



railway supply media kit 2022



RAILWAY SUPPLY 2022 MEDIA KIT

OUR MISSION



The Railway Supply information portal is designed for professionals working in the railway industry and is the most effective communication tool in the railway business environment.

We analyze news from the railway sector of Azerbaijan, Armenia, Belarus, Bulgaria, Hungary, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Moldova, Poland, Romania, Russia, Tajikistan, Turkmenistan, Uzbekistan, Ukraine, Estonia. Modern technologies, current and future projects, tenders – the Railway Supply platform is a source of information for companies interested in finding business partners.

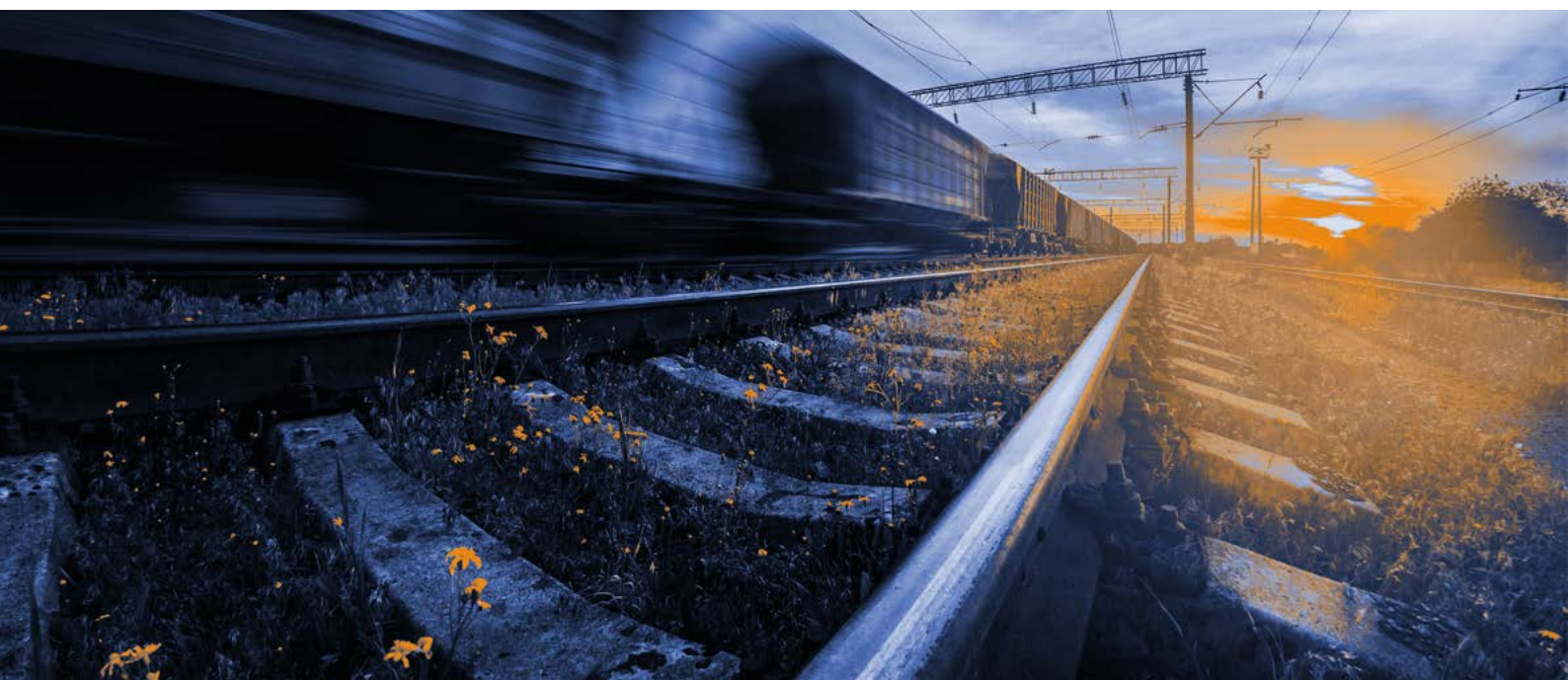
The railway market is becoming more active and dynamic, we strive to provide the reader with the latest news from trusted sources, as well as our own materials from our editorial team.

