

Intertraffic Amsterdam is the world's leading trade event within the traffic and transport sector. It attracted over 23,500 visitors from 121 countries in 2022

Each evening the entire content of the Daily News will be distributed as an eNewsletter to our **global 50,000 named database**. Recipients will be able to access all the leading news items and product launches with just one click. This takes them to **intertrafficLive.com** where they can read the full news articles, view the pictures and even link directly to the websites of the companies they are interested in. Whether all your customers make it to Amsterdam or not, there is no reason why they cannot read about your company and its products online. The eNewsletter will be sent in HTML and mobile-optimised formats.

To discuss specific requirements, please contact:

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OFFICIAL PUBLISHERS





GLOBAL
DISTRIBUTION
50,000
COPIES

THE OFFICIAL
PREVIEW
16-19 APRIL 2024

ONSITE
DISTRIBUTION
24,000
COPIES

Official *Intertraffic 2024 Preview*

To enable exhibitors to generate pre-event publicity and visitors to plan who they must see, *ITS International* and *World Highways* magazines will publish the *official Intertraffic 2024 Preview* as a standalone publication that will be distributed in advance of the show. This specially commissioned publication will be produced with the full co-operation of the RAI and will contain all the latest Intertraffic news, as well as sneak previews of products that will debut at the show.

The *Daily News* Show Newspaper

The *Daily News* is produced LIVE on-site and will contain all the news from the show as it happens. There will be **8,000 copies published per day**, Tuesday-Thursday inclusive. Each edition will be crammed full of photographs and reports on new product introductions and major announcements.




This is **THE** publication that visitors rely on to direct them to the best innovations at the show every day.

Companies advertising in these official products are guaranteed editorial coverage, in the form of a photo story in the respective publication.

Advertisement rates	
Official Intertraffic Preview (Editorial priority guarantee)	
Full Page	<i>Advertising rates start from just €1,770 and includes the guarantee of editorial coverage</i>
Half Page	
Quarter Page	
The Daily News Show Newspaper (3 insertions + editorial coverage guarantee)	
3x Full Page	<i>Advertising rates start from just €3,410 for 3-insertions, and includes the guarantee of a photo-story in print and on-line</i>
3x Half Page	
3x Quarter Page	

Print advert specifications

For print advert specifications and information on supplying files please contact production@ropl.com

Advertisement dimensions (All sizes are depth x width)								
Full Page (Inches)			Half Page (Inches)			Quarter Page (Inches)		
Bleed:	12 x 8 5/16		Horiz:	5 x 7 1/4		Horiz:	2 x 7 1/4	
Trim:	11 3/4 x 8 1/4		Vertical:	10 x 3 1/2		Vertical:	5 x 3 1/2	
Type area:	10 x 7 1/4							
								
Full Page (mm)			Half Page (mm)			Quarter Page (mm)		
Bleed:	305 x 218		Horiz:	124 x 184		Horiz:	60 x 184	
Trim:	297 x 210		Vertical:	256 x 92		Vertical:	124 x 92	
Type area:	256 x 184							

Figures quoted using Publisher's own data.

To discuss specific requirements, please contact:

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