



The most comprehensive and up-to-date directory and yearbook on the Indian urban mass transit sector

Indian
Infrastructure

URBAN MASS TRANSIT

METROS | RAILWAYS | BUSES | E-MOBILITY

Directory and Yearbook 2022

Contents

The Yearbook section will present the current scenario and latest information on the urban mass transit systems in India. It will include recent developments in the sector – current and future projects (BRTS, MRTS etc.), policy initiatives, financing, and key trends and issues. This section, rich in data and statistics, will consist of at least 50 pages and will appear in front.

The Directory will provide up-to-date information on all leading urban mass transit sector organisations – their areas of business, operating units and special purpose vehicles. It will also list the top managers and officials. This information will be broadly classified in a number of distinct sections like:

- ❖ Central sector ministries and organisations
- ❖ State government departments/State-level agencies/UMTAs
- ❖ Urban local bodies/Parastatals
- ❖ MRTS project companies (metro and monorail)
- ❖ BRTS project companies
- ❖ Suburban railways
- ❖ State transport corporations and city bus service providers
- ❖ Project developers and EPC contractors
- ❖ Financial institutions
- ❖ Consultants
- ❖ Rolling stock providers (rail coaches and bus fleet)
- ❖ Service and technology providers
(providers of O&M services, traffic and signalling systems, ITS, monitoring equipment, etc.)
- ❖ Raw material suppliers (cement, steel etc.)
- ❖ Construction equipment providers
- ❖ Other support infrastructure
(stations, signage, ramps to stations, seats, visual and audible elements, elevators and escalators, wheelchair ramp, guardrails, bus shelters, etc.)
- ❖ Research organisations
- ❖ Training institutes
- ❖ Associations

Circulation and Readership

In addition to paid subscribers, the directory will be mailed with our compliments to the top decision-makers and influencers in the Indian transport industry – concerned ministries, state-level agencies/UMTAs, urban local bodies, parastatals, development institutions, project developers, industry associations, financial institutions, etc. A special effort will be made to market the directory to leading equipment manufacturers, technology providers, appliance manufacturers, material suppliers, system integrators, etc. We organize several conferences specific to the Urban mass transit sector and participate in important trade shows where the Directory will be given out to delegates, sponsors, exhibitors, visitors, speakers. The audience here is a mix of Technical and Marketing experts.

The Directory will be of tremendous reference value and have a shelf-life of at least one year. The printing, production and paper quality will be of the highest standard. It will provide an excellent environment for transport industry organisations to showcase their products and services or to highlight their achievements and contribution to the sector.

Advertising Rates

The ad rates are as follows:

Ad position	Rate (Rs)	Rate (USD)
Full page	1,10,000	2,640
Right-side page	1,21,000	2,904
Back cover	2,20,000	5,280
Inside front/back covers	1,65,000	3,960
Double spread	1,98,000	4,752
Special positions (First 25 pages)	1,32,000	3,168
Full page plus bookmark (2 positions)	1,65,000	3,960

(18 per cent GST as applicable will be levied on the above mentioned rates)

The positions will be offered on a first come, first served basis.

Technical Specifications for Advertisements

Final size of the directory (finished size) : 210 mm x 273 mm

Non-bleed ad size (within the print area) : 190 mm x 253 mm

Bleed size (3 mm extra from all sides over

and above the finished size) : 216 mm x 279 mm

Artwork Preference: Print-ready .pdf format, colour proofs of the artwork and progressives needed for print reference.

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