

2026



THE WEEKLY INDUSTRY REPORT FOR THE RAIL TRANSPORT MARKET –

Politics · Law · Rail companies · Freight transport · Passenger transport · Technic · Infrastructure







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www.eurailpress.de/rbs

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Editor/Publishing House 2026

1 Brief description

For over 17 years, Rail Business has been the leading weekly industry report for the entire rail transport market. It offers compact, exclusive insights into freight and passenger transport – for both state-owned and private railways – and provides decision-makers with sound guidance in a dynamic market.

Exclusive content:

Rail Business is published in print and as a protected PDF and provides compact news, background reports, interviews and commentary on all relevant topics: politics, law, railway companies, industry, operations, infrastructure, technology, personnel, services, associations and events. The weekly offering is supplemented by an email news service with the latest news and breaking stories. Special editions on key topics regularly round off the portfolio.

Target group:

Rail Business is aimed specifically at executives and decision-makers in railway transport and infrastructure companies (EVU/EIU), purchasers of regional rail transport services, the shipping industry, the railway industry, service providers, transport policy makers, public institutions and associations—primarily in Central Europe and German-speaking countries.

Rail Business – precise, exclusive, and indispensable for everyone who is helping to shape the future of rail.

Publishing House: DVV Media Group GmbH, Hamburg Mailing address: Postfach 10 16 09, D-20010 Hamburg Home address: Heidenkampsweg 75, D-20097 Hamburg Telephone: +49 40 237 14-100

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5 Subscription Price:

Electronic Issue: Annual subscription € 696,-

- 6 ISSN: 1867-2728
- 7 Circulation: 1,397 copies
- Payment Conditions: Payable immediately upon receipt of invoice net USt-Ident-No. DE 118619873 Bank account: IBAN DE 83 2007 0000 0020 1426 00 • BIC (Swift) DEUTDEHH



Advertising Price List No. 17

effective from 01.01.2026

- 1 Newspaper format: 210 mm wide, 297 mm high, DIN A4
- 2 Print space: 180 mm wide, 262 mm high, Column width: 56 mm MM-price: per column € 2,63,- (in 4c)
- 3 Print method: Offset Printed method: Files as print-optimized pdf-files (min. 300 dpi solution); fonts converted to character paths; Colors built in CMYK. We do not accept any liability for color advertisements without a color-consistent proof.
- 4 Dates: Publication day: on Mondays

 Deadline: on Fridays, 10 days before publication day

 Print documents: on Tuesdays, 12.00 h
- 5 Advertising Prices and -Formats (all prices four-colored)

180 x 262 mm	118 x 262 mm	180 x 130 mm	90 x 262 mm	56 x 262 mm
1/1 page	2/3 page	1/2 page width	1/2 page height	1/3 page heig
€ 2,220.–	€ 1,500.–	€ 1,200.–	€ 1,200.–	€ 830.–
180 x 85 mm	180 x 62 mm	118 x 95 mm	180 x 31 mm	
1/3 page width	1/4 page width	1/4 page height	1/8 page width	
€ 830.–	€ 660.—	€ 660.—	€ 470.—	

Front page advertisement 180 mm x 40 mm, 4c, € 1,650.-All prices 4c, AE-deductible, General Terms and Conditions at www.eurailpress.de Inserts: are inserted loosely, size 205 x 290 mm up to 25 g total circulation € 1,450.- + handling costs

6 Print documents format for trimmed ads *:

*plus 3 mm trim per trimmed page

Format	Width x Height	Trimmed
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	105 x 297 mm	111 x 303 mm
1/3 page height	71x 297 mm	76 x 303 mm
1/4 page width	210 x 75 mm	216 x 81 mm
1/8 page width	210 x 50 mm	216 x 56 mm

- 7 Placement surcharge: 10% of basic price
- 8 Colour surcharge € 450, Euro for HKS/Pantone
- 9 Discount:

Frequency discount	Volume discount
3 x 5%	2 pages x 5 %
6 x 10%	3 pages x 10 %
12 x 15%	6 pages x 15 %
24 x 20%	12 pages x 20 %
	24 pages x 25 %

10 Print Office: SDK Köln, Maarweg 233, 50825 Köln

11 Circulation
30 %
Railroad Companies

20 % Rail Forwarding 17% Automotive Industry 11% Road Infrastructure

6 % Miscellaneous 4 % Technical Universities, Institutions, Universities etc.

