

Berlin, 27-30 April 2021

InnoTrans

# InnoTrans 2021 Report



B2B-Magazine for the Railway Industry



# Media Information 2021

Images: Messe Berlin GmbH



DVW Media Group GmbH | Eurailpress · Tim Feindt · Heidenkampsweg 75 · 20097 Hamburg  
Phone: +49 (0) 40 237 14 -220 · Fax: +49 (0) 40 237 14 -236 · E-Mail: tim.feindt@dvwmedia.com

**Eurail**  
press

# Details and Prices

update June 2020

## 1 Title portrait:

The InnoTrans Report is the B2B-magazine of the leading trade fair for transport technology InnoTrans in Berlin. This freesheet is published several times a year and informs readers about the latest developments in the railway technology industry.

## 2 InnoTrans Report as an App:

You can also download the InnoTrans Report conveniently and easily as an app. More information at [www.innotrans.com](http://www.innotrans.com) choose menu item "Press".

## 3 Circulation:

The InnoTrans Report is directed to InnoTrans trade fair visitors and exhibitors and reaches over 150,000 people of the industry. **The title's multilingual appearance enables you to place your advertisement in German, English or French**, to directly target your potential customers in their mother tongue. This service is unique! Or you can choose to publish the advertisement in English throughout.

## 4 Sizes / Surcharges:

The InnoTrans Report is sent out digitally by Messe Berlin. You can choose from the available advertising formats displayed on the right. Additional handling charges for advertisements in different languages: EUR 990,- Translation (in German & French) will be charged at net cost price.

## 5 Printing Material / Data Transfer:

Files in \*.pdf/ \*.eps/ \*.tiff-format, resolution has to be at least 300 dpi/ line drawing with at least 1.000 dpi.

**Data transfer:** E-Mail: [cornelia.baer@dvvmedia.com](mailto:cornelia.baer@dvvmedia.com)

## 6 Dates

Issue	Publication Date	Advertising deadline	Printing material
1/2019	20 <sup>th</sup> May 2019	1 <sup>st</sup> March 2019	8 <sup>th</sup> March 2019
<b>Focus on topic: Public Transport/Interiors</b>			
2/2019	21 <sup>st</sup> October 2019	8 <sup>th</sup> August 2019	15 <sup>th</sup> August 2019
<b>Focus on topic: Railway Technology</b>			
1/2020	17 <sup>th</sup> February 2020	2 <sup>nd</sup> December 2019	9 <sup>th</sup> December 2019
<b>Focus on topic: Railway Infrastructure</b>			
2/2020	11 <sup>th</sup> May 2020	24 <sup>th</sup> February 2020	2 <sup>nd</sup> March 2020
<b>Focus on topic: Tunnel Construction</b>			
3/2020	21 <sup>st</sup> September 2020	10 <sup>th</sup> August 2020	17 <sup>th</sup> August 2020
<b>Focus on topic: Mobility+</b>			
1/2021	14 <sup>th</sup> January 2021	19 <sup>th</sup> November 2020	26 <sup>th</sup> November 2020
<b>Focus on topic: Outdoor + Bus Display</b>			
2/2021	1 <sup>st</sup> April 2021	10 <sup>th</sup> February 2021	17 <sup>th</sup> February 2021
<b>Focus on topic: Preview InnoTrans</b>			

## 7 Discounts

2x = 10%                      4x = 25%  
3x = 15%                      5x = 30%  
No discount on technical charges.



## 8 Note for "non-exhibitors"

Advertisers, who will not exhibit at InnoTrans, pay a surcharge of 20% additional to the advertising rate.

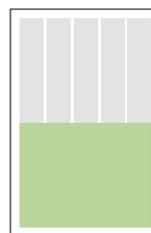
## 9 Advertising formats:



### Front cover

256 mm x 67,7 mm

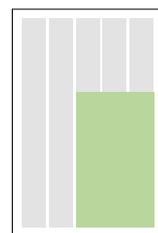
EUR 6,250 (4c)



### 1/2 page

256 mm x 190,5 mm

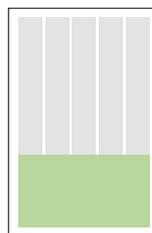
EUR 9,450 (4c)



### Junior-Page

152 mm x 215,9 mm

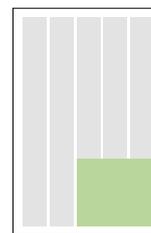
EUR 8,520 (4c)



### 1/3 page

256 mm x 122,7 mm

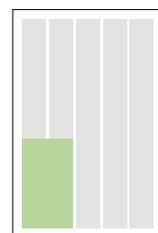
EUR 7,120 (4c)



### 1/5 page

152 mm x 127 mm

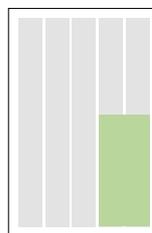
EUR 4,850 (4c)



### 1/8 page

100 mm x 118,5 mm

EUR 3,220 (4c)



### 1/6 page

100 mm x 156,6 mm

EUR 4,250 (4c)

Official VAT applies to all charges.

