



Green Mobility
Magazine *Directory*

About the Green Mobility Magazine.

The Green Mobility Magazine is the unmatched periodical dedicated to the nexus between **all modes of transport and environmental sustainability**.

The objective of the Green Mobility Magazine is to provide a forum for sustainable transportation stakeholders to exchange and debate **the most pressing challenges** facing the transport, travel, and logistics industries.

The Green Mobility Magazine **explores topics** such as decarbonisation, alternative fuels, and infrastructure, as applied to the air, rail, road, maritime, and alternative transport industries, from commercial, technical, political, and legal perspectives.

Contributors to the Green Mobility Magazine include Members of the European Parliament, Chief Executive Officers, policy professionals, academics, and many more.

In a nutshell, the Green Mobility Magazine is about furthering dialogue on transport and sustainability.



Portfolio.

Print Magazines

Our flagship periodical.

Yearly publication.

For sale online.

Free of charge at global events.

96 pages of editorial and marketing content.

For transport & sustainability stakeholders.

Digital & Web

A flexible tool.

Published weekly.

Weekly & monthly newsletters.

News, analysis, reports & op-eds.

Text, visuals, & videos.

Truly global distribution.

GMM Directory

A B2B instrument.

Published annually.

Free to read online.

Free of charge at global events.

Marketing content only.

For business decision makers.

Who we've worked with.

Aviation Advocacy

BeZero Carbon

CDP Europe

Centralny Port

Komunikacyjny

EBEA Consulting

ERTICO

EUROBAT

Eurocities

European Consumer
Organisation (BEUC)

FIPRA Public Affairs

Fleishmann Hillard EU

Global Infrastructure

Investor Association

HFW

Infosys

Regulatory Assistance
Project (RAP)

S&P Global Ratings

SkyExpert Consulting

Stagecoach

Sustainable Shipping

Initiative

To70

Transport &

Environment

Yunex Traffic

About the Green Mobility Magazine Directory.

The Green Mobility Magazine Directory is the first resource dedicated to aiding organisations identify and **choose consultancies, law firms, and other providers** who serve the sustainable transport sector.

Published and distributed alongside our flagship periodical on transport and sustainability, The Green Mobility Magazine, the Directory provides decision makers with all the information they need about **your business** to initiate a commercial enquiry.

In short, the Directory is for sustainable transport organisations who **have the need for leads.**

Why advertise with the Green Mobility Magazine?

Advertising with the Green Mobility Magazine allows brands to engage with the world's most important sustainable mobility stakeholders from across all modes of transportation.

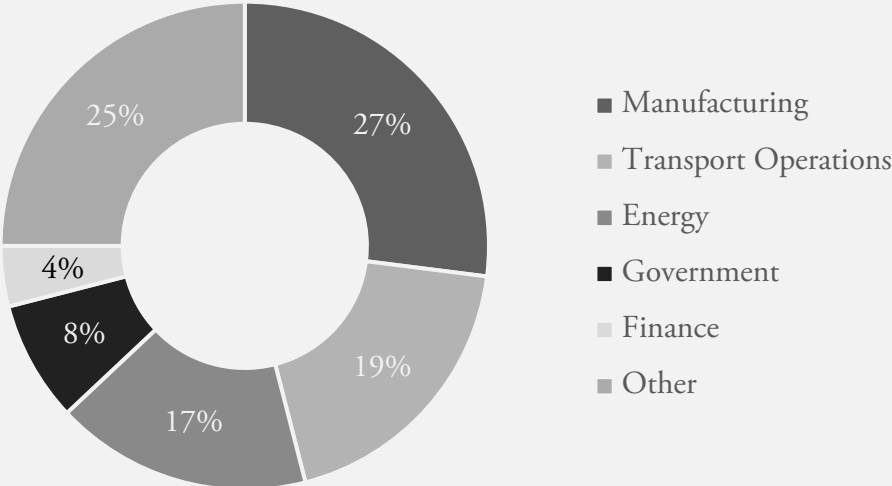
Our multimedia advertising solutions enable brands to:

- **Strengthen** their market position by associating with an editorially stringent publication.
- **Engage** with politically, technologically, and commercially complex topics with a receptive and educated audience.
 - **Generate** high quality leads by targeting industry decision makers.