Our readers: railway authorities; departments, branches and structural divisions of railways; procurement and marketing departments of the enterprises of mining, petrochemical, metallurgical, agricultural industries; railway workshops and railway divisions of factories and plants; sea and river ports, stevedoring companies; railway forwarders; urban railway transport; railway track construction and maintenance companies.

**Railway Supply communication platform —
news portal, magazine and marketing tool!**

RAILWAY SUPPLY 2022 MEDIA KIT

FREQUENCY AND CIRCULATION



	FREQUENCY	CIRCULATION
Print copy	6 times a year	3000 UA
Special edition	once a year	3000 EN
Digital copy	6 times a year	UA, RU

	AD CLOSE	MAGAZINE SHIPPING
Nº1	01.02	March
Nº2	01.04	May
Nº3	01.06	July
Nº4	01.08	September
Nº5	01.10	November
Nº6	01.12	January

RAILWAY SUPPLY 2022 MEDIA KIT

INFORMATION PORTAL WWW.RAILWAY.SUPPLY



SITE

120 000 unique visitors/month

205 000 page views/month

76,8 % mobile traffic

E-MAIL

8000 manufacturers database

10000 customers database

SOCIAL

FACEBOOK (UA, RU):

24600
subscribers

FACEBOOK (EN):

10480
subscribers

LINKEDIN (EN):

10700
subscribers

ADVERTISING OPPORTUNITIES

Display ads

Audience targeting

Geo-targeting

E-mail marketing

Social media

RAILWAY SUPPLY 2022 MEDIA KIT

MAGAZINE AUDIENCE



Total audience	183 000
Magazine readers	4 000
Digital uniques	120 000
Social media community	46 000
Direct email audience	18 000
Male / Female	38%/62%
Average age	48

3/4 of the total audience are from Ukraine. The rest is represented by the following countries:

Russian Federation	41%	UK	4%
USA	20%	Turkmenistan	4%
Kazakhstan	14%	Belarus	3%
Poland	6%	Latvia	2%
Germany	5%	Other countries	1%

RAILWAY SUPPLY 2022 MEDIA KIT

MAGAZINE READERSHIP



MAGAZINE READERSHIP

- national railway authorities
- railway workshops and departments;
- national tender portals
- rail transportation companies;
- mining industry (mines, quarries, mine and mineral processing plants);
- petrochemical industry (oil refineries, chemical plants, fertilizer production companies);
- metal industry (concentrating factories and metallurgical plants);
- energy industry (thermal and nuclear power plants);
- agricultural industry (grain elevators, grain traders, granaries, refineries, agroholdings);
- sea and river ports
- freight terminals and stevedoring companies;
- municipal rail transport;
- design and engineering companies related to railways;
- track structure building and maintenance companies.

RAILWAY SUPPLY 2022 MEDIA KIT

RAILWAY SUPPLY MAGAZINE TOPICS



- Railway industry news
- History of the development of railway transport
- Modern technologies in railway transport
- Exhibitions of the railway industry
- Railway transport in Eastern Europe, Central Asia
- Port infrastructure
- Railway logistics
- Freight rail transportation
- Railway tenders
- Supply of goods and services for railway transport
- Profiles of companies operating in the railway industry

RAILWAY SUPPLY 2022 MEDIA KIT

PRINT ADS SPECIFICATIONS



Ad size	Trim size	Bleed size	Bleed safety
Full page	210×297 mm	216×303 mm	204×291 mm
Half page	105×297 mm	111×303 mm	99×291 mm

Print ads specs

- CMYK color model
- Include all fonts or convert them to curves
- Embed all artwork
- Image resolution is 300 dpi
- Limit file name to 24 characters including the extensions.
- Do not use illegal characters such as ("()*&^%\$#@!'{} []\|,;: in file names
- Files must be single pages, no multipage files
- Extend bleed to 3 mm beyond trim on all sides
- Keep live matter 3 mm inside trim dimensions on all sides

RAILWAY SUPPLY 2022 MEDIA KIT

DIGITAL ADS SPECIFICATIONS



Banner sizes

DISPLAY UNIT		DIMENSIONS	MAX FILE SIZE	FILES ACCEPTED
Leaderboard	desktop, tablet	240×400 px	до 150 KB	PNG, JPEG, GIF
Vertical rectangle	desktop, tablet, mobile	728×90 px	до 150 KB	PNG, JPEG, GIF
Full banner	desktop, tablet, mobile	468×60 px	до 100 KB	PNG, JPEG, GIF

