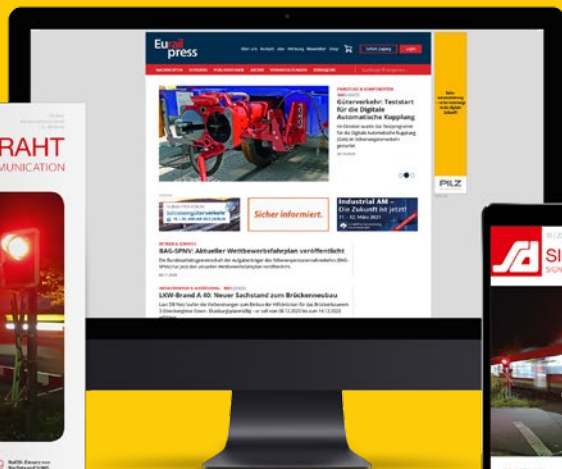




MEDIA DATA 2021



SIGNAL + DRAHT
SIGNALLING AND
DATACOMMUNICATION

Your partner in the publishing house **Content**



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www.eurailpress.de/sd

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Editorial / Publishing

effective from 01.01.2021



1 Editorial profile:

The world's leading expert source of signalling, telecommunications, passenger information. Founded in 1906, the trade magazine SIGNAL+DRAHT (SD) is a guide to modern signalling, communication and information technology in rail transportation. Today SD is the acknowledged leading international trade medium which is the source of information for engineers, experts and executives from railway, industries and the sciences worldwide. **From 2016 on the magazine is completely published bilingually in German and English and thus is for a more internationally orientated readership.**

2 Cooperation:

Mediendatenbank der Deutschen Fachpresse

3 Publisher:

DVV Media Group GmbH

4 Editor-in-Chief:

Dipl.-Phys. Reinholdt Hundt, Ing. August Zierl.

Editorial Department: Jennifer Schacha

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5 Advertising Department:

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6 Volume: 115th year of publication 2021

Frequency: monthly (10 copies a year, 2 double issues)

7 Publishing House: DVV Media Group GmbH, Hamburg

Postal Address: P.O.Box 101609, D-20010 Hamburg

Company Address: Heidenkampsweg 75, D-20097 Hamburg

Telephone: +49 40 2 37 14-100 • Telefax: +49 40 2 37 14-2 36

8 Publishing/Editorial Schedule: Topics see page 7–8

9 Subscription Rate:

foreign annual subscription € 266.00 (incl. postage)

10 ISSN: 0037-4997

Advertisement rates No. 54

effective from 01.01.2021



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

2 **Page size:** 184 mm width, 266 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. Data transfer formats: printable pdf, 300 dpi resolution in CMYK

4 **Publication schedules:**

(see page 7 – 8)

Publication: monthly, 10 issues (2 double issues)

5 **Publisher:**

DVV Media Group GmbH

Postal Address: Heidenkampsweg 75, D-20097 Hamburg

P.O.Box: 101609, D-20010 Hamburg

Advertisement department:

Telephone: +49 40 23714-227, -171

Telefax: +49 40 23714-236

6 **Conditions of Payment:**

Payment due immediately on receipt of invoice, without deduction. VAT ID number: DE 11819873

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 width	210 x 99 mm	216 x 115 mm
1/4 page width	210 x 80 mm	216 x 86 mm
1/4 page height	107 x 148 mm	113 x 154 mm

8 **Surcharges:**

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

9 **Price per column:**

€ 4.06

* no agency commission applicable

Advertisement rates No. 54

effective from 01.01.2021



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

182 x 265 mm 1/1 page basic price s/w € 3,010.00	182 x 190 mm 3/4 page width basic price s/w € 2,265.00	182 x 175 mm 2/3 page width basic price s/w € 2,020.00	120 x 265 mm 2/3 page height basic price s/w € 2,020.00	182 x 130 mm 1/2 page width basic price s/w € 1,510.00	89 x 265 mm 1/2 page height basic price s/w € 1,510.00	182 x 85 mm 1/3 page width basic price s/w € 1,010.00
182 x 64 mm 1/4 page width basic price s/w € 760.00	89 x 130 mm 1/4 page height basic price s/w € 760.00	182 x 32 mm 1/8 page width basic price s/w € 385.00	89 x 64 mm 1/8 page height basic price s/w € 385.00			

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 2021 No. 54

effective from 01.01.2021



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 your creativity and new ideas!