5 % Service Provider

4 % Technical Universities, Institutions, Universities 3 %
Transport Associations



Advertorial - Your Content

effective from 01.01.2026

1 In brief: With the Advertorial we offer you successful advert solution, in which you can publish your content including images and text elements in the editorial environment of Rail Business.

The Advertorial is particularly suitable for communicating products and services that require further explanation and for storytelling.

2 Technical information:

Text in unformatted Word Doc. (graphic elements such as infographics are also possible)

3 Logo requirements:

Print material format:

PDF (PDF version at least 1.3), EPS or TIF files, Transmission by e-mail, Image resolution: at least 300 dpi, CMYK

4 Price per advertorial:

- 1/1 page, 4c = € 2,110.-
- 2/1 page, 4c = € 3,110.-

5 Text requirements:

Advertorial 1/1 page:

- Headline: max. 50 characters*
- Lead-in: max. 200 characters*
- Body text: max. 3.000 characters*
- Info box: max. 225 characters*
- Image Caption: max. 85 characters*

Advertorial 2/1 page:

- Headline: max. 50 characters*
- Lead-in: max. 200 characters*
- Body text: max. 9.000 characters*
- Info box: max. 225 characters*
- Image Caption: max. 85 characters*





Your advertorial could look like this (Examples, subject to alterations)

^{*}incl. spaces



Data and Topics Schedule

effective from 01.01.2026

Dates 2026 Rail Business is published in print every Monday and in digital form on Friday of the previous week

Issue	Publication date	Deadline	Printing document deadline	Rail Business Extra	Industry dates
001-003/2026	12.01.2026	02.01.2026	06.01.2026		VPI-New Year's reception
004/2026	19.01.2026	09.01.2026	13.01.2026	Focus on Switzerland	
005/2026	26.01.2026	16.01.2026	20.01.2026		
006/2026	02.02.2026	23.01.2026	27.01.2026	Focus on Switzerland	VDV/BME - Forum Schienengüterverkehr 3.2 4.2.2026, Berlin
007/2026	09.02.2026	30.01.2026	03.02.2026	Marketplace	
008/2026	16.02.2026	06.02.2026	10.02.2026		
009/2026	23.02.2026	13.02.2026	17.02.2026		
					IT-Trans, 3.3 - 5.3.2026, Karlsruhe
010/2026	02.03.2026	20.02.2026	24.02.2026		22nd. Intern. Conference on Wheel/Track, 4.3 6.3.2026, Dresden
011/2026	09.03.2026	27.02.2026	03.03.2026	Focus on Switzerland	
012/2026	16.03.2026	06.03.2026	10.03.2026		28th. Annual Meeting of Railway Experts, 17.3 18.3.2026, Berlin
013/2026	23.03.2026	13.03.2026	17.03.2026	Vehicle Maintenance incl. Workshop Map AS: 27.02.2026, DU: 09.03.2026	
014/2026	30.03.2026	20.03.2026	24.03.2026		
015/2026	06.04.2026	27.03.2026	30.03.2026	Marketplacec + Focus on Switzerland	
016/2026	13.04.2026	02.04.2026	07.04.2026		
017/2026	20.04.2026	10.04.2026	14.04.2026		
018/2026	27.04.2026	17.04.2026	21.04.2026		
019/2026	04.05.2026	24.04.2026	27.04.2026	Focus on Switzerland	
020/2026	11.05.2026	30.04.2026	05.05.2026		
021/2026	18.05.2026	05.05.2026	12.05.2026	Infrastructure	
Special issue	22.05.2026	02.04.2026	09.04.2026	Special issue Freight Railways	
022/2026	25.05.2026	15.05.2026	19.05.2026		
023/2026	01.06.2026	22.05.2026	26.05.2026		
024/2026	08.06.2026	29.05.2026	02.06.2026	Marketplace + Focus on Switzerland	
025/2026	15.06.2026	05.06.2026	09.06.2026		VDV Annual Meeting 2026, 9.6 11.6.2026 Karlsruhe
026/2026	22.06.2026	12.06.2026	16.06.2026		



Data and Topics Schedule

effective from 01.01.2026

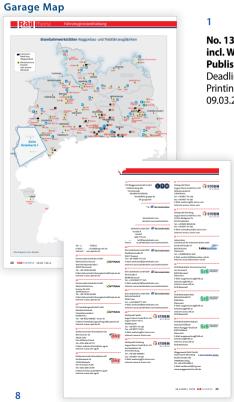
Dates 2026: Rail Business is published in print every Monday and in digital form on Friday of the previous week

Issue	Publication date	Deadline	Printing document deadline	Rail Business Extra	Industry dates
027/2026	29.06.2026	19.06.2026	23.06.2026		
028/2026	06.07.2026	26.06.2026	30.06.2026	Focus on Switzerland	
029/2026	13.07.2026	30.06.2026	07.07.2026	Railroad Forwarding Agents	
030/2026	20.07.2026	10.07.2026	14.07.2026		
031/2026	27.07.2026	17.07.2026	21.07.2026		
032/2026	03.08.2026	24.07.2026	28.07.2026	Marketplace + Focus on Switzerland	
033/2026	10.08.2026	31.07.2026	04.08.2026		
034/2026	17.08.2026	04.08.2026	11.08.2026	Employees, Education, Training and Simulators	
035/2026	24.08.2026	14.08.2026	18.08.2026		
036/2026	31.08.2026	21.08.2026	25.08.2026		
037/2026	07.09.2026	28.08.2026	01.09.2026	Focus on Switzerland	
038/2026	14.09.2026	04.09.2026	08.09.2026		
039/2026	21.09.2026	11.09.2026	15.09.2026	Trade fair issue to InnoTrans	InnoTrans 2026, 22.09 25.9.2026, Berlin
040/2026	28.09.2026	18.09.2026	22.09.2026		
041/2026	05.10.2026	25.09.2026	29.09.2026	Marketplace + Focus on Switzerland	
042/2026	12.10.2026	02.10.2026	06.10.2026		
043/2026	19.10.2026	09.10.2026	13.10.2026	Shunting Service Providers incl. Map Deadline: 28.09.2026, Printing Deadline: 01.10.2026	
044/2026	26.10.2026	16.10.2026	20.10.2026		
045/2026	02.11.2026	23.10.2026	27.10.2026	Focus on Switzerland	
046/2026	09.11.2026	30.10.2026	03.11.2026		26th SIGNAL+DRAHT CONGRESS, 11.11 13.11.2026, Fulda
047/2026	16.11.2026	06.11.2026	10.11.2026		
048/2026	23.11.2026	10.11.2026	17.11.2026	Combined Transport	
049/2026	30.11.2026	20.11.2026	24.11.2026	Marketplace + Focus on Switzerland	
050/2026	07.12.2026	27.11.2026	01.12.2026		
051/2026	14.12.2026	04.12.2026	08.12.2026		
052+53/2026	21.12.2026	11.12.2026	15.12.2026		



Garage Map and Shunting Service Providers Map

effective from 01.01.2026



1 Publication Dates

No. 13/2026 Vehicle Maintenance incl. Workshop Map Publishing Date: 23.03.2026 Deadline: 27.02.2026 Printing document deadline: 09.03.2026

No. 43/2026 Shunting Service Provider Publishing Date: 19.10.2026 Deadline: 28.09.2026 Printing document deadline:

01.10.2026

2 Format:

Address data and logo type, 4 c in the map legend

3 Price:

€ 395.- per entry in the map legend; Every further mention of a location/branch office in the legend is calculated with € 50.Company entries are not eligible for agency discounts.

4 Contact:

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E-Mail: ilkay.witthuhn@dvvmedia.com

5 Technical data delivery:

Vera Hermanns

Telephone: +49 40 237 14-293 E-Mail: vera.hermanns@dvvmedia.com





Marketplace Rail Freight Traffic

effective from 01.01.26

Marketplace Rail Freight Traffic

The marketplace is guide and market overview of all aspects of the rail freight traffic. Sorted by postal zip codes, the industry presents itself:

Railroad Forwarding Agents | Shippers | Consulting and Engineers Railway Infrastructure | Companies | Railroad Undertakings | Route and Track Technology Vehicle | Maintenance | Workshops | Vehicle Components and Facilities | Ports | Terminals | Rail ports | Combined Freight Traffic | Noise Protection | Leasing | Financing | Control and Signaling Technology | Logistics and Warehouse | Loc Parking | Shunting and Handling Technology | Rail Vehicles | Safety and Security | Telematics and IT | Transport Services | Other Services

