

# ROLLING STOCK



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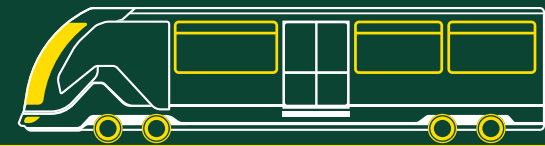
## MediaKit 2024



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### Learn about

- Who we are
- Who is our audience
- How we work
- How to work with us



## Who we are — At a glance

- We have provided the global rail community with in-depth analysis of industry events and trends since 2021
- We write about locomotives, passenger cars, LRVs, freight cars, track machines, components, their production, and the economy of the industry
- We have published **1,500+ news, features and articles** covering 70+ countries
- We operate with the support of our in-house analytical team, which helps us to better understand the industry
- We already cooperate with organisers of major rail industry events

**We seek to inspire professionals  
to build cooperation, introduce innovations,  
open up to new opportunities and horizons**



**Sergey Belov,**  
founder and editor-in-chief

*"In 2023, we achieved success in several areas at once.*

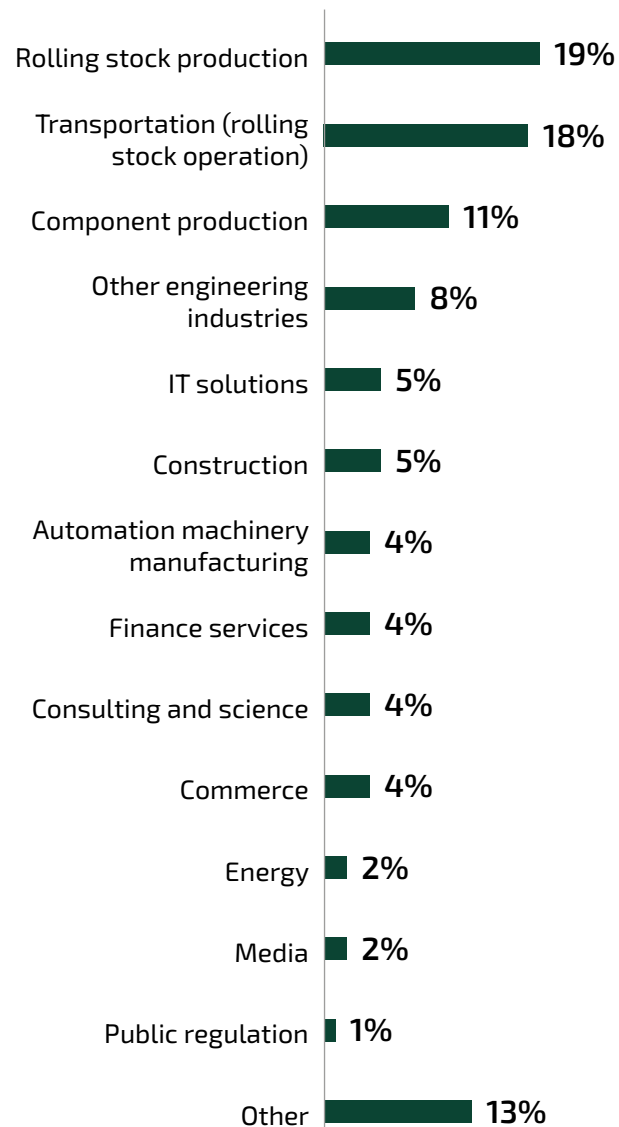
*"Audiences on our websites and social network pages grew significantly, and we became one of the top 5 most followed international rail media on LinkedIn.*

*"We became the international information partner of the PRO//Motion Expo, an international railway fair.*