1 Bound inserts:*

2 pages € 3,010.00	4 pages € 4,515.00	6 pages € 5,270.00	8 pages € 6,025.00
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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. per thousand 345.00 Euro plus handling costs.
Number of inserts given on application.

Loose inserts

205 x 290 mm;
up to 25 g
total weight.
€ 345.00 per
thousand

Banderole

Full colour
€ 4.010.00

3 Banderole:*

Full colour, Euro 4.010,00 (total circulation)
For further information and technical data please contact us.

4 Advertorial:

1/1 page, full colour = Euro 4,090.00

2/1 page, full colour = Euro 7,790.00

(Discounts see page 5)

Technical data on request, articles will be marked as
"Advertorial"

5 Delivery address for bound inserts, loose inserts and banderole:

A & O GmbH, Elisabeth-Selbert-Str. 5,

63110 Rodgau-Dudenhofen

(Mark consignment: For "Signal + Draht" – No. .../2021)

* For further details and technical data please contact publishing house.

Dates and topics 2021 / Issues 1– 6

Valid from 01.01.2021 / PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
1+2/21	PD:18.02.2021 AC: 21.01.2021 PM:27.01.2021	Post-Reporting, 20th International Congress SIGNAL+DRAHT, Fulda Operations Management and Operations Control Technolog Conflict Detection Iconis DB-Project Prisma Introduction and Integration of Continuous Tracking Systems	66th VDEI Expert Conference on Railway Technology , 15.1.21, Leipzig 23rd Annual Meeting of EBA Railway Experts , 23.2.-24.2.21, Fulda International Railway Summit , 24.2.-26.2.21, Berlin
3/21	PD: 18.03.2021 AC: 18.02.2021 PM:25.02.2021	Digital Interlockings DSTW-Pilot Project Mertingen-Meiningen Automated Driving on Conventional Railroads	RailTech Europe 2021 , 30.3.-1.4.21, Utrecht
4/21	PD: 21.04.2021 AC: 22.03.2021 PM:26.03.2021	Current Challenges and Projects CyberSecurity at the Hamburg city-rail Digital Junction Stuttgart: ETCS in the Station Experiences with ETCS Design Support (VDE 8)	
5/21	PD: 18.05.2021 AC: 16.04.2021 PM:22.04.2021	FRMCS, GSM-R, 5G for Railway Applications Selective Filter Protection against Public GSM-Frequencies Finland: FRMCS Implementation with Public Mobile Communication Network on ERTMS Test Route Test- and Simulation Architectures from the Railroad Environment for the Automotive Industry	VDV Annual Conference , 14.6.-16.6.21, Hamburg
6/21	PD: 18.06.2021 AC: 17.05.2021 PM:24.05.2021	Maintenance and Testing RBC Simulation for ETCS Test Drives Fuzz-Testing of Software Components for ETCS DSTW Interfaces: Cross Vendor Remote Testing	

Dates and topics 2021 / Issues 7-12

Valid from 01.01.21 PD = publication date, AC = advertising copy deadline, PM = printing material deadline

Issue	Deadline	Topics	Trade shows / exhibition with extra distribution
7+8/21	PD: 18.08.2021 AC: 19.07.2021 PM: 24.07.2021	ETCS: Projects, TSI, System Development Interoperability and Facility Variants at National Borders ETCS for NE Rails Failure Management for ETCS Projects during Commissioning Phase	Railway Forum , 7.9.-8.9.21, Berlin
9/21	PD: 17.09.2021 AC: 20.08.2021 PM: 27.08.2021	Digitization in the Railroad Industry: CBTC/ATO Metro Warsaw: Development of CBTC-Systems Railroad Operational Investigation of CBTC Digital Possession Management for ERTMS Networks	18th. International Rail Vehicle Conference , 22.9.-24.9.21, Dresden TRAKO , 21.9.-24.9.21, Gdansk
10/21	PD: 18.10.2021 AC: 17.09.2021 PM: 24.09.2021	Regional Railroad Technology/Software Engineering and AI Modular System Architecture for Automated Local Transport Mastria: Multimodal Mobility Control and Orchestration Optimized Speed Control by Intelligent Networking	ITS World Congress , 11.10.-15.10.21, Hamburg
11/21	PD: 09.11.2021 AC: 08.10.2021 PM: 15.10.2021	Official Conference Issue on SIGNAL+DRAHT-Congress Diagnosis with DIANA: Status Quo RailChain: Use of Blockchain Test Case Catalog for ETCS L1-Projects	21st SIGNAL+DRAHT-Congress , 11.-12.11.21, Fulda 3rd. IRSA International Railway Symposium Aachen , 16.11.-18.11.21, Aachen
12/21	PD: 17.12.2021 AC: 19.11.2021 PM: 26.11.2021	Switches and Level Crossing Modelling of Switch Components Level Crossing Monitoring/Level Crossing Technology	