ZIP 0, ZIP 1, ZIP 2, ZIP 3, ZIP 4, ZIP 5, ZIP 6, ZIP 8, ZIP 9

Austria, Switzerland, Other ____

Price: The booking is charged per zip code and per category with € 360.- (incl. 5 performance keywords) and for 6 issues per insertion year. Every further entry within the same zip code and category is charged with € 50.-

Company entries are not eligible for agency discounts

Publication dates and Deadlines:

No. 007/2026 deadline: 30.01.2026 No. 015/2026 deadline: 27.03.2026 No. 024/2026 deadline: 29.05.2026 No. 032/2026 deadline: 24.07.2026 No. 041/2026 deadline: 25.09.2026 No. 049/2026 deadline: 20.11.2026



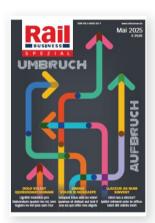


Rail Business Special issue Freight Railways – Part 1

effective from 01 01 26

1. Special edition Freight Railway

The special edition **Güterbahnen**, published once a year, provides a comprehensive and well-founded overview of the economy, technology, trends, and companies in the rail freight sector.



It highlights for shippers and logistics companies what rail freight transport can achieve – and who the key players are.

Readers gain valuable insights into successful operational and marketing concepts, discover technical innovations that make rail freight more efficient, and learn about the strategies being developed to meet future challenges.

Each year, the magazine focuses on a **key topic** that addresses the most pressing issues in the

industry. Articles, interviews and market analyses shed light on major developments of recent months – past, present, and future. This ensures the magazine remains informative and relevant long after its publication date.

2. Frequency of publication

Once a year (integrated into Rail Business and distributed at the transport logistic trade fair), additionally available throughout the year at relevant industry events.

Circulation: 4,000 copies (Print run: 2,000 copies plus digital edition: 2,000 copies)

3. Dates

- Date of publication: 22.05.2026
- Advertising deadline: 02.04.2026
- Printing material: 09.04.2026
- 4. Advertising Prices and -Formats (Width × Height in mm)





Rail Business Special issue Freight Railways-Part 2

effective from 01.01.26

5. Your product or company presentation

Advertorial 1/1 page

Present your company, service or product across a full page in an effective advertising format within the Rail Business brand environment.



Technical information:

Body text:

3,000 characters (incl. spaces, excl. over- and Signatures)

Image: (min. resolution 300 dpi, width 130mm)

Advertorial € 2,110.-

■ Advertorial and Advertisement: For the special edition Freight Railway we offer a combination of advertisement and advertorial. You will receive a discount on the ad price of 50 % as indicated below:



Technical information:

Body text:

3,000 characters (incl. spaces, excl. over- and

Signatures)

Image: (min. resolution 300 dpi, width 130mm)

Advertorial and Advertisement	
Advertorial + 1/1 Page:	€ 3,220
Advertorial + 1/2 Page width or height:	€ 2,710
Advertorial + 1/3 Page width or height:	€ 2,525
Advertorial + 1/4 Page width or height:	€ 2,440
Advertorial + 1/8 Page width:	€ 2,345

6. Contact:

Ilkay Witthuhn • Phone: +49 40/237 14-302 • E-Mail: ilkay.witthuhn@dvvmedia.com



Analysis of circulation and contents

effective from 01.01.26

- 1 Circulation: controlled circulation
- 2 Analysis of average: III. quarter 2024 -IV. quarter 2025

Total number of copies:	1,397
therefrom printed: therefrom digital:	116 1,281
Distribution according to recipients: Paid circulation: Single subscription: Digital licences:	1,329 1,086 468 618
Industry mailing / Promotional copies	193
Remaining copies, Voucher copies:	50
Foreign share of distributed circulation	246

3 Geographical Analysis of Distribution:

Area	Part of total Circulation		
Germany *	83 %	1,151 copies	
Foreign Countries	17 %	246 copies	

4 Editorial content



Digitization/Big Dat	Vehicle technology	Surveying	
Rail news	and components	technology	
	Fire pro	otection	
Noise protection	Tunnel construction and maintenance		
Infrastructure, Permanent way, Track construction	Signalling, Telecommunication	Structural, Bridge / and Civil enginee- ring / BIM	

