

1951 – 2021
70 YEARS ETR

EISENBAHNTECHNISCHE
RUNDSCHAU

Inspiration for the
railway system



Your partner in the Publishing House **Content**



Silke Härtel (Advertisement Director)
Telephone: +49 4023714-227
E-Mail: silke.haertel@dvvmedia.com



Tim Feindt (Advertising Sales)
Telephone: +49 4023714-220
E-Mail: tim.feindt@dvvmedia.com



Sabriany Harun (Advertising Technique)
Telephone: +49 4023714- 263
E-Mail: sabriany.harun@dvvmedia.com

www.eurailpress.de/etr

Publishing Company	3
Advertisement & special advertisement rate	4–6
Publishing/Editorial Schedule	7–8
ETR Country Features	9
Analysis of circulation and content	10
General Terms of Business	11

DVV Media Group GmbH, Hamburg
Postal Address: P.O. Box 10 16 09, D-20010 Hamburg
Company Address: Heidenkampsweg 75, D-20097 Hamburg
Telephone: +49 4023714-03 • Telefax: +49 4023714-236

Editorial/Publishing Company 2021

effective from 01.01.2021



1 Editorial profile:

The German-language Eisenbahntechnische Rundschau (ETR) sees itself as an inspiration for the railway system and has stood for 69 years for high technical and content-related quality and sustained value for its readers. The ETR uses contemporary media forms and formats in a modern reader-friendly look, is mainly addressed to technically orientated managers and decision makers at railway companies, in the railway industry and construction as well as in consulting, science and research. The **portfolio of ETR** includes: The German edition is published ten times p. a. with regular published supplements ETR Austria and ETR Swiss.

In addition, special editions for relevant international markets and countries are published: such as **ETR-International Edition and ETR-China Edition** as well as editions for companies from the rail industry and special topics.

2 Cooperation:

VDI-Gesellschaft Fahrzeug- und Verkehrstechnik (VDI-FVT), Deutsches Verkehrsforum, Eisenbahn-Bundesamt, Österreichische Forschungsgesellschaft Straße · Schiene · Verkehr (FSV)

3 Editor/Editorship:

Dipl.-Volkswirtin **Ursula Hahn**

Phone: +49 6203 6619-620

E-Mail: ursula.hahn@dvvmedia.com

4 Advertising Department:

Silke Härtel (Advertisement Director)

Telephone: +49 40 237 14-227

E-Mail: silke.haertel@dvvmedia.com

Tim Feindt (Advertisement Sales)

Telephone: +49 40 237 14-220

E-Mail: tim.feindt@dvvmedia.com

5 **Volume/ Frequency:** 70th volume 2021
monthly (2 double issues, Jan/Feb, July/Aug)

6 **Publishing House:** DVV Media Group GmbH, Hamburg
Postal Address: Postfach 10 16 09, D-20010 Hamburg
Company Address: Heidenkampsweg 75, D-20097 Hamburg
Telephone: +49 40 237 14-03 • Telefax: +49 40 237 14-236

7 **Publishing/Editorial Schedule:** see page 7–9

8 **Subscription Rate:**
annual subscription € 304.00 (incl. postage)
foreign plus postage € 341.00 (incl. postage)

ISSN: 0013-2845

Advertisement rate No. 57

effective from 01.01.2021

Main topics:
Train traffic & operations
Infrastructure & components

Vehicles & components
Signalling &
communication technology



ETR
EISENBAHNTÉCHNISCHE RUNDSCHAU

1 **Magazine format:** 210 mm width, 297 mm height, DIN A 4

2 **Page size:** 182 mm width, 265 mm height

Column number: 3 columns, column width: 58 mm
4 columns, column width: 42 mm

3 **Printing and binding, reprographics data:** Offset printing, adhesive binding. Data transfer formats: print-optimized PDF with at least 300 dpi resolution.