Analysis of circulation and contents

effective from 01.01.2021



- 1 **Circulation:** IVW audited circulation
- 2 **Analysis of average:** IV. quarter 2019 - III. quarter 2020

Number of copies printed:	2,631
Total Circulation:	2,545
Foreign:	923
Paid Circulation:	2,319
Foreign:	829
Free Circulation (controlled):	226
Remaining copies, Voucher copies:	86
Digital user licence	59*

* excluded in audited circulation due to methodology

3 Geographical Analysis of Distribution:

Area	Part of total Circulation	
Germany *	63,73 %	1,622 copies
Foreign Countries	36.27 %	923 copies

Classification of the distribution in foreign countries*

Area	%	Copies
Austria	26.6	245
Switzerland	15.9	147
East-/South Europe	19.9	184
Other European States	25.5	235
Foreign countries	12.1	112
Foreign total	100.0	923

* UIC, OSShd and UEEIV as well as their connected railway companies belong to the addressee of SIGNAL + DRAHT.

4 Subjects:

Signalling and Control technology	ETCS	Wayside Train Monitoring Systems
Cyber Security	Overvoltage protection	Points and Level crossing technology
Train Detection	Telecommunication	ERTMS

5 Branch of industry / professional groups:

31,5
Deutsche Bahn AG

26,7 %
Private railways, regional railways, factory train, harbour railway, public transport rail

16,1
Railway in Europe

10,1 %
Railway industry, signalling, telecommunication and operation control technology

4,6 %
Technical universities, universities, scientific institutions

4,0 %
Railway outside Europe

3,9 %
Technical planning, consultants

2,0 %
Railway companies, companies of track building and maintenance

0,4 %
Miscellaneous

0,7 %
Professional organisations, trade associations, transport policy institutions

General Terms of Business for Advertisements

1. "Advertisement order" in the following General Terms of Business is an agreement covering one or several advertisements of an advertiser or client in a publication for the purpose of dissemination.

2. Unless otherwise agreed upon, advertisements are to be released for publication within one year from date of order. If a contract provides for the right to release individual advertisements such a contract should be filled within one year from date of publication of the first advertisement provided the first advertisement was released and published within the period outlined in sentence 1.

3. Under a contract the advertiser is entitled to release additional advertisements in excess of the number covered in the contract, within the period agreed or within the period outlined in section 2.

4. Should an order not be filled for reasons beyond the publisher's control, the advertiser is obliged to refund to the publisher the difference between the discount granted and the respective discount for the number of advertisements actually published, irrespective of any other contractual obligations. Should the non-performance be due to force majeure on the part of the publisher, there is to be no such refund. In case of interruption of operation or external intervention (industrial disputes or seizures etc.), the publisher is entitled to payment in full of the advertisements published, if the advertising order has been filled with 80 % of the guaranteed circulation being sold. Otherwise payment is to be made on the basis of cost-per-thousand per page according to the guaranteed circulation stated in the tariff.

5. In computing the total space, text millimeter lines will be converted into advertisement millimeter in respect of the price.

6. Orders for advertisements and furnished inserts which are to be published in specific editions or editions, or in a specified space, must be received by the publisher in good time, so as to allow the publisher before closing time to advise the client should it prove impossible to execute the order as stipulated. Classified advertisements will be placed in the respective section without requiring any special arrangement.

7. Unlike advertisements in advertisement pages, reader advertisements will be placed on the editorial pages. Such reader advertisements stand by themselves and face text on at least three sides without facing another advertisement. Advertisements which are not identifiable as such on account of their editorial drafting will be marked by the publisher with the word "Advertisement".

8. The publisher reserves the right to refuse the acceptance of advertisement orders or of individual releases under a contract, as well as of orders for inserts on account of their content, -origin, or technical form on the basis of uniform and justified principles, should their content violate any existing laws or regulations or should such publication be unacceptable to the publisher. This also applies to orders placed with branch offices, advertising agencies for representatives. Orders for furnished inserts will not become binding on the publisher until specimens of such inserts have been presented and approved. Inserts whose format or layout give the impression of being part of the newspaper or peri-

odical, or which contain other advertisements, will not be accepted by the publisher. The client will be advised of such refusal of an order without delay. The advertiser bears the sole responsibility for both content and legality of the text and image material supplied to the publisher. The advertiser is obliged to exempt the publisher from any liability against a third party which may arise from the execution of an order, even after its cancellation. The publisher is under no obligation to verify orders or advertisements in respect of possible infringements of the rights of a third party.

