



EURAILPRESS ONLINE

The gateway to the
railway industry

Online price list no. 22
valid from 1.1.2026

Contact partners in the Publishing House Content



Silke Härtel (Advertising Manager)
Telephone: +49 40 237 14-227
E-Mail: silke.haertel@dvvmedia.com



Tim Feindt (Advertising Sales)
Telephone: +49 40 237 14-220
E-Mail: tim.feindt@dvvmedia.com



Silvia Sander (Advertising Sales)
Telephone: +49 40 237 14-171
E-Mail: silvia.sander@dvvmedia.com



Ilkay Witthuhn (Advertising Sales)
Telephone: +49 40 237 14-302
E-Mail: ilkay.witthuhn@dvvmedia.com



Frank Schnakenbeck (Advertising technique)
Telephone: +49 40 237 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 01.01.2026

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 10,000 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*:	38.502
Visits*:	25.299
Unique Visits*:	15.389
* monthly average: März 2025 - September 2025 (Measurable reach)	

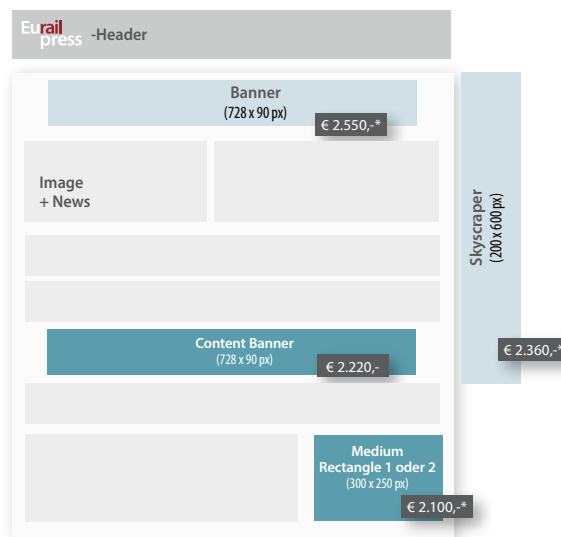
- 2 **Rotation note:** In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly
Super Banner (Leaderboard)	728 x 90 Pixel 980 x 90 Pixel	300 x 125 Pixel	€ 2.550,00
Content Banner	728 x 90 Pixel	300 x 125 Pixel	€ 2.220,00
Medium Rectangle	300 x 250 Pixel	300 x 250 Pixel	€ 2.100,00
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	€ 2.360,00

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 weekly newsletter from Eurailpress is a valued source of information among industry experts. Every Friday, it provides a concise summary of the latest news from the railway industry and information about upcoming events.

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. 10,000

Price per mailing:
(every Friday)

€ 1,690.–

Technical specifications:

- The image must be supplied in PNG- or JPEG-Format and the file size should not exceed 80 Kb with 72 dpi
Please do not use animated files.
- The image 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 100 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 (300 x 250 pixel)

€ 1,340.–

Content Banner (570 x 60 or 570 x 100 pixel)

€ 1,490.–



Stand-Alone Mailing/E-Shot

Stand-Alone-Mailing - targeted, effective, personalised

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.

Your advantages:

- **Customisable:** Content and design can be tailored precisely to your needs and goals.
- **High visibility:** A clear focus on your message ensures that it is noticed

Our advice for higher opening rate:

- **Tailor content and design to your target audience:** consistent, appealing, targeted
- **Simple layout:** Avoid horizontal scrolling - important on mobile devices.
- **Catchy reference line:** Maximum 30 characters and a clear core message – crucial for the opening rate
- **Relevant content & Call-to-action:** Offer interesting content and encourage interaction.
- **Be creativ but still be understandable:** Grab attention without complicating the message. This is how you reach your audience efficiently, precisely and effectively.