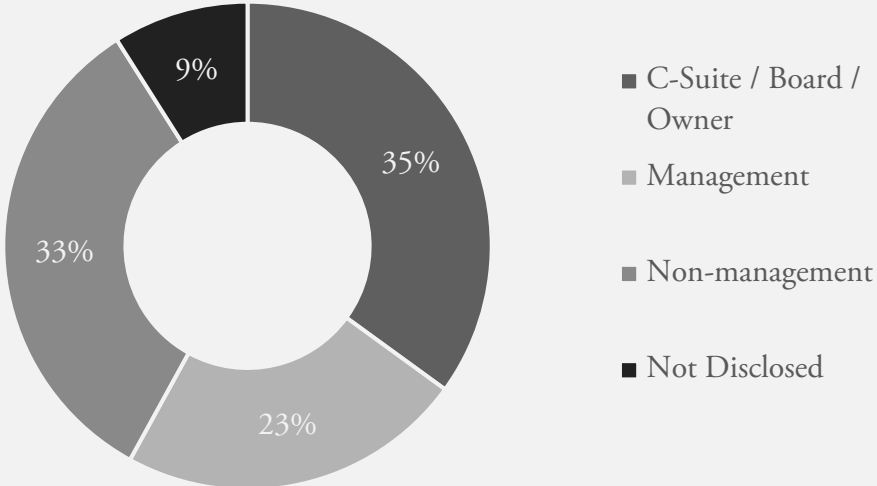
Who does the Green Mobility Magazine Reach?

With a readership of over 10,800*, the Green Mobility Magazine is a uniquely impactful and high-growth specialist B2B / B2G periodical.

Reader Sector



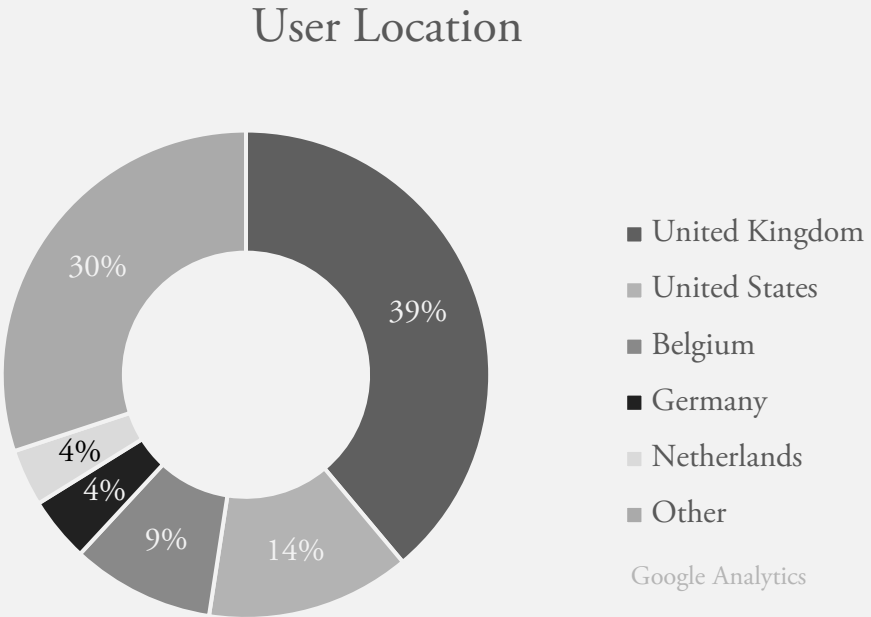
Reader Seniority



* Projected readership for 2023-2024 with a print RPC of 2.4, digital magazine RPC of 1.0 and digital magazine views of 6000 p.a.

Green Mobility Magazine's web presence.