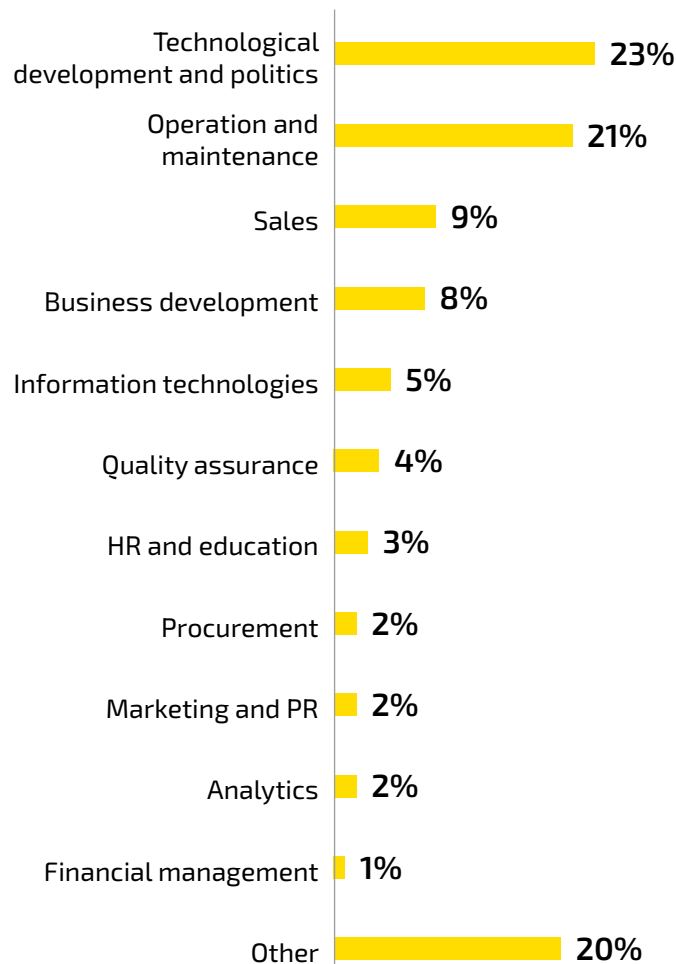
*"Today, the editorial team consists of more than 10 members: their industry expertise gives us a competitive advantage in the railway media market".*

# Who is our audience — Reader profile

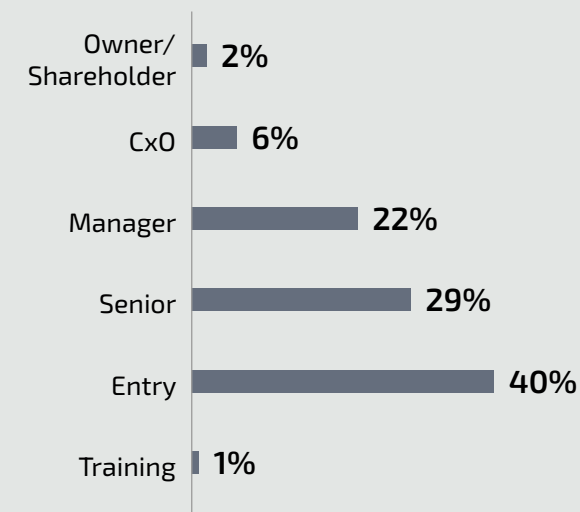
## By industry



## By job function



## By seniority





























By LinkedIn data

# Who is our audience – Their geography

## Global feed

([rollingstockworld.com](http://rollingstockworld.com)  
and LinkedIn page in English)











# 150+ countries

 India..... 35.7%	 Saudi Arabia..... 1.2%
 Germany..... 9.4%	 Switzerland..... 1.2%
 France..... 6.3%	 China..... 1.0%
 Türkiye..... 5.0%	 Indonesia..... 0.9%
 United Kingdom..... 4.0%	 Malaysia..... 0.8%
 Spain..... 4.0%	 Pakistan..... 0.8%
 USA..... 3.2%	 Thailand..... 0.7%
 Egypt..... 2.6%	 Czechia..... 0.7%
 Australia..... 2.5%	 Philippines..... 0.7%
 Austria..... 2.3%	 Denmark..... 0.6%
 Italy..... 1.9%	 Singapore..... 0.4%
 Poland..... 1.9%	 Chile..... 0.4%
 Canada..... 1.6%	Others..... 9.1%
 Brazil..... 1.5%	