4 **Publication schedules:**
Publication: monthly, 10 issues (2 double issues)

5 **Publisher:**
DVV Media Group GmbH
Postal Address: Heidenkampsweg 75, D-20097 Hamburg
Post address: P.O. Box 101609, D-20010 Hamburg

Advertisement department:
Telephone: +49 40237 14-220
Telefax: +49 40237 14-236

6 **Conditions of Payment:** Payment due immediately on receipt of invoice, not without deductions. VAT ID number: DE 118619873

Bank:
Deutsche Bank AG
Account No. 0201 426 (sorting code 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

7 **Sizes for bleed advertisements:***

* plus 3mm bleed on each side

Format	size (+ 3 mm on each side)	total
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page width	210 x 148 mm	216 x 154 mm
1/2 page height	102 x 297 mm	108 x 303 mm
1/3 page width	210 x 99 mm	216 x 105 mm
1/3 page height	70 x 297 mm	76 x 303 mm
1/4 page width	210 x 75 mm	216 x 81 mm
1/4 page height	107 x 148 mm	113 x 154 mm

8 **Surcharges:**

Advertisement across binding	10 % surcharges b/w
Bleed Advertisement	10 % surcharges b/w

9 **Price, single column (58 mm):** € 4.79

Advertising Ratecard No. 57

effective from 01.01.2021

Main topics:
Train traffic & operations
Infrastructure & components

Vehicles & components
Signalling &
communication technology



ETR
EISENBAHNTÉCHNISCHE RUNDschau

10 Advertising sizes and rates: (width x height mm)

216 x 181 mm front cover incl. bleed only 4c € 5,440.00	182 x 265 mm 1/1 page basic price b/w € 3,700.00	182 x 190 mm 3/4 page width basic price b/w € 2,775.00	132 x 265 mm 3/4 page height basic price b/w € 2,775.00	182 x 175 mm 2/3 page width basic price b/w € 2,470.00	120 x 265 mm 2/3 page height basic price b/w € 2,470.00	182 x 130 mm 1/2 page width basic price b/w € 1,850.00	89 x 265 mm 1/2 page height basic price b/w € 1,850.00
182 x 85 mm 1/3 page width basic price b/w € 1,240.00	58 x 265 mm 1/3 page height basic price b/w € 1,240.00	182 x 64 mm 1/4 page width basic price b/w € 925.00	89 x 130 mm 1/4 page height basic price b/w € 925.00	182 x 32 mm 1/8 page width basic price b/w € 465.00	89 x 64 mm 1/8 page height basic price b/w € 465.00		

11 Surcharges for special positions:

2., 3. and 4. cover page and specified position	10 % surcharge on basic price
-------------------------------------------------	-------------------------------

12 Colour surcharges:

per additional colour (European Scale)	€ 330.00
4 colours in total	€ 990.00
per special colour (HKS/Pantone)	€ 450.00

13 Discounts: for bookings within a 12 months calendar year

Frequency discount		Volume discount	
insertions	%	pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15
from 8 x	15	from 8	20

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges. The General terms of business online www.eurailpress.com

Special Advertisement No. 57

effective from 01.01.2021



Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects.

1 Bound inserts: *

2 pages € 3,700.00	4 pages € 5,550.00	6 pages € 6,475.00	8 pages € 7,400.00
-----------------------	-----------------------	-----------------------	-----------------------

For discounts see volume discount list. One page = one advertisement page.

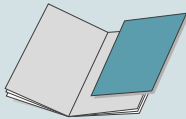
Please deliver bound insertions in unbled format of 216 mm width and 303 mm height (four pages and more should be folded). If the insertion overlaps from the pages of the magazine on two corners, the German post office will levy an additional postal charge. Number of insertions given on application.

2 Loose inserts: * size 205 x 290 mm

Up to 25 g. p. € 325.00 number of inserts given on application.

3 Banderole: * full colour, Euro 4,010.00 (total circulation)

Loose inserts



205 x 290 mm;
up to 25 g
total weight.
€ 315.00 per
thousand

Banderole



full colour,
total circulation,
€ 4,010.00

4 Advertorial:

1/1 page full colour = Euro 4,090.00,

2/1 page full colour = Euro 7,790.00 (discounts see page 5)

Technical data on request, article will be marked as „Advertorial“.