Our web strategy is focused on reaching and engaging with senior stakeholders. This is why **59%** of our LinkedIn followers hold **“Manager” positions or higher.**



Numbers
April 2023

Newsletter subscribers: 2425
8% growth in last 30 days

LinkedIn Followers: 1150
28.9% growth in last 30 days

Average pageviews per month:
3000

Google Analytics April 2022-2023

Trade Event Magazine Distribution.

Event	Attendees	Topic	Region
Nor-Shipping 2023	30,000	Maritime Transport	Global
UITP Summit 2023	15,000	Public Transport	Global
World Utilities Congress	11,400	Energy / Utilities	Global
MOVE 2023	10,000	Urban Transport	Global
World Utilities Congress 2023	10,000	Utilities / Energy	MENA / Global
World Aviation Festival 2023	8,000	Aviation	Europe / Global
ITS Europe Congress 2023	2,500	Smart Mobility	Europe
Total	86,900		

Ibex Publishing shall distribute Issue II of the Green Mobility Magazine, free of charge, at the above events, congresses, and conventions.
Additional events may be added from time to time.

Who can feature in the Directory?

Any organisation which provides services to the transport sector is eligible to feature in the Green Mobility Magazine Directory.

Example areas of expertise include:

- Transport planning.
- Business and operations consulting.
- ESG, finance, and carbon management.
- Institutional and government affairs.
 - Press, media, and public relations.
- Engineering and architectural consulting.
- Law firms and regulatory advice services.
- Human resources, staffing, and head-hunting.

Exclusions

The Green Mobility Magazine Directory is not intended to be a goods / product catalogue.

Only services can be explicitly advertised in the Directory.

Organisations who operate in regulated industries, such as law firms, accountancy firms, public affairs firms, etc, must provide adequate disclosures and register numbers (SRA number, EU Transparency Register ID, for example) when and where necessary.

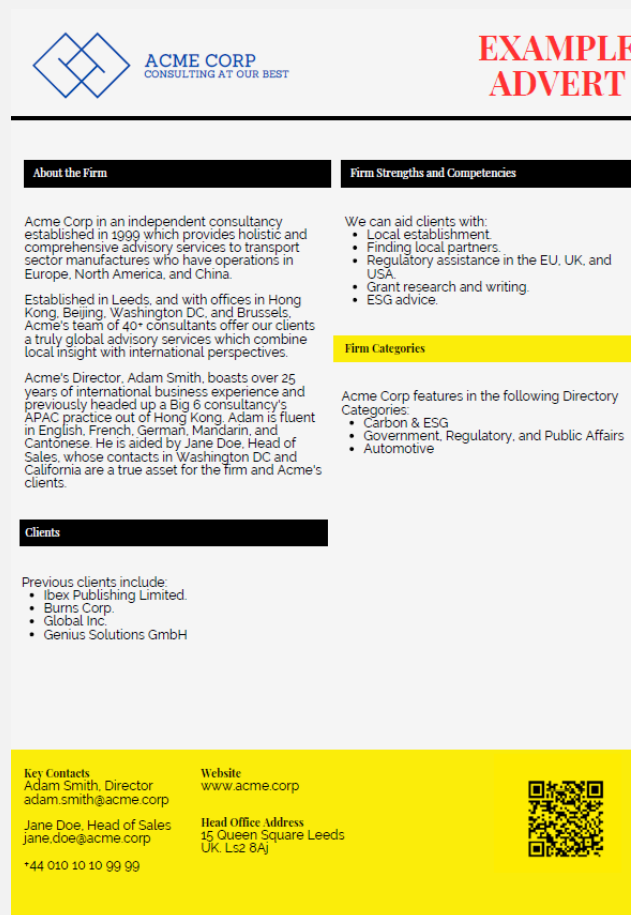
Your information in the Directory.

As standard, organisations who feature in the Directory are provided two pages of content.

