

Railway interiors

I N T E R N A T I O N A L

Railway interiors 2025

I N T E R N A T I O N A L



THE RAIL INTERIORS AWARDS

See page 30 for a comprehensive preview!

Seat innovation

The rail seat market is buzzing with new players and novel ideas, with operational flexibility now a key design aim

Sustainability

From designing for easier dismantling, to catering approaches - experts share their ideas to improve environmental performance

LA DOLCE VITA ORIENT EXPRESS

The famed brand is back with a luxury train for Italy - with a design inspired by the country's romantic landscapes and rich culture

RECENT DESIGN ROUNDUP ■ LUNOVA RAIL NIGHT TRAIN ■ TGV INOUI IN NUMBERS

NEXT PUBLISHED IN AUGUST 2026

ADVERTISING & MEDIA DATA

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Railway interiors

INTERNATIONAL



The Magazine

Railway Interiors International continues to be the world's only publication dedicated exclusively to the advancement of passenger railway and mass-transit interiors. In 2024 the magazine celebrated its 20th anniversary!

The magazine features a mix of exciting new case studies, in-depth analysis of technological developments and other market trends, top-level interviews and project-focused technical articles, all in a dynamic and high-design format.

Featuring the latest advances in interior equipment and related services, *Railway Interiors International* is a definitive resource for the buyers and specifiers working on newbuild and refurbishment projects across light rail, urban, suburban, regional and high-speed sectors, as well as supporting day-to-day customer service and operations.

Leading suppliers to the industry use the magazine to advertise their products and services to our fully named circulation database, to great effect. The magazine consistently delivers strong results for advertisers, generating volumes of quality sales leads through direct contact and via our reader enquiry service, where leads are passed to advertisers in spreadsheet format on a weekly basis.

The targeted circulation database includes key decision-makers and purchasers at every major rail vehicle OEM in Europe and the USA, as well as government authorities, rolling stock leasing companies, maintenance and refurbishment specialists, design firms, operators and component manufacturers around the world.

2026 PUBLICATION & FEATURE PROGRAMME

Industry Introduction: With this two-part feature, *Railway Interiors International* aims to facilitate cross-sector innovation. Part one will support new suppliers in understanding the rail interiors sector, with key information about market size, structure and design processes. Part two will highlight a selection of new players, and what they could bring to the sector to drive innovation.

InnoTrans 2026 preview: Exhibitors share the rail interior innovations they will showcase in Berlin in September 2026.

Case study - TGV Inoui: All the details of the interior created by SNCF Voyageurs and Alstom for TGV Inoui, the fifth-generation TGV.

Safety and inclusion: This feature will examine design approaches and technological solutions to protect passengers from violence and harassment on board.

Catering trends: *Railway Interiors International* takes stock of trends in onboard catering – from self-serve equipment to IoT-aided maintenance.

Products & Services: *Railway Interiors International* provides a platform to share innovations in one easy-to-reference place, making it the definitive resource to discover what the sector has been working on. Featuring news and case studies from our advertisers, the Products & Services section covers all types of equipment found in a railcar interior – such as seating, fabrics, leather, floor coverings, laminates, safety equipment, lighting, galley equipment, comfort products, luggage racks, wi-fi and communications systems, refrigeration, electronic displays, food service equipment and much more. It also showcases services such as concept design and refurbishment.

**Please note this synopsis may be subject to change.*

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Advertising Rates

FULL PAGE GBP 4,500

HALF PAGE GBP 3,500

DPS GBP 6,600

COVERS / SPECIAL POSITIONS

FRHP GBP 4,950

IFC GBP 5,650

IBC GBP 4,950

OBC GBP 5,950

Published in
August 2026

Copy material
deadline:
1st July 2026

Mechanical Details

Subject to change. All advertisers will have exact dimensions confirmed by email.

Proof: Match print or high-resolution colour copy

Double page spread trim size:

450mm (W) x 280mm (H),
+ 3mm bleed on all sides

Full page trim size:

225mm (W) x 280mm (H),
+ 3mm bleed on all sides
Text area: 195mm (W) x 250mm (H)

Half page size:

195mm (W) x 125mm (H)

All advertising material should be supplied in an electronic format

Readership and Circulation

The 2025 Annual Showcase edition of the magazine had a circulation of 12,700. Readers have either testified to their direct involvement in the purchasing of vehicle interior solutions/ services or have been identified for their relevance and high level of purchasing power. In all instances subscribers who have requested to receive the publication are approved by the publisher based on their relevance and status as a key buyer within the company they work for.

OEMs THAT HAVE REGULAR SUBSCRIBERSHIP

- Alstom
- CAF
- Gomaco
- Hitachi Rail
- Hyundai Rotem
- Inekon Trams
- Kawasaki
- Kinkisharyo
- Nippon Sharyo
- Siemens
- Skoda
- Talgo

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Digital Opportunities

DIGITAL EDITION SPONSORSHIP

Premium opportunity

The digital edition of *Railway Interiors International* offers a fully interactive, smart-device-optimised interface. The latest edition is promoted to readers throughout the year via a monthly email newsletter, and displayed prominently on www.railwayinteriorsinternational.com. Both the current edition and back issues are available on the website – providing a valuable reference resource for readers and a long-lasting brand presence for advertisers. The digital edition of the 2024 publication has accumulated 12,829 issue visits and 59,380 page views so far.

The digital platform provides a richer editorial experience through added audio and video content, as well as extra images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition, one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion:

- A 'presentation page' ad. This full-page ad will appear directly opposite our front cover on the digital PDF replica of the issue.
- Two 'interstitial' ads. These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily' ads that appear in the Smart View, optimised for mobile devices.
- A logo in the email blast sent by *Railway Interiors International* on digital publication.
- The opportunity to augment ads with video content.

NEWSLETTER SPONSORSHIP

Key news stories are emailed to the entire *Railway Interiors International* database each and every month. For a limited number of advertisers, there is an opportunity to place a banner advertisement on this monthly emailer, ensuring your brand message is presented to the entire database 12 times through the year, ensuring excellent industry penetration. Advertisements start from GBP7,000 per year, subject to positional availability.

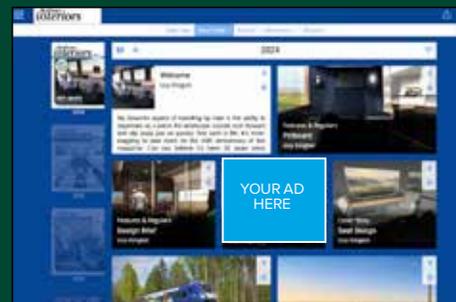
Advertisers also have the opportunity to have an email blast sent to over 10,500 people from our circulation database, with a personalised message; prices on request.

YOU GET...

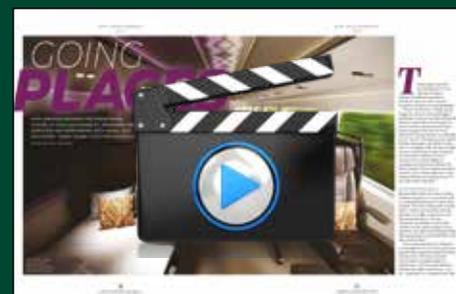
Presentation page



Lily ad



Augmented content



AND MORE...