9. The client is responsible for the supply in good time of the advertisement text, as well as correct copy or inserts. Should the material supplied be unsuitable or damaged, the publisher will immediately request replacement. The publisher warrants the usual quality of print in the newspaper or periodical specified, within the limits of quality of the material/manuscripts furnished.

10. Should the print of an advertisement be completely or partly illegible, incomplete or incorrect the advertiser/client is entitled to an allowance in price or to a reprint but only to the extent to which the purpose of the advertisement was affected. If the publisher lets the appointed time pass, or if the reprint is again unsatisfactory, the advertiser/client has the right to demand an allowance or cancellation of the order. The publisher is not liable for damages for reasons of negligence and tort at the time of concluding the contract, including telephone orders. Claims for damages arising from impossibility of performance or from delay are limited to compensation of the foreseeable damage or loss and to the price payable for the advertisement or insert. This does not apply to intent or gross negligence on the part of the publisher or his representative or his servants. Moreover it does not affect the publisher's liability in respect of breach of warranty. In commercial transactions the publisher is not liable for gross negligence on the part of his servants, and in all other cases the liability vis-à-vis commercial clients for gross negligence is limited in extent to the amount of consideration for the advertisement in question. Complaints must be raised within four weeks from date of bill or specimen copy - except in cases of obvious mistakes or defects.

11. Proof copies will only be supplied on special request. The client is responsible for the correctness of proof copies returned by him. The publisher will consider any corrections made by the client if and when they are made within the period as stated on the proof copy.

12. Should the size/space of the advertisement not be specified by the client, the publisher will charge for the actual size of the printed advertisement.

13. Unless the client effects payment in advance, the bill will be sent immediately, or within 14 days after publication of the advertisement. Payment is to be made within the period specified in the tariff from date of bill, unless different terms or advance payment have been agreed upon in individual cases. Discounts for premature payments will be allowed according to our price list.

14. In case of default or respite interest and charges will have to be borne by the client. In case of default the publisher has the right to

postpone execution of the balance of order until payment has been made and to demand advance payment for the outstanding advertisements. In case of doubt concerning solvency of a client, the publisher is entitled to demand advance payment of the amount in question and/or settlement of any outstanding accounts, even during the term of a contract and irrespective of the terms of payment originally agreed and prior to publishing any further advertisements.

15. On request the publisher will submit a specimen copy together with the bill, i.e. a cutting, advertising page or complete issue depending on the nature and size of the advertisement order. Should a specimen copy not be available the publisher will issue a statement confirming that the advertisement has been properly printed and published.

16. The advertiser/client is to bear the costs for printing blocks, matrix and drawings ordered, as well as costs for major subsequent alterations made at the request of the client.

17. A lower circulation under a contract for several advertisements entitles the client to a claim for diminution provided that the average circulation during the contract year is actually below the circulation stated in the pricelist; if a circulation has not been stated it is to be understood as the average of net paid circulation, or delivered circulation in the case of trade journals. The shortage in circulation must be at least 20 per cent to justify a diminution in price. Claims for diminution under a contract will not be considered if the publisher has advised the client about the decline in circulation in good time so as to allow the client to withdraw from the contract before publication of the advertisement.

18. The publisher will employ due diligence in keeping and forwarding replies received in response to box number advertisements. Registered letters and letters for special delivery in response to box number advertisements will be forwarded by ordinary mail. Replies to box number advertisements will be kept for four weeks and will be destroyed if not called for within this period. Valuable material will be returned to sender, without any obligation on the part of the publisher. To safeguard the interest of clients the publisher reserves the right to open and inspect such replies to box number advertisements in order to prevent abuse of this service. The publisher is not obliged to forward offers or literature from merchants or intermediaries.

19. Clients' manuscripts or other material will only be returned on request. The publisher is not obliged to keep such material for more than three months.

20. Place of performance is Hamburg. Place of jurisdiction is Hamburg for all transactions with private and/or public companies or corporations, or state-owned funds. If the client has no place of venue in Germany, the agreed place of jurisdiction is to be Hamburg. If at the time of commencement of action, the client's residence or address is unknown or in case of transfer to another country, the agreed place of jurisdiction is to be Hamburg. Please note that in case of any doubt the German version of these General Terms of Business is valid.

DVV Media Group GmbH
Heidenkampsweg 75 • D-20097 Hamburg