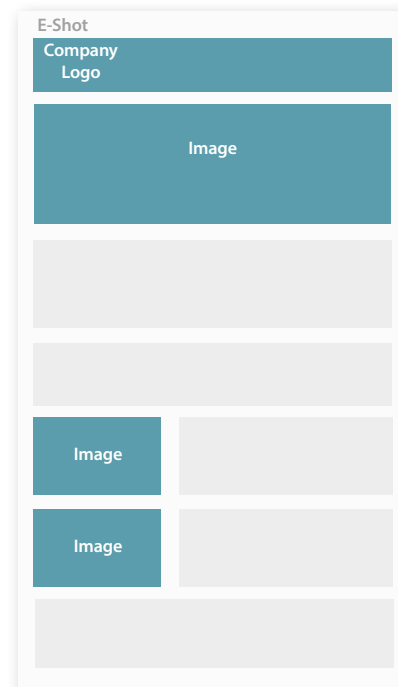
Price per mailing: € 2,770.–

Subscribers: approx. 10,000

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:

€ 2,770.–

Social Media

effective from 01.01.2026

Product	Channel				Formats		
Advertising Format	Instagram	Facebook	Linkedin	X	Instagram	Facebook	Linkedin
Feed Post classic	€ 550.-	€ 590.-	€ 650.-	€ 550.-	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	€ 600.-	€ 550.-	–	–	1080x1920	1080x1920	–

Our social media channels:

 LinkedIn 5.009 Follower*



Facebook 1.755 Follower*



X 641 Follower*



Instagram 233 Follower*

* Status: October 2025

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, X, 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!

Webinar – Your digital stage for knowledge and exchange

A webinar is a modern combination of web and seminar: an online conference or training course that is broadcast live on the internet. The biggest advantage is that it can be held anywhere and has an unlimited number of participants. All you need is a computer or mobile device with a stable internet connection.

We combine our many years of experience in the rail industry and in organising events with state-of-the-art online technology. With our editorial and technical expertise, we support you in planning and implementing your webinar – professionally and efficiently.

Our services:

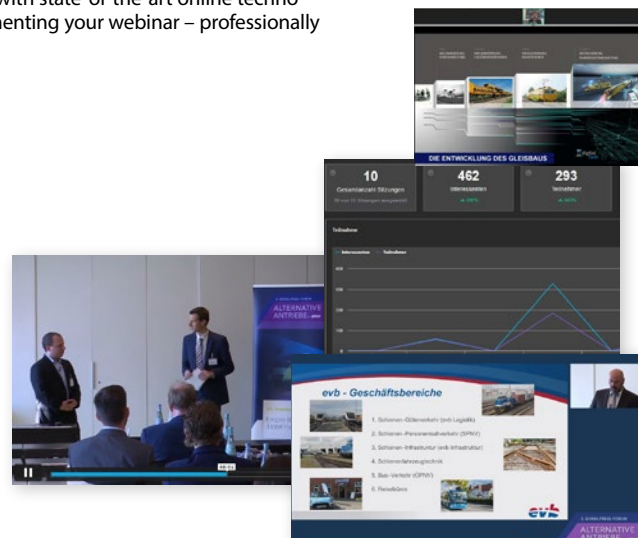
- Personal contact person throughout the entire project
- Professional implementation via a user-friendly online tool
- Access to our industry network for content design
- Participant and speaker management
- Individual marketing plan for participant recruitment
- Preparation and provision of video material after the event
- Long-term platform for webinar review
- Detailed evaluation of the webinar data and 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:

- Location-independent participant information
- Use of our publishing network for diverse content
- Increased reach through targeted marketing measures
- Valuable insights through participant analysis and feedback



Price on request!

Sponsored Content

effective from 01.01.2026

Your brand in the editorial environment

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.

Use this attractive format to effectively **present your products, services or brand** – with the look and feel of an editorial article.

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

1 Suitable for:

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

2 Scope of service:

- Size: **1920 pixel width**
- Text volume: **300 words**
- **Direct web link** to their website

Price:
€ 3,990.–

Eurail
press

Über uns Kontakt Abo Werbung Newsletter Shop

NACHRICHTEN DOSSIERE PUBLIKATIONEN ARCHIV VERANSTALTUNGEN EURAILJOBS



Tu volentem fuga. Cepaui iudand aeribus eveliquat ea sita pilgnat. Accullo molestiandi nis magnisitas

SPONSORED CONTENT

Neue U-Bahn-Werkstatt für die Hamburger Hochbahn

01. Januar 2021

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 Kaltenwäsche bei kaum verschmutzten U-Bahnen.

www.eurailpress.com

The gateway to the railway industry

Please also follow us at:

