For over 20 years Rail Professional Magazine has delivered the most thought-provoking and in-depth analysis of the rail industry in the UK. We are an informative and engaging resource which offers content relating to the whole range of business areas within rail. Exciting and major developments are now taking place in the Asia Pacific Railways including numerous projects in development or construction, and these represent billions of dollars in investment and spending.

Rail Professional Asia Pacific launched in South East Asia and the Asia Pacific region in January 2016. Rail Professionals in this region are now able to hear about and understand the crucial industry developments from a single dedicated railway industry resource. The advantages are numerous both to the reader and those wishing to do business in the region. Rail Professional Asia Pacific offers an essential knowledge tool for senior executives in every sector of the industry, and an opportunity for companies to highlight their capabilities; establish or strengthen their position, and ultimately gain business.

What sets us apart?
Focused and dynamic, in print and online, Rail Professional Asia Pacific is an essential read for directors, managers, advisors, consultants and external professionals – offering expert analysis, latest news, projects, market data and forecasts, contract activity and work pipelines.
It is thanks to this unique editorial focus that Rail Professional Asia Pacific is the resource of first choice for senior executives in every sector of the rail industry.

Editorial
Rail Professional Asia Pacific offers content relating to the whole of the rail industry. It has a well-deserved reputation for getting in-depth interviews with the most influential players including rail regulators, ministers and top directors, and we will continue to deliver high-end business intelligence to our readers, helping them build partnerships with contractors and suppliers from across the globe.

Quick Fact
Singapore, Jakarta, Kuala Lumpur and Bangkok, Sydney and Melbourne have all announced plans to boost their city metros and MRT systems.
Indian investment in high-speed rail projects in SE Asia and Australia

**INDIA** US $6-10 bn
Mumbai-Ahmedabad high-speed rail corridor. India’s first high-speed rail line.

**MYANMAR** US $50 bn
Myanmar section of 1900km Singapore - Kunming high-speed rail line linking the major cities of Cambodia, Laos, Vietnam, Thailand, Malaysia, and Myanmar.

**LAOS** US $5 bn
Lao section of the Singapore - Kunming rail link.

**TAWAN** US $2.5 bn
300km Kaohsiung Light Rail

**HONG KONG**
5 new MRT projects including West Island Line, South Island Line (east) and Guangzhou - Shenzhen - Hong Kong Express rail link.

**PHILIPPINES** US $4.6 bn
100km long Clark Metro Manila high-speed line. 900 km Luzon Railway project.

**VIETNAM** US $55.85 bn
1,500Km High-speed rail link from Hanoi to Ho Chi Minh City

**CAMBODIA** US $143 mn
Cambodian section of high-speed line linking Thailand and Vietnam

**MALAYSIA** US $21 bn
3 high-speed rail networks linking Singapore and Malaysia from the south with Myanmar to the west, Laos and China to the north and Cambodia, Vietnam and China to the east.

**THAILAND** US $66 bn
750km rail line between Bangkok and Chiang Mai. 600km route from Bangkok to the Cambodian border. 6 new metro lines. 900km two-tracked rail upgrade.

**SINGAPORE** US $3-5 bn
400km long high-speed rail link between Singapore and Kuala Lumpur. New MRT Lines planned and existing lines to be extended doubling the urban rail network.

**INDEPENDENCE** US $29 bn
High-speed rail for the Island of Java that will link the cities of Jakarta, Bandung and Surabaya. Jakarta MRT. Jakarta Monorail. Soekarno – Hatta Airport Express link. Urban transit rail projects for cities of Bali, Bandung, South Sumatra, Surabaya and Surakarta.

**AUSTRALIA** US $36 bn

**LAOS** US $5 bn
Laos section of the Singapore – Kunming rail link.

**THAILAND** US $68 bn
3 high-speed rail networks linking Singapore and Malaysia from the south with Myanmar to the west, Laos and China to the north and Cambodia, Vietnam and China to the east.

