



DER EISENBAHNINGENIEUR
International publication for
rail technology and
transportation

Your Partner in the Publishing House Editorial



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Editorial/Publishing Company 2020

effective from 01.01.2020



DER
EISENBahn
INGENIEUR

1 Editorial profile:

The trade magazine from the practice for the practice: Founded in 1884 the EI – Der Eisenbahningenieur is today the market leader among the German trade magazines containing specialist knowledge from experts for experts. In particular, engineers, specialists and management personnel from the railways, industry, engineering companies and building contractors are being informed monthly about the entire spectrum of modern rail technology (from track to train) and its practical application.

With regular columns such as events, rail news and industrial reports, the EI additionally gives its readers a current overview of all important developments in the sector.

As an institution of the „Verband Deutscher Eisenbahn-Ingenieure (VDEI)“, the EI reports not only on the current activities of the association and its members but also on the activities of the European „Eisenbahn-Ingenieur-Verband (UEEIV)“.

2 Membership:

Mediendatenbank der Deutschen Fachpresse

3 Institution:

Official Publication of Verband Deutscher Eisenbahn- Ingenieure e.V. – VDEI – (Association of German Railway Engineers)

4 Publisher: Verband Deutscher Eisenbahn-Ingenieure e.V.

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7 Volume/ Frequency: 71st year of publication 2020 (monthly)

8 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

9 Publishing/Editorial Schedule: topics see page 7 and 8

10 Subscription Rate:

annual subscription € 266.00 (incl. postage)

11 ISSN: 0013-2810

Advertisement rates No. 59

effective from 01.01.2020



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

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. Printing material per mail as printable pdf with 300 dpi resolution in CMYK.

4 **Publication schedules:**

Publication: monthly, 12 issues per year Publication schedule: beginning of month, see topics, Advertisement deadline: see topics

5 **Publisher:**

DVV Media Group GmbH
House address: Heidenkampsweg 75, D-20097 Hamburg
Postal address: P.O.Box 101609, D-20010 Hamburg

Advertisement department:

Telephone: +49/40 237 14-227 / -171
Telefax: +49/40 237 14-236

6 **Conditions of Payment:** Payment is due immediately on receipt of invoice, without deductions.

VAT identification number: DE 118619873

Bank:

Deutsche Bank AG
Account No. 0201 42600 (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

Format	size (+ 3 mm on each side)	total
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	102 x 297 mm	108 x 303 mm
1/3 page height	70 x 297 mm	76 x 303 mm

8 **Surcharges**

Advertisement across binding	10 % surcharges b/w
Bleed Advertisement	10 % surcharges b/w

9 **Price, single column (58 mm):**

€ 5.14

* no agency commission applicable



Advertising sizes and ratecard No. 59

effective from 01.01.2020

10 Advertising sizes and rates: (width x height mm)

114 x 286 mm Front cover only 4C € 5,940.00	182 x 265 mm 1/1 page Basic price b/w € 3,820.00	182 x 190 mm 3/4 page width Basic price b/w € 2,865.00	182 x 175 mm 2/3 page width Basic price b/w € 2,550.00	120 x 265 mm 2/3 page height Basic price b/w € 2,550.00	182 x 130 mm 1/2 page width Basic price b/w € 1,910.00	89 x 265 mm 1/2 page height Basic price b/w € 1,910.00	182 x 85 mm 1/3 page width Basic price b/w € 1,275.00
58 x 265 mm 1/3 page height Basic price b/w € 1,275.00	89 x 175 mm 1/3 page Basic price b/w € 1,275.00	182 x 64 mm 1/4 page width Basic price b/w € 955.00	89 x 130 mm 1/4 page height Basic price b/w € 955.00	120 x 95 mm 1/4 page Basic price b/w € 955.00	183 x 32 mm 1/8 page width Basic price b/w € 480.00	89 x 64 mm 1/8 page height Basic price b/w € 480.00	

11 Surcharges for special positions:

2., 3. and 4. cover page and specified position	10 % surcharge on basic price
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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)

Frequency discount insertions	%	Volume discount pages	%
2 x	3	2	5
4 x	5	4	10
6 x	10	6	15
from 9 x	15	from 9	20

Discount does not apply to colour surcharges, insertion bleed and other additional technical charges.