5 Delivery address for bound inserts, loose inserts and banderole:

A & O GmbH, Elisabeth-Selbert-Straße 5,
D-63110 Rodgau-Dudenhofen
(mark consignment: Für „ETR“ – No. .../21)

6 Partner of railway

Present your company with an extended advertorial on 4 pages in exclusive placement on the first pages of an issue.

4/1 pages, 4c = 8,500.00 plus VAT

More information on request.

Are you bubbling over ideas?

Contact us – We are open to your creativity and new ideas!

* For further details and technical data please contact publishing house.

Topics 2021 (subject to alteration) issues 1 – 12

effective from 01.01.2021 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline, AD = advertorial deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution *subject to change
Issue 1+2/2021	PD: 10. 02. 2021 AC: 13. 01. 2021 PM: 20. 01. 2021	Checking and Testing /Approval and Authority Safety at Level Crossings Machinery for Permanent Way Maintenance Increase of Route Capacity Power Supply	22nd. Annual Meeting of EBA Railway Experts, 11.- 12. 2. 2021, Fulda International Railway Summit, 24. - 26. 2. 2021, Berlin
Issue 3/2021	PD: 10. 03. 2021 AC: 10. 02. 2021 PM: 17. 02. 2021	Innovative Vehicle Technology: Components, Maintenance, Additive Manufacturing Battery Technology, Hydrogen- Strategy New Long-Distance Trains Synthetic Sleepers Noise Reduction Solutions Incl. ETR-Austria 1/21: Geotechnology, Dynamics, Vibration	Additive Manufacturing Forum, 11. 3.- 12. 3. 2021, Berlin 18th Vienna Railway Colloquium „Train instead of plane“, 11. - 12. 3. 2021, Vienna RailTech Europe 2021, 30. 3.- 1. 4. 2021, Utrecht
Issue 4/2021	PD: 09. 04. 2021 AC: 09. 03. 2021 PM: 12. 03. 2021	Innovations around the Rail Clean Mobility, Digitization in Rail Transport Driving Technology, Brake Technology, Wheel-Set Technology Electronic and Climatic Components Plug Connectors, Cables and Sensors Surface Technology and Cleaning Track Technology: Design, New Buildings and Maintenance Tunnel Construction and Maintenance for Local and Long-Distance Transport	
Issue 5/2021	PD: 03. 05. 2021 AC: 06. 04. 2021 PM: 09. 04. 2021	Metropolitan Region Munich: Construction Projects, Rail Operation Freight Transport in Europe: Digitization, Research, Digital automatic clutch Buffers Locomotives: Hybrid or Dual-Mod Measurement Technology and Big Data Incl. ETR-Swiss 1/21	transport logistic, 4. - 7. 5. 2021, Munich 63rd VDEI Conference on Permanent Way, 20. 5. 2021, Darmstadt

