

EURAILPRESS ONLINE

The gateway to the
railway industry

Online price list no. 17
valid from 1.1.2021

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www.eurailpress.de

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Publishers

Publisher: DVV Media Group GmbH | Eurailpress
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net cash VAT ID no.: 118619873
Bank: Deutsche Bank,
Acc. no. 0201 42600 (sort code 20070000)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

Successful online advertising

Online advertising is successful. Combine print and online in the right way and you can reach potential customers very effectively, fast and with maximum reach.

Use our online advertising channel for your advertising messages - choose between banner advertising, sponsoring of our e-newsletter or stand-alone-mailing.

Advantages of online marketing

- Online advertising enables direct interaction with the target group.
- A large amount of flexibility and interaction
- Campaigns can be optimised at any time

Conclusion:

With online advertising your advert will appear on the screen of the right user and target group at the right time.

Present your company as a future-oriented, dynamic and innovative-company. That is an important aspect in maintaining a good image of your company.



Eurailpress digital facts

Eurailpress.de offers the latest daily news on politics, people & jobs, companies & markets, operation & services, vehicles & components, infrastructure & equipment, public transport as well as an extensive archive.

Accompanied by our weekly e-newsletter with approx. 13,000 subscribers, **Eurailpress.de** is the most important source of information for the rail industry in German-speaking Central European countries.

Online marketing has become an essential marketing tool. With **Eurailpress.de** you will increase your brand awareness and benefit from the following:

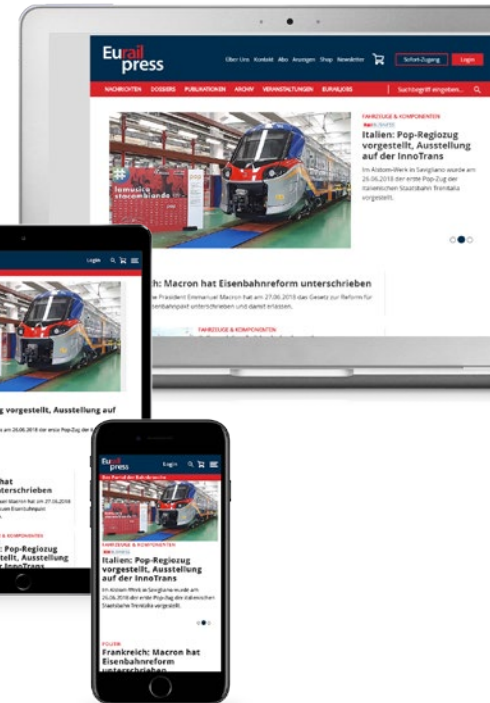
Facts*:

- Eurailpress.de is used by **21,372 decision-makers** and opinion leaders a month
- The website generates **43,370 visits*** a month
- More than **77,943 page impressions*** a month is evidence of quality content
- The weekly e-newsletter has **approx. 13,000 subscribers**

* Ø month Jan. - September 2020

Eurailpress.de is your reliable partner in all things concerning online marketing.

We provide the market leading print and online media of the rail industry with maximum reach.



Banner | Formats + Rates | Technical Specifications

Sizes and prices

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 px	€ 2,400.00
Mini Rectangle	300x125 Pixel	300 x 125 px	€ 2,130.00
Content Banner	728x90 Pixel	300 x 125 px	€ 2,050.00
Medium Rectangle	300x250 Pixel	300 x 250 px	€ 1,990.00
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 px 160 x 600 px 200x 600 px	€ 2,200.00
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel 120x600 Pixel	not suitable for mobile	€ 4,590.00

Discounts

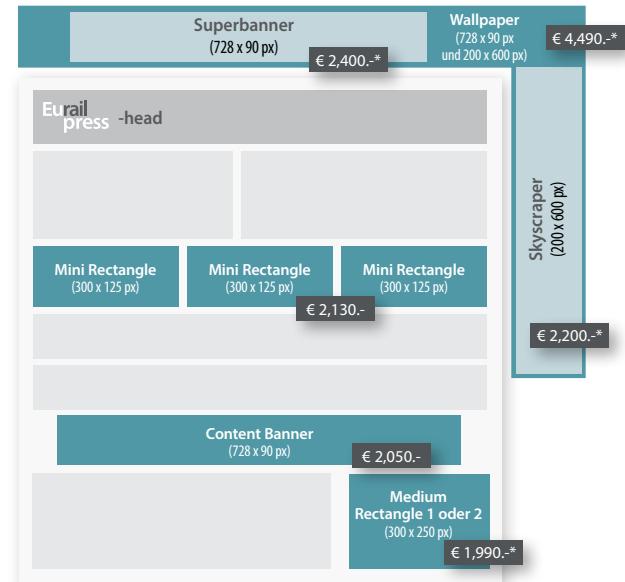
5%	2 months	15%	6 months
10%	4 months	20%	12 months

Technical Specifications

Formats: Banner may be supplied in GIF-, JPG-, SWF/HTML5. We also accept banner tags from third party suppliers in HTML-Format. The file size of the banner should not exceed 150 Kb.