Page 1 is a text page, and it contains key firm information such as:

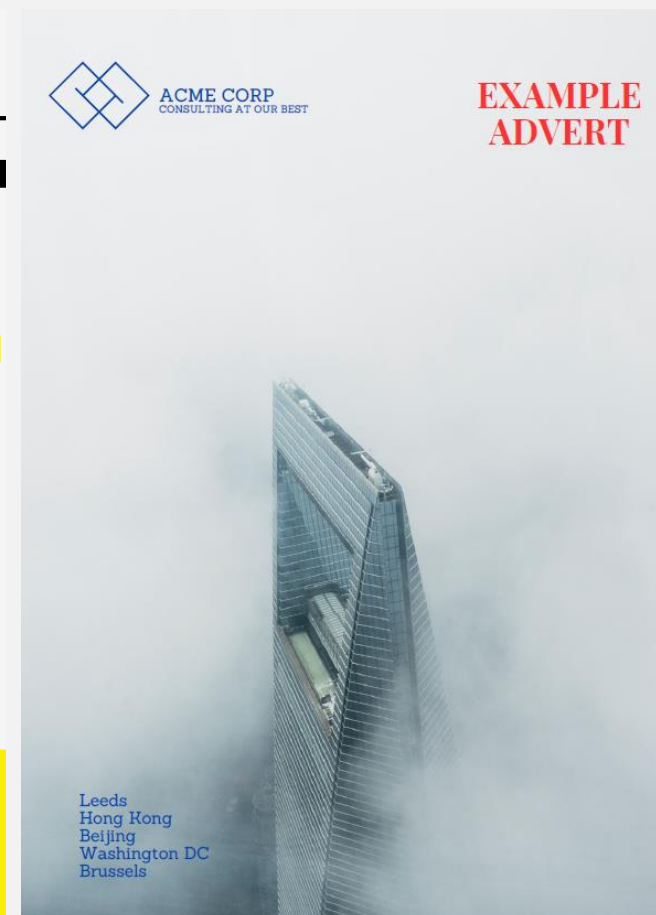
- A firm description.
- A list of the firm's strengths / experience.
- A list of clients.
- Key contact details.
- The Firm Categories (areas of service).

Page 2 is a creative page, and it can contain a full page advertisement (as pictured), a partner profile, a client success story, or other creative asset.



The screenshot shows the layout of Page 1. At the top left is the ACME CORP logo with the tagline 'CONSULTING AT OUR BEST'. To the right is a red 'EXAMPLE ADVERT' label. Below the header are two columns of text. The left column is under the heading 'About the Firm' and contains a paragraph about the company's history and a list of office locations. The right column is under 'Firm Strengths and Competencies' and lists services like local establishment and regulatory assistance. Below these is a yellow 'Firm Categories' section listing Carbon & ESG, Government, Regulatory, and Public Affairs, and Automotive. At the bottom left is a 'Clients' section listing previous clients like Ibex Publishing Limited and Burns Corp. At the bottom right is a yellow footer with 'Key Contacts' (Adam Smith, Director), 'Website' (www.acme.corp), 'Jane Doe, Head of Sales', 'Head Office Address' (15 Queen Square Leeds, UK, LS2 8AJ), and a QR code.

Page 1 – Text Page



The screenshot shows the layout of Page 2. It features a large, vertical image of a modern skyscraper. At the top left is the ACME CORP logo with the tagline 'CONSULTING AT OUR BEST'. To the right is a red 'EXAMPLE ADVERT' label. At the bottom left, there is a list of office locations: Leeds, Hong Kong, Beijing, Washington DC, and Brussels.

Page 2 – Creative Page

Directory Solutions.

	Tier 1	Tier 2 - "Standard"	Tier 3
Directory Text Page	•	•	•
QR code to your website	•	•	•
1 promotional article published on www.ibexpub.media	•	•	•
Directory Creative Page	•	•	
"Front of the pack" – feature in the first section of the Directory	•		
2 pages of promotional content in the Green Mobility Magazine	•		
3 months of MPU space on www.ibexpub.media	•		



Green Mobility Magazine

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