



**THE ONLY NEWS DESTINATION FOR METRO, RAILWAYS AND URBAN TRANSPORT INDUSTRIES**

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

# METRO RAIL NEWS

Gateway to reach out Metro, Railways & EPC Projects



## METRO RAIL NEWS

brings you a daily round-up of news stories and construction updates from Metro Railways, High Speed Rail, Rapid Railway, Coach Factories, EPC Industries, Urban Transport, Research Organizations, Smart Cities and other means of mass rapid transit systems & public transport.

### 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)
- Hyperloop, Pod Taxies, Sky Bus
- Survey, Analysis & Project Reports
- Transport Infrastructure in Smart Cities Projects
- Expert Opinion & Media Interview
- Tender, Events and Job updates
- Case Studies, Research Papers



Scan to read Metro Rail News Online  
[WWW.METRORAILNEWS.IN](http://WWW.METRORAILNEWS.IN)

A Symbroj Media Publication

# READERSHIP PROFILE



**Total Brand Reach**  
**475,000**  
per month



## Editorial

**94%**

of our readers consider METRO RAIL NEWS editorial to be good or better than other railway, infra & construction project publications



## Purchasing Decision

**85%**

of our readers have at some point used METRO RAIL NEWS to make purchasing decisions based on its editorial and advertising content



## Reader Profile

**90%**

of our readers are decision makers, are responsible for purchasing decisions, or influence purchasing decisions

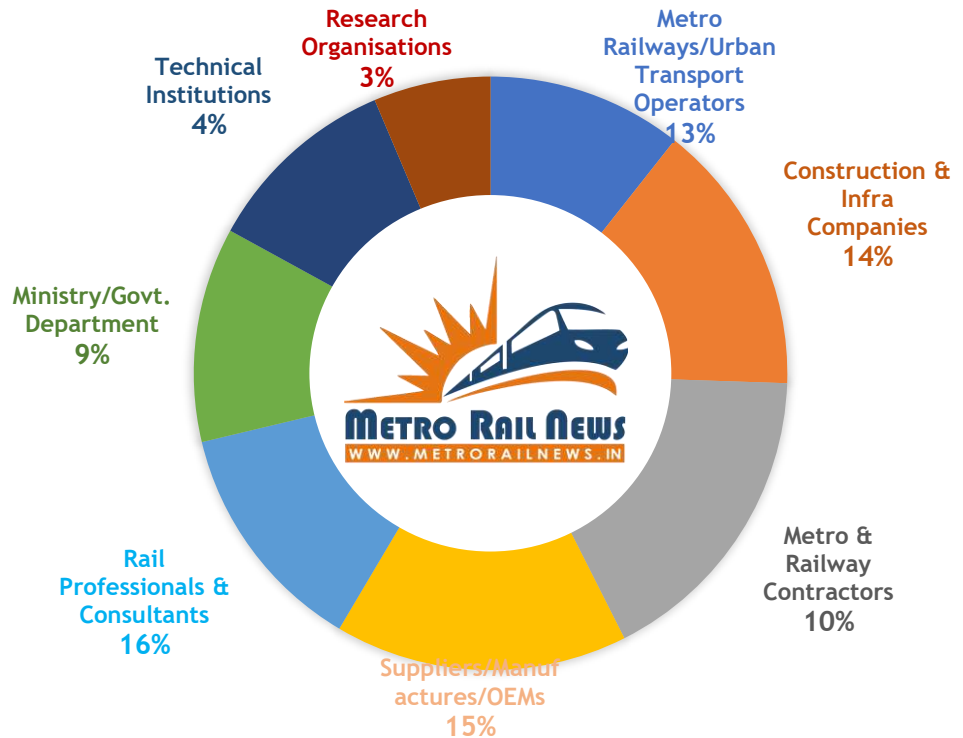
**9,960**  
PRINT CIRCULATION (ESTD.)

**15,50,000**  
WEBSITE PAGE VIEWS ANNUALLY

**85,000**  
READERS PER ISSUE

**57,000**  
E-MAIL SUBSCRIBERS

## READERSHIP BY SECTOR



## PRINT CIRCULATION INFORMATION

Metro Railways/Public Transport/Smart Cities	1250
Construction & Infrastructure Companies	1420
Metro, Railway & Highways EPC Contractors	1610
Suppliers/Manufactures/OEMs	1535
Railway Professionals, Engineers & Consultants	1575
Ministry/Govt. Departments	900
Technical Institutions	410
Research Organizations	260
Distribution in Industry events/conferences	1000

\*Above circulation information may be varied according to special sponsors.