Special Advertisement 2020 No. 59

effective from 01.01.2020



DER
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Special Advertisements stand out from the other adverts while simultaneously enhancing awareness and thus achieving positive effects. Are you bubbling over ideas? Contact us – We are open to our creativity and new ideas!

1 Bound inserts:*

2 pages	4 pages	6 pages	8 pages
€ 3,820.00	€ 5,730.00	€ 6,685.00	€ 7,640.00

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). Number of insertions given on application.

2 Loose inserts:* size 205 x 290 mm

Up to 25 g. p. % 340.00 € plus handlingscost, number of inserts

Loose inserts	205 x 290 mm; up to 25 g total weight. € 340.00 per thousand	Banderole	4c € 3,990.– technical data on request
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given on application. Electronical inserts only in combination with print bookings, additional costs € 395,00.

3 Banderole:* full colour, € 3,990.00 (printed circulation)

4 Delivery address bound and loose inserts and postcards:

A & O GmbH, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen
Mark consignment: For „EI“ – No. .../2020)

5 Rail-Web-Weiser – The „printed“ search engine

To make you even more well-known in the web

Your company is already in the web? And quite a lot of business partners do not even know your homepage or email address? Use our column „Rail Web Weiser“ to make you even more well known in the web.

Prices: € 88 per month and entry. Bookings for 1 year only.

Größe: 42 mm width, 20 mm height



Discounts: 1/1 year = 10 % discount on the total price
(Discounts do not apply on any further technical surcharges)

Columns:

- Advertising agencies
- Authorities
- Engineer's offices consultants
- Federations and organisations
- Guided ground transport for the public transport and freight traffic
- Infrastructure rail track/Rail track technology
- Lighting
- Platform systems
- Point heating systems
- Railway companies
- Railway crossing systems
- Personal management
- Services
- Signalling and railway control technology
- Stations and train stop facilities
- Trade fairs / events
- Train and waggon construction components

6 Advertorial

1/1 page, 4c = € 4,040.00

2/1 page, 4c = € 7,750.00

Dates and topics 2020 / Issues 1 – 12

effective from 01.01.2020 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline		Trade shows / exhibition with extra distribution *subject to change
1/20	PD: 9.1.2020 AC: 6.12.2019 PM: 12.12.2019	Opening Issue: Industry Outlook 2020 Statements from the World of Politics and Business Official Conference Issue, 64th VDEI Expert Conference on Railway Symposium Signaling and Control Technology Geodesy and Geoinformatics	64th VDEI Expert Conference on Railway Technology , 30.1.20, Leipzig
2/20	PD: 10.2.2020 AC: 14.1.2020 PM: 21.1.2020	Official Conference Edition, 17th International Rail Vehicle Conference, Dresden Vehicle Technology, -Components and -Maintenance Workshops 4.0 Interaction Wheel/Rail Automated and Autonomous Driving	22nd. Annual Meeting of EBA Railway Experts , 11.-12.2.20, Fulda digitalBau 2022 , 11.-13.2.20, Cologne maintenance , 12.-13.2.20, Dortmund International Rail Vehicle Conference , 26.-28.2.20, Dresden Fire Protection of Rolling Stock , 25.-26.2.20, Berlin 6th. Symposium Railway Bridges and Civil Engineering , 5.-6.3.20, Munich
3/20	PD: 8.3.2020 AC: 11.2.2020 PM: 21.2.2020	Constructive Civil Engineering Geotechnology - Earthwork and Foundation, Soil Mechanics, Slope Stabilization Track Welding	Area Management - Real estate for Railway infrastructure projects , 2.-3.4.20, Fulda
4/20	PD: 8.4.2020 AC: 12.3.2020 PM: 19.3.2020	Development and Research in the Railway Industry Planning and Construction Electronic Engineering and Information Technology (DSTW, GSM-R, FRMCS)	
5/20	PD: 7.5.2020 AC: 9.4.2020 PM: 16.4.2020	Track Maintenance and -Technology Switch Technology, Switch Monitoring Greens at Tracks, Vegetation Management. Automatic Image Recognition	
6/20	PD: 3.6.2020 AC: 12.5.2020 PM: 19.5.2020	Occupational Safety, Environment Protection and Fire Prevention Stations and Service Active and Passive Noise Protection in Railways	

