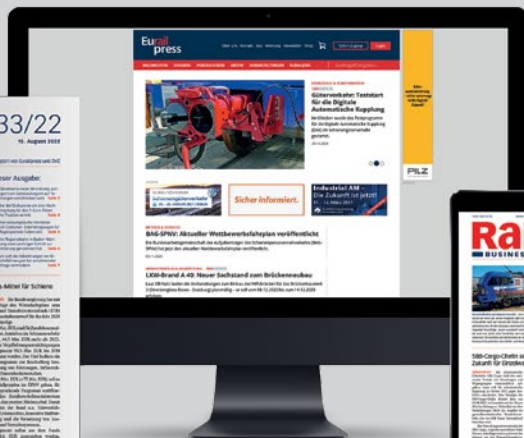




THE WEEKLY INDUSTRY
REPORT FOR THE RAIL
TRANSPORT MARKET

POLITICS – RAIL OPERATION –
TECHNOLOGY

Contact person at the publishing house Content



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www.eurailpress.de/rbs

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Editor/Publishing House 2023

1 Brief Description

Rail Business has been published for over 15 years now. It is the **weekly industry report** for the entire rail transport market. The focus is on both the freight and passenger transport, being operated by federal railroads as well as private railroads.

Exclusive Reporting:

Rail Business is published in print version as well as locked pdf and provides newslets, background reports, interviews and comments on all relevant areas of rail transport: politics, law, rail companies, industrial companies, operation, infrastructure, technology, personals, services (consulting, financing, leasing), associations and events.

The weekly industry report is supplemented on Mondays to Fridays by an email-based news service as well as current breaking news. Extras on key topics appear regularly. Rail Business is primarily intended for decision-makers and manager of railroad undertakings (EVU) and railroad infrastructure companies (EIU), purchaser of local rail passenger services, the shipping industry, the railroad industry, service providers, transport policy and the relevant public institutions and associations, particularly in the Central European German-speaking area.

- 2 **Publishing House:** DVV Media Group GmbH, Hamburg
Mailing address: Postfach 10 16 09, D-20010 Hamburg
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5 Subscription Price:

Electronic Issue: Annual subscription € 637,-

6 ISSN: 1867-2728

7 Circulation: 1,500 copies

8 Payment Conditions: Payable immediately upon receipt of invoice net USt-Ident-No. DE 118619873

Bank account:

IBAN DE 83 2007 0000 0020 1426 00 • BIC (Swift) DEUTDEHH

Advertising Price List No. 15

effective from 01.01.2023

- 1 **Newspaper format:** 210 mm wide, 297 mm high, DIN A4
- 2 **Print space:** 180 mm wide, 262 mm high, Column width: 56 mm
MM-price: per column € 2,61,- (in 4c)
- 3 **Print method:** Offset
Printed method: Files as print-optimized pdf-files (min. 300 dpi solution); fonts converted to character paths; Colors built in CMYK. We do not accept any liability for color advertisements without a color-consistent proof.
- 4 **Dates: Publication day:** on Mondays
Deadline: on Fridays, 10 days before publication day
Print documents: on Tuesdays, 12.00 h
- 5 **Advertising Prices and -Formats (all prices four-colored)**

180 x 262 mm 1/1 page € 2.150,-	120 x 262 mm 2/3 page € 1.450,-	180 x 130 mm 1/2 page width € 1.150,-	90 x 262 mm 1/2 page height € 1.150,-	56 x 262 mm 1/3 page height € 790,-
180 x 85 mm 1/3 page width € 790,-	180 x 62 mm 1/4 page width € 620,-	120 x 95 mm 1/4 page height € 620,-	180 x 31 mm 1/8 page width € 430,-	

Front page advertisement 180 mm x 40 mm, 4c, € 1,500,-
All prices 4c, AE-deductible, General Terms and Conditions at www.eurailpress.de

Inserts: are inserted loosely, size 205 x 290 mm up to 25 g total circulation €1,300,-

6 Print documents format for trimmed ads *:

*plus 3 mm trim per trimmed page

Format	Width x Height	Trimmed
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	105 x 297 mm	111 x 303 mm
1/3 page height	70 x 297 mm	76 x 303 mm
1/4 page width	210 x 75 mm	216 x 81 mm
1/8 page width	210 x 50 mm	216 x 56 mm

