

EURAILPRESS ONLINE

The gateway to the  
railway industry

Online price list no. 16  
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# Contact partners in the Publishing House



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

## Content

<a href="#">Publishing Company</a>	2
<a href="#">Successful Online Advertising</a>	3
<a href="#">Eurailpress Digital Facts</a>	4
<a href="#">Banner   Formats &amp; Rates   Technical Specifications</a>	5
<a href="#">E-Newsletter</a>	6
<a href="#">Stand-Alone mailing / E-Shot</a>	7

## Publishers

**Publisher:** DVV Media Group GmbH | Eurailpress  
**Address:** Heidenkampsweg 75, D 20097 Hamburg  
**Postal address:** Postfach 10 16 09, D 20010 Hamburg  
**Tel:** (040) 23714-01  
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**Terms of payment:** immediately upon invoice receipt,  
net cash VAT ID no.: 118619873  
**Bank:** Deutsche Bank,  
Acc. no. 0201 42600 (sort code 20070000)  
IBAN DE 83 2007 0000 0020 1426 00  
BIC (Swift) DEUTDEHH

## Successful online advertising

Online advertising is successful. Combine print and online in the right way and you can reach potential customers very effectively, fast and with maximum reach.

Use our online advertising channel for your advertising messages - choose between banner advertising, sponsoring of our e-newsletter or stand-alone-mailing.

### Advantages of online marketing

- Online advertising enables direct interaction with the target group.
- A large amount of flexibility and interaction
- Campaigns can be optimised at any time

### Conclusion:

With online advertising your advert will appear on the screen of the right user and target group at the right time.

Present your company as a future-oriented, dynamic and innovative-company. That is an important aspect in maintaining a good image of your company.



# Eurailpress digital facts

**Eurailpress.de** offers the latest daily news on politics, people & jobs, companies & markets, operation & services, vehicles & components, infrastructure & equipment, public transport as well as an extensive archive.

Accompanied by our weekly e-newsletter with approx. 14,000 subscribers, **Eurailpress.de** is the most important source of information for the rail industry in German-speaking Central European countries.

Online marketing has become an essential marketing tool. With **Eurailpress.de** you will increase your brand awareness and benefit from the following:

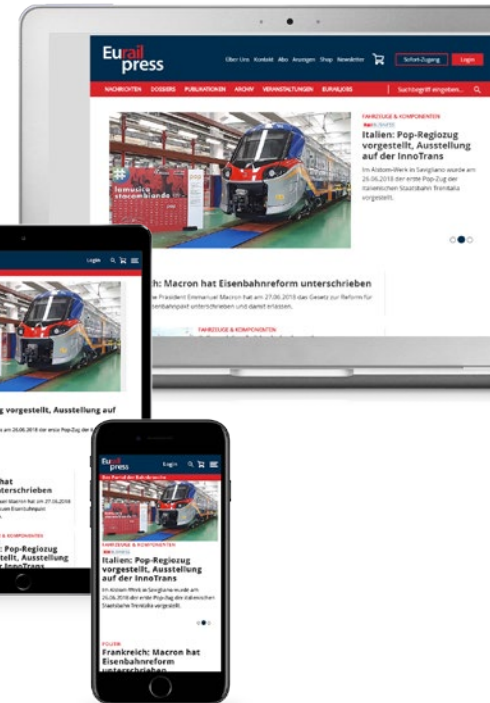
### Facts\*:

- Eurailpress.de is used by **18,912 decision-makers** and opinion leaders a month
- The website generates **41,529 visits\*** a month
- More than **85,079 page impressions\*** a month is evidence of quality content
- The weekly e-newsletter has **approx. 14,000 subscribers**

\* Ø month Jan. - September 2019

**Eurailpress.de** is your reliable partner in all things concerning online marketing.

We provide the market leading print and online media of the rail industry with maximum reach.



# Banner | Formats + Rates | Technical Specifications

## Sizes and prices

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 px	€ 2,300.00
Mini Rectangle	300x125 Pixel	300 x 125 px	€ 2,100.00
Content Banner	728x90 Pixel	300 x 125 px	€ 2,010.00
Medium Rectangle	300x250 Pixel	300 x 250 px	€ 1,950.00
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 px 160 x 600 px 200x 600 px	€ 2,180.00
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel 120x600 Pixel	not suitable for mobile	€ 4,450.00