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.

Links: Banner may also include a link. We accept Click-Tags (= Tracking Code). Please do not use animated banners and contact us for further details.



* all prices are for 30 days

Supply data: at least 3 working days before publication date by E-Mail to: cornelia.baer@dvvmedia.com

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. 13,000 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. 1.500 characters** (incl. blanks!)

Price: € 1,500.– per mailing

Subscribers: approx. 13.000

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:

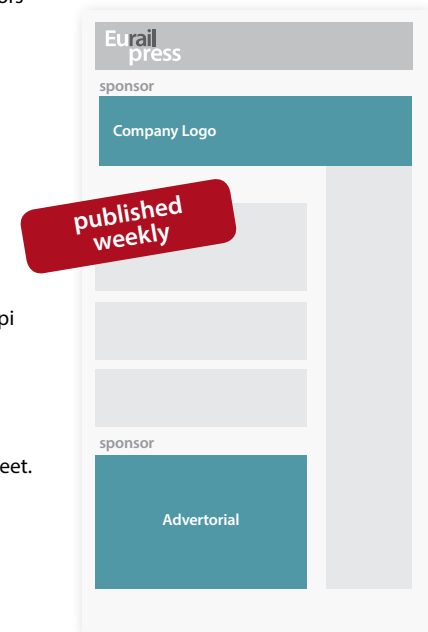
As you want your advertorial to be read, keep the text short and simple. Remember: Keep it short and sweet.

Advertorial: 275 x 229 px plus Text

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

Supply date: 3 working days to cornelia.baer@dvvmedia.com

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



Price per Mailing:

€ 1,500.–

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

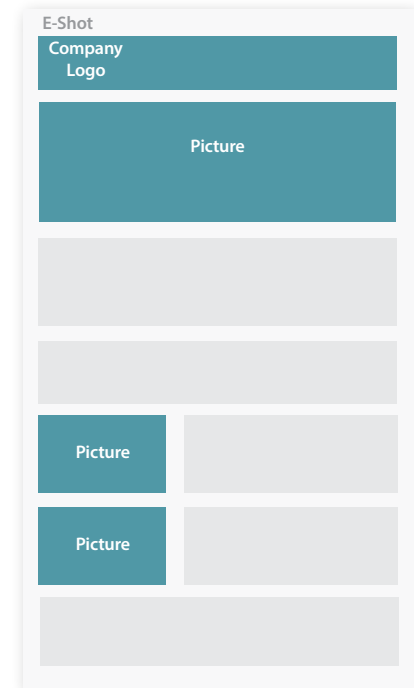
Price: € 2,500.– per mailing

Subscribers: approx. 13.000

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.

For further informationen please contact us.



Price per Mailing:

€ 2,500.–

Webinar – Go online with us together!

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:

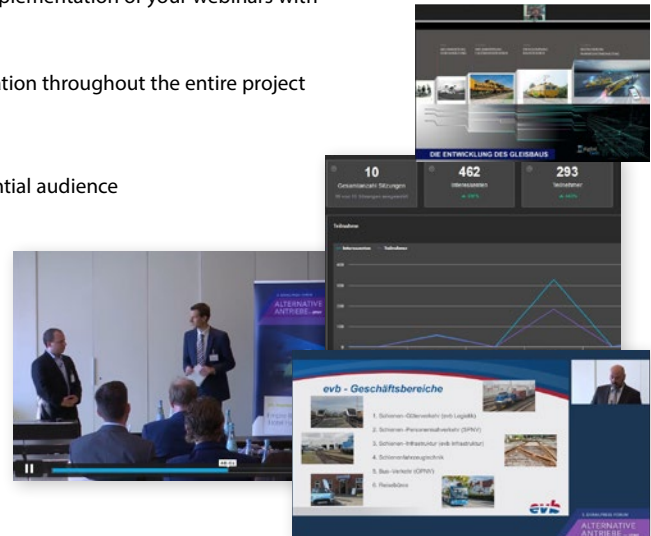
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant 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!

www.eurailpress.com

The gateway to the railway industry

Please also follow us at:

