



TrafficSafe is proud of covering vehicle and road safety industry news in a way that's informative and engaging for both the industry itself as well as the motoring community that it serves including private motorists, professional drivers and fleet users.

Our tag line is "Drive with intelligence" and we aim to supply that intelligence by keeping our readers up-to-date with the latest developments across the industry spectrum including enforcement systems, vehicle technology, connected cars, autonomous vehicles and traffic management systems, to name just a few.

The aim of the publication is to create a better informed community – the aim of TrafficSafe as an organisation is to play its role in reducing casualties on the world's roads through campaigns both in the UK and the developing countries of Central Asia.

I hope you'll find an editorial support or advertising package that suits your needs and budget within our offering and help us to achieve our aims of informing and campaigning.



Jonathan Newell
Managing Director
jn@trafficsafe.org

Our Site

Our custom-designed WordPress site is structured around the major categories of news that we cover and sub-divided using “tags” to contextualize the site content around topics such as “drink-driving”, “distracted driving”, “telematics” or “cameras” for example.

EXAMPLE CATEGORIES:



EXAMPLE TAGS:



Our readers can navigate easily between tags, categories and even by company to find exactly what they’re looking for.

Our Readers

We reach our readership through the site, our newsletter and social media. The site is bilingual in English and Russian and our reach is truly worldwide..... Where there's internet, there are TrafficSafe readers as shown in the Google Analytics chart:



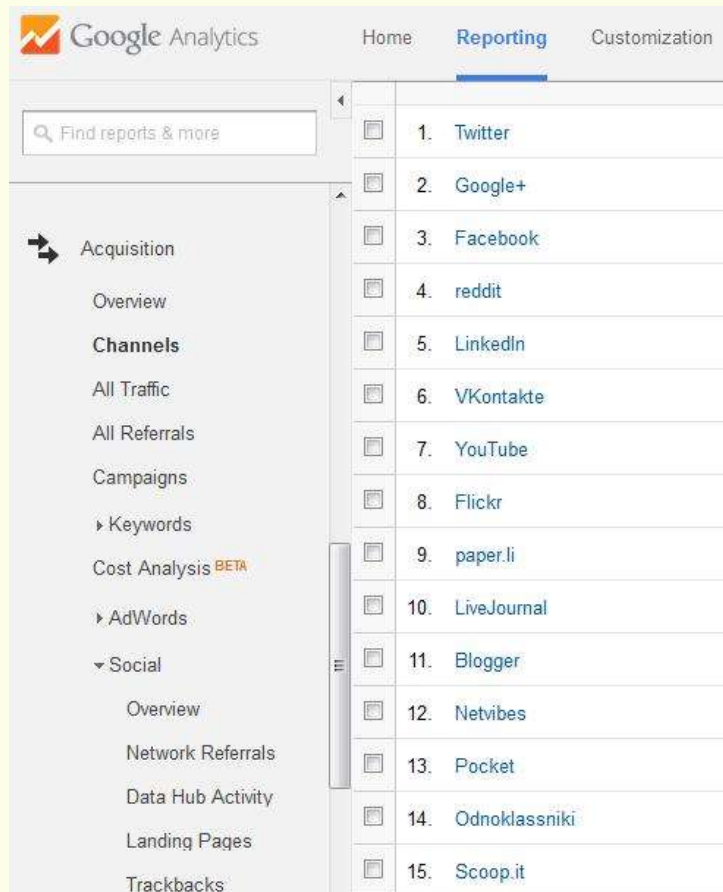
We spend a lot of time and effort on SEO, ensuring that we get readers who are a good fit to the subject they're searching for with search engines. We use Google Web analytics, webmaster, Alexa, Statmyweb and other tools to get a perfectly tuned site for getting an appropriate and targeted audience.

Our Alexa results prove the point. When the screenshot below was taken, TrafficSafe.org was rated by Alexa as #185,425 globally and #7439 in the UK, very good results for a niche site



TrafficSafe Media Pack (2014-2015)

We also pay attention to Social Media and our policy is paying dividends here too with strong referral traffic coming to our site from all the top social media sites.



Twitter is our strong point. Our 2200 followers to date have been grown organically since starting the Twitter account. We have NEVER used any tools for gaining followers and therefore those who do follow us have stayed with us, are interested in what we post and engage with us.



