



MEDIA KIT 2017

Rail Express

Rail Express is Australia's leading authority in business to business rail news. Combining a finely-tuned mix of news and analysis with unrivalled industry contacts and affiliations, **Rail Express** provides the industry with comprehensive, balanced coverage of breaking news and trends in key areas like infrastructure, investment, government policy, regulatory issues, technical innovation, workforce and operational health & safety.

Benefitting from a new-look newswire and website in 2015, **Rail Express** doubled its online readership, and refined its format to provide better products for readers and advertisers alike.

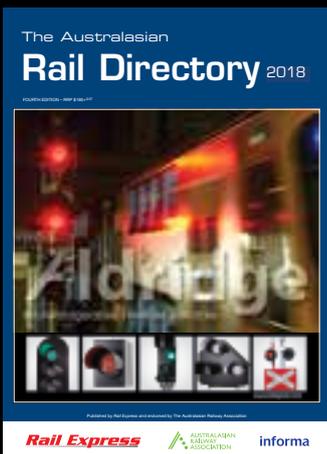
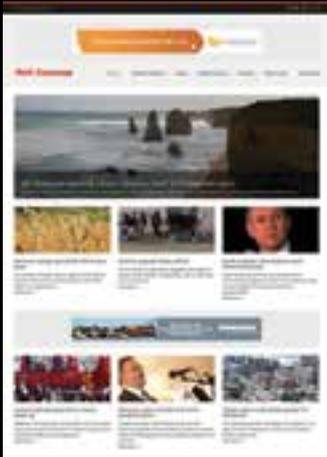
Regarded by many as Australia's most trusted rail industry journal, **Rail Express** can offer advertisers not only a prime platform to advertise their products and services, but also access to a blue-chip subscriber base of leading decision makers throughout the entire Australian industry.

Whether you're looking to promote a new product, grow the reputation of your business, or establish your market presence – **advertising with Rail Express means advertising with the best.**

Contact: Patrick Roberts - 0450 928 798 - info@railexpress.com.au

EDITORIAL COVERAGE:

- Infrastructure and Major Projects
- Politics and Regulation
- Funding and Financing
- Engineering
- Rail Supply
- Rollingstock and Rail Vehicle Design
- Technology and I.T.
- Signalling
- Research and Development
- Passenger Rail
- Freight Rail
- Bulk Rail
- Economics and Markets
- Workforce and Recruitment
- Environment and Sustainability



PRODUCT OVERVIEW & READERSHIP PROFILE

WEBSITE

Launched in 2015, **Rail Express'** new-look website is designed to bring the latest news and analysis to thousands of readers every day.

Publishing at a rate of more than a thousand original and re-syndicated news stories each year, **RailExpress.com.au** stands alone as the Australian rail sector's independent news source.

More than 97% of visitors to **RailExpress.com.au** identify themselves as working directly or indirectly in the rail industry. Over 64% identify as business purchase decision makers.

In 2015, **RailExpress.com.au** boasted:*

- 393,000 page views (up 61.3% from 2014)
- 208,500 website visits (up 51.9%)
- Average user engagement of:
 - 1 minute 40 seconds per visit (up 9.0%)
 - 1.88 pages viewed per visit (up 6.2%)
- 103,000 visiting users (up 22.1%)

*Source: Google Analytics 2015

NEWSWIRE

Helping direct daily traffic to **RailExpress.com.au** is the **Rail Express** newswire, a daily email sent to our growing subscriber base. Arriving in the inbox of more than 4,450 subscribers before 8am every weekday, the newswire has a daily engagement rate of 49.8%.

AUSRAIL MAGAZINE

AusRAIL is the centrepiece of the Australian rail industry calendar; the only rail event to have both the official endorsement and active participation of the main railway associations in Australia and the broad support of the rail industry.

As an official media partner, **Rail Express** produces the official publication of the annual **AusRAIL** Conference and Exhibition.

Featuring nearly 100 pages of high quality news, analysis and comment from all sectors of the Australian rail industry, **Rail Express: AusRAIL** is distributed to all delegates at the **AusRAIL** conference, and is given away to the thousands of industry members who visit the exhibition run alongside it.

In 2015, the **AusRAIL** magazine was also released in an online format, optimised for use on desktop, mobile or tablet device. The online edition of the magazine generated more than 25,000 page views.

THE AUSTRALASIAN RAIL DIRECTORY

Produced and updated each year by **Rail Express**, and endorsed by the Australasian Railway Association (ARA), the **Australasian Rail Directory** is a complete listing of all businesses involved in the rail industry across Australasia.

Utilising the combined marketing power of **Rail Express** and the ARA, this print and online product offers unparalleled exposure and penetration throughout the Australasian rail sector.

With copies supplied to all delegates of AusRAIL, all members of the ARA and all subscribers to **Rail Express**, you can be assured that your advertisement will land in the hands of the key players throughout the industry.

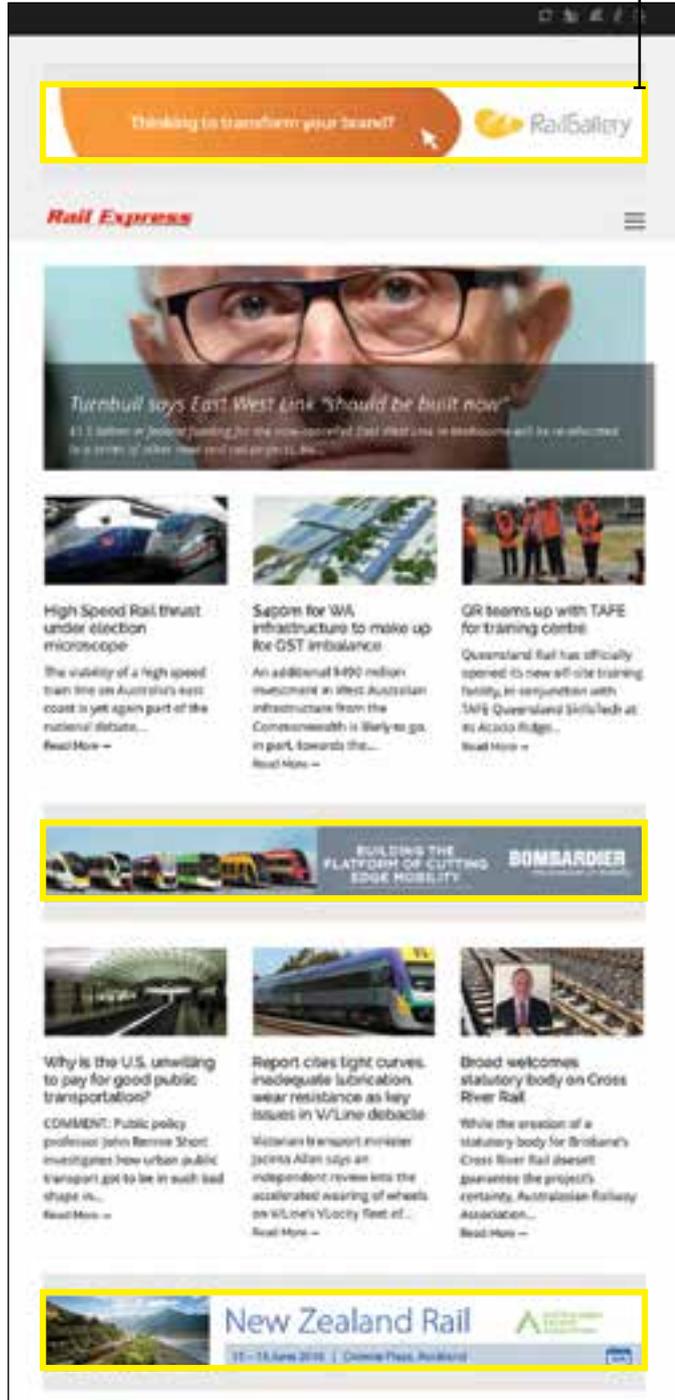
The directory caters for all advertisement types: from upgraded listings with company logo, through to full page cover advertisements and sponsorship of website/hardcopy directory subsections, ensuring that your marketing expenditure focuses only on the sector(s) you want.

