

electric & hybrid rail technology

2023
Media Pack

Batteries

Motors

Fuel cells and hydrogen

Systems integration

Case studies

Energy-storage solutions

Concepts

Charging technologies

Interviews

Power electronics

**The path toward
all-electric
rail travel**



© BOMBARDIER



© estudiodecomunicacion.com

ABOUT ELECTRIC & HYBRID RAIL TECHNOLOGY

Electric & Hybrid Rail Technology is the ONLY publication in the rail industry that focusses purely on propulsion and the move to more sustainable alternatives to diesel power, covering in each issue the latest developments in electric, battery, hybrid and hydrogen propulsion technologies and projects.

"The rail industry is set to benefit from tremendous growth thanks to countries including Germany, France and Austria blocking short-haul, domestic flights and thus forcing passengers onto the rail network. The need for greener trains just got more important than ever!"

READERSHIP PROFILE

Our 5,500 subscribers include key decision-makers from the world's rolling stock OEM's (such as Siemens Mobility, Alstom, Stadler, Skoda Transportation, Hitachi Rail, CAF, Wabtec etc) as well as national rail owners and operators who work on rolling stock programs. Including;

- Senior Purchasers
- Senior Engineers
- Heads of R&D departments
- Sustainability Managers

PLUS

- Designers and specifiers from the world's rail vehicle manufacturers and propulsion solution providers
- Tier 1,2 and 3 suppliers
- Specialist contractors and system integrators currently working on relevant rolling stock projects, including retrofit projects

Electric & Hybrid Rail Technology brings together the industry globally to discuss and help progress the decarbonisation of rail propulsion. The readership profile and magazine distribution reflect the regions that are fast-moving to further electrify their rail network, namely Europe, North America and Asia.

TOPICS COVERED

Through a series of international, in-depth project case studies and white papers as well as interviews with key and influential industry figures, Electric & Hybrid Rail Technology features all possible CO₂-reducing concepts, from battery-electric to hydrogen fuel cells. The magazine highlights key technologies including energy-storage solutions of all types, charging technology and infrastructure, hydrogen fuel cells, power electronics, motors, APUs, wiring, and systems integration. We also cover forthcoming possible legislative and governmental requirements.

INDUSTRY FACTS

According to **Hexagon Group**, more than 10,000 diesel trains in Europe will be replaced over the next 15 years

ReportLinker predicts that the global hybrid train market size is projected to reach 8,389 units by 2030, from an estimated 4,904 units in 2020, at a CAGR of 5.5%

The electric traction motor market is projected to grow to US\$36.6bn by 2025, from US\$14.2bn in 2020, according to **MarketsandMarkets**

According to a **Shift2Rail** report called Study on the Use of Fuel Cells and Hydrogen in the Rail Environment, one-in-five newly purchased train vehicles in Europe could be powered by hydrogen by 2030

Research and Markets predicts that the global train battery market size is projected to reach US\$255m by 2030, from an estimated value of US\$143m in 2020

Indian Railways aims to achieve 100% electrification on all routes by 2024, offering significant opportunities for train battery manufacturers in the near future

According to **Leclanché Energy Storage Solutions**, existing electric multiple unit and battery electric multiple unit technologies can be used to electrify the majority of the 20% of rail traffic in Europe that is still operating diesel locomotion



© BOMBARDIER

Connecting over 5,500 key-decision makers with rail operators and OEMs

RATES & CIRCULATION DETAILS

CONNECTING YOU TO THE RAIL INDUSTRY

Our magazine and digital packages are designed to offer unparalleled reach and maximise the brand awareness and impact the industry suppliers will make with our 5,500 global subscribers.

Our commercial team can put together bespoke holistic marketing packages to help you;

- Promote product innovations, technologies and recent successful projects
- Introduce to our readers your team responsible for developing relationships (and business!) in the rail sector
- Drive traffic and awareness to specific parts of your website (ideal if you have any announcements planned for 2023)
- Measure your return on investment through tracking URLs, Open-Rate and Click-Through Rate data.

PUBLISHING SCHEDULE

2023 PUBLISHING SCHEDULE

- March 2023 Issue
- October 2023 Issue



ADVERTISEMENT RATES

Cover positions:	£4,950
Full page advertisement:	£4,500
Half page advertisement:	£3,500
Sponsorship of Interactive edition:	£4,500

DIGITAL MARKETING OPTIONS

www.electricandhybridrail.com

Recognised as the leading industry resource to access the latest news on decarbonisation initiatives and projects throughout the global rail industry, updated on a daily basis.

The website also offers access to both our latest and all back issues of the magazine, including interactive advertisements and articles with direct hyper-links. The platform also offers the ability to directly play video content from advertisers, a proven way to maximise impact and drive additional web traffic.

Our digital marketing programs include the opportunity to run banner advertisements (viewed on every page that someone visits), exclusive webinars (moderated by our expert editorial team) and e-shot campaigns direct to the in-box's of our subscribers.

WEEKLY E-NEWSLETTER -

Our weekly news digest is a proven way to keep you in our readers minds and help drive people to specific parts of your website and is internationally recognised as providing essential information from around the industry, including the very latest technology breakthrough news.

E-SHOT TO OUR ENTIRE DATABASE *

A proven way to promote specific products or innovations as well as your involvement in upcoming industry events.

Can include images, video content and hyper-links to specific parts of your website

(* sent to everyone on our database who has not opted out of receiving 3rd party emailers)

DIGITAL MARKETING RATES

- **WEBSITE BANNER**
3-months (run of site): £2,250
6-months (run of site): £4,250
- **WEEKLY E-NEWSLETTER BANNER**
3-months: £2750
6-months: £4750
E-shot to EHRT database: £2500
- **3 MONTH CAMPAIGN OFFER**
e-shot to database, 3-month banner on both website + weekly e-newsletter, posting of press releases on our social media platforms = GBP 4950

WHO ARE WE?

You can trust Mark Allen Group publications to deliver value. One of the world's largest independent publishers, we have over 400 staff working in five offices – and at home! We've been identifying technological niches and helping our advertisers win new business for over 30 years. We publish industry leading publications including *Electric & Hybrid Vehicle Technology International* and *Railway Interiors International*.

CONTACT:

Sam Wibrew – Business development

Tel: +44 (0) 208 133 7678

Email: sam.wibrew@markallengroup.com

MA Business

Part of Mark Allen

www.markallengroup.com

MA Business Ltd, Hawley Mill, Hawley Road, Dartford, Kent DA2 7TJ, UK.



electric & hybrid rail technology

Learn more about how our advertisers can help reduce rail emissions.

SUBSCRIBE NOW!