

# Intelligent Mobility Insight

Business Intelligence for global mobility professionals

## Launching May 2015

Welcome to Intelligent Mobility Insight, the first dedicated daily newsletter and website bringing together the latest business intelligence across the spectrum of stakeholders in the race for Intelligent Mobility solutions.

IntelligentMobilityInsight.com (IMI) is a daily digital HTML newsletter service with accompanying, fully searchable, website.

IMI will provide news stories and trends across all the major industry verticals and provide intelligent, informed comment and business critical information to the executives developing the solutions to the world's integrated transport and mobility challenges.

We look forward to welcoming you to IMI



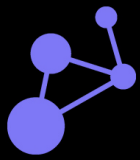
Andrew O'Kelly - Publisher

### The Newsletter

- The latest news stories delivered to your inbox by 06:00 GMT every morning.
- News stories individually written by our editorial staff using our global feed of news stories from over 250 sources.
- For speed of access, the headline and a short synopsis of the story will appear in the newsletter with a direct link to the full story on the web-site.
- User can request a daily or weekly newsletter

### The Website

- The in-depth stories behind the headlines from the daily newsletter.
- Fully searchable by multiple categories.
- Individual tabs for each of the 11 major industry verticals
- Archive of all news stories
- Library of white papers and regulatory documentation.
- Data and trends such as:
  - :- Economic Data - eg per capita car ownership
  - :- Transport specific data - modal travel, breakdowns, vehicle kms travelled, length of rail networks, bus passenger numbers.
  - :- National demographics, population densities, city populations.
  - :- Company sources for selective rich data points (eg Zipcar for rising membership/customers by global territory)



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## Distribution

IMI will work with the key industry associations, government bodies, companies and relevant Internet groups, to ensure initial distribution of the newsletter. Recipients will be directed to the website where they will be invited to register to receive regular daily updates.



## Launch promotional opportunities

IMI will launch in May 2015 with distribution to 110,000 executives around the world. We are able to offer a one time only "Founder Advertiser" launch rate which will extend for a maximum 12 months to our first 25 advertisers. There will be a maximum 5 x advertisers per position sold and each ad will rotate to ensure equal viewing time.

Website Advertisement Sizes and Rates (Founder Advertiser rates only)	
Medium Rectangle 300 x 250 IMU	£300 per month
Rectangle 180 x 150 IMU	£200 per month
Leaderboard 728 x 90 IMU	£350 per month
Wide skyscraper 160 x 600 IMU	£500 per month

Newsletter Sponsorship Rates (Founder Advertiser rates only)	
£2,000 per month	

For further information on the commercial opportunities please contact:

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## Launch partnership with ACEA and Frost & Sullivan



IMI is proud to announce that, through our launch association with ACEA and Frost & Sullivan, our news feed will be available to over 110,000 key industry executives from Day 1.