

EURAILPRESS ONLINE

The gateway to the
railway industry

Online price list no. 20
valid from 1.1.2024

Contact partners in the Publishing House Content



Silke Härtel (Advertising Manager)
Telephone: +49 40237 14-227
E-Mail: silke.haertel@dvvmedia.com



Tim Feindt (Advertising Sales)
Telephone: +49 40237 14-220
E-Mail: tim.feindt@dvvmedia.com



Silvia Sander (Advertising Sales)
Telephone: +49 40237 14-171
E-Mail: silvia.sander@dvvmedia.com



Ilkay Witthuhn (Advertising Sales)
Telephone: +49 40237 14-302
E-Mail: ilkay.witthuhn@dvvmedia.com



Frank Schnakenbeck (Advertising technique)
Telephone: +49 40237 14-332
E-Mail: frank.schnakenbeck@dvvmedia.com

www.eurailpress.de

Banner / Formats / Technical Specifications	3
Newsletter - You are the Sponsor	4
Stand-Alone Mailing / E-Shot	5
Social Media	6
Webinar - Go online together with us	7
Sponsored Content	8

Publishing House: DVV Media Group GmbH | Eurailpress
Postal Address: Heidenkampsweg 75, D 20097 Hamburg
Company Address: P.O. Box 10 16 09, D 20010 Hamburg
Telephone: +49 (0) 40 23714-100

Payment Conditions: Payable immediately upon receipt of invoice net USt-Ident-No. DE 118619873

Bank account: Deutsche Bank AG
Konto-Nr. 0201 42600 (BLZ 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

Online

effective from 01.01.2024

Advertise successfully on the Internet

Eurailpress.de offers daily news articles, information on tenders and contracts, a comprehensive archive. Flanked by our weekly e-newsletter with around 11,000 subscribers, Eurailpress.de is the most important source of information for the railway industry in the Central European, German-speaking countries.

1 Facts:

Access control:



Page Impressions*:

43.789

Visits*:

25.889

Unique Visits*:

12.541

* monthly average: August 2022 - July 2023 (Measurable reach)

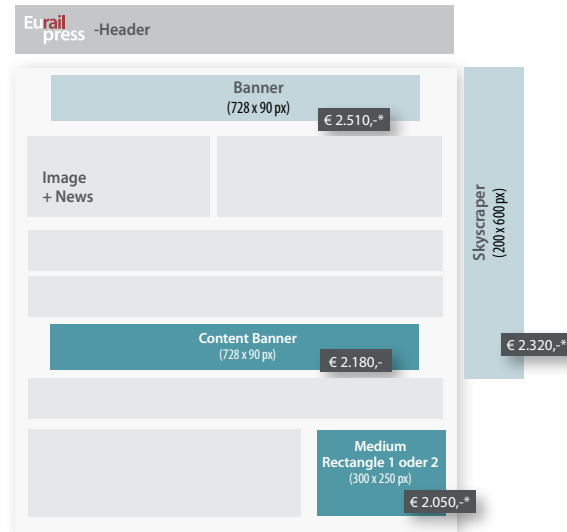
2 **Rotation note:** In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728 x 90 Pixel 980 x 90 Pixel	300 x125 Pixel	€ 2.510,00
Content Banner	728 x 90 Pixel	300 x 125 Pixel	€ 2.180,00
Medium Rectangle	300 x 250 Pixel	300 x 250 Pixel	€ 2.050,00
Skyscraper	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	€ 2.320,00

4 Discounts:

5%	2 months	15%	6 months
10%	4 months	20%	12 months



* All prices are for 30 days.

5 Supply data:

Please supply the data for **Desktop and Mobile Version** at least **3 working days before publication date** to:

frank.schnakenbeck@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- or HTML5. Please include the URL for image files and the use of click tag for Flash-Banner or HTML5.
- Size of banner should not exceed 150 kB

E-Newsletter – You are the sponsor!

The E-Newsletter from Eurailpress | Woche is a favourite source of information amongst industry experts. It offers a weekly summary of the latest news from the rail industry as well as information on forthcoming events. The E-Newsletter is sent every Friday to approx. 11,000 experts from the rail industry and provides its sponsors with excellent results. Each newsletter has only one sponsor.

Sponsoring in a nutshell:

- **Your company logo** exclusive in the header area of the newsletter
- **Your products** as Advertorial
Text for the Advertorial has to be delivered as a Word-Document with **max. 1.000 characters** (incl. blanks!)

Subscribers: approx. 11.000

Price per mailing:
(every friday)

€ 1,650.-

Technical specifications:

- All images must be supplied in GIF- or JPEG-Format and the file size should not exceed 80 Kb with 72 dpi
Please do not use animated files.
- All images must be hosted externally by the customer and must be delivered with a link.

Our advice:

As you want your advertorial to be read, keep the text short and simple. Remember: Keep it short and sweet.