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution *subject to change
7/20	PD: 9.7.2020 AC: 12.6.2020 PM: 19.6.2020	Professional Development, Jobs and Career in the Railway Industry Public Transport / City Train Expansion / Projects Digitization in Construction, Maintenance and Infrastructure Management	
8/20	PD: 7.8.2020 AC: 10.7.2020 PM: 17.7.2020	Constructing for the Railway Industry Rail Freight Transports Operational Management, Control and Safety	46th Conference on Modern Railway Vehicles , 6.-9.9.20, Graz
9/20	PD: 10.9.2020 AC: 11.8.2020 PM: 19.8.2020	Official Trade Fair Edition, InnoTrans 2020 including Exhibitor's Pre-Report and Statements from the Industry Innovative Vehicle Development and Components Innovation for Track Improvement Modern Signaling and Control Technology	InnoTrans 2020 , 22.-25.9.20, Berlin 16th VDEI Symposium Structural Engineering , 17.9.20, Berlin
10/20	PD: 8.10.2020 AC: 10.9.2020 PM: 18.9.2020	Official Conference Issue, 62nd VDEI Permanent Way Conference Geotechnology / Railway Substructure / Drainage / Track Position Electrical Engineering / Power Supply / Catenaries Planning and Surveying	3rd VDEI Geotechnology Colloquium , 7.10.20, Neustadt 62nd VDEI Permanent Way Conference , 13.10.20, Darmstadt Intergeo , 13.-15.10.20, Berlin 2nd VDEI Symposium Cyber Security , 14.-15.10..20, Darmstadt Experts Meeting, Planning and Constructing , 27.-28.10.20, Kassel 4th VDEI Symposium Geodesy , 29.10.2020
11/20	PD: 5.11.2020 AC: 8.10.2020 PM: 15.10.2020	Modern Signaling and Control Technology Tunnel Construction and Maintenance Long-Distance Transport / High-Speed Transport plus Calendar 2021	Symposium for Restructuring of Civil Engineering Structures , 5.11.20, Nuernberg 3rd VDEI Railway Symposium , 12.11.20, Opladen 20th International SIGNAL+DRAHT Congress , Fulda, 12.-13.11.20 7th. Intern. Rail Forum and Conference , 30.11.-02.12.20, Prague IT-Trans 2020 , 1.-3.12.20, Karlsruhe
12/20	PD: 8.12.2020 AC: 10.11.2020 PM: 17.11.2020	Review, InnoTrans 2020 Construction Sites, Technology, Logistics, Effects Vehicle Technology and Components Track Technology	

Analysis of circulation and contents

effective from 01.01.2020

- 1 **Circulation:** IVW audited Circulation
- 2 **Analysis of average:** IV. quarter 2018 - III. quarter 2019

Number of copies printed:	5,694
Total Circulation:	5,550
Foreign:	452
Paid Circulation:	5,198
Foreign:	386
Subscribed copies:	5,035
Membership copies:	4,111
Other sales:	163
Retail Sales:	–
Free Circulation (controlled):	352
Remaining copies, Voucher copies:	144

Digital user licence

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* excluded in audited circulation due to methodology

3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany *	91.86 %	5,098 copies
Foreign Countries	8.14 %	452 copies

* EI is distributed to all members of UIC, ORE, AICCF and OSShD and all members of the Association of European Railway Engineers Associations (UEEIV). EI is distributed to 123 countries in the world.