**350km rail line between Bangkok and Chiang Mai. 600km route from Bangkok to the Cambodian border. 6 new metro lines. 900km two-tracked rail upgrade.**

**HONG KONG**
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**AUSTRALIA** US $36 bn

**QUICK FACT**
Australian rail freight is expected to grow by 80% over the next 15 years. Australia is the 5th largest economy in the Asian region with a GDP of US$1.5 trillion.
Our readership breakdown reveals the strong management profile – readers either decide, recommend or specify the purchase of rail products and services. These individuals are in the strongest position to influence thinking and to make a purchasing decision.

As such Rail Professional offers a great platform for advertisers to reach those at the very top of the purchasing tree in this $multi-billion industry.

**Readership/circulation breakdown**

**Asia Pacific - circulation by area**

- China: 22%
- Australia: 28%
- India: 18%
- Indonesia: 1%
- South Korea: 12%
- Taiwan: 3%
- Bangladesh: 1%
- Singapore: 3%
- Philippines: 2%
- Malaysia: 4%
- Vietnam: 1%
- Thailand: 2%
- Laos: 1%
- Cambodia: 1%
- Japan: 1%

**Asia Pacific - circulation by business type**

- Light rail/Metro: 19%
- Train Operators: 11%
- Regulatory/Government: 6%
- Infrastructure: 17%
- Consultants: 8%
- Contractors/Suppliers: 36%
- Others: 3%

*Based on data December 2015

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As such Rail Professional offers a great platform for advertisers to reach those at the very top of the purchasing tree in this $multi-billion industry.

**Quick Fact**

The ASEAN region has a cumulative population of over 500 million and a GDP in excess of US $2.5 trillion

**Rail Professional - Media Partner with the following events...**

- Safe Rail
- 2nd Annual Railways & Rolling Stock
- Safe Rail Congress
- Smart Rail Europe
- 3rd Annual Saudi Arabian Transport
- Asian Rail
- Scandinavian Rail Development
- Iberian Rail Development
- Pan European Migrant Conference
- International Expo Safety
- Intermodal Asia
- Annual Ticketing Innovations
- 11th WCRR
- East Africa Transport & Infrastructure
- Middle East Transport & Logistics
- Transport Wireless Event
- Rail Development Workshop
- High Speed Rail in the UK
- Passenger Rail Europe
- 4th Annual Malaysia Rail 2016
- Scandinavian Rail Development
- SITCE
- WIFI on Trains
- Smart Rail India
- Station to Station
- IAM Annual Conference 2016
- 5th Rail Engineering Summit
- 4th Annual Africa Port & Rail Expansion
- Global Rail IT Security Congress
- Women in Rail
- Brake Friction Conference
- US Rail Depots & Maintenance
- 2nd Annual Rail Station Regeneration
- 3rd Annual Rail Industry Forum
- Real Time Passenger Information
- Smart Ticketing Conference
- 18th WTC 2016
- Rolling Stock Procurement Forum
- Smart Rail Asia 2016
FEATURES 2018-2019

MARCH
Depots: Repair and maintenance of units in a safe, timely and cost-effective way makes a big difference to the overall results of running a modern railway
Station design and refurbishment: What’s new, what’s planned and what the industry has learned
Ticketing technology: What’s the new thinking on this complex subject?
Supply chain: A look at the developing supply chain acrosss the Asia Pacific region and at those companies helping to build the railways of tomorrow

JUNE
High speed rail: A look at current and planned projects in the region
Track and trackside: Building and maintaining the infrastructure
Light rail/Metro: City Metros and MRT developments and upgrades
Supply chain update: Profiling new and existing players who are helping build the modern railway

SEPTEMBER
Electrification and Signalling: Engineering for the next generation of rail
Geotechnical engineering/tunnelling: Projects and new technologies in these arenas
Skills: As the railways of the Asia Pacific region develop will there be sufficient skilled people to undertake the work?
Supply chain update: Profiling new and existing players who are helping build the modern railway