Advertorial: 275 x 229 px plus Text

Company Logo/Header: 570 x 60 px or 570 x 94 pixel

Supply date: 3 working days prior to publication to: frank.schnakenbeck@dvvmedia.com

Contact: Silvia Sander, ++49 40 23714-171, silvia.sander@dvvmedia.com

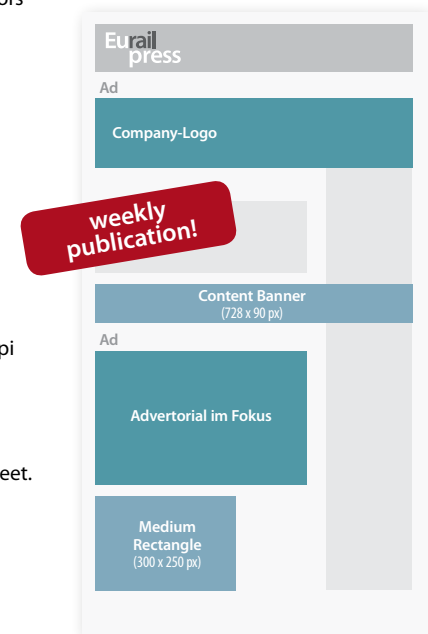
Additional positions:

Medium Rectangle (300x250 pixel)

€ 1,200.-

Content Banner (570x60 oder 570x94 pixel)

€ 1,350.-



Stand-Alone Mailing/E-Shot

Our distributor for your company

The difference to Newsletter is the Stand-Alone-Mailing is determined to a specific reason or occasion. If you present your **new product** or **your innovations** or **announcing an upcoming event**, Stand-Alone-Mailing is your perfect medium. Stand-Alone Mailing are tailored to your specific requirements.

Our advice for higher opening rate:

- Match your mailing from content and layout adjusting to your marketing goal
- Keep your layout short and simple as you avoid horizontal scrolling
- Important for your mailing to be read is key message in the reference line. Keep an eye on a important and substantial key message, not longer than 30 characters (especially for mobile phone and tablets). That is important for a high opening rate
- Send interesting content to the reader with a suitable Call-to-Action - readers will be motivated to open the mailing
- Be creativ but still be understandable

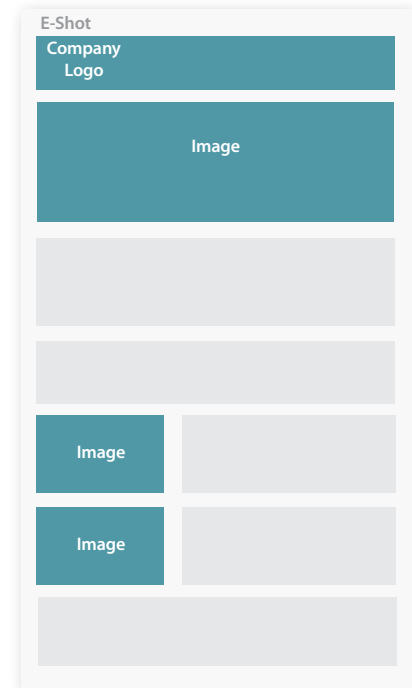
Price per mailing: € 2,690.–

Subscribers: approx. 11.000

Technical specifications:

- All E-Mails must be supplied in **HTML-Format**
- E-Mails should not exceed a maximum width of 600 pixel, there are not height limit
- Files should be as small as possible, ideally 40 to 100 Kb.
- Do not use **any JavaScript or Flash or forms, frames animated gif files or embedded videos**. All images must be hosted externally by the customer and must be delivered with a link.

Please note: Additional cost will be charged, depending on the work associated with extensive editing and creating of E-shots (templates).



Price per Mailing:

€ 2,690.–

Social Media

effective from 01.01.2024

Product	Channel				Formats		
	Instagram	Facebook	LinkedIn	Twitter	Instagram	Facebook	LinkedIn
Feed Post classic	€ 200.-	€ 250.-	€ 250.-	€ 200.-	1080x1080 (square), 1080x508 (landscape), 1080x1350 (portrait)	1200x627 (Linkpost), 1200x630 (imagepost, landscape), 1200x1500 (Image post portrait), 1200x677 (Videopost)	1200x627 (only Image)
Facebook, Instagram Story (Customer delivers „finished“ Reel) Running time 24 h	€ 250.-	€ 500.-	-	-	1080x1920	1080x1920	-

Our social media channels:

	LinkedIn	2.645 Follower*
	Facebook	1.748 Follower* 1.641 Likes*
	Twitter	603 Follower*
	Instagram	194 Follower*

* Status: 13.9.2023

Advantages Social Media Marketing

- high target group affinity
- little scattering loss
- better success control through measurability
- more coverage and visibility by intelligent linking of online and offline marketing measures

Use the range of social media to publicize your business, your product, your event or your service.

Facebook, Twitter, Instagram und LinkedIn are leading social media provider

Use the opportunity, to advertise your image via postings, short video clips or photos.

Your contact person: Tim Feindt
Phone: +49/40/237 14-220
E-Mail: tim.feindt@dvvmedia.com

Timeline

- Content Deliver to tim.feindt@dvvmedia.com 7 days prior to publication date
- Preparation of postings/stories and final approval by customer
- Postings/stories will be published in planned week of publication
- Reporting after 4 weeks created



Webinar – Go online together with us!

The term webinar is composed of the words web and seminar and describes the modern form of an Online conference or training, which can be transmitted to the Internet using various online tools.

The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection.

We combine for you our decades of experience in the railway industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.

We offer you:

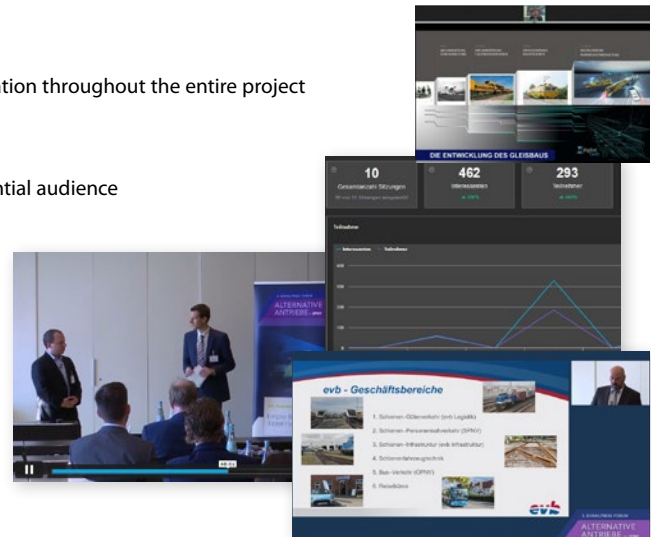
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

Your advantages:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!

Sponsored Content

effective from 01.01.2024

Sponsored Content articles are promotional articles with the look and feel of editorial articles, which are integrated into the high-quality editorial of the website and marked as Sponsored Content.

Your Sponsored Content is delivered via the regular editorial system, begins its distribution via the start page and is published on the start page for a period of one month.

Benefit from this offer and present your products and services in an editorial outfit. You use a length of 300 words, a picture with a format width of 1920 pixel.

In addition, you can place a direct web link to your website.

1 Reason:

- Presentation of products and services
- Communication of new products
- Trade fair pre-communication

2 Presentation:

- Size: 1920 pixel width
- Text volume: 300 words
- Duration: 1 month
- Will be marked as Advertorial

Price:
€ 3,990.–



The screenshot shows a web page from Eurail press.de. At the top, there is a navigation bar with the Eurail press logo and links for 'Über uns', 'Kontakt', 'Abo', 'Werbung', 'Newsletter', and 'Shop'. Below this is a secondary navigation bar with categories: 'NACHRICHTEN', 'DOSSIERS', 'PUBLIKATIONEN', 'ARCHIV', 'VERANSTALTUNGEN', and 'EURAILJOBS'. The main content area features a large photograph of a modern, brightly lit underground train station with a red train on the tracks. Below the photo is a small caption in Latin: 'Ta volentem fuga. Cepudi iusdand aeribus evelquabit ea sita plignat. Accullo molestandi ris magniostas'. The article title is 'Neue U-Bahn-Werkstatt für die Hamburger Hochbahn' in bold black text, with the date '01. Januar 2021' below it. The text of the article begins with 'Die Hamburger Hochbahn hat eine neue U-Bahn-Werkstatt in Betrieb genommen. Sie liegt zwischen den Haltestellen Legienstraße und Billstedt und hat 44 Millionen Euro gekostet. Alle 21 Tage kommt eine Hamburger U-Bahn in die Werkstatt. Geputzt werden die Bahnen zwar jede Nacht, aber kontrolliert und repariert nur alle drei Wochen. Nun geschieht das auch in Billstedt, am Gleis der U2 und U4. Das spart auf Dauer richtig Geld, wie Hochbahn-Vorstand Jens-Günter Lang sagte: „Alle Fahrzeuge der U2 und U4 mussten bisher auf die U1 nach Farmsen überführt werden, weil da unsere einzige Betriebswerkstatt liegt. Nun sparen wir 26 Überführungsfahrten am Tag.“ Die neue Werkstatt ist 135 Meter lang, 34 Meter breit und verfügt über vier Gleise mit je 120 Metern Länge. 40 Männer und Frauen reparieren die Züge - selbst an den Weihnachtsfeiertagen und Neujahr. Erstmals haben sie eine Arbeitsbühne für das Dach der Züge, um die Klimaanlage zu warten. Mitarbeiter der Hochbahn kommen nun bequem aufs Dach der Züge, um die Klimaanlage zu warten. Auch ökologisch ist die U-Bahn-Werkstatt spitze, wie Verkehrssenator Anjes Tjarks (Grüne) betonte: „Das Projekt ist mit einer sehr intensiven Dachbegrünung geplant. Es ist so, dass nur Regenwasser verwendet und wiederaufbereitet wird, sodass wir höchste Standards der ökologischen Qualität haben.“ Die Waschanlage mit Regenwasser hat nun auch ein Kurzprogramm von 18 Minuten - quasi für die Katzenwäsche bei kaum verschmutzten U-Bahnen.

www.eurailpress.com

The gateway to the railway industry

Please also follow us at:

