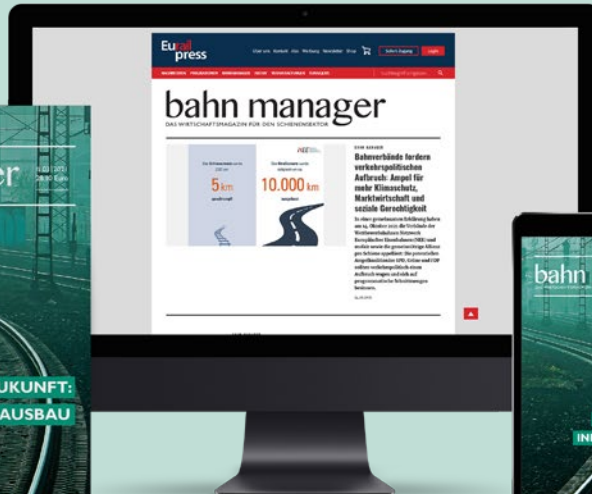


bahn manager

MEDIA DATA 2023



bahn manager

Business magazine
for the rail sector

Eurail
press


DVV Media Group

Your partner in the publishing house

Contents



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www.bahn-manager.de

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1 Characteristics:

bahn manager – The economic magazine for the rail sector

bahn manager is the economic magazine for the rail sector. The bimonthly issue of the magazine focusses on current developments and trends in the market - on market and actors, rolling stock and infrastructure, passenger and freight transport. Journalistically researched, well-founded and yet compact- the news, expert articles and interviews provide a sharpened view on what is happening in the industry. Business relevant contents in an appealing and easy-to-understand presentation: bahn manager is thus addressed to board members and managing directors, executives and decision-makers in all areas of the sector.

bahn manager was established in 2016. Since 2021 the magazine is published with DVV Media | Eurailpress. Featuring around 1,000 print recipients and an additional 2,000 e-paper recipients, the publication offers a qualified audience – printed and digital. Relevant target groups, cutting-edge topics, modern look: bahn manager is an effective medium even for your messages.

2 Number of Copies:

Total Circulation: 3,736 copies
Print edition: 680 copies
E-paper edition: 3,056 copies

3 Head of Editorial:

Miriam Riedel

Telephone: +49 40 237 14-230
E-Mail: miriam.riedel@dvvmedia.com

4 Advertisement:

Silke Härtel (Advertisement Director)

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5 Volume/Year:

Volume 5/2022
Frequency of publication: bimonthly (6 editions per year)

6 Publishing House:

DVV Media Group GmbH, Hamburg
Mailing address: Postfach 10 16 09, D-20010 Hamburg
Home address: Heidenkampsweg 75, D-20097 Hamburg
Telephone: +49 40 237 14-100 • Telefax: +49 40 237 14-236

7 Dates and topics: see page 7

8 Subscription Rate:

Annual subscription: **National** € 178.00 (plus VAT)
Subscription: **International** € 217.21 (incl. dispatch)

9 ISSN-No. 2367 - 1998

Advertisement rates No.6

effective from 01.01.2023

bahn manager

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

2 Type setting: 188 mm width, 216 mm height

Number of Columns: 2 columns, column width: 86,5 mm

3 Printing and binding, printing documents:

Offset printing, adhesive binding. Print documents format: printable pdf with min. 300 dpi in CMYK.
Submit data per email.

4 Dates:

Frequency of publication: 6x per year, bimonthly,
Date of publication: Beginning of the month, see Dates and Topics
Advertisement deadline: see Dates and Topics

5 Verlag:

DVV Media Group GmbH
House address: Heidenkampsweg 75, D-20097 Hamburg
Postal address: Postfach 101609, D-20010 Hamburg

Advertising Department:

Telephone: +49 40 237 14-303
Telefax: +49 40 237 14-236

6 Conditions of Payment:

Payment is due immediately on receipt of invoice, net cash
VAT Identification number: DE 118619873

Bank Account::

Deutsche Bank AG
Nr. 020 14 26 00 (BLZ 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH

7 Sizes for bleded advertisements*:

* a trim of 3 mm is required on each side

Format	Size (+ 3 mm on each side)	Total
2/1 page	420 x 297 mm	426 x 303 mm
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page horizontal	210 x 148 mm	216 x 154 mm
1/2 page vertical	102 x 297 mm	108 x 303 mm
1/3 page horizontal	210 x 99 mm	216 x 105 mm
1/3 page vertical	70 x 297 mm	76 x 303 mm
1/4 page horizontal	210 x 75 mm	216 x 81 mm
1/4 page vertical	107 x 148 mm	113 x 154 mm
1/8 page horizontal	210 x 50 mm	216 x 56 mm

8 Format Surcharge:

Advertisement across binding	10 % surcharges
------------------------------	-----------------

Advertisement rates No.6

effective from 01.01.2023

9 Ad formats and prices, 4c: (width x height mm)

420 x 297 mm
2/1 page
€ 4,000

210 x 297 mm
1/1 page
€ 3,170

102 x 297 mm
1/2 page vertical
€ 1,880

210 x 148 mm
1/2 page horizontal
€ 1,880

70 x 297 mm
1/3 page vertical
€ 1,470

210 x 99 mm
1/3 page horizontal
€ 1,470

107 x 148 mm
1/4 page vertical
€ 1.010,-

210 x 75 mm
1/4 page horizontal
€ 1.010,-

210 x 50 mm
1/8 page horizontal
€ 610

All prices are subject to the applicable VAT rate. All formats plus 3 mm trim (sizes, page 4)

4c-prices

10 Top position (surcharge):

2., 3., and 4. cover page and binding placement rules

10 % surcharge on basic price

11 Discount: For bookings within a 12 months calendar year

Frequency discount	%
Frequency	
2 x	3
4 x	5
6 x	10

Volume discount	%
number of pages	
2	5
4	10
6	15

4c-prices. Trim, inserts, technical additional costs are not discounted. Please, find our general terms and conditions on the internet at www.eurailpress.de

Special Advertisement Formats - Price List No. 6

effective from 01.01.2023

bahn manager

Special advertisement formats differ from normal advertisements in the magazine and thus ensure an increased perception. Please feel free, to contact us.

1 Bound inserts:*

2 pages	4 pages	6 pages	8 pages
€ 3,050	€ 4,575	€ 5,338	€ 6,100

For discounts see volume discount list. One page = one advertisement page

Please deliver bound inserts in untrimmed format, 216 mm width and 303 mm height (four and multi-page folded). Insert copies on request.

2 Loose inserts:*

loosely inserted, size 205 x 290 mm
Total circulation only.

Up to 25 g per tsd. €1,590 plus handling costs, plus VAT

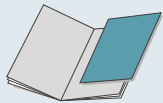
Electronic inserts are only possible in combination with print bookings. Additional costs Euro 395,00 plus VAT. Inserts, technical additional costs are not subject to any discount.

Circulation of inserts on request.

3 Banderole:*

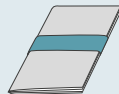
full colour, Euro 4,050.00 plus VAT. (print run)

Inserts



Loosely inserted;
205 x 290 mm up
to 25g total weight.
€1,590

Banderole



4c
Technical data on
request
€4,050

4 Delivery address for bound inserts and loose inserts:

A&O GmbH, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen
(Mark consignment: for „bahn manager“ No. .../2023)

5 Advertorial

1/1 page, 4c	€ 1,990	plus MwSt.
2/1 page, 4c	€ 3,450	plus MwSt.

Advertorial 1/1 page:

- **Headline:**
max. 50 characters*
- **Text leading:**
max. 200 characters*
- **Body text:**
1/1 page ca 3,000 characters*
2/1 pages ca 6,000 characters*
- **Info box:**
max. 225 characters*
- **Caption:**
max. 85 characters*



The article will be characterized as Advertorial/Advertisement.

6 Webinars on request

Put your conference online – Please, feel free to contact us.
We create an individual concept according to your requirements.
Price on request.

* Please, ask the publisher for any further technical data

Dates and Topics 2023 / Issue 1-6

effective from 01.01.2023 (subject to change)

ET=Date of Publication AS= Advertising deadline DU= Print Copy Deadline

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Issue	Deadline	Topics	Trade shows/exhibitions/events
1/2023 January/ February	ET: 24.02.2023 AS: 26.01.2023 DU: 02.02.2023	Digital Economy Chances and Risks of Digitizing Sustainable Vehicle Concepts / Vehicle Components Efficient Rail Energy Supply	19th International Rail Vehicle Conference , 01.03. - 03.03.23, Dresden
2/2023 March/April	ET: 28.04.2023 AS: 28.03.2023 DU: 04.04.2023	Logistics on Rail Digitization, Green Logistics, Rail Transport Local Passenger Rail Transport Safety & Security	ÖVG Conference , 08.05. - 10.05.23, Salzburg transport logistic , 09.05. - 12.05.23, Munich VDV Annual Meeting 2023 , 21. - 22.06.23, Leipzig
3/2023 May/June	ET: 30.06.2023 AS: 31.05.2023 DU: 07.06.2023	Innovative Railway Construction Development, Maintenance, Service Project Planning by BIM Vehicle Maintenance	
4/2023 July/August	ET: 31.08.2023 AS: 01.08.2023 DU: 08.08.2023	Railway Politics: Competition, Interoperability Noise-, Environment- and Climate Protection Research for the Future Railway Stations and Service	8th Railway Forum , 06. - 07.09.23, Berlin Rail Vehicle Conference Graz , 17.09. - 20.09.23, Graz
5/2023 September/ October	ET: 27.10.2023 AS: 26.09.2023 DU: 04.10.2023	Efficient Infrastructure New Rail and Expansion Projects, Planning, Monitoring Tunnel Planning and -Construction Transport Systems and -Management	STUVA , 08.11. - 10.11.23, Munich 23rd International SIGNAL+DRAHT-Congress , 08.11. - 09.11.23, Fulda Track Construction Forum of the VDEI , 08.11.23, Braunschweig 4th Railway Construction Congress of the VDEI , 14. - 15.11.23, Darmstadt
6/2023 November/ December	ET: 21.12.2023 AS: 22.11.2023 DU: 29.11.2023	Human Resources & Management HR strategies, staff recruitment Innovations in Cargo Transport Networked Systems	

Advertise successfully on the internet

Eurailpress.de offers daily news articles, information on tenders and contracts, a comprehensive archive. Flanked by our weekly e-newsletter with around 11,000 subscribers, Eurailpress.de is the most important source of information for the railway industry in the Central European, German-speaking countries.

1 Facts:

Access control:



Page Impressions*:

43.789

Visits*:

28.899

Unique Visits*:

12.541

* monthly average: January - September 2022 (Measurable reach)

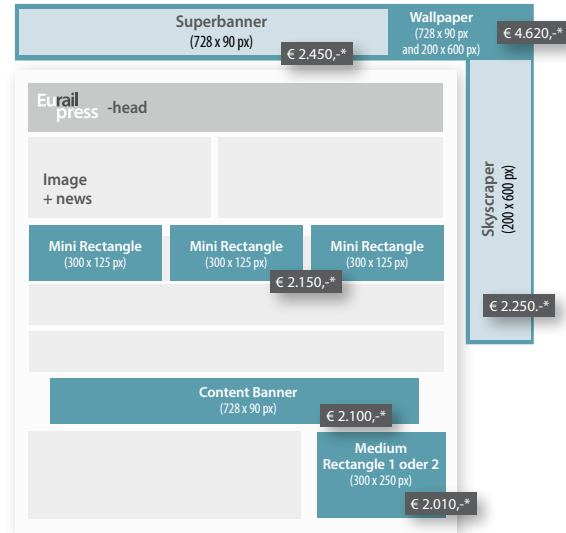
2 Rotation note: In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 Pixel	€ 2.450,00
	980x90 Pixel		
Mini Rectangle	300x125 Pixel	300 x 125 Pixel	€ 2.150,00
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2.100,00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2.010,00
Skyscraper	120x600 Pixel	120 x 600 Pixel	€ 2.250,00
	160x600 Pixel	160 x 600 Pixel	
	200x600 Pixel	200 x 600 Pixel	
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel	not suitable for mobile	€ 4.620,00
	120x600 Pixel		

4 Discounts:

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



* All prices are for 30 days

5 Supply data:

Please supply the data for **Desktop and Mobile-Version at least 3 working days before publication date to:**

E-Mail: juliane.schell@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- / HTML5. Please include the URL for image files and the use of a click tag for Flash-Banner or HTML5.
- Size of the banner should not exceed 150kB