7 Placement surcharge: 10% of basic price

8 Colour surcharge € 450,- Euro for HKS/Pantone

9 Discount:

Frequency discount	Volume discount
3 x 5%	2 pages x 5%
6 x 10%	3 pages x 10%
12 x 15%	6 pages x 15%
24 x 20%	12 pages x 20%
	24 pages x 25%

10 Print Office: SDK Köln, Maarweg 233, 50825 Köln

11 Circulation

30% Railroad Companies	20% Rail Forwarding	17% Automotive Industry	11% Road Infrastructure
6% Miscellaneous	4% Technical Universities, Institutions, Universities etc.	5% Service Provider	4% Technical Universities, Institutions, Universities etc.
			3% Transport Associations



Advertorial - Your Content

effective from 01.01.2023

- 1 **In brief:** With the Advertorial we offer you successful advert solution, in which you can publish your content including images and text elements in the editorial environment of Rail Business.
The Advertorial is particularly suitable for communicating products and services that require further explanation and for storytelling.

- 2 **Technical information:**
Text in unformatted Word Doc.
(graphic elements such as infographics are also possible)

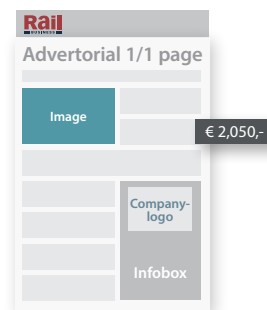
- 3 **Logo requirements:**
Print material format:
PDF (PDF version at least 1.3), EPS or TIF files,
Transmission by e-mail,
Image resolution: at least 300 dpi, CMYK

- 4 **Price per advertorial:**
 - 1/1 page, 4c = € 2,050,-
 - 2/1 page, 4c = € 3,050,-

5 Text requirements:

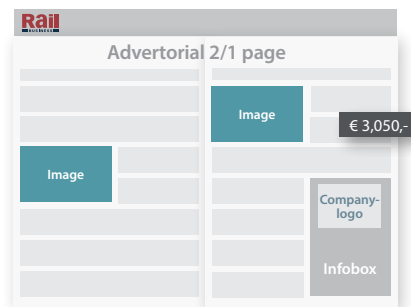
Advertorial 1/1 page:

- **Headline:**
max. 50 characters*
- **Lead-in:**
max. 200 characters*
- **Body text:**
max. 3.000 characters*
- **Info box:**
max. 225 characters*
- **Image Caption:**
max. 85 characters*



Advertorial 2/1 page:

- **Headline:**
max. 50 characters*
- **Lead-in:**
max. 200 characters*
- **Body text:**
max. 9.000 characters*
- **Info box:**
max. 225 characters*
- **Image Caption:**
max. 85 characters*



*incl. spaces

Your advertorial could look like this
(Examples, subject to alterations)

Data and Topics Schedule

effective from 01.01.2023

Dates 2022 Rail Business is published in print every Monday and in digital form on Friday of the previous week

Issue	Publication date	Deadline	Printing document deadline	Rail Business Extra	Industry dates
001 – 002/23	09.01.23	30.12.22	03.01.23		
003/23	16.01.23	06.01.23	10.01.23		
004/23	23.01.23	13.01.23	17.01.23		
005/23	30.02.23	20.01.23	24.01.23		67th VDEI Expert Conference on Railway Technology, 02.- 03.02.22, Leipzig
006/23	06.02.23	27.01.23	31.01.23		25. Jahresfachtagung der Eisenbahn-Sachverständigen, 09. – 10.02.23, Fulda VDV/BME - Forum Schienengüterverkehr 01. – 02.02.23, Berlin
007/23	13.02.23	03.02.23	07.02.23	Marketplace	
008/23	21.02.23	10.02.23	14.02.23		
009/23	27.02.23	17.02.23	21.02.23		19th Internationale Schienenfahrzeugtagung Dresden 01. - 03.03.23, Dresden
010/23	06.03.23	24.02.23	28.02.23		
011/23	13.03.23	03.03.23	07.03.23		
012/23	20.03.23	10.03.23	14.03.23		
013/23	27.03.23	17.03.23	21.03.23	Vehicle Maintenance incl. Garage Map AS: 02.03.23, DU: 06.03.23	
014/23	03.04.23	24.03.23	28.03.23		
015/23	11.04.23	31.03.23	04.04.23	Marketplace	
016/23	17.04.23	06.04.23	11.04.23		
017/23	24.04.23	14.04.23	18.04.23		
018/23	02.05.23	21.04.23	25.04.23		
019/23	08.05.23	28.04.23	02.05.23		24th Internationale Tagung des Arbeitskreises Eisenbahn- technik / ÖVG Arbeitskreis Eisenbahntechnik 08. - 10.05.23, Salzburg
020/23	15.05.23	05.05.23	09.05.23		
021/23	22.05.23	12.05.23	16.05.23		
022/23	30.05.23	19.05.23	23.05.23	Infrastructure	31.05. - 2.06.22, Münster
023/23	05.06.23	26.05.23	30.05.23		
Special issue	24.04.23	27.03.23	03.04.23	Special issue Freight Railways	transport logistic 09. - 12.05.23, München
024/23	12.06.23	02.06.23	06.06.23	Marketplace	

