide
- > Comprehensive system and project factfiles
- > Available in both print and digital versions

CONTENT COMING UP IN 2024...

MAIN FEATURE ARTICLES (Q1-Q2)

- Elblag • Bern • Canada country update • Driver fatigue and awareness technologies • New tramway openings • Germany update • West Midlands
- Australia update • Basel • Rolling stock orders 2024 • Small manufacturer focus
- Bydgoszcz • Track technology and VLR • Ticketing technology • Torun
- Olsztyn • UK schemes: Bath and more • South America overview
- Midlands: Birmingham and Manchester

SYSTEM FACTFILES AND PROJECT UPDATES

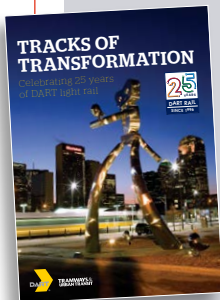
- Vienna • Granada • Paris T4 & T9 • Edinburgh • Plauen
- Paris T3a and T3b • Valencia • Angers • Torun • Gera
- Grudziądz • Prague

EVENT COVERAGE

- European Light Rail Congress • UK Light Rail Conference
- Global Light Rail Awards • Rail Live Spain • Innotrans

As a news-based publication, editorial topics are subject to change - please contact us for updated forward feature lists.

SUPPLEMENTS & SPECIALS

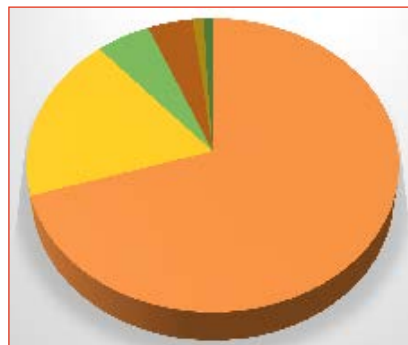


TAUT has worked with authorities, operators and industry partners around the world to produce bespoke publications showcasing system openings and anniversaries, key project milestones

and product innovation. These include Dallas Area Rapid Transit; Docklands Light Railway; Nexus; Yarra Trams; Bergen Bybanen; BKK (Budapest); Manchester Metrolink; Luas (Dublin); Roads & Transport Authority (Dubai); Nottingham Express Transit; Tranvía de Zaragoza; and for companies such as CAF, Keolis and Yapı Merkezi.



OUR AUDIENCE



BY LOCATION

- Europe: 70.2%**
- North America: 18.4%**
- Asia / Middle East: 5.2%**
- Australasia: 4.3%**
- Central and South America: 1%**
- Africa: 0.9%**

DISTRIBUTION

- > 69% subscription
- > 31% newsstand

OUR AUDIENCE

- Politicians and transport ministries • Regulatory and planning bodies
- Operators • Campaigners and lobbyists • Environmental bodies
- Financier groups • Specialist legal firms • Civil engineers and contractors
- Rolling stock manufacturers • Equipment and component suppliers • Consultants • Transport modellers and urban planners
- Safety practitioners • Infrastructure commissioners
- Regeneration agencies and developers • Academics

Published by



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ADVERTISING RATES

ADVERTISEMENTS/ADVERTORIALS

Double-Page:	GBP2500 / EUR2800
Full Page:	GBP1500 / EUR1700
Half Page:	GBP900 / EUR1000
Quarter Page:	GBP650 / EUR730

Please contact us for discounted series rates.

MECHANICAL DATA

Double-page: 426mm (w) x 303mm (h)	(including bleed)
Full Page: 216mm (w) x 303mm (h)	(including bleed)
Half Page: 185mm (w) x 130mm (h)	
Quarter Page: 90mm (w) x 130mm (h)	

*Other sizes and layout options are available.
Please contact us for further details.*

2024 SCHEDULES

COVER DATE	COPY DEADLINE	ON SALE*
January 2024	27 November 2023	15 December 2023
February 2024	3 January 2024	19 January 2024
March 2024	31 January	16 February
April 2024	28 February	15 March
May 2024	3 April	19 April
June 2024	1 May	17 May
July 2024	5 June	21 June
August 2024	28 June	19 July
September 2024	31 July	16 August
October 2024	4 September	20 September
November 2024	2 October	18 October
December 2024	30 October	15 November

* Newsstand date. Subscribers receive advance copies

TAUT ONLINE WWW.MAINSPRING.CO.UK/INDUSTRY-NEWS/

- Regularly updated news and editorial features
- Exclusive web-only content
- Event listings and reports

STATISTICS*

Traffic and regular users of the website continue to grow year on year offering a great opportunity to showcase your brand or product amongst our audience.
 Average users per month: **32 325**
 Total users: **387 909**
 Page views: **139 524**
 Sessions: **56 767**
 English language visitors: **63.8%**
 Countries accessing mainspring.co.uk: **159**

**Google Analytics*

RATES & MECHANICAL DATA

- **LEADERBOARD BANNER:** GBP250 / EUR280 per month
795px x 100px (w x d)
- **SKYSCRAPER:** GBP250 / EUR280 per month
220px x 660px (w x d)
- **LARGE BUTTON:** GBP150 / EUR170 per month
220px x 220px
- **SMALL BUTTON:** GBP100 / EUR115 per month
220px x 100px (w x d)
- **SPONSORED LINKS:** GBP25 / EUR30 per link

- Files should be .gif, .jpg or .png format with a link to redirect traffic.
- For MPU, please contact us for options and further details.

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