Issue 6/2021	PD: 09. 06. 2021 AC: 10. 05. 2021 PM: 08. 05. 2021	Local Transport: Subway, City Rail, Extension Projects More Freight on the Rails: Port Rail, Port Hinterland Traffic Switch Technology, Traffic Stations: Projects, Facilities Incl. ETR-Austria 2/21	VDV Annual Meeting , 14. - 16. 6. 2021, Hamburg
Issue 7+8/2021	PD: 10. 08. 2021 AC: 13. 07. 2021 PM: 19. 07. 2021	Planning and Building for Railroads Major Projects Construction Logistics European Cargo Transport Corridors More Capacity by Digitization Railway Projects in Luxembourg	Railway Forum , 7.- 8. 9. 2021, Berlin
Issue 9/2021	PD: 10. 09. 2021 AC: 13. 08. 2021 PM: 19. 08. 2021	Metropolitan Region Dresden: Research Location, Rail Projects Dresden – Prague Maintenance of Railway Vehicles Fire Protection, Design Incl. ETR-Austria 3/21	18th International Conference on Railway Vehicles RAD/Schiene , 22.-24. 9. 2021, Dresden Mobility Cleaning Circle , 21. - 24. 9. 2021, Berlin
Issue 10/2021	PD: 08. 10. 2021 AC: 10. 09. 2021 PM: 19. 09. 2021	Automated & Connected Driving, Mobility-On-Demand From Ports to Customers Intelligent Infrastructure New Services and Technologies for Cities and Region Incl. ETR-Swiss 2/21	ITS World Congress , 11.-15. 10. 2021, Hamburg
Issue 11/2021	PD: 10. 11. 2021 AC: 08. 10. 2021 PM: 13. 10. 2021	Science and Research for a Strong Railroad System Operation Control and Communication Technology IT-Technology, Safety and Security Tunnel Technology and -Projects Education and Training of Engineers	21th International SIGNAL+DRAHT Congress , 11.- 12.11. 2021, Fulda 3rd IRSA (International Railway Symposium Aachen) , 16.-18. 11. 2021, Aachen STUVA Expo 2021 , 24.- 26. 11. 2021, Karlsruhe
Issue 12/2021	PD: 10. 12. 2021 AC: 09. 11. 2021 PM: 15. 11. 2021	Expansion of the Railroad Junctions in Germany Predictive Maintenance Spare parts Supply and 3-D Printing Climate-friendly Innovations in the Rail Technology Incl. ETR-Austria 4/21	

ETR-Country features / dates and topics 2021

effective from 01.01.2020 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline, AD = Advertorial deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution *subject to change
ETR 70th anniversary Edition (German)	PD: 01. 10. 2021 AC: 01. 09. 2021 AC: 08. 09. 2021 PM: 08. 09. 2021	70th anniversary of ETR - 70 years of development in rail technology - from the post-war period to the digital railway, Anniversary edition with innovation topics	ETR Anniversary event
ETR- SCIENCE Edition (English, digital)	PD: 09. 11. 2021 AC: 20. 10. 2021 AC: 06. 10. 2021 PM: 20. 10. 2021	scientific contributions in English - especially for young professionals	

Analysis of circulation and contents

effective from 01.01.2021

Monthly number of copies
3,139 copies
(IV. Q. 2019 – III. Q. 2020)



audited circulation



- 1 Circulation:** IVW audited circulation
- 2 Analysis of average:** Average copies per issue (IV. quarter 2019 - III. quarter 2020)

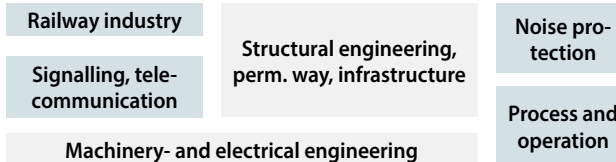
Number of copies printed:	3,400
Total Circulation:	3,139
Foreign:	788
Paid Circulation:	888
Foreign:	247
Free Circulation (controlled):	2,252
Remaining copies, Voucher copies:	261
Digital user licenses	202*

* methodologically not considered in IVW examination

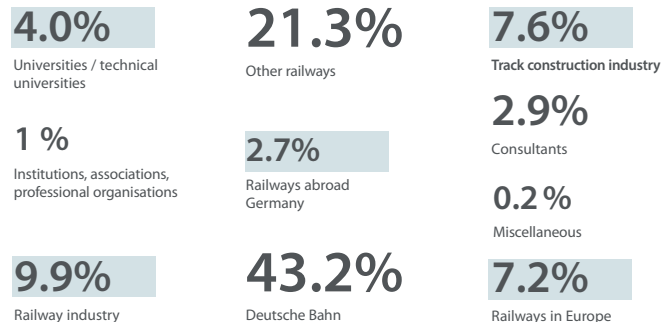
3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany	73.90 %	2,320 copies
Foreign Countries	26.10 %	819 copies

4 Analysis of editorial contents:



5 Analysis of editorial contents



DVV Media Group General Terms and Conditions of Business

These general terms and conditions of business shall be valid for all contracts concluded with DVV Media Group GmbH (hereinafter referred to as “publisher”) regarding the publication of advertisements, irrespective of whether the client or customer is a consumer, an entrepreneur or a merchant. Any terms and conditions issued by the client or the customer which conflict with or differ from these general terms and conditions of business shall not be recognized. This shall also apply, if we do not expressly object to the inclusion.