Data and Topics Schedule

effective from 01.01.20223

Dates 2022: Rail Business is published in print every Monday and in digital form on Friday of the previous week

Issue	Publication date	Deadline	Printing document deadline	Rail Business Extra	Industry dates
025/23	19.06.23	09.06.23	13.06.23		VDV Annual meeting, 21. – 23.06.23, Leipzig
026/23	26.06.23	16.06.23	20.06.23		
027/23	03.07.23	23.06.23	27.06.23		
028/23	10.07.23	30.06.23	04.07.23		
029/23	17.07.23	07.07.23	11.07.23	Railroad Forwarding Agents	
030/23	24.07.23	14.07.23	18.07.23		
031/23	31.07.23	21.07.23	25.07.23		
032/23	07.08.23	28.07.23	01.08.23	Marketplace	
033/23	14.08.23	04.08.23	08.08.23		
034/23	21.08.23	11.08.23	15.08.23	Employees, Education, Training and Simulators	
035/23	28.08.23	18.08.23	22.08.23		
036/23	04.09.23	25.08.23	29.08.23		
037/23	11.09.23	01.09.23	05.09.23		
038/23	18.09.23	08.09.23	12.09.23	Trade fair issue to InnoTrans	
039/23	25.09.23	15.09.23	19.09.23		
040/23	02.10.23	22.09.23	26.09.23	Report Issue on InnoTrans	
041/23	09.10.23	29.09.23	04.10.23	Marketplace	
042/23	16.10.23	06.10.23	10.10.23		
043/23	23.10.23	13.10.23	17.10.23	Shunting Service Providers incl. Map Deadline: 27.09.23, Printing Deadline: 02.10.23	
044/23	30.10.23	20.10.23	24.10.23		
045/23	06.11.23	27.10.23	31.10.23		
046/23	13.11.23	03.11.23	07.11.23	Control and Safety Technology	23. Intern. SIGNAL+DRAHT-CONGRESS, 08. – 10.11.23, Fulda
047/23	20.11.23	10.11.23	14.11.23		
048/23	27.11.23	17.11.23	21.11.23		
049/23	04.12.23	24.11.23	28.11.23	Marketplace	
050/23	11.12.23	01.12.23	05.12.23		
051-052/23	18.12.23	08.12.23	12.12.23		

Garage Map and Shunting Service Providers Map

effective from 01.01.2023

Garage Map

Eisenbahnwerkstätten Wagonbau- und Triebfahrzeugfabriken

Deutschland Mapregionen: Rhein-Ruhr auf Seite 16

Rail Thermal Fahrzeugwartung

Die Werkstättenübersicht für Deutschland

Information: Dieser Atlas über die Eisenbahnwerkstätten in Deutschland zeigt die Standorte aller Eisenbahnwerkstätten, die für den Betrieb der Eisenbahn in Deutschland zuständig sind. Die Karte ist in 16 Regionen unterteilt, die jeweils eine Mapregionen-Nummer haben. Die Karte ist in 16 Regionen unterteilt, die jeweils eine Mapregionen-Nummer haben.

16 Regionen:

1. Norddeutschland
2. Ostdeutschland
3. Nordostdeutschland
4. Ostdeutschland
5. Ostdeutschland
6. Ostdeutschland
7. Ostdeutschland
8. Ostdeutschland
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16. Ostdeutschland

16 Regionen:

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5. Ostdeutschland
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13. Ostdeutschland
14. Ostdeutschland
15. Ostdeutschland
16. Ostdeutschland

1 Publication Dates

No. 13/23 Vehicle Maintenance incl. Garage Map

Publishing Date: 27.03.23

Deadline: 02.03.23

Printing document deadline: 06.03.23

No. 43/23 Shunting Service Provider

Publishing Date: 23.10.23

Deadline: 27.09.23

Printing document deadline: 02.10.23

2 Format:

Address data and logo type, 4 c in the map legend

3 Price:

€360,- per entry in the map legend; Every further mention of a location/branch office in the legend is calculated with **€50,-**

Company entries are not eligible for agency discounts.

