

ROAD SURFACE TECHNOLOGY

A SPECIAL GLOBAL REPORT ANALYSING THE LATEST TECHNOLOGY, PRODUCTS AND SERVICES AVAILABLE FOR THE ROAD SURFACING INDUSTRY

Print & Digital Publication + 4 eNewsletters



As budgets for new road construction continue to struggle all around the world, the amount of money that local and national governments are being forced to invest in road maintenance is key. All of the developed economies are sweating as much work out of their existing highway networks as possible. The spotlight is now firmly fixed on how to keep the quality of their ageing roads at the highest possible level. From miracle pothole repair technology to the latest innovations in pavement milling and recycling machinery, *Road Surface Technology* is a vital annual reference work for this crucially important sector of our industry.

Road Surface Technology, produced by the publishers of the market-leading *World Highways* group, will look at case studies focused on how new technologies are being used in the field, asking what was used and why. People who take major decisions will give their advice. Experts will consider what options are available to governments, regional and local authorities and also to the people in the front line – the contractors.

TOTAL CIRCULATION: 60,000

BONUS DISTRIBUTION AT THE NATIONAL PAVEMENT PRESERVATION CONFERENCE

NASHVILLE, TENNESSEE, USA. OCT 11 TO 14 2016



PUBLISHED OCTOBER 2016

ROAD SURFACE TECHNOLOGY COVERS:

- Surface materials and treatments
- Road planning
- Bitumen pavement surface texture
- Asphalt testing technology
- Ground penetrating radar equipment
- Road surface skid resistance
- Work zone
- Road milling
- Pavement recycling and subsurface stabilisation
- Warm and cold asphalt technologies
- Diagnostics



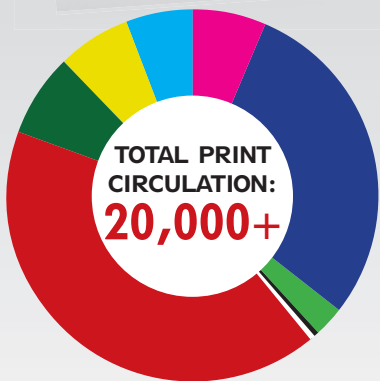
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ADVERTISE WHERE IT MATTERS

To ensure the publication gives maximum return on investment, Route One Publishing is using a combination of print and digital distribution that results in a worldwide circulation of 60,000 copies, with a particular emphasis on emerging markets where the challenge of addressing road safety is acute.

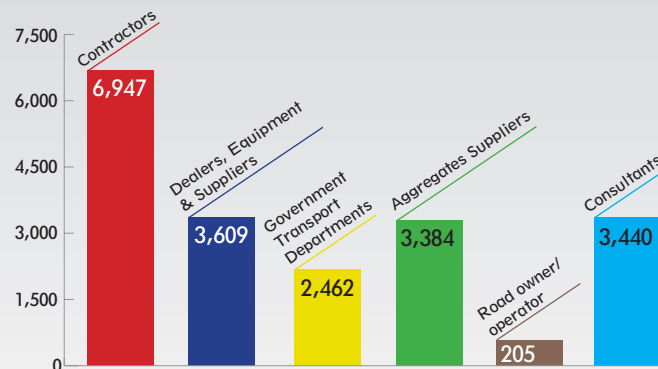
If you advertise in *Road Surface Technology*, your company will be prioritised for editorial coverage in the form of a product piece. This will ensure you can present the very latest offerings from your company to the cream of the road surface community.

TOTAL PRINT CIRCULATION BY REGION:



■ Africa	1,311
■ Asia	5,839
■ Asia Pacific	579
■ Caribbean	51
■ Central America	22
■ Europe	8,400
■ Middle East	1,400
■ North America	1,318
■ South America	1,127

TOTAL PRINT CIRCULATION BY ESTABLISHMENT TYPE:



ADVERTISEMENT RATES

Print

	€	US\$	£
Full Page	6,900	7,950	4,850
Half Page	4,295	4,950	3,020
Quarter Page	2,210	2,550	1,550

PUBLISHED:
OCTOBER 2016

BOOKING DEADLINE:
28TH SEPTEMBER 2016

AD COPY DEADLINE:
6TH OCTOBER

Print CIRCULATION
20,000
+
40,000
DIGITAL

eNewsletter x4 (Price per banner per eNewsletter)

	€	US\$	£
Side banner	650	750	450

eNewsletter CIRCULATION
40,000

ADVERTISEMENT DIMENSIONS

Print (All sizes are Depth x Width and are provided in millimetres & inches)

FULL PAGE (MM)	HALF PAGE (MM)	QUARTER PAGE (MM)
Bleed: 305 x 218	Horizontal: 124 x 184	Horizontal: 60 x 184
Trim: 297 x 210	Vertical: 256 x 92	Vertical: 124 x 92
Type Area: 256 x 184		



FULL PAGE (INCHES)	HALF PAGE (INCHES)	QUARTER PAGE (INCHES)
Bleed: 12 x 8½	Horizontal: 5 x 7¼	Horizontal: 2¼ x 7¼
Trim: 11¾ x 8¼	Vertical: 10 x 3½	Vertical: 5 x 3½
Type Area: 10 x 7¼		

eNewsletter (All sizes are Depth x Width in pixels)

SIDE BANNER
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