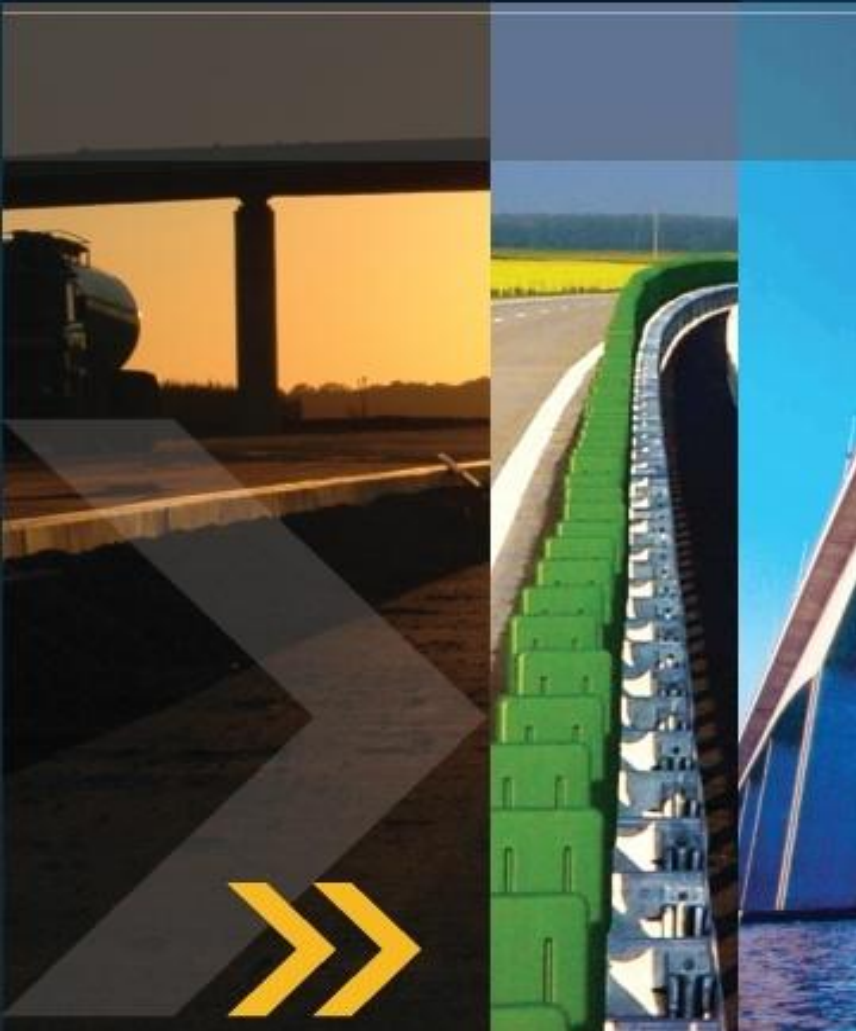




INTERNATIONAL ROAD FEDERATION
FEDERATION ROUTIERE INTERNATIONALE

Better roads, better world.



MEDIA KIT 2012

- **Initiate business opportunities.**
- **Raise awareness among a tailored audience.**
- **Feature your company, products & solutions.**

