



MEDIA KIT

Metro Rail News is an exclusive and leading news portal and monthly journal which provides complete and up to date information like project updates, tender, events & job notices, passenger information, media interviews etc. from various mass rapid transit systems/ smart public transportations and associated industries in India. Metro Rail News offers business, advertisement and media partnership opportunities to the individuals, business organizations, event planners, metro railways, OEMs and coach factories worldwide.

- Ongoing project updates
- Dynamic rout maps
- Journey fares
- Corporate information
- Public information
- Metro railways directory
- Metro expert directory
- Who's who Key people
- Tender / contracts
- Job openings
- Event updates
- Media interviews
- Metro rail technologies
- Mono rail projects
- Sky metro projects
- Tramway projects
- Metrino projects
- Bullet trains projects
- Smart transportation
- Industry updates
- Honor / awards
- Smart card recharge
- Commuters survey
- Case studies
- Metro Yatri Club
- Many more....

WEBSITE STATISTICS




175000+
Monthly
Visitors



325000+
Monthly
Pageviews



450%
Yearly Traffic
Growth



35%
Returning
Visitors



4.95
Average Time
on Website



91
Countries




100000+
Social Media
Reach




3500000+
Metro
Commuters




75000+
Rail & Engg.
Professionals




500+
Corporates
& Industries



Male : 54.15
Female : 45.85



18-34: 61.0%
35-54: 28.0%
55-64: 18.0%
65+ : 5.5%



Bachelors: 55.0%
Masters : 33.0%
No Degree: 12.0%



Metro Rail News : Monthly Magazine | Circulation Information

Metro Railways/Urban Development Departments	2000+
Railways/Construction Companies	3500+
Contractors/Suppliers	10000+
Railways/Engineering Professionals	25000+
Financial Institutions	1500+
Ministries/Govt. Departments	2000+
Research & Planning Organizations	1000+
General Consultants	5000+
Total	50000+

Annual Subscription

Print Edition: ₹ 3600.00 | \$ 700.00 | € 650.00
Digital Edition: ₹ 1500.00 | \$ 25.00 | € 22.00

**Call us to Book
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Metro Rail
News today!**

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OUR PRINT / DIGITAL MAGAZINE ADVERTISING RATES

Metro Rail News | www.metrotrainews.in | www.metrotrainews.net

India's first & exclusive news portal and magazine on Mass Rapid Transit System, Metro Rail Projects, Urban Transport, Infrastructure and Smart Cities.

Magazine Advertising Rates (w.e.f. 01.04.2017)

Advertisement type	Location	Advertisement Rates		
		Rupee ₹	Doller \$	Euro €
Full Page	Inside Front Cover	100000.00	2000.00	1800.00
	Back Cover	100000.00	2000.00	1800.00
	Inside Back Cover	100000.00	2000.00	1800.00
	First Opening Page	100000.00	2000.00	1800.00
	First 15 pages	75000.00	1500.00	1350.00
	Middle 16-35 pages	60000.00	1200.00	1080.00
	Last 36-60 pages	50000.00	1000.00	900.00
Full Page (Centre Spread)	Middle	125000.00	2500.00	2250.00
Half Page (Horizontal/Vertical)	First 15 pages	35000.00	700.00	630.00
	Middle 16-35 pages	30000.00	600.00	540.00
	Last 36-60 pages	25000.00	500.00	450.00
Half Page (Horizontal Spread)	Middle	75000.00	1500.00	1350.00
1/3 Page (Horizontal/Vertical)	First 15 pages	25000.00	500.00	450.00
	Middle 16-35 pages	20000.00	400.00	360.00
	Last 36-60 pages	15000.00	300.00	270.00
1/3 Page (Horizontal Spread)	Middle	50000.00	1000.00	900.00
2/3 Page (Vertical)	First 15 pages	30000.00	600.00	540.00
	Middle 16-35 pages	25000.00	500.00	450.00
	Last 36-60 pages	20000.00	400.00	360.00
1/4 Page (Square)	First 15 pages	15000.00	300.00	270.00
	Middle 16-35 pages	12500.00	250.00	225.00
	Last 36-60 pages	10000.00	200.00	180.00
Digest	First 15 pages	10000.00	200.00	180.00
	Middle 16-35 pages	8000.00	160.00	144.00
	Last 36-60 pages	5000.00	100.00	90.00

Magazine : General Information	
Frequency	Monthly
Pages	60-80
Size (mm)	209.5 x 273
Paper (Glossy)	100 gsm
Editorial/Ads Ratio	60 : 40
Color	4 Color
Material Required	Text, JPEG
Date of Publication	First Week
Cover Price	₹ 299.00

Special Discount on Term Booking	
3 Issues	5%
4-6 Issues	10%
7-9 Issues	15%
All 12 Issues	25%

Our Banker's Information	
Account No.	135105000291
A/c Name:	Symbroj Media Private Limited
Banker Name:	ICICI Bank Ltd.
IFS Code:	ICIC0001351
Swift Code:	ICICINBB007

Payment Mode Accepted	
• Online/Internet Banking	
• NEFT/RTGS/Wire Transfer	
• Credit Card / Debits Cards	
• PayTM Payment 9990454505	
• Multicity Cheque/Demand Draft	

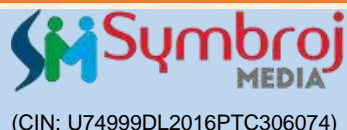
Website Advertising Rates (w.e.f. 01.04.2017)

Page Name	Banner Size (Pixel)	Advertisement Rates		
		Rupee ₹	Doller \$	Euro €
Home	715 x 160	50000.00	1000.00	800.00
	620 x 100	20000.00	400.00	325.00
	160 x 600	50000.00	1000.00	800.00
	250 x 250	25000.00	500.00	400.00
	250 x 250	20000.00	400.00	325.00
	250 x 500	15000.00	270.00	250.00
	728 x 90	12500.00	225.00	200.00
Route Maps/Corporate Info /Public Info/Metro Rail Directory	250 x 250	20000.00	400.00	325.00
	250 x 250	15000.00	270.00	250.00
	250 x 500	12500.00	225.00	200.00
Rest of Pages	250 x 250	17500.00	325.00	300.00
	250 x 250	15000.00	270.00	250.00
	250 x 500	12500.00	225.00	200.00
Sponsored Post	<1500 words	5000.00	100.00	75.00
Sponsored E-mail	<1000 words	5000.00	100.00	75.00
Newsletter (Top) (Bottom)	620x100	20000.00	400	325.00
	620x100	15000.00	300	200.00

Special Discount on Term Booking	
3 Months	7.5%
4-6 Months	15%
7-9 Months	25%
One Year	40%

OUR OTHER PREMIUM SERVICES	
• Media Clipping/Media Monitoring	
• Media Interview Set up	
• Corporate / Public Relations	
• Corporate Liaoning	
• Branding/Reputation Management	
• Digital / Social Media Marketing	
• Customer Feedback Survey	
• Campaign Management	
• Club / Event Management	
• Startup / Business Consultancy	
• Indoor/Outdoor/Metro Advertising	
• Corporate Website Management	

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