

# MEDIA KIT 2020-21



A Symbroj Media Publication



*Solving problems...  
...to achieve Goals*

# METRO RAIL NEWS

Gateway to reach out Metro & Railway Market of India

India's leading monthly magazine in urban transport, construction and infrastructure

## Exclusive news portal and leading B2B Magazine with deep focus on

- » Urban Mobility Projects
- » Mass Rapid Transit Systems
- » Metro & Railway Construction Projects
- » High Speed Rail (Bullet Train) Projects
- » Regional Rapid Rail Projects (RRTS)
- » Metrolite, Metro NEO Projects
- » Hyperloop, Pod Taxis, Sky Bus
- » Survey, Analysis & Project Reports
- » Transport Infrastructure in Smart Cities Projects
- » Expert Opinion & Media Interview
- » Tender, Events and Job updates



## Product and Features

### MAGAZINE



A carefully curated collection of content from our daily website along with deeper thought pieces and insights exclusive to the monthly print and digital editions.

**CIRCULATION**  
12,000+ Print  
125,000+ Digital

**DIMENSIONS**  
8.5 / 11 Inch

**FREQUENCY**  
Monthly

### WEBSITE



Constantly updated breaking news, Projects information, tenders & contract, jobs, events, keep the Metro & Railway Industries in the loop on the latest developments in the business.

**MONTHLY VISITOR**  
6,00,000+

**MONTHLY PAGE VIEWS**  
9,80,000+

### MOBILE



Metrorailnews.in is mobile optimized with a responsive design for tablets and smartphones, giving users a seamless experience no matter the device.

### E-NEWSLETTERS



Breaking news and daily e-newsletters cover the business on an hourly and daily basis, keeping readers apprised of developments in a timely manner.