4 Editorial content

Digitization/Big Dat	Vehicle technology and components	Surveying technology
Rail news	Fire protection	
Noise protection	Tunnel construction and maintenance	
Infrastructure, Permanent way, Track construction	Signalling, Telecommunication	Structural / Bridge / Civil engineering
Training, further education	Rail passenger transport	

5 Analysis of editorial contents

4.5% Universities / Technical universities	16.2% Other railways	8.0% Railway companies
1.1% Institutions, associations, professional organisations	1.7% Railways abroad Germany	5.0% Consultants
9.2% Railway industry	48.4% Deutsche Bahn	4.7% Railways in Europe
		1.2% Miscellaneous

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 granted within the framework of the contract, the order processing has to be completed within one year after publication of the first advertisement, provided that the first advertisement is called up and published within the deadline specified in clause 1.

3. Upon contractual signing, the customer shall also be entitled, within the agreed time period or the time period mentioned in paragraph 2, to retrieve further adverts in addition to the volume stated in the order.

4. If non-performance occurs during the course 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 being 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, their 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.

DVV Media Group General Terms and Conditions of Business

11. Proofs shall only be provided if this is explicitly requested. The client shall bear the responsibility for the correctness of the returned proofs. 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.

12. 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.

13. 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 pre-mature payments are granted in accordance with the price list.

14. In the event of late or deferred payment, interests and collection costs shall be charged. The publisher is entitled to hold back the completion of a current order in the case of default in payment and demand payment in advance for the rest of the advertisements still to be published. In case of reasonable doubt concerning the solvency of the client the publisher shall be entitled, also during the term of an advertising order, to make the publishing of additional advertisements a contingent on payment of all unpaid amounts and the pre-payment of all remaining advertisements, irrespective of any payment conditions originally agreed upon.

15. Upon request, the publisher will supply a specimen copy of the advertisement together with the invoice. Depending on the nature and size of the advertisement order, cuttings of advertisements, sample pages or complete copies of the issue will be supplied. If a sample copy is no longer available, the publisher shall provide instead a legally binding declaration confirming the publishing and distribution of the advertisement.

16. The client shall bear the costs for printing blocks, films, lithographs, matrices and drawings, and any significant changes to

the originally agreed specifications requested by the client.

17. 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.

18. For advertisements with box numbers the publisher will keep and punctually pass on offers with the due diligence of a prudent businessman. Registered letters and express letters in response to box number advertisements shall only be forwarded by normal postal means. Any incoming letters for box number advertisements will be retained for four weeks and will be destroyed if not called for within this period. Valuable documents shall be returned by the publisher without being obligated to do so. The publisher reserves the right to open incoming letters for checking purposes in order to prevent the abuse of box number services. The publisher is not obliged to pass on business proposals and offers from brokers. Letters which exceed the permissible DIN A4 size, as well as goods, books, catalogues and packages are excluded from onward transmission and will not be accepted; however, receipt and forwarding can be agreed in particular cases, if the client bears the charges/costs incurred as a result.

19. Print material shall only be returned to the client upon special request. The obligation to keep this material ends three months after expiry of the order.

20. The place of performance is Hamburg. In commercial transactions with merchants, legal persons under public law or public law special funds the place of jurisdiction is Hamburg. If the client does not have a general place of jurisdiction in the

inland, then the area of jurisdiction is Hamburg. If the domicile or place of habitual residence of the client is unknown at the point in time when the complaint is raised, or if, after conclusion of the contract, the client has transferred his usual residence to a place outside the area in which the law is valid, it is agreed that the publisher's business address shall be the place of jurisdiction. The contract shall be subject to German law. We are not willing nor obligated to submit to an "out-of-court consumer arbitration litigation" concerning consumer dispute settlement proceedings.