TrafficSafe Media Pack (2014-2015)

Twitter readership includes major names in the road safety, fleet and vehicle technology industries.



We protect our newsletter subscribers with maximum levels of security because we respect them and we want to keep them. The list of subscribers includes influential names within the fleet management, vehicle manufacturing and Intelligent Transport Industries. We never spam these people, we send them targeted, relevant information that will be of use to them.

What we offer:

- **Classroom presentations and training on a wide range of road safety topics in conjunction with industry partners.**
- **Sponsored reports and white papers (see timetable)**
- **Editorial services and content generation**
- **On-site advertising and promotions**
- **Twitter campaigns**
- **Russian content generation or press release translation**
- **Special foreign campaigns**

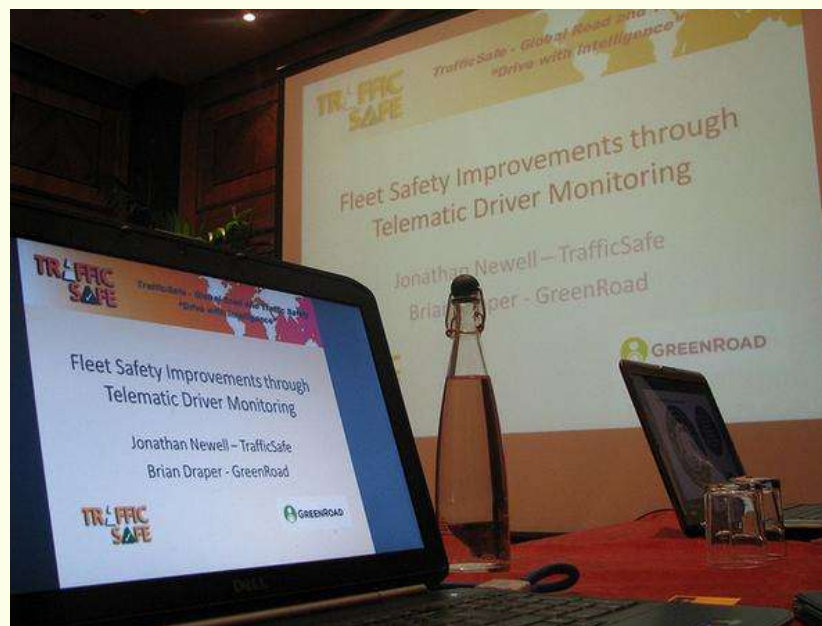
Presentation and Training

Bespoke training sessions sponsored by partner companies: Examples of past presentations include: (UBI presentation scheduled for February!)

- “ERA-GLONASS masterclass” in conjunction with Gemalto



- “Fleet Safety Improvements through Telematic Driver Monitoring” with Greenroad



Sponsored reports and white-papers:

Based on material supplied by sponsors and our own research and expertise, we will produce original, in-depth reports relating to topical areas of road safety in collaboration with sponsor organisations. The reports will be hosted/distributed as required or can be used by the sponsors in line with their own requirements:

Our calendar for sponsored reports is shown below. Please contact us for opportunities to sponsor the reports:

Month	Topic area
November 2014	Drink Driving
January 2015	Telematics Insurance
March 2015	Distracted Driving
May 2015	Vehicle Autonomy
July 2015	Cycling safety
September 2015	Tyres
November 2015	V2x communications

Editorial Services and Content Generation:

Producing a high quality web site requires talented resources and we approach those who supply us with news to support the editorial resource that makes TrafficSafe unique. We never use unedited press releases – all of the news stories on the site are written by our staff based on press releases and other material they receive. By doing this, those who supply us with news are receiving unique customization that brings their brand more visibility through having a higher ranking with the search engines. Everyone wins!

Our basic editorial service gives guaranteed publication and customization of all news supplied to TrafficSafe for a year.

Our enhanced editorial service also guarantees briefings and interviews as well as some advertising on the site.

All our editorial services include the use of high resolution, clickable images and links to supplier sites. The image below shows an example of high quality, bespoke writing with photography as part of the enhanced editorial service:

Why every driver should have a personal breathalyzer

Created on [Monday, 26 May 2014](#)

TrafficSafe discusses how personal breath testers can reduce accidents and tests the AlcoSense Lite breathalyzer for checking alcohol levels the morning after.

