Inspiration for the railway system

1951 – 2021
70 YEARS ETR

EISENBAHNTECHNISCHE RUNDSCHAU

Making tracks available
Your partner in the Publishing House

Content

- Publishing Company
- Advertisement & special advertisement rate
- Publishing/Editorial Schedule
- ETR Country Features
- Analysis of circulation and content
- General Terms of Business

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 40 237 14-03 • Telefax: +49 40 237 14-236

www.eurailpress.de/etr
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:
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E-Mail: ursula.hahn@dvvmedia.com

4 Advertising Department:
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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
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 40 237 14-220
   Telefax: +49 40 237 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

<table>
<thead>
<tr>
<th>Format</th>
<th>size (+3 mm on each side)</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>210 x 297 mm</td>
<td>216 x 303 mm</td>
</tr>
<tr>
<td>1/2 page width</td>
<td>210 x 148 mm</td>
<td>216 x 154 mm</td>
</tr>
<tr>
<td>1/2 page height</td>
<td>102 x 297 mm</td>
<td>108 x 303 mm</td>
</tr>
<tr>
<td>1/3 page width</td>
<td>210 x 99 mm</td>
<td>216 x 105 mm</td>
</tr>
<tr>
<td>1/3 page height</td>
<td>70 x 297 mm</td>
<td>76 x 303 mm</td>
</tr>
<tr>
<td>1/4 page width</td>
<td>210 x 75 mm</td>
<td>216 x 81 mm</td>
</tr>
<tr>
<td>1/4 page height</td>
<td>107 x 148 mm</td>
<td>113 x 154 mm</td>
</tr>
</tbody>
</table>
8 Surcharges:  
   Advertisement across binding 10 % surcharges b/w
   Bleed Advertisement 10 % surcharges b/w
9 Price, single column (58 mm): € 4.79
10 Advertising sizes and rates: (width x height mm)

<table>
<thead>
<tr>
<th>Size</th>
<th>Page Type</th>
<th>Basic Price b/w</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>216 x 181 mm</td>
<td>front cover incl. bleed only 4c</td>
<td>€ 5,440.00</td>
<td></td>
</tr>
<tr>
<td>182 x 265 mm</td>
<td>1/1 page</td>
<td>€ 3,700.00</td>
<td></td>
</tr>
<tr>
<td>182 x 190 mm</td>
<td>3/4 page width</td>
<td>€ 2,775.00</td>
<td></td>
</tr>
<tr>
<td>132 x 265 mm</td>
<td>3/4 page height</td>
<td>€ 2,775.00</td>
<td></td>
</tr>
<tr>
<td>182 x 175 mm</td>
<td>2/3 page width</td>
<td>€ 2,470.00</td>
<td></td>
</tr>
<tr>
<td>120 x 265 mm</td>
<td>2/3 page height</td>
<td>€ 2,470.00</td>
<td></td>
</tr>
<tr>
<td>182 x 130 mm</td>
<td>1/2 page width</td>
<td>€ 1,850.00</td>
<td></td>
</tr>
<tr>
<td>120 x 265 mm</td>
<td>1/2 page height</td>
<td>€ 2,775.00</td>
<td></td>
</tr>
<tr>
<td>89 x 265 mm</td>
<td>1/2 page height</td>
<td>€ 1,850.00</td>
<td></td>
</tr>
<tr>
<td>182 x 85 mm</td>
<td>1/3 page width</td>
<td>€ 1,240.00</td>
<td></td>
</tr>
<tr>
<td>182 x 64 mm</td>
<td>1/4 page height</td>
<td>€ 925.00</td>
<td></td>
</tr>
<tr>
<td>89 x 130 mm</td>
<td>1/4 page height</td>
<td>€ 925.00</td>
<td></td>
</tr>
<tr>
<td>89 x 64 mm</td>
<td>1/8 page width</td>
<td>€ 465.00</td>
<td></td>
</tr>
<tr>
<td>89 x 130 mm</td>
<td>1/4 page height</td>
<td>€ 925.00</td>
<td></td>
</tr>
<tr>
<td>182 x 32 mm</td>
<td>1/8 page width</td>
<td>€ 465.00</td>
<td></td>
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<tr>
<td>89 x 64 mm</td>
<td>1/8 page height</td>
<td>€ 465.00</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>89 x 130 mm</td>
<td>1/8 page height</td>
<td>€ 925.00</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Frequency discount</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 x</td>
<td>3</td>
</tr>
<tr>
<td>4 x</td>
<td>5</td>
</tr>
<tr>
<td>6 x from 8 x</td>
<td>10</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Volume discount pages</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>10</td>
</tr>
<tr>
<td>6</td>
<td>15</td>
</tr>
<tr>
<td>from 8</td>
<td>20</td>
</tr>
</tbody>
</table>

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges. The General terms of business online www.eurailpress.com
Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects.

1 **Bound inserts:** *

<table>
<thead>
<tr>
<th>Pages</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 pages</td>
<td>€ 3,700.00</td>
</tr>
<tr>
<td>4 pages</td>
<td>€ 5,550.00</td>
</tr>
<tr>
<td>6 pages</td>
<td>€ 6,475.00</td>
</tr>
<tr>
<td>8 pages</td>
<td>€ 7,400.00</td>
</tr>
</tbody>
</table>

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)

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

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Topics</th>
<th>Trade shows / exhibition with extra distribution *subject to change</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AC: 13. 01. 2021</td>
<td>Safety at Level Crossings</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Increase of Route Capacity</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Power Supply</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PM: 17. 02. 2021</td>
<td>New Long-Distance Trains</td>
<td>RailTech Europe 2021, 30. 3.- 1. 4. 2021, Utrecht</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Synthetic Sleepers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Noise Reduction Solutions</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Incl. ETR-Austria 1/21: Geotechnology, Dynamics, Vibration</td>
<td></td>
</tr>
<tr>
<td>Issue 4/2021</td>
<td>PD: 09. 04. 2021</td>
<td>Innovations around the Rail Clean Mobility, Digitization in Rail Transport</td>
<td></td>
</tr>
<tr>
<td></td>
<td>AC: 09. 03. 2021</td>
<td>Driving Technology, Brake Technology, Wheel-Set Technology</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PM: 12. 03. 2021</td>
<td>Electronic and Climatic Components</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Plug Connectors, Cables and Sensors</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Surface Technology and Cleaning</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Track Technology: Design, New Buildings and Maintenance</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Tunnel Construction and Maintenance for Local and Long-Distance Transport</td>
<td></td>
</tr>
<tr>
<td>Issue 5/2021</td>
<td>PD: 03. 05. 2021</td>
<td>Metropolitan Region Munich: Construction Projects, Rail Operation</td>
<td>transport logistic, 4.- 7. 5. 2021, Munich</td>
</tr>
<tr>
<td></td>
<td>PM: 09. 04. 2021</td>
<td>Buffers</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Locomotives: Hybrid or Dual-Mod</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Measurement Technology and Big Data</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Incl. ETR-Swiss 1/21</td>
<td></td>
</tr>
<tr>
<td>Issue</td>
<td>PD</td>
<td>AC</td>
<td>PM</td>
</tr>
<tr>
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</tbody>
</table>

PD = publication date, AC = advertising copy deadline, PM = printing material deadline
## 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**

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Topics</th>
<th>Trade shows / exhibition with extra distribution *subject to change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ETR 70th anniversary Edition (German)</strong></td>
<td>PD: 01. 10. 2021&lt;br&gt;AC: 01. 09. 2021&lt;br&gt;AC: 08. 09. 2021&lt;br&gt;PM: 08. 09. 2021</td>
<td>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</td>
<td>ETR Anniversary event</td>
</tr>
</tbody>
</table>
Analysis of circulation and contents

effective from 01.01.2021

1 Circulation: IVW audited circulation

2 Analysis of average: Average copies per issue (IV. quarter 2019 - III. quarter 2020)

<table>
<thead>
<tr>
<th>Number of copies printed:</th>
<th>3,400</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Circulation:</td>
<td></td>
</tr>
<tr>
<td>Foreign:</td>
<td>3,139</td>
</tr>
<tr>
<td></td>
<td>788</td>
</tr>
<tr>
<td>Paid Circulation:</td>
<td>888</td>
</tr>
<tr>
<td>Foreign:</td>
<td>247</td>
</tr>
<tr>
<td>Free Circulation (controlled):</td>
<td>2,252</td>
</tr>
<tr>
<td>Remaining copies, Voucher copies:</td>
<td>261</td>
</tr>
<tr>
<td>Digital user licenses:</td>
<td>202*</td>
</tr>
</tbody>
</table>

* methodologically not considered in IVW examination

3 Geographical Analysis of Distribution:

<table>
<thead>
<tr>
<th>Area</th>
<th>Part of total Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>73.90 %</td>
</tr>
<tr>
<td></td>
<td>2,320 copies</td>
</tr>
<tr>
<td>Foreign Countries</td>
<td>26.10 %</td>
</tr>
<tr>
<td></td>
<td>819 copies</td>
</tr>
</tbody>
</table>

4 Analysis of editorial contents:

- Railway industry
- Structural engineering, perm. way, infrastructure
- Noise protection
- Machinery- and electrical engineering
- Process and operation

5 Analysis of editorial contents

- 4.0% Universities / technical universities
- 21.3% Other railways
- 7.6% Track construction industry
- 1 % Institutions, associations, professional organisations
- 2.7% Railways abroad
- 2.9% Consultants
- 0.2 % Miscellaneous
- 9.9% Railway industry
- 43.2% Deutsche Bahn
- 7.2% Railways in Europe
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 not expressly objected to, advertisements shall be granted within the framework 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 advertisements, 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 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, 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.
In the event of late or deferred payment, interests and collection payments are granted in accordance with the price list. 

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.

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 delivery are excluded.

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.

In case of reasonable doubt concerning the solvency of the client the publisher shall be entitled to demand a legally binding declaration confirming the originally agreed specifications requested by the client.

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.

Proofs shall only be provided if this is explicitly requested. 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.

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