

Image: RailGallery.com.au

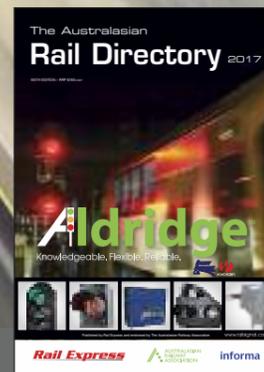
ENSURE YOUR COMPANY IS A STAND-OUT IN

Rail Express

THE OFFICIAL PUBLICATION OF AUSRAIL PLUS 2017

DID YOU KNOW: 81.7% of people decide what stands they're visiting before they arrive at a trade show.

**Smart Insights, June 2009*



MARKETING OPPORTUNITIES

Key Facts

- Full print distribution to all *Rail Express* readers, landing to our entire print circulation just one week before the event;
- Full digital circulation to *Rail Express* newswire readers; also landing in 13,000 inboxes one week pre-event;
- Full distribution at the event to all 5,000+ delegates, visitors and speakers attending AusRAIL PLUS 2017
- Total reach well in excess of 30,000 people in the Australasian rail industry
- *Rail Express* is the most powerful medium for AusRAIL PLUS 2017 pre-event marketing, as well as at the event.

About Rail Express

Rail Express is Australia's leading authority in business to business rail news. First published in 2001, *Rail Express* combines a finely-tuned mix of news with comprehensive analysis of events and trends in key areas like infrastructure, investment, government policy, regulatory issues, technical innovation, workforce and operational health & safety.

Published daily online, and every quarter in print and digital magazine, and 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.

Exhibitors

Did you know that 81.7% of people decide what stands they're visiting before they arrive at a trade show?* Before they've even walked through the door, most people have decided who they're visiting while they're at a trade show. Of course they'll still walk around, but why risk your investment being the subject of chance when you can reach the entire *Rail Express* circulation just one week before AusRAIL PLUS 2017, ensuring people know where you are and what you're exhibiting?

With at least 30,000 unique eyeballs throughout the Australian rail sector including industry leaders, buyers, decision makers and influencers seeing your advertisement so close to the start of the event, your advertisement will be fresh in people's minds at the most important time.

Non-exhibitors

Rail Express AusRAIL PLUS 2017 is distributed to all speakers, delegates and visitors attending AusRAIL PLUS 2017. Advertising in this edition gives you the opportunity to showcase your product, brand or service to those attending the largest rail conference and exhibition in the southern hemisphere.

Leverage the *Rail Express* circulation to your advantage: our unparalleled reach pre-event and during the conference and exhibition gives you the perfect platform to achieve a marketing presence at AusRAIL PLUS 2017, even if you can't be there yourself.

www.RailExpress.com.au

ADVERTISING OPPORTUNITIES

Sponsorship

\$POA

Includes front cover advertisement, belly band leading to a double page spread of your business, top advertising banner on email distribution, top banner on the *Rail Express* website, top banner on the daily *Rail Express* newswire, top banner on this edition's landing page on the *Rail Express* website for 12 months, your social media links embedded in all digital distribution + more.

Print & Digital Premium Double Page

\$7,590

Includes a double page spread (or two single full pages in the magazine and/or special supplement, priority banner advertisement position advertisement on all digital distribution and on this edition's landing page on the *Rail Express* website for 12 months + more.

Print & Digital Premium Full Page

\$4,465

Includes a full page in the magazine or special supplement, banner advertisement on all digital distribution of the magazine and a standard banner advertisement on this edition's landing page on the *Rail Express* website for 12 months + more.

Standard Advertising Opportunities

Double Page Spread: \$6,090

Full Page: \$3,465

Half Page: \$2,310

Quarter Page: \$1,732

Spaces are limited.

TO DISCUSS THE OPPORTUNITIES AVAILABLE

Please call Daniel Macias on 0427 270 774 or email: daniel.macias@mohimedia.com

