

electric & hybrid rail technology

Batteries

Motors

Fuel cells and hydrogen

Systems integration

Case studies

Energy-storage solutions

Concepts

Charging technologies

Interviews

Power electronics

Media
Pack

The path toward
all-electric
rail travel

Connecting over 5,500 key-decision makers with rail operators and OEMs



© BOMBARDIER



© estudiodecomunicacion.com

ABOUT ELECTRIC & HYBRID RAIL TECHNOLOGY

Electric & Hybrid Rail Technology is the only publication in the rail industry purely focussed 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.

“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!”

READERSHIP PROFILE

Our 5,500 subscribers include key decision makers from the world’s rolling stock OEMs (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%

The electric traction motor market is projected to grow to US\$36.6bn by 2025, from US\$14.2bn in 2020, according to **MarketsandMarkets**

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

Research and Markets predicts that the global train battery market size is projected to reach US\$255m by 2030, from an estimated value of US\$143m in 2020

Indian Railways aims to achieve 100% electrification on all routes by 2024, offering significant opportunities for train battery manufacturers in the near future

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



© BOMBARDIER

RATES & CIRCULATION DETAILS



ADVERTISEMENT RATES

Cover positions:	£4,950
Full page advertisement:	£4,500
Half page advertisement:	£3,500
Sponsorship of Interactive edition:	£4,500

MECHANICAL DETAILS

All advertisers will have exact dimensions confirmed by email.

Proof: Match print or high-resolution colour copy

Full page (trim size)

215mm (W) x 275mm (H) + 3mm bleed on all sides

Double page spread (trim size)

430mm (W) x 275mm (H) (H) + 3mm bleed on all sides

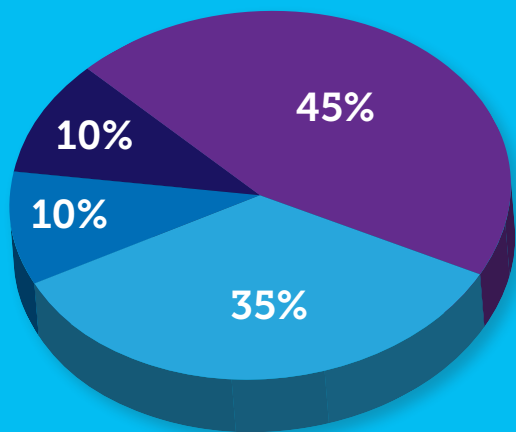
Half page (Horizontal)

183mm (W) x 115mm (H)

Half page (Vertical)

90mm (W) x 250mm (H)

All advertising material should be supplied in an electronic format



CIRCULATION BREAKDOWN

- Europe
- US & Canada
- Asia/Pacific
- Rest of the World

CIRCULATION

Over 5,500 copies of *Electric & Hybrid Rail Technology* will be sent directly into the hands of key-decision makers and influencers who have signed-up to receive a copy. The circulation will be global, with the majority of the readers located in the areas that are fast-moving to further electrify their rail network, namely Europe, Canada, Asia as well as the US which is widely expected to step-up its carbon-reduction programmes.

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*.

2025 PUBLISHING SCHEDULE

NOVEMBER 2025 ISSUE

CONTACT:

Ed Marshall – Publication Director

Email: ed.marshall@markallengroup.com

Tel: +44 (0)1322 464738

MA Business

Part of Mark Allen

www.markallengroup.com

MA Business Ltd, Hawley Mill, Hawley Road, Dartford, Kent DA2 7TJ, UK.



Connecting over 5,500 key-decision makers with rail operators and OEMs

RATES & CIRCULATION DETAILS

DIGITAL MARKETING OPTIONS

www.electricandhybridrail.com hosts a fully interactive version of *Electric & Hybrid Rail Technology* magazine

www.electricandhybridrail.com is not only the place to get the latest daily, real-time news about decarbonising the rail industry, but also the only portal where you can read the latest issue of *Electric & Hybrid Rail Technology* with online readers receiving the digital issue at least two weeks prior to the paper version's publication.

The digital magazine is an exact copy of printed version of *Electric & Hybrid Rail Technology*. It features interactive advertisement and articles linking straight to advertisers' featured websites as well as the opportunity to embed relevant video content to support advertisement and articles.

As well as the digital issue, www.electricandhybridrail.com offers industry suppliers the opportunity to promote banner advertisements, exclusive webinars and email campaigns to the *Electric & Hybrid Rail Technology* audience.

DIGITAL MARKETING RATES

- **LEAD BILLBOARD BANNER:**

3-months: £3,250

6-months: £5,750

12-months: £9,950

- **MID-PAGE BANNER:**

3-months: £2,250

6-months: £4,250

12-months: £7,250

- **WEBINAR** £5,000

- **EMAILERS**

1 emailer: £2,500

2 emailers: £4,500

3 emailers: £6,000

CONTACT:

Ed Marshall – Publication Director

Email: ed.marshall@markallengroup.com

Tel: +44 (0)1322 464738

MA Business

Part of Mark Allen

www.markallengroup.com

MA Business Ltd, Hawley Mill, Hawley Road, Dartford, Kent DA2 7TJ, UK.