Based on LinkedIn

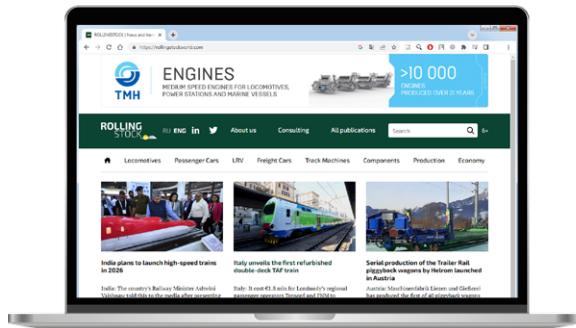
## Russian feed

([rollingstockworld.ru](http://rollingstockworld.ru)  
and Telegram channel in Russian)

 Russia..... 89.3%
 Kazakhstan..... 2.7%
 Belarus..... 1.4%
 Germany..... <1%
 USA..... <1%
 Uzbekistan..... <1%
 Ukraine..... <1%
 France..... <1%
 Türkiye..... <1%
 Georgia..... <1%

Based on Yandex.Metrica

## Websites



[rollingstockworld.com](https://rollingstockworld.com)

[rollingstockworld.ru](https://rollingstockworld.ru)

- ✓ English and Russian
- ✓ **185,000+ unique** visitors from launch
- ✓ **14,300 unique** visitors per month on average (H2 2023)
- ✓ Steady growth in search traffic
- ✓ Search by companies

## Social networks



[LinkedIn page](#)

- ✓ English
- ✓ **21,500+ followers**
- ✓ Top-5 of international rail media
- ✓ No. 1 by engagement\*

[Telegram channel](#)

- ✓ Russian
- ✓ **5,500+ subscribers**
- ✓ Average 2023 ERR 53,3%
- ✓ Top-5 of industry channels\*\*

[X \(Twitter\) channel](#)

- ✓ Still growing

## 2023 top-10 most read features by ROLLINGSTOCK

1. Alstom seeks asset sales worth €0.5–1 bln to reduce debt. [Link](#)
2. World's most powerful electric locomotive Shen24 by CRRC for coal cargo service in China. [Link](#)
3. China develops CR450 EMU with the highest operating speed in the world. [Link](#)
4. The history of the unique Talgo trains dynasty. [Link](#)
5. CAF breaks into top division of global rolling stock market. [Link](#)
6. Revenue and backlogs of orders in railway industry: 2022 results. [Link](#)
7. First hydrogen-powered trains by CRRC and Woojin. [Link](#)
8. UK plants need new rolling stock orders. [Link](#)
9. New trains by Siemens Mobility come to North America. [Link](#)
10. Traxx. The story of Europe's top-selling locomotive. [Link](#)

\* Based on an analysis of 2023 LinkedIn data for the top 10 pages of the world's largest rail media.

\*\* Based on a comprehensive analysis of 2023 tgstat.ru data for 20 channels dedicated to the rail industry and urban transport by number of subscribers, average ERR, and citation.

# How to work with us — Sponsored content

## Website

### Brand story prepared for you

- We brief you and prepare a turnkey article
- From 10,000 to 24,000 characters
- With images and dofollow links
- English — **USD 2,160**
- English and Russian — **USD 3,240**

### Publication of your story

- You write an article that meets our requirements
- Up to 6,000 characters
- With images and dofollow links
- English — **USD 1,050**
- English and Russian — **USD 1,790**

### Purpose

- Generate awareness of your brand, products, or services in front of the most engaged audience
- Support your SEO activities to transform leads into real customers

## Social networks

### LinkedIn post with announce in X

- English only
- Up to 2,000 characters
- Dofollow links
- Up to 10 images
- **USD 170**