1. Advertisements

1. The term „advertisement order” as used in the following general conditions of business shall refer to the contract concerning the publication of one or more advertisements of any advertiser or any other space buyer in a printed publication for circulation purposes.
2. Advertisement orders can be placed in person, by telephone, in written form, by e-mail, by fax or via the internet. The publisher shall not be liable for transmission errors. In case of doubt, advertisements shall be called up within one year after the signing of the contract. If the right to call up individual advertisements is granted within the framework of the contract, the order processing has to be completed within one year after publication of the first advertisement, provided that the first advertisement is called up and published within the deadline specified in clause 1.
3. Upon contractual signing, the customer shall also be entitled, within the agreed time period or the time period mentioned in paragraph 2, to retrieve further adverts in addition to the volume stated in the order.
4. If non-performance occurs during the course of the contract, as a result of circumstances for which the publisher is not responsible, the client is obliged to totally reimburse the price, regardless of any other legal obligations. Reimbursement shall not apply if the non-compliance is based upon force majeure in the publisher’s sphere of risk. In the event of force majeure or interruptions of operations (e.g. strikes, seizure etc.) the publisher has the right to a full payment of the published advertise-

ments, if the orders have been fulfilled with 80% of the guaranteed paid circulation.

5. As regards the calculation of order quantities, the millimeter lines of the text shall be converted in accordance with the price into advertisement millimeters.
6. Orders for advertisements and third party inserts, which are placed with the declared intention of being published only in certain numbers, specific issues or at certain places in the printed publication, have to be communicated to the publisher in good time, so that the client can be notified prior to the respective closing date, if the order cannot be fulfilled in the requested manner. Otherwise there shall be no guarantee for the inclusion of advertisements in certain numbers, issues or places in the printed publication. Categorized advertisements shall be put under the respective heading without requiring a specific agreement to this effect.
7. Contrary to advertisements on ad-pages, advertisements with a text part will be published on editorial pages. Advertisements “only in the text” are advertisements not adjacent to other advertisements. The publisher is entitled to flag editorially designed advertisements which cannot be discerned as being such as “advertisement”.
8. The publisher reserves the right to reject advertisements – as well as individual placements as part of a standing order – and insert orders on the basis of their content, their origin or their technical form in accordance with uniform, objectively justified principles; the same applies if their content violates laws or administrative regulations or if their publication would be unacceptable to the publisher. This also applies to orders, which are placed with branch offices, order lines or agents. Insert orders are only binding for the publisher after submission of a sample insert and the publisher’s approval thereof. Orders for supplements shall not be processed, if the supplements would give readers the impression of being a component of the newspaper or the magazine due to their format or layout, or if they contain advertisements by third parties. The refusal of an order will be communicated immediately to the client. The client bears sole responsibility for the content and legal admissibility of the text and

the graphics provided for the insertion. The client shall indemnify the publisher against third party claims in this respect. This also applies if the order is cancelled. The publisher does not have a duty to determine whether orders or an advertisement order constitute an impairment of third party rights.

9. The customer is responsible for ensuring the timely delivery of the advertisement copy, proper printing material or inserts. The publisher shall require immediate replacement for visibly unsuitable or damaged printing material. The publisher guarantees the usual standard of print quality for the selected title within the technical scope of the material submitted.
10. If the advertisement is printed completely or partially illegible, the client is entitled to a reduction in payment or a correct substitute, but only to the extent that the purpose of the advertisement has been impaired. If the publisher does not comply with a reasonable deadline set for this purpose or if the substitute advertisement is again incorrect, the client shall have the right to reduce the price or to cancel the order. Any complaints – except in the case of obvious deficiencies – must be notified within four weeks after receipt of the invoice. The publisher shall hold responsible in all cases of contractual and extra-contractual liability in the event of wrongful intent and gross negligence in accordance with the statutory provisions for damage claims and reimbursement of expenses incurred in vain. In all other cases the publisher shall only accept liability – unless otherwise specified – in the event that an essential obligation of the contract has been violated, and the fulfillment of this contractual obligation is vital for the proper performance of the contract, and the observation of which the client may regularly rely on (so-called cardinal duty), however, restricted to the compensation for the foreseeable damages which are typical for the contract. In all other cases liability shall be excluded subject to the following clause. Liability for damages resulting in loss of life, physical injury or health damage, as well as liability under the Product Liability Act shall remain unaffected by the above restrictions to liability and liability exclusions.