Training, further education

Rail passenger transport

5 Branch of industry / professional groups:



Total number of copies:	Prozent 100%	Exemplare 1.397
Deutsche Bahn	43,2	604
Other railways in Germany	21,3	298
Rail industry	9,9	139
Railway companies	7,6	106
Railways abroad Germany	7,2	101
Universities /Technical universities	4,0	56
Railways abroad Germany	2,7	38
Technical consulting, planning, and inspection	2,9	40
Professional organisationen, trade associations, trans- port policy institutions	1	13
Miscellaneous	0,2	2



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:	M matomo			
Page Impressions*:	38.502			
Visits*:	25.299			
Unique Visits*:	15.389			
* monthly average: March - September 2025 (Measurable reach)				

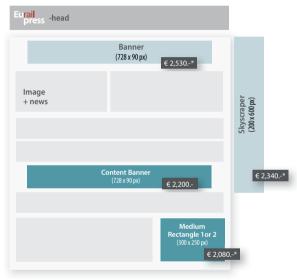
2 Rotation note: In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728 x 90 Pixel	300 x 125 Pixel	€ 2,530
	980 x 90 Pixel		
Content Banner	728 x 90 Pixel	300 x125 Pixel	€ 2,200
Medium Rectangle	300 x 250 Pixel	300 x250 Pixel	€ 2,080,-
Skyscraper	120 x 600 Pixel	not suitable for	€ 2,340
	160 x 600 Pixel	mobile	
	200x 600 Pixel		

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:

E-Mail: frank.schnakenbeck@dvvmedia.com

6 Technical Specifications:

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



Daily Newsletter

effective from 01.01.2026

1 Frequency of publication/Reach:

The electronic industry service is published every working day in text format and reaches about 2,500 top manager and decision makers, executives from the rail industry, the shipping industry, from railroad companies, from service providers and associations and politics.

2 Advertising format:

Banner format: 570 pixels wide x 100 pixels high or 570 pixels wide x 60 pixels high

3 Placement:

1. Top Placement € 1,040.-

2. After 3rd notice €830.-

3. After 3rd notice € 630.-

4 Term:

5 working days per banner (Monday - Friday) Deadline:10 days before publication

7 Data delivery:

Thursdays of the previous week, 12.00 h.

8 Contact:

Ilkay Witthuhn

Telephone: +49 40 237 14-302

E-Mail: ilkay.witthuhn@dvvmedia.com





E-Newsletter – You are the sponsor!

effective from 01.01.2026

The weekly E-Newsletter from Eurailpress I Woche is a valued source of information amongst industry experts. Every Friday it delivers the latest news from the rail industry in a compact format and provides information on forthcoming 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:

Technical specifications:

• All images must be supplied in PNG or JPEG-Format and the file size should not acceed 80 Kb with 72 dpi Please do not use animated files.

€ 1,690.-

- 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 100 pixel

Suppy 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:



Price per Mailing:

€ 1,690.-



Stand-Alone Mailing/E-Shot

effective from 01.01.2026

Our distributer 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: € 2,770.–

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 aninmated gif files or embedded videos.
 All images must be hosted externally by the customer and must be delivered with a link.

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

For further informationen please contact us.

Price per Mailing:

€ 2,770.-

E-Shot Company- Logo	
Logo	Picture
Picture	
Picture	



Social Media

effective from 01.01.2026

Product	Channel			duct Channel Formates			
Advertising Format	Instagram	Facebook	Linkedin	Twitter	Instagram	Facebook	Linkedin
Feed Post classic	550 €	590€	650€	550€	1080x1080 (square), 1080x508 (landscape), 1080x1350 (portrait)	1200x627 (Linkpost), 1200x630 (Image post, landscape), 1200x1500 (Image post, portrait), 1200x677 (Video Post)	1200x627 (only image)
Facebook, Instagram Story (Customer delivers "finished" Reel) Running time24 h	600€	550€	-	-	1080x1920	1080x1920	-

Our social media channels:

Linkedin

f	Facebook	1.755 Follower
\mathbb{X}	Twitter	614 Follower*

Instagram

LinkedIn

5.009 Follower*

233 Follower*

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



^{*} Status: October 2025

