

# bahn manager

# MEDIA DATA 2022



BAHN MANAGER

Business magazine  
for the rail sector

**Eurail**  
press

  
DVV Media Group

## Your partner in the publishing house

## Contents



**Silke Härtel** (Advertisement Director)  
Telephone: +49 40 23714-227  
E-Mail: [silke.haertel@dvvmedia.com](mailto:silke.haertel@dvvmedia.com)



**Sarah Wendt** (Advertising Sales)  
Telephone: +49 40 237 14 -303  
E-Mail: [sarah.wendt@dvvmedia.com](mailto:sarah.wendt@dvvmedia.com)



**Cornelia Bär** (Advertising Technique)  
Telephone: +49 40 23714-120  
E-Mail: [cornelia.baer@dvvmedia.com](mailto:cornelia.baer@dvvmedia.com)

[www.bahn-manager.de](http://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 I 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: 3,162 copies  
Print edition: 1,000 copies  
E-paper edition: 2,162 copies

## 3 Head of Editorial:

### **Jennifer Schacha**

Telephone: +49 40 237 14 - 281  
E-Mail: jennifer.schacha@dvvmedia.com

## 4 Advertisement:

### **Silke Härtel** (Advertisement Director)

Telephone: +49 40 237 14-227  
E-Mail: silke.haertel@dvvmedia.com

### **Sarah Wendt** (Advertising Sales)

Telephone: +49 40 237 14-303  
E-Mail: sarah.wendt@dvvmedia.com

## 5 Volume/Year:

Volume 5/2022  
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 • Telefax: +49 40 237 14-236

## 7 Dates and topics: see page 7

## 8 Subscription Rate:

Annual subscription: **National** € 166.00 (plus VAT)  
Subscription: **International** € 201.00 (incl. dispatch)

## 9 ISSN-No. 2367 - 1998

# Advertisement rates No.6

effective from 01.01.2022

# bahn manager

**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  
Telefax: +49 40 237 14-236

**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 |
|------------------------------|-----------------|

# Advertisement rates No.6

effective from 01.01.2022

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

420 x 297 mm  
2/1 page  
€ 3,990

210 x 297 mm  
1/1 page  
€ 3,150

102 x 297 mm  
1/2 page vertical  
€ 1,850

210 x 148 mm  
1/2 page horizontal  
€ 1,850

70 x 297 mm  
1/3 page vertical  
€ 1,450

210 x 99 mm  
1/3 page horizontal  
€ 1,450

107 x 148 mm  
1/4 page vertical  
€ 990

210 x 75 mm  
1/4 page horizontal  
€ 990

210 x 50 mm  
1/8 page horizontal  
€ 590

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](http://www.eurailpress.de)

# Special Advertisement Formats - Price List No. 6

effective from 01.01.2022

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 |
| € 3,050 | € 4,575 | € 5,338 | € 6,100 |

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:\*

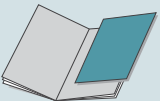
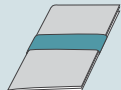
loosely inserted, size 205 x 290 mm  
Total circulation only.

Up to 25 g per tsd. €1,590 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 4,050.00 plus VAT. (print run)

|  |  |
|--|--|
| <p><b>Inserts</b></p>  <p>Loosely inserted;<br/>205 x 290 mm up<br/>to 25g total weight.<br/>€1,590</p> | <p><b>Banderole</b></p>  <p>4c<br/>Technical data on<br/>request<br/>€4,050</p> |
|--|--|

## 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. .../2022)

## 5 Advertorial

|              |         |            |
|--------------|---------|------------|
| 1/1 page, 4c | € 1,990 | plus MwSt. |
| 2/1 page, 4c | € 3,450 | 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 2022 / Issue 1-6

effective from 01.01.2022 (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  |
|---------------------------------|--|--|---|
| 1/2022<br>January/<br>February  | ET: 25.02.2022<br>AS: 26.01.2022<br>DU: 03.02.2022 | <b>DIGITAL TRANSFORMATION</b><br>5G Mobile Communication, IT-Solution for the Public Transport<br>Bridges & Tunnel<br>Forecast 2022  | IT-Trans 2022, 08.03.- 10.03.2022, Karlsruhe<br>BIM in the transport & energy infrastructure 2022, 15.03.- 16.03.22, Dresden<br>Siegburg Exchange of experience in locomotive maintenance, 16.03.- 17.03.22, Siegburg<br>VDEI 64. Permanent way conference, 24.03.22, Darmstadt |
| 2/2022<br>March/April           | ET: 29.04.2022<br>AS: 30.03.2022<br>DU: 08.04.2022 | <b>INNOVATIVE CONSTRUCTION</b><br>Railway Construction, Track Construction, Civil Engineering, Site Management, Project Planning<br>Rail Electricity and Energy Efficiency           | iaf - 28. International Exhibition of Track Technology, 31.05.- 02.06.22, Münster<br><br>VDV-Annual meeting 2022, 20.06.- 22.06.22, Frankfurt/M.  |
| 3/2022<br>May/June              | ET: 29.06.2022<br>AS: 25.05.2022<br>DU: 03.06.2022 | <b>SERVICE &amp; MAINTENANCE</b><br>Garage Equipment / Garage Concepts / Maintenance<br>3D-Printing<br>Alternative Drives  |   |
| 4/2022<br>July/August           | ET: 26.08.2022<br>AS: 03.08.2022<br>DU: 10.08.2022 | <b>INNOTRANS 2022 – Trade fair Issue for InnoTrans</b><br>Trends in the Railway Industry, Premieres and Highlights<br>Innovative Player + Suppliers<br>Future Role of Rail Transport | InnoTrans 2022, 20.09.- 23.09.22, Berlin  |
| 5/2022<br>September/<br>October | ET: 28.10.2022<br>AS: 30.09.2022<br>DU: 07.10.2022 | <b>HR AND MANAGEMENT</b><br>Education and Recruiting, Women in Mobility Profession<br>Changing Job Profiles<br>Cross-border Traffic  | 22. International SIGNAL+DRAHT-Congress, 17.11. -18.11.22, Fulda  |
| 6/2022<br>November/<br>December | ET: 22.12.2022<br>AS: 22.11.2022<br>DU: 29.11.2022 | <b>EFFICIENT FREIGHT TRANSPORT</b><br>Wagon Leasing<br>Vehicle Fleet Management & Vehicle Financing<br>Intermodal Transport / Terminals /Transshipment Technologies                  |   |

## Successful advertising on the internet

### 1 Facts:

**Page Impressions\*:** 13,775

**Visits\*:** 8,116

**Unique Visits\*:** 5,317

\* Average 10.05.2021 - 30.09.21

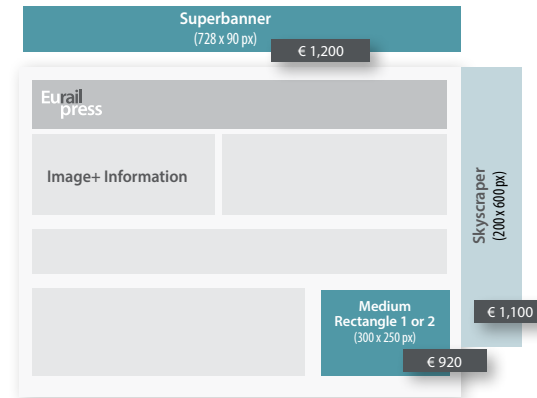
- 2 Rotation Information:** In case of high demand, it is possible that your banner will be displayed alternately with others. Rotation is limited to max. three advertisers per position.

### 3 Formats and Prices: 30 days duration

| Advertising forms | Desktop                          | Mobile          | monthly* |
|-------------------|----------------------------------|-----------------|----------|
| Super Size Banner | 728 x 90 Pixel<br>980 x 90 Pixel | 300 x 125 Pixel | € 1,200  |
| Medium Rectangle  | 300 x 250 Pixel                  | 300 x 250 Pixel | € 920    |
| Skyscraper        | 200 x 600 Pixel                  | 200 x 600 Pixel | € 1,100  |

### 4 Discounts:

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



\* All prices are valid for 30 days.

### 5 Data submission / Dates:

Please submit both formats for desktop and mobile version. at least 3 working days before start of advertisement by e-mail to [cornelia.baer@dvvmedia.com](mailto:cornelia.baer@dvvmedia.com)

### 6 Technical Conditions:

- JPEG-, GIF- or SWF-Format/ HTML5. Please indicate the URL for image files and the use of click tags for flash banner or HTML5.
- Data size max. 150 kB