WEBSITE

WWW.RAILEXPRESS.COM.AU

LEADERBOARDS AND BANNERS

The leaderboard is a strong, top-fold presence on any channel page. Increase your brand awareness and receive a better response by advertising on a targeted or broad-reach run-of-site basis.



IN-ARTICLE MPU

The in-article Mid Page Unit is a strong presence. With ad placement on an article page, text will flow around your creative, giving the advertisement added impact.

WEBSITE ADVERTISING RATES

Front Page	Size	Monthly	3 Months	6 Months
Top Leaderboard Banner	728 x 90	\$2,500	\$7,000	\$12,000
Standard Banner	728 x 90	\$2,000	\$5,500	\$9,000

Market Sector Page	Size	Monthly	3 Months	6 Months
Top Leaderboard Banner	728 x 90	\$1,500	\$4,000	\$7,000
Standard Banner	728 x 90	\$1,500	\$2,800	\$4,000

News Article Page	Size	Monthly	3 Months	6 Months
Top Leaderboard Banner	728 x 90	\$2,500	\$7,000	\$12,000
Top MPU	300 x 250	\$2,500	\$7,000	\$12,000
Bottom MPU	300 x 250	\$2,500	\$7,000	\$12,000
Footer Banner	728 x 90	\$1,500	\$3,000	\$7,000

*All prices excluding GST for Australian customers.

ARTWORK: Banners submitted by clients will only be accepted in the following formats; JPG, GIF, Animated GIF or SWF Flash file. Maximum file size is 200kb. Any tracking codes are to be supplied by the advertiser (or embedded in SWF files).

NEWSWIRE

NEW LOOK NEWSWIRE

Enjoy direct response from the Australasian Rail Sector via our 4,450 newswire subscribers. Soon to be sent every working day, our newswire lands in the inbox of Australia's leading decision makers.

The Rail Express newswire list is built up from the attendance, delegate, visitor, speaker and exhibitor lists from industry mega-events such as AusRAIL, Rail Safety, Urban Rail, NZ Rail and many more.

Advertising in the Rail Express newswire ensures that your logo, brand or image lands directly in the inbox of all the power players and decision makers in the Australian Rail Industry, and makes a perfect compliment for advertising on the Rail Express website.

NEW FOR 2016: CUSTOMISABLE ADVERTISING REPORTING

Rail Express has built a new advertising management system that allows you to automatically receive your metrics at intervals you request. We can set up daily, weekly, fortnightly or monthly reports that provide you with the latest intelligence on how your campaign is tracking, including:

- Impressions
- Clicks
- Click-through %

We can also build in customisable metrics at your request, so long as they are unidentifiable.

These reports can be used not only to measure the impact of your campaign, but for long-term bookings these reports provide advertisers with the tools to decide when creative needs to be refreshed to renew reader interest.

Please contact Patrick Roberts for more information Patrick.Roberts@informa.com.au

NEWSWIRE ADVERTISING RATES

Newswire Masthead Banner

Size	Monthly	3 Months	6 Months
468 x 60	\$2,500	\$7,000	\$12,000

MPU 1, 2 or 3

Size	Monthly	3 Months	6 Months
300 x 250	\$2,000	\$5,500	\$9,000

MPU Footer

Size	Monthly	3 Months	6 Months
300 x 250	\$1,500	\$4,000	\$7,500

Newswire E-Shot

\$3,500 per email

**All prices excluding GST for Australian customers.*

BOMBARDIER
the evolution of mobility



Daily Newswire - April 13, 2016

Turnbull pours \$260m more into Fremantle Port road link



Prime Minister Malcolm Turnbull has agreed to provide an extra \$260.8 million for the cost of a 3 kilometre tunnel to be built as part of the controversial Perth Freight Link road project. The Tuesday...

GST imbalances skew state transport projects
COMMENT: If a revised GST system was fixed, transport project funding would be more likely to be based...

Herbert makes pitch for rail White Paper
Australasian Railway Association chairman (Bob Herbert) has floated the idea of a 'White Paper' for...

