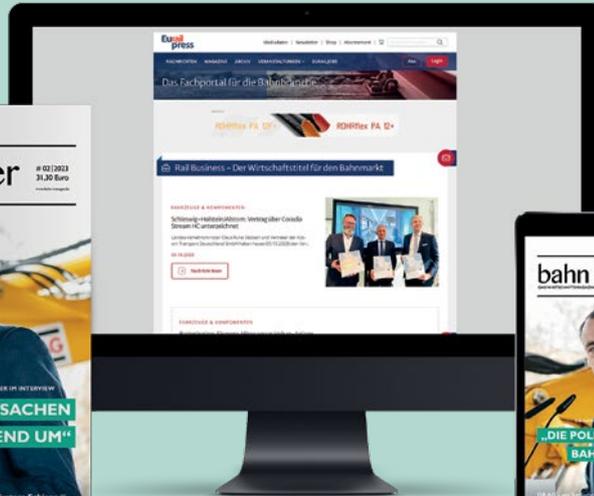


bahn manager

MEDIA DATA 2024

bahn manager

Business magazine
for the rail sector



Your partner in the publishing house

Contents



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www.bahn-manager.de

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1 Characteristics:

bahn manager – The economic magazine for the rail sector

bahn manager is the economic magazine for the rail sector. The bimonthly issue of the magazine focusses on current developments and trends in the market - on market and actors, rolling stock and infrastructure, passenger and freight transport. Journalistically researched, well-founded and yet compact- the news, expert articles and interviews provide a sharpened view on what is happening in the industry. Business relevant contents in an appealing and easy-to-understand presentation: bahn manager is thus addressed to board members and managing directors, executives and decision-makers in all areas of the sector.

bahn manager was established in 2016. Since 2021 the magazine is published with DVV Media | Eurailpress. Featuring around 1,000 print recipients and an additional 2,000 e-paper recipients, the publication offers a qualified audience – printed and digital. Relevant target groups, cutting-edge topics, modern look: bahn manager is an effective medium even for your messages.

2 Number of Copies:

Total Circulation: 3,797 copies
Print edition: 620 copies
E-paper edition: 3,177 copies

3 Head of Editorial:

Georg Kern

Telephone: +49 40 237 14-144
E-Mail: georg.kern@dvvmedia.com

4 Advertisement:

Silke Härtel (Advertisement Director)

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Tim Feindt (Advertising Sales)

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5 Volume/Year:

Volume 7/2024
Frequency of publication: bimonthly (6 editions per year)

6 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

7 Dates and topics: see page 7

8 Subscription Rate:

Annual subscription: **National** € 216.00 (plus VAT)
Subscription: **International** € 235.00 (incl. dispatch)

9 ISSN-No. 2367 - 1998

Advertisement rates No.7

effective from 01.01.2024

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1 Magazine format: 210 mm width, 297 mm height, DIN A4

2 Type setting: 188 mm width, 216 mm height

Number of Columns: 2 columns, column width: 86,5 mm

3 Printing and binding, printing documents:

Offset printing, adhesive binding. Print documents format: printable pdf with min. 300 dpi in CMYK.
Submit data per email.

4 Dates:

Frequency of publication: 6x per year, bimonthly,
Date of publication: Beginning of the month, see Dates and Topics
Advertisement deadline: see Dates and Topics

5 Verlag:

DVV Media Group GmbH
House address: Heidenkampsweg 75, D-20097 Hamburg
Postal address: Postfach 101609, D-20010 Hamburg

Advertising Department:

Telephone: +49 40 237 14-303

6 Conditions of Payment:

Payment is due immediately on receipt of invoice, net cash
VAT Identification number: DE 118619873

Bank Account::

Deutsche Bank AG
Nr. 020 14 26 00 (BLZ 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

7 Sizes for bleded advertisements*:

* a trim of 3 mm is required on each side

Format	Size (+ 3 mm on each side)	Total
2/1 page	420 x 297 mm	426 x 303 mm
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page horizontal	210 x 148 mm	216 x 154 mm
1/2 page vertical	102 x 297 mm	108 x 303 mm
1/3 page horizontal	210 x 99 mm	216 x 105 mm
1/3 page vertical	70 x 297 mm	76 x 303 mm
1/4 page horizontal	210 x 75 mm	216 x 81 mm
1/4 page vertical	107 x 148 mm	113 x 154 mm
1/8 page horizontal	210 x 50 mm	216 x 56 mm

8 Format Surcharge:

Advertisement across binding	10 % surcharges
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Advertisement rates No.7

effective from 01.01.2024

9 Ad formats and prices, 4c: (width x height mm)

420 x 297 mm
2/1 page
€ 4,000

210 x 297 mm
1/1 page
€ 3,200

102 x 297 mm
1/2 page vertical
€ 1,900

210 x 148 mm
1/2 page horizontal
€ 1,900

70 x 297 mm
1/3 page vertical
€ 1,490

210 x 99 mm
1/3 page horizontal
€ 1,490

107 x 148 mm
1/4 page vertical
€ 1.025,-

210 x 75 mm
1/4 page horizontal
€ 1.025,-

210 x 50 mm
1/8 page horizontal
€ 625

All prices are subject to the applicable VAT rate. All formats plus 3 mm trim (sizes, page 4)

