

WTS SmartBrief

2025 Media Kit

BROUGHT TO YOU IN
PARTNERSHIP WITH:



Advancing women
Advancing transportation

WTS SmartBrief is a subscription-only news service dedicated to informing women in transportation of the news shaping their industry. Developed in exclusive partnership with WTS International, it provides a weekly summary of essential news for our subscribers and tailors the most effective marketing opportunities for our advertisers.

Statistics

Subscribers



15,360

Our Subscribers



Job Titles

- President/VP
- Transportation Engineer
- Project Manager
- Planning/Operations

Recent Advertisers



2025 Pricing

Display & Native Advertising

■ Above-the-Fold Takeover (Billboard + News 1)	\$975/issue
■ Billboard	\$650/issue
■ News 1	\$650/issue
■ News 2	\$585/issue
■ News 3	\$525/issue
■ Featured Content	\$650/issue
■ SmartSocial	By Segment Only
■ 5x minimum on Display & Native Advertising	
■ News Section ads include the Rectangle-Text Ad or Video-Text Ad	
■ Upgrade any news section placement to a Video-Text ad for a premium	

Exclusive Opportunities

■ Special Report Single Issue	\$3,900
■ Dedicated Send	\$6,500
■ Spotlight	\$6,500
■ Year in Review	\$6,500



Contact

Melissa Porrás, Account Director
(202) 991-1459 | melissa.porrás@futurenet.com