

# TRAMWAYS & URBAN TRANSIT



- > The world's leading international light and urban rail magazine
- > Established in 1938 - now entering its 87th year
- > Unrivalled worldwide news, analysis and industry updates
- > Published monthly, with over 9500 readers worldwide
- > Comprehensive system and project factfiles
- > Available in both print and digital versions

## CONTENT COMING UP IN 2025...

### MAIN FEATURE ARTICLES (Q1-Q2)

- Grudziądz • Heilbronn • Mumbai • Rome • Braunschweig • Magdeburg • Łódź
- Wrocław • Warsaw • Merseyrail • Seville • China • New tramways 2025
- Rolling stock orders 2025 • AI and automation • VDV tram-train • Technology insights • Transdev Ireland • Trams for delivery services - and other services
- Track technology • Interior and exterior design update
- Alternative power sources: Battery and Hydrogen • Luton DART
- France's foray into VLR • East Germany's low-floor trams
- Tramways as part of strategic urban planning

### SYSTEM FACTFILES AND PROJECT UPDATES

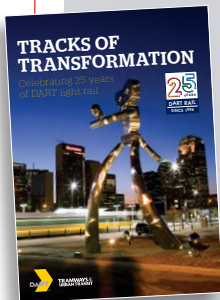
- Poznan • Melbourne • Cologne • Cadiz • Prague

### EVENT COVERAGE

- European Light Rail Congress • UK Light Rail Conference
- Global Light Rail Awards • UITP

As a news-based publication, editorial topics are subject to change - please contact us for updated forward feature lists.

## SUPPLEMENTS & SPECIALS

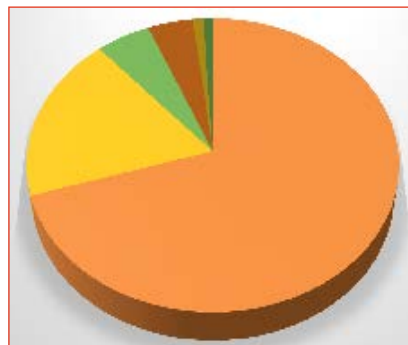


TAUT has worked with authorities, operators and industry partners around the world to produce bespoke publications showcasing system openings and anniversaries, key project milestones

and product innovation. These include Dallas Area Rapid Transit; Docklands Light Railway; Nexus; Yarra Trams; Bergen Bybanen; BKK (Budapest); Manchester Metrolink; Luas (Dublin); Roads & Transport Authority (Dubai); Nottingham Express Transit; Tranvía de Zaragoza; and for companies such as CAF, Keolis and Yapı Merkezi.



## OUR AUDIENCE



### BY LOCATION

- Europe: 70.2%**
- North America: 18.4%**
- Asia / Middle East: 5.2%**
- Australasia: 4.3%**
- Central and South America: 1%**
- Africa: 0.9%**

### DISTRIBUTION

- > 69% subscription
- > 31% newsstand

### OUR AUDIENCE

- Politicians and transport ministries • Regulatory and planning bodies
- Operators • Campaigners and lobbyists • Environmental bodies
- Financier groups • Specialist legal firms • Civil engineers and contractors
- Rolling stock manufacturers • Equipment and component suppliers • Consultants • Transport modellers and urban planners
- Safety practitioners • Infrastructure commissioners
- Regeneration agencies and developers • Academics

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## ADVERTISING RATES

### ADVERTISEMENTS/ADVERTORIALS

<b>Double-Page:</b>	GBP2500 / EUR2800
<b>Full Page:</b>	GBP1500 / EUR1700
<b>Half Page:</b>	GBP900 / EUR1000
<b>Quarter Page:</b>	GBP650 / EUR730

*Please contact us for discounted series rates.*

## MECHANICAL DATA

<b>Double-page:</b> 426mm (w) x 303mm (h)	(including bleed)
<b>Full Page:</b> 216mm (w) x 303mm (h)	(including bleed)
<b>Half Page:</b> 185mm (w) x 130mm (h)	
<b>Quarter Page:</b> 90mm (w) x 130mm (h)	

*Other sizes and layout options are available.  
Please contact us for further details.*

## 2025 SCHEDULES

COVER DATE	COPY DEADLINE	ON SALE*
January 2025	25 November 2024	20 December 2024
February 2025	2 January 2025	17 January 2025
March 2025	29 January	21 February
April 2025	5 March	21 March
May 2025	2 April	18 April
June 2025	30 April	16 May
July 2025	4 June	20 June
August 2025	3 July	18 July
September 2025	30 July	15 August
October 2025	3 September	19 September
November 2025	1 October	17 October
December 2025	5 November	21 November

\* Newsstand date. Subscribers receive advance copies

## TAUT ONLINE WWW.MAINSPRING.CO.UK/INDUSTRY-NEWS/

- Regularly updated news and editorial features
- Exclusive web-only content
- Event listings and reports

## STATISTICS\*

Traffic and regular users of the website continue to grow year on year offering a great opportunity to showcase your brand or product amongst our audience.  
 Average users per month: **32 325**  
 Total users: **387 909**  
 Page views: **139 524**  
 Sessions: **56 767**  
 English language visitors: **63.8%**  
 Countries accessing mainspring.co.uk: **159**

*\*Google Analytics*

## RATES & MECHANICAL DATA

• <b>LEADERBOARD BANNER:</b>	GBP250 / EUR280 per month
	795px x 100px (w x d)
• <b>SKYSCRAPER:</b>	GBP250 / EUR280 per month
	220px x 660px (w x d)
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	220px x 220px
• <b>SMALL BUTTON:</b>	GBP100 / EUR115 per month
	220px x 100px (w x d)
• <b>SPONSORED LINKS:</b>	GBP25 / EUR30 per link

- Files should be .gif, .jpg or .png format with a link to redirect traffic.
- For MPU, please contact us for options and further details.

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