4c-prices

10 Top position (surcharge):

2., 3., and 4. cover page and binding placement rules	10 % surcharge on basic price
-------------------------------------------------------	-------------------------------

11 Discount: For bookings within a 12 months calendar year

Frequency discount		Volume discount	
Frequency	%	number of pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15

4c-prices. Trim, inserts, technical additional costs are not discounted. Please, find our general terms and conditions on the internet at www.eurailpress.de

Special Advertisement Formats - Price List No. 7

effective from 01.01.2024

bahn manager

Special advertisement formats differ from normal advertisements in the magazine and thus ensure an increased perception. Please feel free, to contact us.

1 Bound inserts:*

2 pages	4 pages	6 pages	8 pages
€ 3,200	€ 4,800	€ 5,600	€ 6,400

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

Please deliver bound inserts in untrimmed format, 216 mm width and 303 mm height (four and multi-page folded). Insert copies on request.

2 Loose inserts:*

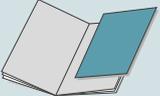
loosely inserted, size 205 x 290 mm
Total circulation only.

Up to 25 g per tsd. €1,700 plus handling costs, plus VAT

Electronic inserts are only possible in combination with print bookings. Additional costs Euro 395,00 plus VAT. Inserts, technical additional costs are not subject to any discount.
Circulation of inserts on request.

3 Banderole:*

full colour, Euro 4,100.00 plus VAT. (print run)

<p>Inserts</p>  <p>Loosely inserted; 205 x 290 mm up to 25g total weight. €1,700</p>	<p>Banderole</p>  <p>4c Technical data on request €4,100</p>
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4 Delivery address for bound inserts and loose inserts:

A&O GmbH, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen
(Mark consignment: for „bahn manager“ No. .../2024)

5 Advertorial

1/1 page, 4c	€ 2,030	plus MwSt.
2/1 page, 4c	€ 3,490	plus MwSt.

Advertorial 1/1 page:

- **Headline:**
max. 50 characters*
- **Text leading:**
max. 200 characters*
- **Body text:**
1/1 page ca 3,000 characters*
2/1 pages ca 6,000 characters*
- **Info box:**
max. 225 characters*
- **Caption:**
max. 85 characters*



The article will be characterized as Advertorial/Advertisement.

6 Webinars on request

Put your conference online – Please, feel free to contact us.
We create an individual concept according to your requirements.
Price on request.

* Please, ask the publisher for any further technical data

Dates and Topics 2024

effective from 01.01.2024 (subject to change)

ET=Date of Publication AS= Advertising deadline DU= Print Copy Deadline

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Issue	Deadline	Topics	Trade shows/exhibitions/events
1/2024 January/ February	ET: 28.02.2024 AS: 31.01.2024 DU: 07.02.2024	Preview 2024: What managers from the coming year Service, maintenance and repair of vehicles Travelling safely in rail transport (vehicles, infrastructure, work organisation)	26th Annual Conference of Railway Experts , 22.02. - 23.02. 24, Fulda 65th VDEI Permanent Way Conference , Darmstadt, 12. 3. 24
2/2024 March/April	ET: 30.04.2024 AS: 27.04.2024 DU: 05.04.2024	Digital transformation of the railway Building for a high-performance infrastructure Sustainable operation (vehicles, infrastructure, working methods)	7th Eurailpress Forum Alternative drives in regional rail transport , 25 June 2024, Hamburg IT-Trans , 14 - 16 May 2024, Karlsruhe
3/2024 May/June	ET: 28.06.2024 AS: 31.05.2024 DU: 07.06.2024	Noise protection Generating, procuring and saving energy Logistics by rail	
4/2024 July/August	ET: 30.08.2024 AS: 02.08.2024 DU: 09.08.2024	Large InnoTrans-trade fair issue with exhibitor preview The railway industry as a driver of innovation Correctly insured in the railway sector Financing rail vehicles correctly	20th. Intern. Conference on Rail/Track , Dresden, 18.9.-20.9.24 InnoTrans 2024 , 24.09. - 27.09. 2024, Berlin
5/2024 September/ October	ET: 30.10.2024 AS: 25.09.2024 DU: 02.10.2024	Artificial intelligence and automation in rail transport Personnel focus: Attracting and retaining staff Cleanliness of stations and vehicles	24th International SIGNAL+DRAHT Congress , 07.-08. 11. 2024, Fulda
6/2024 November/ December	ET: 20.12.2024 AS: 21.11.2024 DU: 29.11.2024	Review Innotrans Efficient freight transport (including wagon leasing, fleet management, combined transport, terminals, handling technology) Real estate around the railway	

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*:

47.851

Visits*:

27.840

Unique Visits*:

14.325

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

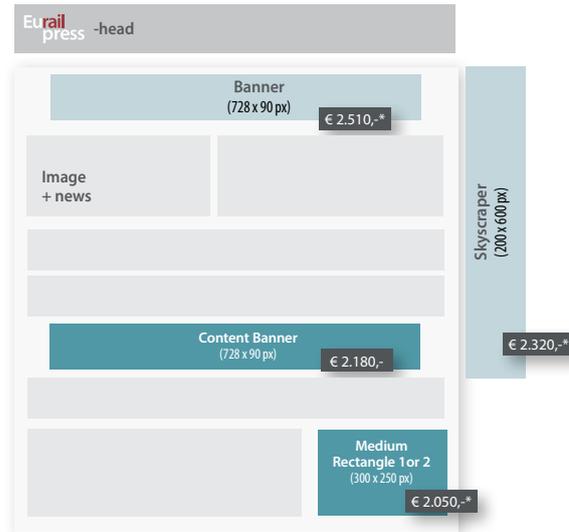
2 Rotation note: In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 Pixel	€ 2.510,00
	980x90 Pixel		
Medium Rectangle	300x250 Pixel	300x250 Pixel	€ 2.050,00
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2.180,00
Skyscraper	120x600 Pixel	120 x 600 Pixel	€ 2.320,00
	160x600 Pixel	160 x 600 Pixel	
	200x600 Pixel	200 x 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: juliane.schell@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- / 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

E-Newsletter – You are the sponsor!

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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 pixel plus Text

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

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

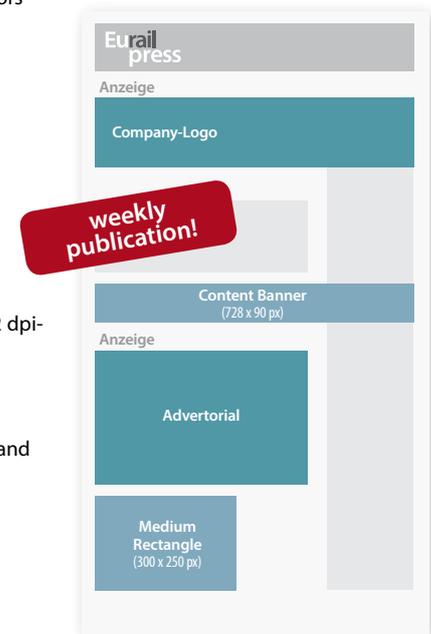
Additional positions:

Medium Rectangle (300 x 250 pixel)

Content Banner (570 x 60 or 570 x 94 pixel)

€ 1,200.–

€ 1,350.–



Price per Mailing:

€ 1,650.–

Stand-Alone Mailing/E-Shot

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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

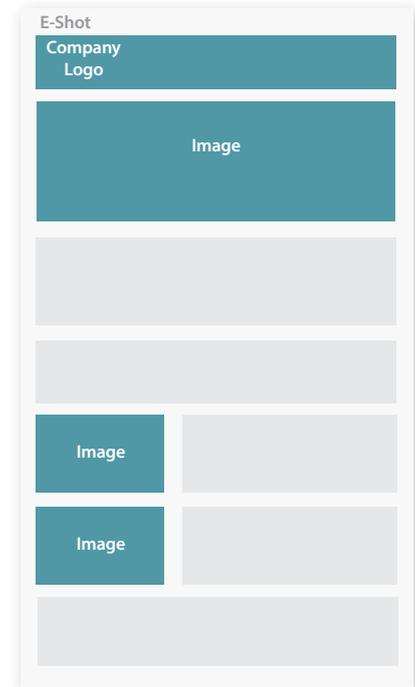
Price per mailing: € 2,690.–

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 costs 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

bahn manager

Product	Channel				Formates		
Advertising Format	Instagram	Facebook	Linkedin	Twitter	Instagram	Facebook	Linkedin
Feed Post classic	€ 200	€ 250	€ 250	€ 200	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 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 with us together!

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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:

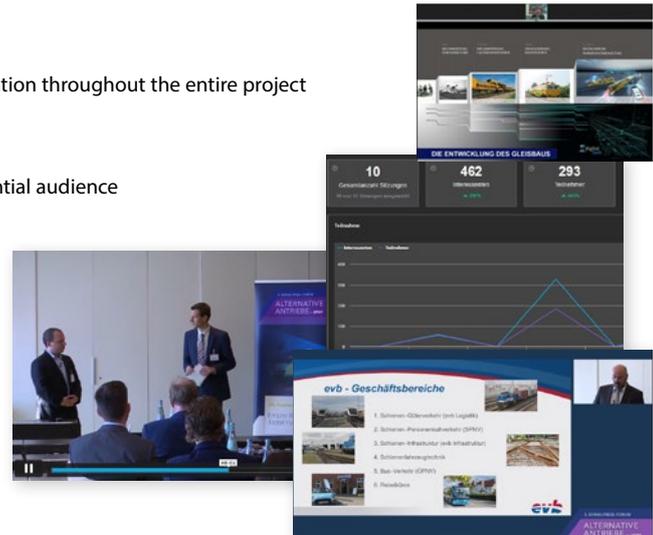
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant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