DECEMBER
Consulting: Why the consultant plays an increasingly essential role in railway projects
Rolling Stock: A review of rolling stock manufacturers, new designs and technologies
Safety & Security: The challenges facing railways and new advances in these vital areas
Supply chain update: Profiling new and existing players who are helping build the modern railway

Quick Fact
The Singapore – Kunming Rail Link (SKRL) project is a flagship project of the ASEAN – Mekong Basin Development Cooperation (AMBDC). The circular rail link will connect the major cities of Malaysia, Cambodia, Laos, Myanmar, Vietnam, Singapore and Thailand
The great attraction of the Rail Professional website is that it enables visitors to access the latest news and developments in one dedicated site for the Asia Pacific region. Banners to suit every budget are available throughout the site and the constant exposure means they are ideal for raising brand or product awareness, or to support your display advertisement or marketing campaign. They also give you the chance to link to a very precise message within your own website.

**e-Alert newsletter**
Delivered to more than 22,000 subscribers who can recommend and purchase your products and services, the Rail Professional e-Alert for Asia Pacific is without doubt a powerful marketing tool that will get your name in front of the people who matter. Published monthly, subscribers gain access to all the updates including the latest news and developments in the Asia Pacific rail industry in one document.

**Quick Fact**
The ASEAN region has a cumulative population of over 500 million and a GDP in excess of US $2.5 trillion.
RATES & DATA

Magazine advertising rates

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<th>1 issue</th>
<th>2 issues</th>
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<th>4 issues</th>
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Digital advertising rates ... per month

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- Prime positions are allocated on a first come first served basis
- Agency discount: 10%

Advertisements dimensions (magazine)
Full page (with bleed) 303mm high x 216mm wide
Full page (type area) 268mm high x 183mm wide
Half page (landscape) 130mm high x 183mm wide
Half page (vertical) 268mm high x 88mm wide

Mechanical data (magazine)
ADVERT ARTWORK. Press-ready PDF file (PDF X1A), optimised for press - image resolution 300 dpi, CMYK colour. Advertising that requires design/setting can normally be turned around within hours – invaluable for the recruitment advertiser.

Mechanical data (website)
Please supply either a JPEG file or an animated GIF file
Resolution 72 dpi

Production department - production@railprofessional.com

Advertisers include
A JC RETAIL SOLUTIONS, 8 HEPWORTH & CO LTD, BAPP GROUP CONTRACTS LTD, DB ENGINEERING & CONSULTING, DB INTERNATIONAL GMBH, DCA DESIGN INTERNATIONAL, DEWHURST UK MANUFACTURING LTD, DORMER PRAMET, DR SAUER & PARTNERS LTD, EXECUTIVE COMPASS, FINDLAY IRVINE LTD, FLEXICON LTD, FLIR SYSTEMS JAPAN, FORBO FLOORING SYSTEM, FRAUSCHER SENSOR TECHNOLOGY, FURRER & FREY AG GB LTD, GLOBAL TRANSPORT FORUM, GOS TOOL & ENGINEERING SERVICES LTD, GURIT, H BLASCHKE GMBH, HITACHI, IGW INTERNATIONAL NV, ITIC LTD, JT NETWORKS LTD, LPT IT APS, MECHAN LTD, MORGAN MARINE, MURPHY SURVEYS, OMNICOM ENGINEERING LTD, PB DESIGN LTD, PERPETUUM LTD, PSV WIPERS, RAIL MANCHE FINANCE, RMD KWIKFORM, ROSEMOR INTERNATIONAL LTD, ROWE HANKINS, SENCIEVE LTD, SOCOMEC LTD, SWIETELSKY, THALES GROUP, TRACO ELECTRONIC AG, UNILITE INTERNATIONAL, VKTS, ZETICA LTD, ZONEGREEN LTD

Quick Fact
The Indonesian island of Java is the most densely populated large island in the world