RAILWAY SUPPLY 2022 MEDIA KIT

COST OF ADVERTISING PLACEMENT



Press release publication on Railway Supply portal (RU, UA, EN) + social network

1 publication	10 publications	12 publications	24 publications
50.00 EUR	300.00 EUR	340.00 EUR	480.00 EUR

Article publication on Railway Supply portal (RU, UA, EN) + social network

1 publication	10 publications	12 publications	24 publications
200.00 EUR	1800.00 EUR	1920.00 EUR	2880.00 EUR

E-shotting to manufacturers and customers of rail products

Customers: 8000 RU, UA, 2000 EN

Manufacturers: 4500 RU,UA, 3500 EN

1 shot	2 shots	3 shots	4 shtos
50.00 EUR	90.00 EUR	120.00 EUR	140.00 EUR

RAILWAY SUPPLY 2022 MEDIA KIT

COST OF ADVERTISING PLACEMENT

RWS Market

Placement of products and services in the RWS Market (for a year) (RU, UA, EN)

10 products/services	20 products/services	30 products/services
200.00 EUR	360.00 EUR	480,00 EUR

Banners

Display unit	Size	Placement	Price for one year
Slider		Home page	3500 EUR
Vertical rectangle	240 x 400 px	Home page, whole site	1080 EUR
Full banner	468 x 60 px	Home page	360 EUR
Leaderboard	728 x 90 px	Main page of News, Publications, Tenders, Exhibitions sections	720 EUR per section
Full banner	468 x 60 px	Content of News, Publications, Tenders, Exhibitions sections	360 EUR per section
Leaderboard	728 x 90 px	Content of News, Publications, Tenders, Exhibitions sections	540 EUR per section

Publication of the article in the magazine plus on the website + social network

2 pages	3 pages	4 pages
270.00 EUR	310.00 EUR	350.00 EUR

Publication of the ads in the magazine

First cover (6 issues only)	4500.00 EUR
Inside front	470.00 EUR
Inside back	470.00 EUR
Back cover	470.00 EUR
Full page 210x297 mm	350.00 EUR
Half page 105x297 mm	175.00 EUR

RAILWAY SUPPLY 2022 MEDIA KIT

PREMIUM PACKAGES

Annual campaign • Premium partnership • General sponsorship

	Annual campaign			Premium partnership			General sponsorship		
Ads in the magazine	UA	RU	EN	UA	RU	EN	UA	RU	EN
Article in the Railway Supply magazine (3 pages)	2	-	-	3	-	-	6	-	-
Ads in the Railway Supply magazine 210×97 mm (full page)	2	-	-	3	-	-	6	-	-
Ads in the Railway Supply magazine 105×297 mm (half page)	2	-	-	3	-	-	3	-	-
Article in the digital copy of Railway Supply magazine (3 pages)	2	2	-	3	3	-	6	6	-
Ads in the digital copy of Railway Supply magazine 210×97 mm (full page)	2	2	-	3	3	-	6	6	-
Ads in the digital copy of Railway Supply magazine 105×297 mm (half page)	2	2	-	3	3	-	3	3	-
First cover	-	-	-	-	-	-	6	6	-
Inside front, inside back, back cover	-	-	-	6	6	-	-	-	-
Ads on the website and social network	UA	RU	EN	UA	RU	EN	UA	RU	EN
Article in the «Publication» section of the website + social network, up to 15000 symbols	2	2	2	∞			∞		
News or press release in the «News» section of the website + social network, up to 1000 symbols	10	10	10	∞			∞		
Vertical rectangle 240×400 px on the whole website							1	1	1
Full banner 468×60 px on the home page							1	1	1
Leaderboard 728×90 px on the «News», «Publications», «Exhibitions» and «Tenders» sections							1	1	1
Full banner 468×60 px in the posts of «News», «Publications», «Exhibitions» and «Tenders» sections				1	1	1			
Extra	UA	RU	EN	UA	RU	EN	UA	RU	EN
E-shotting to customers 8000 UA+RU, 2000 EN	4		4	4		4	4		4
E-shotting to manufacturers 4500 UA+RU, 3500 EN	4		4	4		4	4		4
Placement of products and services in the RWS Market	20			20			20		