Making the Connection





IRF Publications

IRF Bulletins

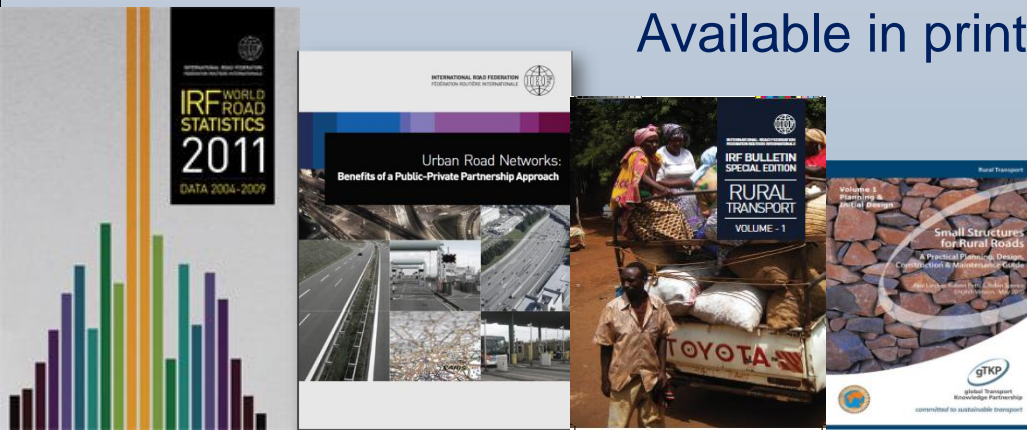
Themed issues covering actual road related issues
Available in print and on-line

Technical Publications

Analysis & Recommendations on technical issues
Discussion Papers and Best Practice Publications
Can be used to reinforce policy
Available in print, CD-Rom, on-line

World Road Statistics

Unique publication containing statistical data
Technical publication with world-wide coverage
Available in print, CD-Rom and PDF





Publications: Distribution & Readership

IRF Bulletins

2 issues per year - full colour

Free distribution to members and public at large

Shelf life of 2-3 years

Technical Publications

Several publications per year - full colour

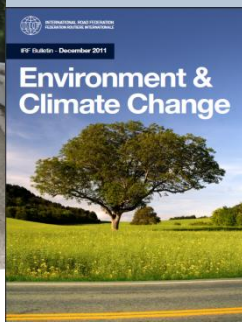
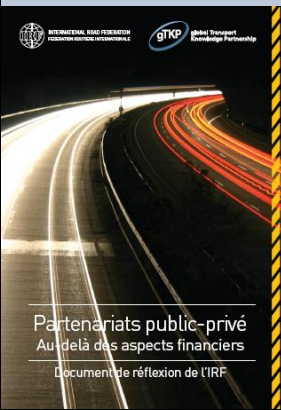
Free distribution to members and public at large

Shelf life 5-6 years

World Road Statistics

Published yearly - full colour

Free distribution to members, sold to public & private sector





Publications: Advertising Rates

Advertising available to IRF members and non-members.

Rates in CHF		Non-Member Rates		Special IRF Member Rates	
Full Colour Adverts	Size	1 issue	2 issues (at choice)	1 issue	2 issues (at choice)
Full page: outside Back Cover	A4	CHF 3'600	CHF 5'900	CHF 3'000	CHF 4'900
Full page: Inside	A4	CHF 2'500	CHF 4'100	CHF 2'000	CHF 3'300
Half page: Inside	A4	CHF 1'600	CHF 2'600	CHF 1'200	CHF 2'000
Full page: outside Back Cover	A5	CHF 2'100	CHF 3'400	CHF 1'600	CHF 2'600
Full page: Inside	A5	CHF 1'300	CHF 2'100	CHF 900	CHF 1'400



IRF Online Media: Distribution & Audience

IRF Websites

4 IRF websites

Global audience

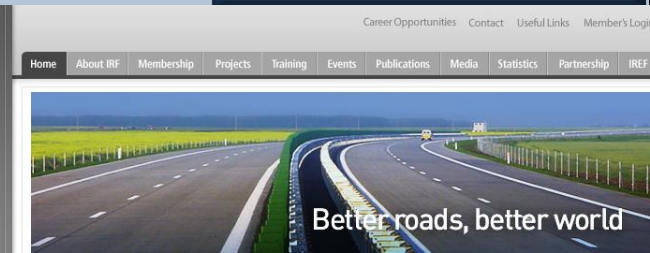
A growing media platform with over **100,000 hits** per year

Presence on multiple Social Media websites

Newsletters

Electronic newsletter published 15 times a year to over **10,000 professional contacts** in road industry.