\$134m to upgrade city loop safety
The Victorian Government will spend \$134 million over three years to improve safety and security on Melbourne...

Train drivers 'visibly shaken' after near miss with children
Aurizon has appealed to the Central Queensland community after drivers witnessed children playing in...

High Speed Rail thrust under election microscope
The viability of a high speed train line on Australia's east coast is yet again part of the national...

Turnbull says East West Link "should be built now"
\$1.8 billion in federal funding for the now-cancelled East West Link in Melbourne will be re-allocated...

Ground Transportation solution
[FIND OUT MORE >](#)



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KEECH
a division of Transman

Keech Rail Solutions.
 World class manufacturing keeping you on track.

[Request a brochure here](#)

For advertising opportunities, please contact Patrick Roberts
 (Email: Patrick.Roberts@informa.com.au or Phone: +61 (0)9 9080 4015)

ARTWORK:

We only accept non-animated GIF files (1 frame only) for our Newswire. Maximum file size 50kb.

Please contact Patrick Roberts for more information
 02 9080 4015 | info@railexpress.com.au

ANNUAL AUSRAIL MAGAZINE



The print edition of Rail Express is read by more than 29,000 readers in the rail, technology, manufacture, government, engineering and infrastructure industries.

Our subscriber base is made up of the high level delegates that attend events such as AusRAIL, as well as direct registrations, ensuring that your advertisement lands in the hands of senior decision makers with a genuine vested interest in the market/s you wish to target. This increases the profitability of your advertisement as well as ensuring your brand is enforced throughout the industry.

www.RailExpress.com.au

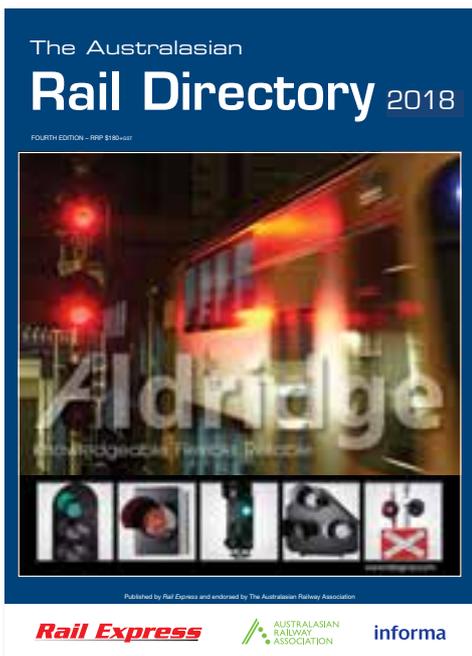
ADVERTISING RATES

Premium Positions	Price
Front Cover	\$8,875
Back Cover	\$5,140
Inside Front	\$3,990
Inside Back	\$3,675

Standard Positions	Price
Double page spread	\$6,090
Full Page	\$3,465
Half Page	\$2,310
Quarter Page	\$1,732

**All prices excluding GST for Australian customers.*

ANNUAL RAIL DIRECTORY



The Australasian Rail Directory 2018 is a comprehensive, all encompassing rail services directory, available both on-line and as a traditional hardcopy publication.

Produced by Xxxxxxx, publishers of Rail Express, and endorsed by the Australasian Railway Association (ARA), The Australasian Rail Directory 2017 is an industry driven project to provide a complete listing of all businesses involved in the Australian, Oceanic and Asian rail industries.

The Australasian Rail Directory 2017 offers advertisers not only a prime platform to advertise their products and services, but also offers access to a blue-chip subscriber base of leading decision makers, purchasers and product users throughout the entire Australasian rail industry.

www.RailDirectory.com.au

ADVERTISING RATES

Premium Positions	Price
Front Cover	\$16,350
Back Cover	\$9,000
Inside Front	\$6,550
Inside Back	\$6,050
Section Sponsor	\$10,250

Standard Positions	Price
Double page spread	\$10,100
Full Page	\$5,650
Half Page	\$3,800
Quarter Page	\$2,850

**All prices excluding GST for Australian customers.*

Rail Express

www.RailExpress.com.au

FOR MORE INFORMATION

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