The path toward all-electric rail travel

Batteries
Motors
Fuel cells and hydrogen
Systems integration
Case studies
Energy-storage solutions
Concepts
Charging technologies
Interviews
Power electronics

2023 Media Pack

Connecting over 5,500 key-decision makers with rail operators and OEMs
**ABOUT ELECTRIC & HYBRID RAIL TECHNOLOGY**

Electric & Hybrid Rail Technology is the ONLY publication in the rail industry that focuses 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.

**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%.
- Research and Markets predicts that the global train battery market size is projected to grow to US$36.6bn by 2025, from US$14.2bn in 2020, according to MarketsandMarkets.
- The electric traction motor market is projected to reach 5,000 million units by 2025, from 3,000 million units in 2019, according to BSH.
- 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.
- 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.

**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!**

**Connecting over 5,500 key-decision makers with rail operators and OEMs**
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 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 URL’s, Open-Rate and Click-Through Rate data.

## 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)

## ADVERTISEMENT RATES

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<th>Service</th>
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### DIGITAL MARKETING RATES

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<td>e-shot to database, 3-month banner on both website + weekly e-newsletter, posting of press releases on our social media platforms = GBP 4950</td>
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## 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.

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