

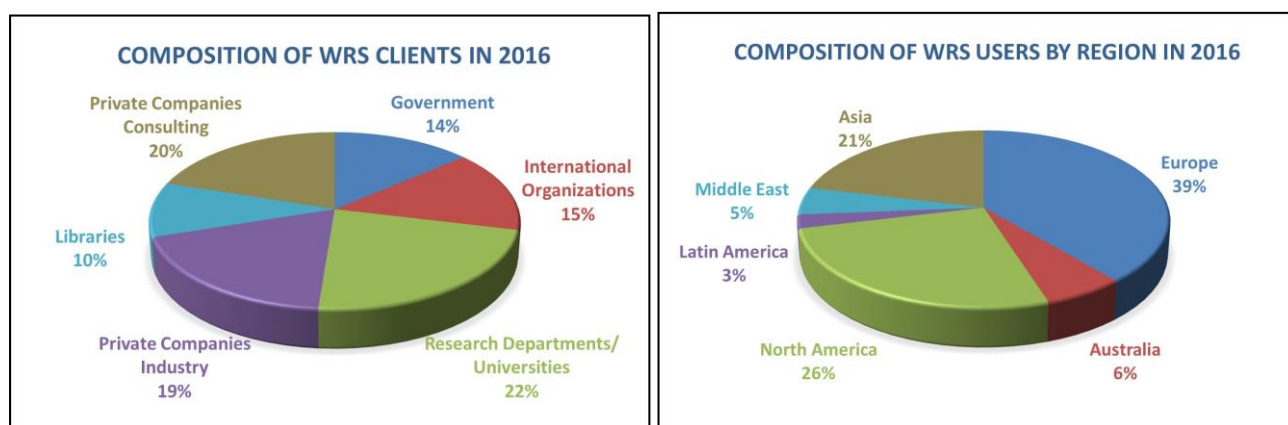


## Advertising in the IRF World Road Statistics 2017

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](http://www.worldroadstatistics.org)

The **IRF World Road Statistics 2017** will be released at the **end of September**. This Edition will include **updated data** for the **years 2010-2015**. **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. Altogether, the WRS has data and indicators grouped into more than 50 road subsections.

The annual World Road Statistics are sold to entities active in transport, infrastructure and mobility worldwide. A description of the clients and users by region in 2016 are depicted below.



**Advertising in the World Road Statistics** can give to your company global exposure with peers, potential clients and business partners. The long-lasting value of the WRS editions – and the testimonials received by our customers – provides you with excellent value for your marketing investment. Your advertising will be published in the WRS 2017 **Book, Excel File, PDF, Leaflet** and the new **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 2017. We will be pleased to offer a **free copy** of the WRS 2017 book to all the advertisers.

<b>Front Cover (logo)</b>	<b>CHF 20,000</b>
<b>Back Cover (A4)</b>	<b>CHF 10,000</b>
<b>Back Cover (half page A5)</b>	<b>CHF 7,000</b>
<b>Inside Front (A4)</b>	<b>CHF 7,500</b>
<b>Inside Front (half page A5)</b>	<b>CHF 4,500</b>
<b>Inside Back (A4)</b>	<b>CHF 7,500</b>
<b>Inside Back (half page A5)</b>	<b>CHF 4,500</b>
<b>Page inside publication (A4)</b>	<b>CHF 5,000</b>
<b>Page inside publication (half page A5)</b>	<b>CHF 3,500</b>

Note that advertisement is on a first-come, first-served basis and space is limited. Deadline **20 Sept. 2017**.

For further information, you can contact the IRF Statistics Team by telephone (+41 22 306 02 60) or email: [stats@irfnet.ch](mailto:stats@irfnet.ch).

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