Global readership of **150'000** per year





INTERNATIONAL ROAD FEDERATION
FEDERATION ROUTIERE INTERNATIONALE

Your Presence on IRF's Online Media - for IRF Members only

Feature your company logo and a link to your website across our
Websites, Newsletters & Social Media.

Take advantage and gain maximum exposure for **your company,**
products & solutions!

Pay **0.03 cents** per view on an **annual viewership** of over **250,000**
per annum.

Annual fee for your logo and your link On IRF newsletter, on IRF websites, on IRF social media facebook/twitter	CPM* - CHF 0.03	CHF 7'500
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*CPM – cost per mille



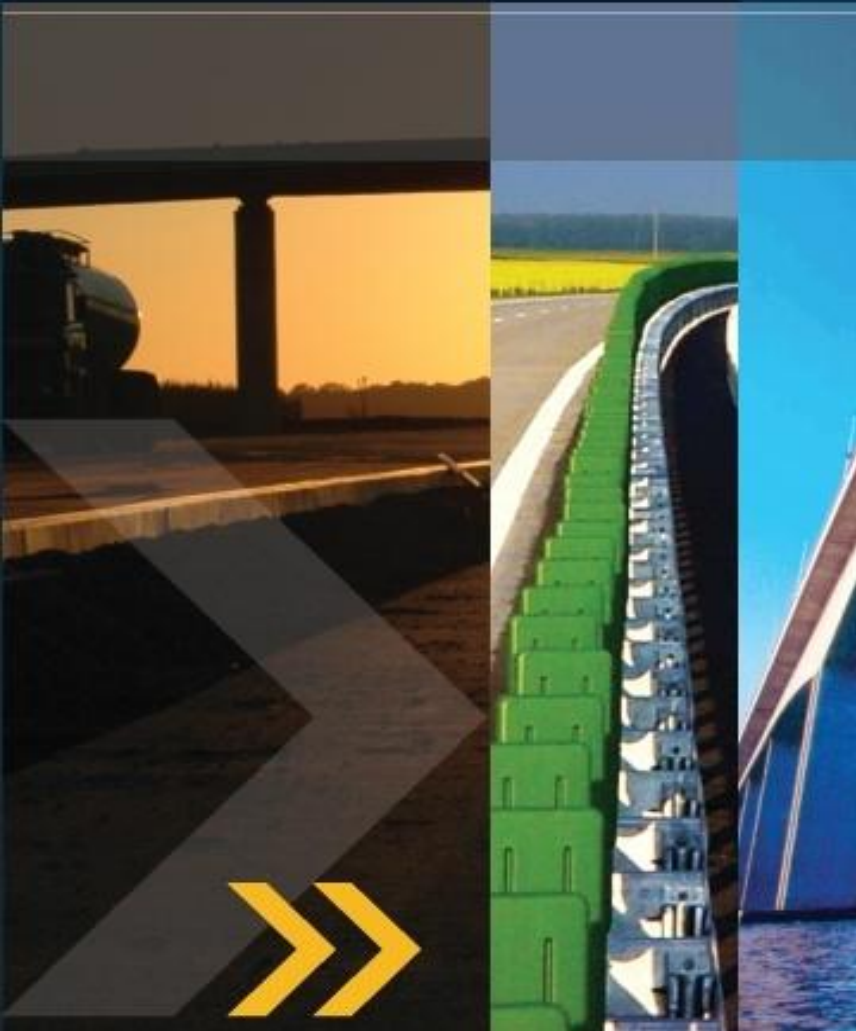
IRF Publication Calendar 2012

Publication	Publication Date	Theme
IRF Bulletin	March	Environment
Technical Publication	March	Environment
Technical Publication	March	Road Safety
Technical Publication	May	ITS
World Road Statistics 2012	September	Statistics
IRF Bulletin	October	Road Safety
Newsletters	Publication Date	Theme
15 Electronic Newsletter	Spread across the year	Multiple



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Please inquire about our **Exclusive Package Deals** for IRF members.

To find out more about opportunities to advertise with IRF please contact our Membership & Resources officer.

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