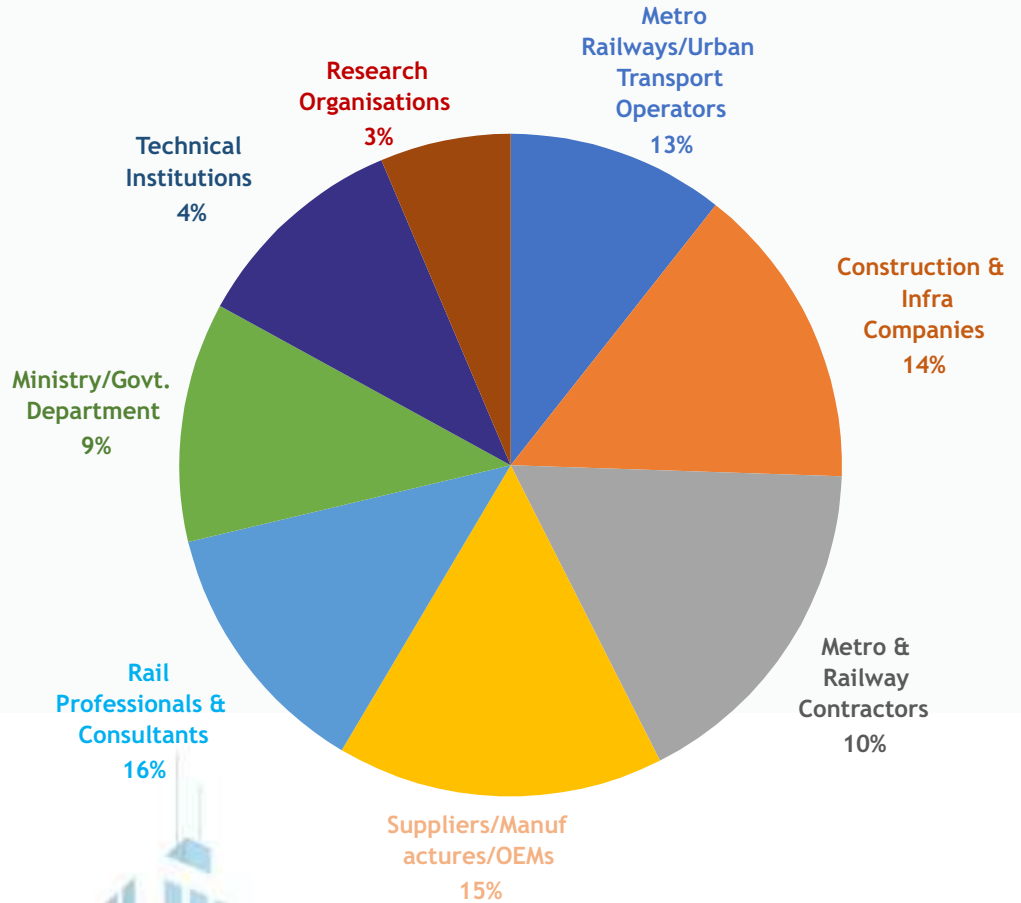
**SUBSCRIBER**  
75,000+

**FREQUENCY**  
Daily

## Magazine Distributed in below organization

1. Ministry of Housing and Urban Affairs
2. Metro Rail Operators – DMRC, NMRC, MMRC, KMRC etc
3. Ministry of Railways
4. Indian Railways Zonal Offices
5. Indian Railways Divisional Offices
6. Indian Railways Workshops
7. Indian Railways Production Units
8. Research and Development Facilities like RDSO, CRIS, CORE, COFMOW
9. Special Purpose Vehicles – RVNL, RailTel, DFCCIL
10. Public Sector Undertakings like IRCON, RITES, IRCTC, CONCOR, IRFCL, KRCL, RLDA, MRVC.
11. Trade Associations, Chambers of Commerce like: Assocham, PHD Chambers of Commerce, CII, FCCI, ASSOCHAM etc. Apart from this magazine is also circulated at the various Metro & Railway industry and urban mobility events organized by them.
12. Academic & Research Institutions – National Rail & Transportation Institute (NRTI) Institute of Urban Transport (IUT) National Academy of Indian Railway etc.
13. Metro & Railway Project Consultants like SYSTRA, Louis Berger, CEG, EGIS etc.
14. Rolling Stock Manufacturers: CRRC, BEML, Bombardier, Alstom, Titagarh Wagons etc.
15. Metro and Railway Project Contractors – HCC, L&T, CEC International, J Kumar Infraprojects, ITD Cementation, KEC etc.
16. Manufactures of Metro & Railway parts, components, assemblies, and Depot including all types of trains in india.
17. To the Indian and international railway experts.

## Readership Profile



**Total Brand Reach 20,55,000 pm**

## Our Premium Services

- » Strategic Business Consulting
- » Active Tender & Business Alert
- » Project Sub-Contracting Solution
- » Vender Registration & Approval
- » Project Progress & Media Monitoring
- » Infrastructure PR & Brand Management
- » Industry Market Research and Forecasting
- » Customer Feedback Survey
- » Corporate Interview & Media Planning
- » Media Support for Industry Events
- » Digital and Print Advertising

# EDITORIAL CALENDER 2020-21

ISSUE	Publication Date	MRTS Project	Focused System	Article/White Paper/Story
<b>MAY</b>	10-May-20	Nagpur & Pune Metro, Jammu & Srinagar Metro	Civil Construction, Viaduct & Tunneling Equipment	Clean Air Action Plan: Mitigation in Urban Transport Sector in Reducing Pollution
<b>JUN</b>	10-Jun-20	Indore & Bhopal Metro	Data Acquisition & Control Device, Audio & Display Systems	Accessible Mobility
<b>JUL</b>	10-Jul-20	Ahmedabad & Surat Metro, Dholera Metro, High Speed Rail Project	Power Supply, Traction And SCADA, CBTC, OCC, ATP, CBI	Avenues for Increased Revenue and Cost Cutting Methods in Metro Rail System
<b>AUG</b>	10-Aug-20	Lucknow Metro, Kanpur Metro, Agra Metro	Pit Jack / Bogie Drop, Mobile Lifting Jacks, Wheel Press, Automatic Washing Plant, Driving Cab Simulator	Moving Ahead on NCMC
<b>SEP</b>	10-Sep-20	Hyderabad Metro, Patna Metro, Thane Metro	Bogie, Brakes & Pneumatics, Steel Structure, Fail Safe Pneumatic Emergency Air Brake, Traction?Brake controller handle	Innovation, Digitalization, Big Data and Artificial Intelligence applications in Mass Public Transport, Innovative ways of Funding and Financing
<b>OCT</b>	10-Oct-20	Kolkata Metro, Dehradun Metro, Meerut Metro	Brakes, Couplers, Propulsion System, Train Control,	Smart Trains and connected Urban Rail, Improved Public Transport and Inclusive Mobility
<b>NOV</b>	10-Nov-20	Chennai Metro, Kochi Metro, Visakhapatnam Metro	DTS System, ATO, ATP, ATS and EI Systems	Technology and Climate Change in Urban Transport
<b>DEC</b>	10-Dec-20	Bangalore Metro, RRTS, Nashik Metro	Automatic Train Supervision, Passenger Emergency Alarm, Passenger Addressing System	Child Friendly Mobility, Trends on Metro Automation, Unattended Train Operations (UTO)