# MAGAZINE INFORMATION

• Frequency	Monthly
• Pages	60-80 pages
• Size (mm)	215 x 285
• Paper (Glossy)	100 gsm
• Editorial/Ads Ratio	60:40
• Publication Date	2 <sup>nd</sup> Week of Every Month
• Ad Material format	JPEG, PNG or PDF

## EDITORIAL CALENDER 2018

JAN

**FOCUSED PROJECTS:** Delhi Metro (15<sup>th</sup> Anniversary)  
**FOCUSED TOPICS:** CBTC/UTO Trains, PPP Model in Metro Projects  
**FOCUSED INDUSTRY:** Signalling & Telecommunications

FEB

**FOCUSED PROJECTS:** Mumbai Metro 3 (Underground Project)  
**FOCUSED TOPICS:** Tunneling Technology, TBM  
**FOCUSED INDUSTRY:** Tunnel & Underground Equipment

MAR

**FOCUSED PROJECTS:** Noida Metro (Aqua Line)  
**FOCUSED TOPICS:** Hydrogen Trains, Transport Planning  
**FOCUSED INDUSTRY:** Non-metallic Mineral, Chemicals

APR

**FOCUSED PROJECTS:** Ahmedabad Metro (MEGA)  
**FOCUSED TOPICS:** Trackless Trains, Transport Infrastructure  
**FOCUSED INDUSTRY:** HVAC, Air Conditioning

MAY

**FOCUSED PROJECTS:** Kolkata East West Metro  
**FOCUSED TOPICS:** Hyperloop Technology  
**FOCUSED INDUSTRY:** IT & Digitalization in Railways

JUN

**FOCUSED PROJECTS:** Pune Metro (Maha Metro)  
**FOCUSED TOPICS:** Construction Technology & Management  
**FOCUSED INDUSTRY:** Construction Equipment

JUL

**FOCUSED PROJECTS:** Nagpur Metro  
**FOCUSED TOPICS:** Pod Taxi (PRT), Urban Governance  
**FOCUSED INDUSTRY:** Wheel and Fabricated Metals

AUG

**FOCUSED PROJECTS:** Jaipur Metro  
**FOCUSED TOPICS:** High Speed Rail  
**FOCUSED INDUSTRY:** Electrification and Traction Systems

SEP

**FOCUSED PROJECTS:** Indore & Bhopal Metro  
**FOCUSED TOPICS:** Water Transport  
**FOCUSED INDUSTRY:** Lifts, Elevators & Escalators

OCT

**FOCUSED PROJECTS:** Kochi Metro  
**FOCUSED TOPICS:** Urban Mobility Solutions for Smart Cities  
**FOCUSED INDUSTRY:** Car Body and Passenger Facilities

NOV

**FOCUSED PROJECTS:** Hyderabad Metro  
**FOCUSED TOPICS:** Metro Coach Factory  
**FOCUSED INDUSTRY:** Railway Track and P-Way Equipment

DEC

**FOCUSED PROJECTS:** Chennai Metro  
**FOCUSED TOPICS:** RRTS & Shuttle Metro  
**FOCUSED INDUSTRY:** Depot Machinery & Plants and Facilities

## REGULAR COLUMNS

- Editor Note
- Project Watch
- Round Up
- Editor Picks
- Cover Story
- Metro Rail Projects
- Mono Rail Projects
- High Speed Rail Projects
- RRTS Project
- Smart Cities Mission
- Urban Mobility Solutions
- Technology Updates
- Technical Articles
- Rules & Policies
- Corporate updates
- Announcements
- Appointments
- Honor & Awards
- Achievements
- Leaders Opinion
- Media Interview
- Tender & Contract updates
- Event Diary
- Metro & Railways Jobs
- Leaders Series
- Women in Urban Transport
- Industry News
- Product Watch
- Industry Profile
- Readers Comments

## SPECIAL COLUMNS

- Featured Projects
- Project of the Month
- Challenges & Solutions
- Transport Infrastructure
- Make in India
- Rolling Stock systems
- CBTC/UTO Technology
- Tunneling Technology
- Construction Engineering
- IT & Smart Ticketing
- Digitalization in Transport
- Hyperloop Technology
- Passenger Safety
- Railway Safety
- Low Corban Mobility
- Green Energy
- Lesson from Failures
- Indigenization
- Research & Development
- Whitepapers



# BUSINESS CONSULTING AND PREMIUM SERVICES



## Feedback

**85%**

Visitors say METRO RAIL NEWS is a timely source of Industry News

**75%**

of METRO RAIL NEWS subscribers visit our website each month

**80%**

Rely on METRO RAIL NEWS for Industry Trends, Product and Services

**8,50,000**

SESSIONS PER YEAR

**15,50,000**

PAGE VIEWS ANNUALLY

**1,35,000**

PAGE VIEWS MONTHLY

**5,00,000**

USERS

**25 MINUTES**

AVERAGE STAYTIME

**450%**

YEARLY TRAFFIC GROWTH

**57,000**

DAILY/WEEKLY E-NEWS LETTER SUBSCRIBERS

## Business Consulting, Liaising & Corporate Affairs

- Corporate Liaising
- Vender Registration
- Product Approval
- Tender Documentation & Bid Analysis
- Sub-Contracting

## Premium Membership facilities

- Tender & Business Alerts
- Industry Event Alert
- Media Monitoring
- Product & Business Listing
- Magazine Annual Subscription (Print & Digital)

## Advertising & Brand Management

- Print Advertising in Metro Rail News Magazine
- Digital Advertising at News portals & E-Newsletters
- E-mail Shots, Sponsored Articles & Media Interviews
- Showcase of Product, Services & Business Profile
- Advertising at Industry Events

## Other Premium Services

- External Corporate PR Service for Infra Industries
- Press Release, Product & Services Launches
- Customer Survey & Analysis
- Feedback Management
- Social Media management

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## KNOWLEDGE PARTNERS



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