

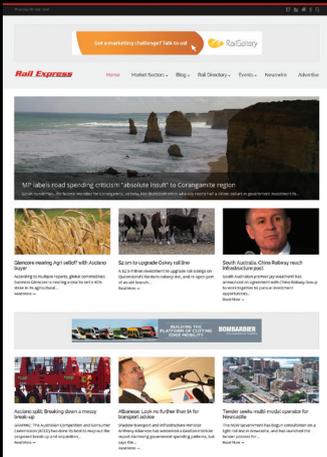
AUSTRALIA'S LEADING BUSINESS TO BUSINESS RAIL PUBLICATION

Rail Express

2018

WWW.RAILEXPRESS.COM.AU

WEBSITE



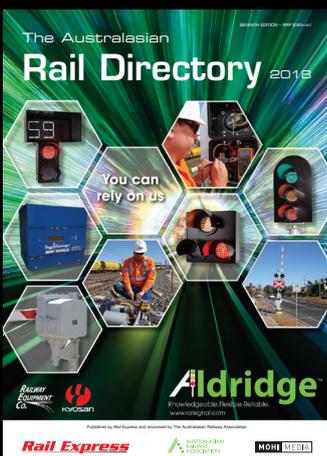
NEWSWIRE



BI-MONTHLY MAGAZINE



THE AUSTRALASIAN RAIL DIRECTORY



PRODUCT OVERVIEW & READERSHIP PROFILE

WEBSITE

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 2017 **RailExpress.com.au** boasted:*

- 576,022 page views
- 295,155 website visits
- Average user engagement of:
 - 1 minute 53 seconds per visit
 - 1.75 pages viewed per visit
- 104,683 visiting users

*Source: Google Analytics 2017

NEWSWIRE

Arriving in the inbox of more than 12,903 subscribers before 8.30am every weekday, the **Rail Express** newswire is a daily news email sent to our subscriber base. Boasting a daily open rate in excess of 49.7%, the Rail Express newswire audience is captive and engaged offering advertisers a primate platform to promote their brand with trackable, measurable metrics.

PRINT & DIGITAL MAGAZINES

Published both in print and digitally every second month, **Rail Express** is the only publication to have both the official endorsement and active participation of the main railway associations in Australia and the broad support of the rail industry.

Each magazine features more than 60 pages of high quality news, analysis and comment from all sectors of the Australian rail industry. In each edition there are also several static deep-dive topics, major features and special supplements. Please see the Print & Digital Editions page for more information.

In addition to print, each edition of **Rail Express** is also released in an digital format, optimised for use on desktop, mobile and tablet devices. The digital edition of the magazine ensures no wastage of content or advertising between print and digital, and gives our readers the choice to consume content in the format that prefer. In 2018, each digital edition generated more than 36,000 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.

The screenshot shows the Rail Express website layout with several advertising placements:

- Top Leaderboard Banner:** "Thinking to transform your brand?" with RailGallery logo.
- Article MPU:** "Turnbull says East West Link 'should be built now'" with a \$1.5 billion funding update.
- Three Article MPUs:**
 - "High Speed Rail thrust under election microscope"
 - "\$490m for WA infrastructure to make up for GST imbalance"
 - "QR teams up with TAFE for training centre"
- Bottom Leaderboard Banner:** "BUILDING THE PLATFORM OF CUTTING EDGE MOBILITY" by BOMBARDIER.
- Three Article MPUs:**
 - "Why is the U.S. unwilling to pay for good public transportation?"
 - "Report cites tight curves, inadequate lubrication, wear resistance as key issues in V/Line debacle"
 - "Broad welcomes statutory body on Cross River Rail"
- Footer Banner:** "New Zealand Rail" with dates and location.

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 300kb. Any tracking codes are to be supplied by the advertiser (or embedded in SWF files).

The screenshot shows an in-article MPU placement on the Rail Express website:

- Top Leaderboard Banner:** "Industry knowledge = better outcome!" with RailGallery logo.
- Article Content:** "S490m for WA infrastructure to make up for GST imbalance" with a large image of a train station.
- In-Article MPU:** "Start searching!" with RailGallery logo, placed within the article text.
- Most Popular Section:** A list of trending articles on the right side of the page.

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

	Size	Monthly	3 Months	6 Months
Front Page				
Top Leaderboard Banner	1168 x 145	\$2,500	\$7,000	\$12,000
Standard Banner	1168 x 145	\$2,000	\$5,500	\$9,000
Market Sector Page				
Top Leaderboard Banner	1168 x 145	\$1,500	\$4,000	\$7,000
Standard Banner	1168 x 145	\$1,500	\$2,800	\$4,000
News Article Page				
Top Leaderboard Banner	1168 x 145	\$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	1168 x 145	\$1,500	\$3,000	\$7,000

*All prices excluding GST for Australian customers.

NEWSWIRE

DAILY EMAIL NEWSWIRE

Enjoy direct response from the Australasian Rail Sector via our 12,903 newswire subscribers. Sent every working day, our newswire lands in the inbox of Australia's leading buyers, influencers and decision makers.

The Rail Express newswire list is built up from direct registrations, the memberships of all major industry bodies and the attendance, delegate, visitor, speaker and exhibitor lists from industry mega-events such as AusRAIL, Rail Safety, Light 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.

NEWSWIRE ADVERTISING RATES

Newswire Masthead Banner

Size	Monthly	3 Months	6 Months
686 x 88	\$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.*

ARTWORK:

We only accept non-animated GIF files (1 frame only) for our Newswire. Maximum file size 150kb.

RailExpress
AusRAIL PLUS 2017 Edition

RailExpress

Daily Newswire - October 31, 2017

Australian company awarded TasRail planning software contract



Biarri Rail has been awarded a contract to deliver new planning and scheduling software for TasRail, including programs that will reportedly create efficiencies in train scheduling. An Australian-based...

New pedestrian crossings for Noble Park station

The planned removal of all three level crossings in the Melbourne suburb of Noble Park will be joined...

Sydney light rail track installation reaches halfway point

Around half the track for Sydney's new light rail project has been laid, with more than 12,000 metres...

Why the 'Hands Off' campaign targeting sexual harassment on public transport misses the mark

COMMENT: A new campaign targeting sexual assault on public transport is a positive development in some...

AusRAIL PLUS 2017 – An exciting time for rail

AusRAIL PLUS 2017 – Rail's Digital Revolution
With rail infrastructure investment...

Winners revealed for inaugural Next Generation Conference Scholarship

The AusRAIL PLUS 2017 organising committee were delighted with the quality of entries for the inaugural...

Limited space remaining in AusRAIL PLUS 2017 edition of Rail Express

If you haven't booked your place in the official publication of the largest rail event in the southern...

Ground Transportation solutions

Wherever safety and security matter, we deliver

FIND OUT MORE ▶

THALES

Together • Safe • Everywhere

Visit Axiomtek's Booth #592 at AusRAIL 2017

AusRAIL PLUS 2017



Advanced bearing technologies for Rail.

AusRAIL - Stand 429 **SCHAEFFLER**

Your digital edition of the Rail Express September/October Issue is here!

For detailed artwork specifications please contact Ben O'Brien for more information 0427 270 774 | ben.obrien@mohimedia.com

PRINT & DIGITAL EDITIONS



The print edition of Rail Express is read by more than 29,000 print & digital 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 subscriptions, 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.

2018 Features List

- January/February:** Light Rail; Passenger Rail; Urban Infrastructure
- March/April:** Rolling Stock Manufacturing & Rail Supply; Engineering; Safety, Standards & Regulation
- May/June:** Civil Engineering & Major Projects; Tendering; Below Rail Infrastructure; Research & Development;
- July/August:** Signalling & Communications; Technology & IT; Workforce & Training; Plant Hire, Equipment Hire and Tools;
- September/October:** Freight Rail; Heavy Haul Rail; Environment & Sustainability
- November/December:** AusRAIL 2018

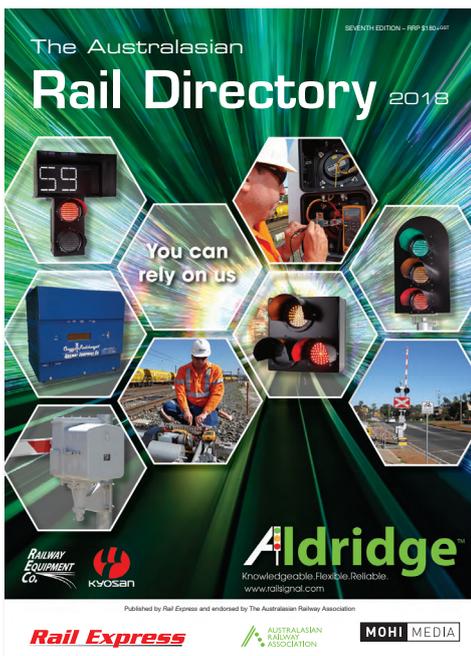
ADVERTISING RATES

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 Mohi Media, publishers of Rail Express, and endorsed by the Australasian Railway Association (ARA), The Australasian Rail Directory 2018 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 2018 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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