4 Contact:

Ilkay Wittuhn
Telephone: +49 40 237 14-302
Telefax: +49 40 237 14-236
E-Mail: ilkay.wittuhn@dvvmedia.com

5 Technical data delivery:

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Shunting Service Providers Map

Deutschland Rangierdienstleister

Information: Dieser Atlas zeigt die Standorte aller Rangierdienstleister in Deutschland. Die Karte ist in 16 Regionen unterteilt, die jeweils eine Mapregionen-Nummer haben. Die Karte ist in 16 Regionen unterteilt, die jeweils eine Mapregionen-Nummer haben.

16 Regionen:

1. Norddeutschland
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3. Nordostdeutschland
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16 Regionen:

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16. Ostdeutschland

Marketplace Rail Freight Traffic

effective from 01.01.23

Marketplace Rail Freight Traffic

The marketplace is guide and market overview of all aspects of the rail freight traffic. Sorted by postal zip codes, the industry presents itself:

Railroad Forwarding Agents | Shippers | Consulting and Engineers
 Railway Infrastructure | Companies | Railroad Undertakings |
 Route and Track Technology Vehicle | Maintenance | Garages |
 Vehicle Components and Facilities | Ports | Terminals | Rail ports |
 Combined Freight Traffic | Noise Protection | Leasing | Financing
 | Control and Signaling Technology | Logistics and Warehouse |
 Loc Parking | Shunting and Handling Technology | Rail Vehicles |
 Safety and Security | Telematics and IT | Transport Services | Other
 Services

ZIP 0, ZIP 1, ZIP 2, ZIP 3, ZIP 4, ZIP 5, ZIP 6, ZIP 8, ZIP 9

Austria, Switzerland, Other _____

Price: The booking is charged per zip code and per category with
 € 320,-(incl. 5 performance keywords) and for 6 issues per insertion
 year. Every further entry within the same zip code and category is
 charged with € 50,-

Company entries are not eligible for agency discounts

Publication dates and Deadlines:

No. 007/23 deadline: 03.02.23
 No. 015/23 deadline: 31.03.23
 No. 024/23 deadline: 02.06.23
 No. 032/23 deadline: 28.07.23
 No. 041/23 deadline: 29.09.23
 No. 049/23 deadline: 24.11.23

Marktplace Schienengüterverkehr – Wo finde ich was?
 Die ZIP-Code- und Kategorie-Übersicht des Marktplatzes Schienengüterverkehr ist hier dargestellt. Die Suchfunktion ist oben rechts zu finden.

DEUTSCHLAND
POSTLEITZAHL 0...
Eisenbahnverkehrs-
unternehmen

BSAS
 Eisenbahnverkehrs-GmbH & Co. KG
 Niedermülseener Hauptstraße 75
 08132 Mülsen
 Tel.: +49 37601-57756
 Fax: +49 37601-444665
 info@bsas-evg.de
 www.bsas-evg.de

- Überführungen
- Gefahrguttransporte
- Ganzzugverkehre
- Rangierleistungen
- Sonderverkehre

Daily Newsletter

effective from 01.01.2023

1 Frequency of publication/Reach:

The electronic industry service is published every working day in text format and reaches about 2,500 top manager and decision makers, executives from the rail industry, the shipping industry, from railroad companies, from service providers and associations and politics.

2 Advertising format:

Banner format: 570 pixels wide x 94 pixels high
or 570 pixels wide x 60 pixels high

3 Placement:

1. Top Placement € 1,000,-
2. After 3rd notice € 800,-
3. After 3rd notice € 600,-

4 Term:

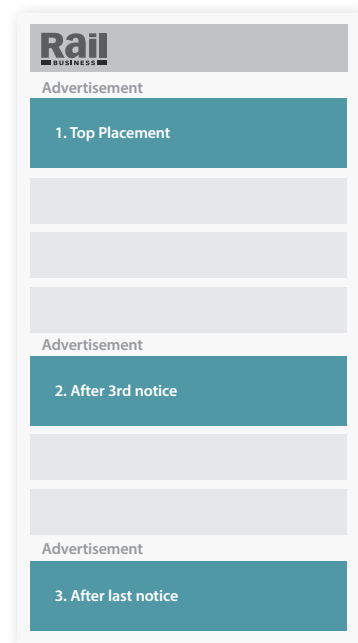
7 working days per banner
5 Deadline:
10 days before publication

7 Data delivery:

Thursdays of the previous week, 12.00 h.