DVV Media Group General Terms and Conditions of Business

11. Proofs shall only be provided if this is explicitly requested. The client shall bear the responsibility for the correctness of the returned proofs. The publisher shall take into account all corrections reported within the final deadline stipulated upon sending the proof. If the test prints sent to the client in good time are not returned by the deadline for the advertisements, then the approval for printing shall be considered to have been granted.

12. If no specific formats are indicated, the actual printing height as it is common for that type of advertisement will be taken as the basis for calculation.

13. If the client does not make payment in advance, the invoice shall be posted within 14 days following publication of the advertisement. The invoice shall be paid within the time limit as shown on the rate card, starting with the receipt of the invoice, if in specific cases no other time limit for payment or advance payment has been mutually agreed upon. Any discounts for premature payments are granted in accordance with the price list.

14. In the event of late or deferred payment, interests and collection costs shall be charged. The publisher is entitled to hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published. In case of reasonable doubt concerning the solvency of the client the publisher shall be entitled, also during the term of an advertising order, to make the publishing of additional advertisements a contingent on payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

15. Upon request, the publisher will supply a specimen copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order, cuttings of advertisements, sample pages or complete copies of the issue will be supplied. If a sample copy is no longer available, the publisher shall provide instead a legally binding declaration confirming the publishing and distribution of the advertisement.

16. The client shall bear the costs for printing blocks, films, lithographs, matrices and drawings, and any significant changes to

the originally agreed specifications requested by the client.

17. A decrease in circulation may give grounds for an entitlement to a price reduction, if the overall circulation average throughout the insertion year beginning with the first advertisement or stipulated in the price list or otherwise – if the circulation has not been specified – is smaller than the average circulation sold during the previous calendar year (in case of trade magazines this refers to the circulation actually distributed, if applicable). A reduction in circulation shall only be a deficiency that justifies a price reduction, if the circulation falls short by at least 20%. Furthermore, any claims to price reduction or compensation shall be excluded, if the publisher has notified the client of the reduction in circulation in such a timely manner that the client could have withdrawn from the contract before the advertisement was published.

18. For advertisements with box numbers the publisher will keep and punctually pass on offers with the due diligence of a prudent businessman. Registered letters and express letters in response to box number advertisements shall only be forwarded by normal postal means. Any incoming letters for box number advertisements will be retained for four weeks and will be destroyed if not called for within this period. Valuable documents shall be returned by the publisher without being obligated to do so. The publisher reserves the right to open incoming letters for checking purposes in order to prevent the abuse of box number services. The publisher is not obliged to pass on business proposals and offers from brokers. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages are excluded from onward transmission and will not be accepted; however, receipt and forwarding can be agreed in particular cases, if the client bears the charges/costs incurred as a result.

19. Print material shall only be returned to the client upon special request. The obligation to keep this material ends three months after expiry of the order.

20. The place of performance is Hamburg. In commercial transactions with merchants, legal persons under public law or public law special funds the place of jurisdiction is Hamburg. If the client does not have a general place of jurisdiction in the inland,

then the area of jurisdiction is Hamburg. If the domicile or place of habitual residence of the client is unknown at the point in time when the complaint is raised, or if, after conclusion of the contract, the client has transferred his usual residence to a place outside the area in which the law is valid, it is agreed that the publisher's business address shall be the place of jurisdiction. The contract shall be subject to German law. We are not willing nor obligated to submit to an "out-of-court consumer arbitration litigation" concerning consumer dispute settlement proceedings.