### LinkedIn article with announce in X

- English only
- Delivered to 21,000+ followers via email
- Up to 24,000 characters
- With dofollow links and up to 10 images
- **USD 670**

### Purpose

- Promote your products and services
- Announce events, conferences, webinars, etc.
- Drive traffic to your channels
- Make yourself visible before events like InnoTrans

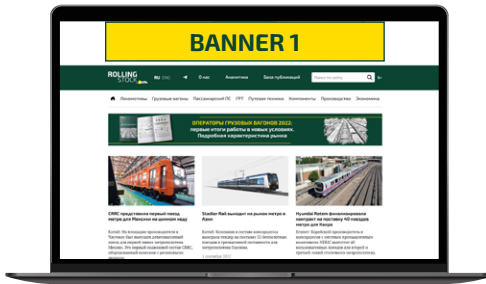
All prices are valid for payment via Russian banks.  
For other options, please, contact us at  
[advert@rollingstockworld.com](mailto:advert@rollingstockworld.com)

All sponsored content will have  
“Advertising” subscription

## Why do it with us

- ✓ Content targeted to the rail industry
- ✓ Editors with in-depth industry knowledge
- ✓ Proactive SMM for your promotion
- ✓ Top 5 rail media on LinkedIn
- ✓ Summary of the website article posted on LinkedIn
- ✓ LinkedIn post or article announced in X

# How to work with us — Banner ads



## Banner 1 — ROS banner above the menu

### Purpose

- Generate awareness of your brand in front of the most engaged audience
- Promote your products and services

### Rates

- English and Russian — **USD 670** per month
- English or Russian — **USD 960** per month



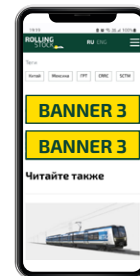
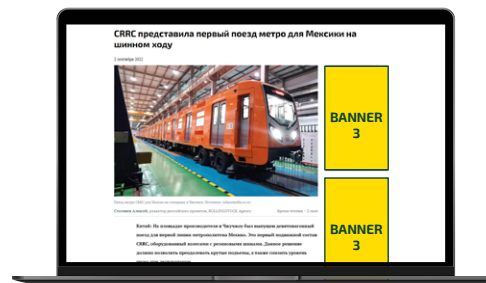
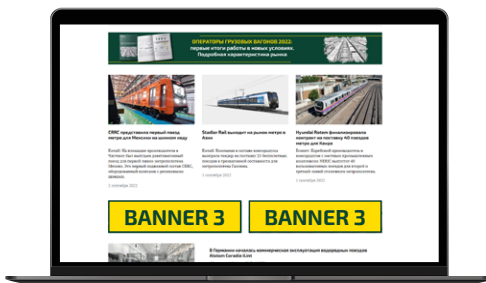
## Banner 2 — ROS banner under the menu

### Purpose

- Generate awareness of your brand in front of the most engaged audience
- Promote your products and services
- Announce events, conferences, webinars, etc.

### Rates

- English and Russian — **USD 510** per month
- English or Russian — **USD 790** per month



## Banner 3 — ROS banner below the fold on the homepage, every right sidebar and every article leaderboard on other pages

### Purpose

- Generate awareness of your brand in front of the most engaged audience
- Promote your products and services
- Announce events, conferences, webinars, etc.

### Rates

- English and Russian — **USD 360** per month
- English or Russian — **USD 650** per month

## Why do it with us

- ✓ Run-of-site banner
- ✓ Unlimited display
- ✓ Replacement option for long-term placement

VAT exempt

## How to work with us — Sponsorship discounts

- For orders from **USD 1,000** — **2,5%**
- For orders from **USD 3,000** — **5%**
- For orders from **USD 6,000** — **7,5%**
- For orders from **USD 10,000** — **15%**
- **100% prepayment** — extra **2,5%**

**We can make you an offer  
tailored to your business goals**







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