8 Contact:

Ilkay Witthuhn
Telephone: +49 40 237 14-302 • Telefax: +49 40 237 14-236
E-Mail: ilkay.witthuhn@dvvmmedia.com



Online 2023

effective from 01.01.2023

Successful Online Advertising

Eurailpress.de provides daily updated news, information on tenders and orders as well as a comprehensive archive. Flanked by our weekly e-news-letter with about 13,000 subscribers, Eurailpress.de is the most important information source of the railway industry in the Central European, German-speaking area.

1 Facts:

Access control:

Page Impressions*:

Visits*:

Unique Visits*:

* Average: January- September 2022



43.789

25.899

12.541

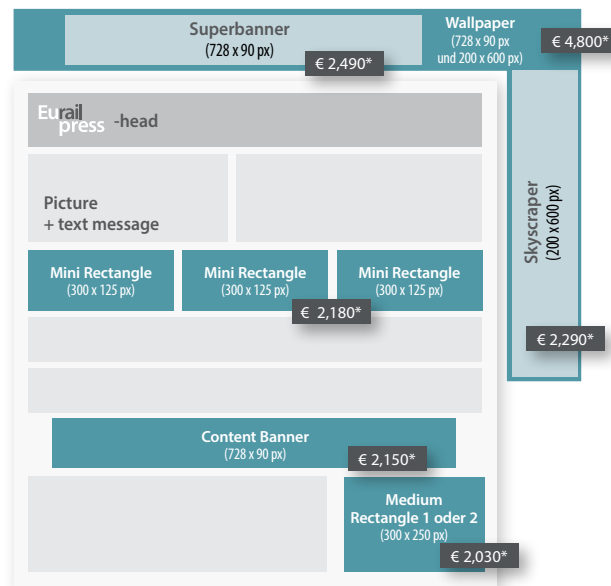
- 2 **Rotation notes:** In case of high demand, it is possible that your banner will be rotated with others. The rotation is limited to a maximum of three advertisers per position.

3 Sizes and Prices:

Ad form	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 Pixel	€ 2,490,-
Mini Rectangle	300x125 Pixel	300 x 125 Pixel	€ 2,180,-
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2,150,-
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2,030,-
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	€ 2,290,-
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel 120x600 Pixel	no mobile play-out possible	€ 4,800,-

4 Discount:

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



* All prices are for 30 days

5 Data delivery /Terms:

Please, deliver both formats for desktop and mobile version. At least 3 working days previous to activation by email to: frank.schnakenbeck@dvmmedia.com

6 Technical specifications:

- JPEG-, GIF-, or -HTML5. For image files, please specify a URL and for and for Flash-Banners or HTML5, the use of a "clickTag".
- Data size max 150 kB

Stand-Alone Mailing/E-Shot

gültig ab 01.01.2023

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

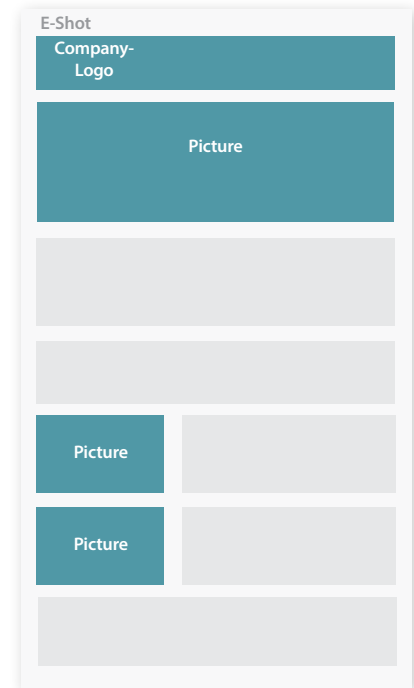
Price per mailing: € 2,600.–

Subscribers: approx. 11.000

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:

€ 2,600.–

