



INTERTRAFFIC WORLD

Intertraffic
Americas 2027
Special Edition

MAXIMISE YOUR BRAND EXPOSURE WITH THE WORLDWIDE INTERTRAFFIC AUDIENCE IN 2027

Intertraffic World is the only magazine title published annually by Intertraffic – connecting its worldwide audience all year round by showcasing the latest technologies and services that make up the transportation systems of today. *Intertraffic World* magazine is produced in a collaboration between the organisers of Intertraffic events and the publishers of the industry's leading ITS title *Traffic Technology International (TTi)*.

Intertraffic World is an in-depth, perfect-bound, highly informative magazine that is distributed to **over 50,000** engineers, specifiers and key decision makers worldwide, and in person at Intertraffic global events.

As well as the print edition, *Intertraffic World 2027* will be distributed as an enhanced digital edition, including embedded video content.



MEDIA INFORMATION

www.intertrafficworld.com

ITS TRAFFIC MANAGEMENT • ROAD INFRASTRUCTURE • ROAD SAFETY • PARKING

Readership profile of *Intertraffic World 2027*

Organisations:

- Transportation departments/DOTs
- Local or regional authorities
- Transportation consultants and engineering firms
- Parking operators
- Airports
- Highways agencies and road operators
- Road builders and construction companies
- Police departments, traffic law enforcement and parking enforcement agencies
- Systems integrators, manufacturers and technology suppliers
- National and local government
- Road safety organisations and research institutes
- Road designers

Position:

- CEO/president/managing director
- Technical director/manager
- Head of department
- Engineering director/manager
- Consultant
- Head of ITS
- Planning director/project management
- Operations management
- Head of infrastructure planning and maintenance
- Sales and business development
- Researcher/analyst
- Head of procurement
- Government transportation ministers and policy makers

“The collaboration between MA Business, the world’s leading technology magazine publisher, and Intertraffic, the world’s biggest series of traffic technology and mobility events, gives rise to an excellent opportunity for equipment manufacturers and technology vendors in this sector”

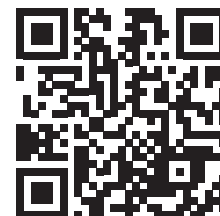
Simon Hughes, Publisher, MA Business



From the publishers of tti



Intertraffic World:
a joint publication
by Intertraffic
Worldwide Events
and TTi publisher
MA Business Ltd



Log onto the Intertraffic
website for more information,
subscription details and
back issues

www.intertrafficworld.com

Content

Like the show, *Intertraffic World* is divided into key transport disciplines:

ITS Traffic Management • Road Infrastructure • Road Safety • Parking

This unique publication builds on the technologies and concepts displayed at Intertraffic events, with highly focused articles and technical papers on the latest developments within traffic management, safety, infrastructure and parking. From vehicle detection, parking payment

machines and road restraint systems, through to connected vehicle systems and smart highways, *Intertraffic World* offers readers complete solutions for their next road development project, and is a must-read for any city planner, DOT or road traffic engineer.



Opportunities in *Intertraffic World*

Intertraffic World offers suppliers a powerful way to engage with the Intertraffic audience all year round – not just at in-person events. The magazine reaches the same decision-makers and industry professionals who attend Intertraffic events, giving your brand a presence that lasts long after the doors close.

Intertraffic World 2027 will be a detailed, fully illustrated publication written by the industry for the industry, kept for reference for 12 months and beyond. Its editorial mix combines independently commissioned features from experts at the world's most innovative transportation departments, parking facilities and highways agencies with technical articles contributed by suppliers – giving readers both impartial insight and practical product and service information in one authoritative resource.

Space for technical articles is limited and allocated on a first-come, first-served basis – so early commitment is strongly recommended.

Contact us

For further information please contact:

Karen German, publication manager
Tel + 44 (0)1322 626961
Mobile +44 (0)7939 286517
Email: karen.german@markallengroup.com

Editorial contacts:

Tom Stone, Editor
Email: tom.stone@markallengroup.com

Helen Norman, Associate Editor
Email: helen.norman@markallengroup.com



“With *Intertraffic World* we maximise the exposure under the brand name Intertraffic for our clients.”

Carola Jansen-Young
Senior Brand Marketing Manager, Intertraffic
Worldwide Events

www.intertrafficworld.com

Digital embedded video- €750

Double page spread	430mm (width) x 275mm (height) + 3mm bleed on all sides
--------------------	---

Email: helen.norman@markallengroup.com