## Social Media Reach



## Our Knowledge Partners



## Our Supporters



# ADVERTISING RATES 2020-21

## PRINT ADS: METRO RAIL NEWS MAGAZINE (MONTHLY)

Full Page/Position	INR	USD	EUR
Gate Fold	70000	1500	1200
Front/Back Cover Page	60000	1000	800
Inside Front Cover	50000	900	720
First Opening Page	50000	900	720
Inside Back Cover	40000	800	640
Last Opening Page	40000	800	640
Between Editorial	30000	500	400
Double Spread Centre	60000	1000	800

## DIGITAL ADS: METRO RAIL NEWS WEBSITES

Banner Size/Position	INR	USD	EUR
Top Leader Board (728x90) - Home	40000	750	600
Leader Board 1 (640x165) - Home	30000	625	500
Leader Board 1 (640x105) - Home	25000	500	400
MPU (300x250) - Home/Side Bar	30000	625	500
MPU (300x600) - Home/Side Bar	30000	625	500
MPU (300x250) - Home/Side Bar	25000	500	400
Top Leader Board (728x90) - Article	30000	625	500
Leader Board (640x165) - Article	25000	500	400
MPU (300x250)	20000	375	300

## DIGITAL ADS: DAILY E-NEWSLETTER

Banner Size/Position	INR	USD	EUR
Top Leader Board (650x100)	30000	750	600
Leader Board 1 (650x165) - Middle	25000	625	500
Leader Board 2 (650x100) - Bottom	20000	500	400
Weekly Sponsor Logo	10000	250	200
Sponsored Post <1500 words	5000	125	100
E-mail Shot (html)	20000	500	400
Webinar	15000	375	300
Product Launching	10000	250	200

- All rates are exclusive of taxes (GST) and are monthly basis.
- For other premium and customized services, contact our sales team.

**DID YOU KNOW?**

**90% Metro Rail News Magazine readers And news websites viewers belong to senior management and Decision making community.**

## Testimonials

“I personally feel that the Metro Rail News Magazine has been doing a yeoman service by capturing many disparate news from the metro segment to give the readers a very holistic and knowledgeable insight in to the different developments and opportunities in the huge upcoming metro segment in India. I would take this opportunity to thank the Metro News magazine team for excellent and thoughtful way of pioneering the Metro segment.”



**MR. DIPANKAR GHOSH**  
CEO  
ESCORTS RAILWAY DIVISION

“Metro Rail News has created a significant presence and reputation in the Metro Railway Industry since the past few years of its launch. Its activeness at all levels and coverage of all the important and interesting news from all the Metro Organisations is remarkable. The Editorial Advisory Board of Metro Rail News is driven by reputed and experienced intellectuals serving the Railway & metro Industry. The Quality and coverage of the news are highly professional and so is the quality of the publication. We are happy to be associated with Metro Rail News and wish them good success in their innovative and continual progress.”



**MR. NEELESH DIXIT**  
MANAGING DIRECTOR  
RENMAKCH

“Metro Rail News concisely covers all the information about the latest development and infrastructure projects of the metro rail industry through magazine and Newsportal. The Magazine feature stories include the entire journey of conception, development & execution of the project as well as you always provide excellent information to the readers.”



**Kumar Keshav**  
MD  
UPMRC

## ANNUAL SUBSCRIPTION

Version	National	Overseas
Print	₹ 3,000.00	\$ 300.00
Digital	₹ 600.00	\$ 50.00

## Our Clients



THALES



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