Improvements in campaigning, enforcement and public attitudes have succeeded in reducing drink driving casualties in the UK by about a fifth since the scandalous seventies but still remain unacceptably high even in these more enlightened times when driving whilst impaired by alcohol is universally regarded as anti-social.



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UK drink driving statistics

After a run of steady reductions during the last few years, casualties once again rose in 2012 with the Department for Transport (DfT) reporting figures of 280 killed in 2012 as a result of drink driving, an increase of 40 on the previous year.

Department for Transport statistics show a distinct trend during the last thirty years towards the higher levels of "morning after" drink driving offences that are being seen now. According to table RAS51012 from the DfT "[reported drinking and driving](#)

[data set](#)", 11.4% of drink driving accidents in 2012 occurred between 6am and 11am compared to 1.7%

Find Us On Social Media



Site Languages



Search

Tag Cloud

Accidents Air bags ANPR Brake
Cameras CIS Connected
Vehicles cycling DfT Distracted
Driving Drink Driving **Driver**
Behaviour Driver Monitoring
Enforcement EU Events
Fleet Management FTA
Government GPS HGV
Highway Maintenance IAM Insurance
ITS Legislation LPR
Pedestrians Police PSV reports

On-site advertising and promotion

Banner and patch advertising is available on single pages, run-of-site, categories or tags. Advertisers also have higher visibility branding on their own story pages.

Banner:

TRAFFIC SAFE **amazon.co.uk** [Click here to see the RoadHawk product range on Amazon](#)

Home About Us News Industry Reports Videos Directory Blog Products

TrafficSafe - Global Road and Traffic Safety
"Drive with Intelligence"

RoadHawk in-car surveillance system review
Created on [Wednesday, 15 February 2012](#)

TrafficSafe has spent the last month trying out the RoadHawk DC-1 windscreen mounted surveillance camera on the tricky roads of Central Asia.

Black box style camera systems are beginning to grow in popularity in the UK market, already being

Find Us On Social Media

Site Languages

Patches:

TrafficSafe - Global Road and Traffic Safety
"Drive with Intelligence"

2014 road safety week preparations begin
Created on [Thursday, 19 June 2014](#)

This year's theme for Road Safety Week is "look out for each other" placing focus on the protection of vulnerable road users.

Road Safety Week
17-23 November 2014

LOOK OUT FOR EACH OTHER

Road Safety Week Website

UK road safety charity Brake has kicked off preparations for its annual Road Safety Week event which will take place this year between 17th and 23rd November.

The annual campaign has now been running for 18 years and involves key sponsors as well as high levels of community involvement. This year, Brake is engaging the education sector in a bid to get members of the industry to provide vital lessons in road safety to young people of all ages.

Educators are ideally placed to support this year's theme of "looking out for each other" to foster a cooperative approach to safety amongst road users including the vulnerable. Cyclists and young pedestrians are at particular risk and Brake is calling on drivers to help protect these more at-risk

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Tag Cloud

Accidents Air sage ANPR Brake
Cameras CIS Connected
Vehicles cycling on Distracted
Driving Drink Driving Driver
Rehabilitat Driver Monitoring

Twitter Campaigns

Advertising using Twitter is a highly effective and targeted method of reaching the audience you want.

With our expertise in Twitter, we can do any of the following things:

- 1 – Create and/or manage your Twitter feed based on your specification and growing your followers to include your target audience.
- 2 – Create and manage an advertising campaign using your own Twitter account
- 3 – Create and manage an advertising campaign using our Twitter account

Russian Language Services:

Our native Russian speaking staff with industry experience can create original content directly in the target language or can take existing English press releases or other content and translate it faithfully into Russian without losing any of the strength of the original material.

Once created, the Russian material can be published on TrafficSafe.org, distributed to local media and used by the client for their own promotional purposes.

Special foreign campaigns:

Working with our partners in Kazakhstan, TrafficSafe is seeking sponsors for the production and distribution of films to suit local road safety campaigns. The films to be produced include:

- Drink driving
- Child restraints
- Correct seat belt usage
- Tyre safety
- Distracted driving
- Traffic lights and junction safety

Potential sponsors for any of these topics should contact our office to discuss.

For rate-card, contact Galina Pak at info@trafficsafe.org