MEDIA KIT
2020-21

Solving problems... ...to achieve Goals
Product and Features

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

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 home entertainment in a timely manner.

SUBSCRIBER
75,000+

FREQUENCY
Daily
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 assetc. 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.
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

- Construction & Infra Companies: 14%
- Metro Railways/Urban Transport Operators: 13%
- Suppliers/Manufactures/OEMs: 15%
- Rail Professionals & Consultants: 16%
- Ministry/Govt. Department: 9%
- Technical Institutions: 4%
- Research Organisations: 3%

Total Brand Reach 20,55,000 pm

Our Premium Services
- Strategic Business Consulting
- Active Tender & Business Alert
- Project Sub-Contracting Solution
- Vendor 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 CALENDAR 2020-21**

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>Publication Date</th>
<th>MRTS Project</th>
<th>Focused System</th>
<th>Article/White Paper/Story</th>
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<tbody>
<tr>
<td>MAY</td>
<td>10-May-20</td>
<td>Nagpur &amp; Pune Metro, Jammu &amp; Srinagar Metro</td>
<td>Civil Construction, Viaduct &amp; Tunneling Equipment</td>
<td>Clean Air Action Plan: Mitigation in Urban Transport Sector in Reducing Pollution</td>
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<td>JUN</td>
<td>10-Jun-20</td>
<td>Indore &amp; Bhopal Metro</td>
<td>Data Acquisition &amp; Control Device, Audio &amp; Display Systems</td>
<td>Accessible Mobility</td>
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<td>JUL</td>
<td>10-Jul-20</td>
<td>Ahmedabad &amp; Surat Metro, Dholera Metro, High Speed Rail Project</td>
<td>Power Supply, Traction And SCADA, CBTC, OCC, ATP, CBI</td>
<td>Avenues for Increased Revenue and Cost Cutting Methods in Metro Rail System</td>
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<tr>
<td>AUG</td>
<td>10-Aug-20</td>
<td>Lucknow Metro, Kanpur Metro, Agra Metro</td>
<td>Pit Jack / Bogie Drop, Mobile Lifting Jacks, Wheel Press, Automatic Washing Plant, Driving Cab Simulator</td>
<td>Moving Ahead on NCMC</td>
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<tr>
<td>OCT</td>
<td>10-Oct-20</td>
<td>Kolkata Metro, Dehradun Metro, Meerut Metro</td>
<td>Brakes, Couplers, Propulsion System, Train Control</td>
<td>Smart Trains and connected Urban Rail, Improved Public Transport and Inclusive Mobility</td>
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<tr>
<td>NOV</td>
<td>10-Nov-20</td>
<td>Chennai Metro, Kochi Metro, Visakhapatnam Metro</td>
<td>DTS System, ATO, ATP, ATS and EI Systems</td>
<td>Technology and Climate Change in Urban Transport</td>
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<td>DEC</td>
<td>10-Dec-20</td>
<td>Bangalore Metro, RRTS, Nashik Metro</td>
<td>Automatic Train Supervision, Passenger Emergency Alarm, Passenger Addressing System</td>
<td>Child Friendly Mobility, Trends on Metro Automation, Unattended Train Operations (UTO)</td>
</tr>
</tbody>
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**Social Media Reach**

- **LinkedIn:**
  - Key account followers: 2,000,000+
  - Linkdin page followers: 50,000+

- **Twitter:**
  - Account followers: 2,000+
  - Tweet reach: 2,57,000+

- **Facebook:**
  - Page likes: 15,300+
  - Group member: 9,737+

**Our Knowledge Partners**

- **Global Transport Forum**
- **Community of Metros (CoMET)**
- **Confederation of Indian Industry (CII)**
- **FICCI**
- **IMRT**
- **International Union of Railways (UIC)**

**Our Supporters**

- **Exhibitions India Group**
ADVERTISING RATES 2020-21

PRINT ADS: METRO RAIL NEWS MAGAZINE (MONTHLY)

<table>
<thead>
<tr>
<th>Full Page/Position</th>
<th>INR</th>
<th>USD</th>
<th>EUR</th>
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<tr>
<td>Gate Fold</td>
<td>70000</td>
<td>1500</td>
<td>1200</td>
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<tr>
<td>Front/Back Cover Page</td>
<td>60000</td>
<td>1000</td>
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<tr>
<td>Inside Front Cover</td>
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<tr>
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<tr>
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<td>800</td>
<td>640</td>
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<tr>
<td>Between Editorial</td>
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<td>500</td>
<td>400</td>
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<tr>
<td>Double Spread Centre</td>
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DIGITAL ADS: METRO RAIL NEWS WEBSITES

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<thead>
<tr>
<th>Banner Size/Position</th>
<th>INR</th>
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<th>EUR</th>
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<tbody>
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<td>Top Leader Board (728x90) - Home</td>
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<td>750</td>
<td>600</td>
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<tr>
<td>Leader Board 1 (640x165) - Home</td>
<td>30000</td>
<td>625</td>
<td>500</td>
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<tr>
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<td>500</td>
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<tr>
<td>MPU (300x250) - Home/Side Bar</td>
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<td>625</td>
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<tr>
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<td>400</td>
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<tr>
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<td>500</td>
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<tr>
<td>Leader Board (640x165) - Article</td>
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<td>400</td>
</tr>
<tr>
<td>MPU (300x250)</td>
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DIGITAL ADS: DAILY E-NEWSLETTER

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<td>Leader Board 1 (650x165) - Middle</td>
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<tr>
<td>Sponsored Post &lt;1500 words</td>
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<td>Product Launching</td>
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- All rates are exclusive of taxes (GST) and are monthly basis.
- For other premium and customized services, contact our sales team.

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

<table>
<thead>
<tr>
<th>Version</th>
<th>National</th>
<th>Overseas</th>
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</thead>
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<tr>
<td>Print</td>
<td>₹ 3,000.00</td>
<td>$ 300.00</td>
</tr>
<tr>
<td>Digital</td>
<td>₹ 600.00</td>
<td>$ 50.00</td>
</tr>
</tbody>
</table>
Our Clients

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