## Discounts

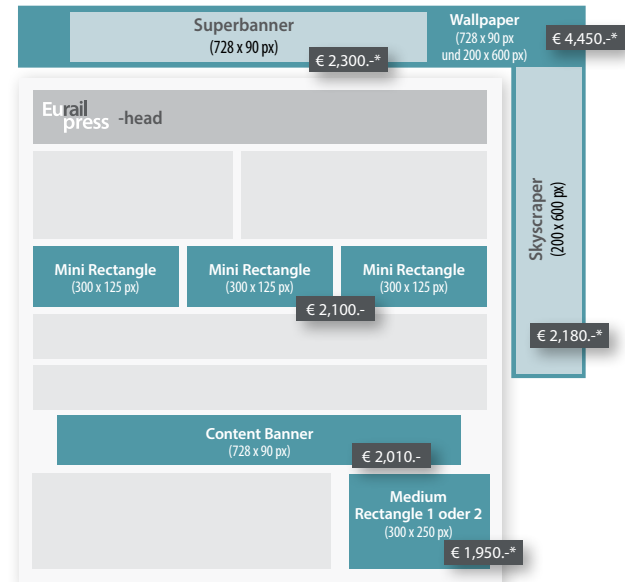
5%	2 months	15%	6 months
10%	4 months	20%	12 months

## Technical Specifications

**Formats:** Banner may be supplied in GIF-, JPG-, SWF/HTML5. We also accept banner tags from third party suppliers in HTML-Format. The file size of the banner should not exceed 150 Kb.

**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.

**Links:** Banner may also include a link. We accept Click-Tags (= Tracking Code). Please do not use animated banners and contact us for further details.



\* all prices are for 30 days

**Supply data:** at least 3 working days before publication date by E-Mail to: [cornelia.baer@dvvmedia.com](mailto:cornelia.baer@dvvmedia.com)

## E-Newsletter - You are the sponsor!

The E-Newsletter from [Eurailpress.de](http://Eurailpress.de) 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. 14,000 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. 1.500 characters** (incl. blanks!)

**Price:** € 1,450.– per mailing

**Subscribers:** approx. 14.000

### 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:

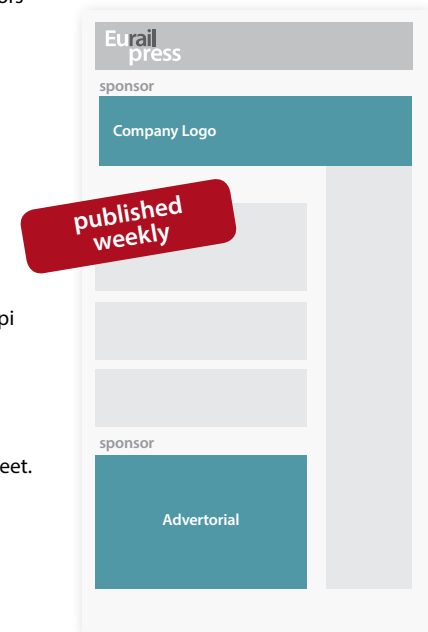
As you want your advertorial to be read, keep the text short and simple. Remember: Keep it short and sweet.

**Advertorial:** 275 x 229 px plus Text

**Logo/Header:** 570 x 60 px or 570 x 94 px

**Suppy date:** 3 working days to [cornelia.baer@dvvmedia.com](mailto:cornelia.baer@dvvmedia.com)

**Contact:** Silvia Sander, ++49 40 23714-171, [silvia.sander@dvvmedia.com](mailto:silvia.sander@dvvmedia.com)



**Price per Mailing:**

**€ 1,450.–**

## Stand-Alone Mailing/E-Shot

### 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

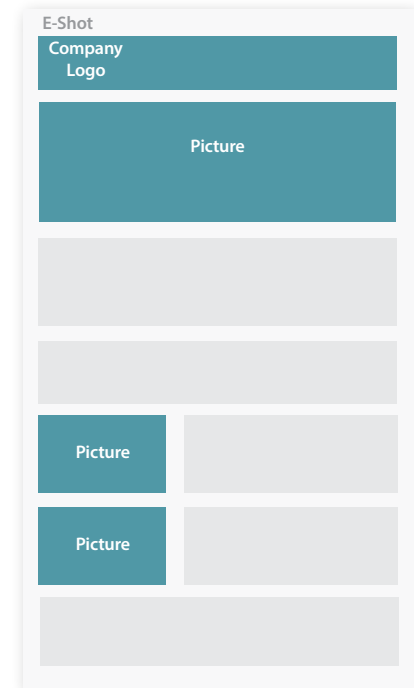
**Price:** € 2,450.– per mailing

**Subscribers:** approx. 14.000

### 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.

For further informationen please contact us.



**Price per Mailing:**

**€ 2,450.–**

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Please also follow us at:

