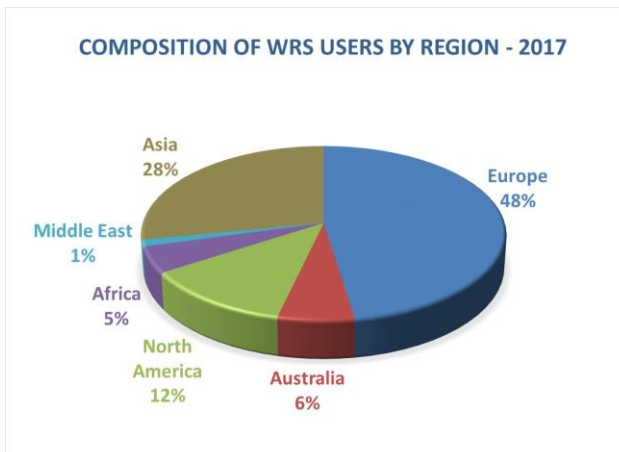
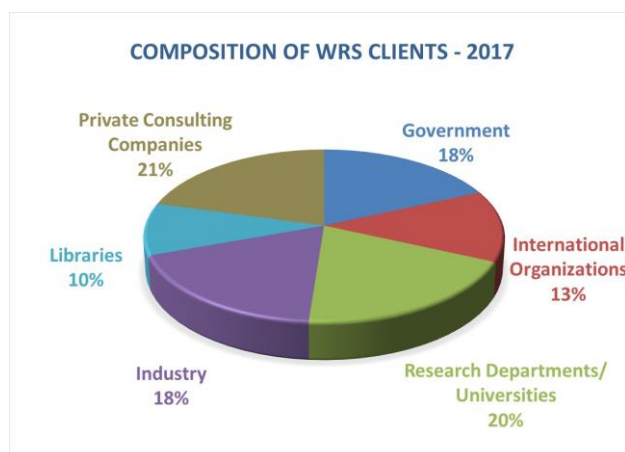


Advertising in the IRF World Road Statistics (WRS) 2018

Every year since 1964, the International Road Federation (IRF) has been publishing the **World Road Statistics (WRS)**, the most complete and authoritative source of data for the road sector. The WRS are produced by conducting an annual survey on primary data sources such as National Ministries, National Statistics Offices and Road & Transport Authorities. More information about WRS can be found at: www.worldroadstatistics.org

The **WRS 2018** will be released by **August**. This Edition will include **updated data** for the **years 2011-2016**. **Over 200 countries** will be included with key data on Road Networks, Road Expenditures & Revenues, Road Traffic, Multimodal Traffic Comparisons, Road Accidents, Vehicles in Use, Vehicles Industry (Production, Imports, Exports and First Registration) and Energy Prices. Altogether, the WRS has data and indicators grouped into more than 50 road subsections.

The annual WRS are sold to entities active in transport, infrastructure and mobility worldwide. A description of the clients and users by region in 2017 are depicted below.



Advertising in the WRS associate your company name with quality data, global exposure with peers, potential clients and business partners. The long-lasting value of the WRS editions - and the testimonials received by our customers (see [here](#)) - provides you with excellent value for your marketing investment. Your advertising will be published in the WRS 2018 **Book, Excel File, PDF, Leaflet** and the **WRS website** (logo or name of the sponsor with the respective link to the sponsor website).

The table below will give you an overview of WRS advertising rates 2018. We will be pleased to offer a **free Excel file** of the WRS 2018 to all the advertisers.

Front Cover (logo)	CHF 10'000
Back Cover (A4)	CHF 7'500
Inside Front (A4)	CHF 6'500
Inside Front (half page A5)	CHF 4'500
Inside Back (A4)	CHF 6'500
Inside Back (half page A5)	CHF 4'500
Page inside publication (A4) - 1 per Chapter	CHF 5'000
Page inside publication (half page A5)	CHF 3'500

Note that advertisement is on a first-come, first-served basis and space is limited. For further information, you can contact the IRF Statistics Team by telephone (+41 22 306 02 60) or email: stats@irfnet.ch.

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