

MEDIA DATA 2024

RAIL BUSINESS – FOR OVER 15 YEARS

THE WEEKLY INDUSTRY
REPORT FOR THE RAIL
TRANSPORT MARKET
POLITICS – RAIL OPERATION –
TECHNOLOGY



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www.eurailpress.de/rbs

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Editor/Publishing House 2024

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 newsletters, 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
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5 Subscription Price:

Electronic Issue: Annual subscription € 668,-

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. 16

effective from 01.01.2024

- Newspaper format:** 210 mm wide, 297 mm high, DIN A4
- Print space:** 180 mm wide, 262 mm high, Column width: 56 mm
MM-price: per column € 2,63,- (in 4c)
- 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.
- Dates: Publication day:** on Mondays
Deadline: on Fridays, 10 days before publication day
Print documents: on Tuesdays, 12.00 h
- Advertising Prices and -Formats (all prices four-colored)**

180 x 262 mm 1/1 page € 2.180,-	118 x 262 mm 2/3 page € 1.470,-	180 x 130 mm 1/2 page width € 1.170,-	90 x 262 mm 1/2 page height € 1.170,-	56 x 262 mm 1/3 page height € 800,-
180 x 85 mm 1/3 page width € 800,-	180 x 62 mm 1/4 page width € 630,-	118 x 95 mm 1/4 page height € 630,-	180 x 31 mm 1/8 page width € 440,-	

Front page advertisement 180 mm x 40 mm, 4c, € 1,590,-
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 €1,390,-

6 Print documents format for trimmed ads *:

*plus 3 mm trim per trimmed page

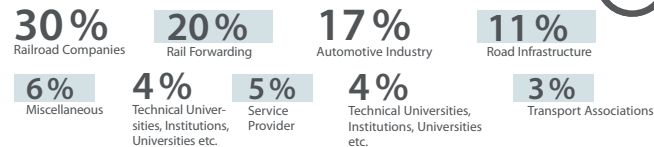
Format	Width x Height	Trimmed
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page width	210 x 148 mm	216 x 154 mm
1/2 page height	105 x 297 mm	111 x 303 mm
1/3 page height	70 x 297 mm	76 x 303 mm
1/4 page width	210 x 75 mm	216 x 81 mm
1/8 page width	210 x 50 mm	216 x 56 mm

- Placement surcharge:** 10% of basic price
- Colour surcharge** € 450,- Euro for HKS/Pantone
- 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



Advertorial - Your Content

effective from 01.01.2024

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

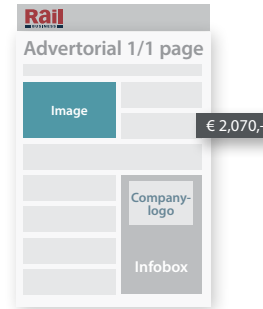
4 Price per advertorial:

- 1/1 page, 4c = € 2,070,-
- 2/1 page, 4c = € 3,070,-

5 Text requirements:

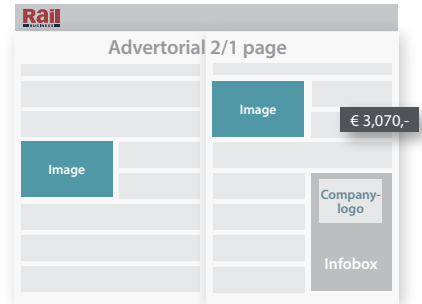
Advertorial 1/1 page:

- **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 01.01.2024

Dates 2024 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 – 002/24	08.01.24	29.12.23	02.01.24		
003/24	15.01.24	05.01.24	09.01.24		68th VDEI Expert Conference on Railway Technology, 16.1.-17.1.24, Leipzig, Leipzig
004/24	22.01.24	12.01.24	16.01.24		
005/24	29.01.24	19.01.24	23.01.24		
006/24	05.02.24	26.01.24	30.01.24		VDV/BME - Forum Schienengüterverkehr 31.01.–01.02.24, Berlin
007/24	12.02.24	02.02.24	06.02.24	Marketplace	
008/24	19.02.24	09.02.24	13.02.24		26th Annual Meeting of EBA Railway Experts, 22.2.-23.2.24, Fulda
009/24	26.02.24	16.02.24	20.02.24		VDV/DVA Schadenworkshop Eisenbahnverkehr, 29.02.24, Frankfurt
010/24	04.03.24	23.02.24	27.02.24		
011/24	11.03.24	01.03.24	05.03.24		
012/24	18.03.24	08.03.24	12.03.24		
013/24	25.03.24	15.03.24	19.03.24	Vehicle Maintenance incl. Workshop Map AS: 01.03.24, DU: 05.03.24	
014/24	02.04.24	22.03.24	26.03.24		
015/24	08.04.24	28.03.24	02.04.24	Marketplace	
016/24	15.04.24	05.04.24	09.04.24		
017/24	22.04.24	12.04.24	16.04.24		
018/24	29.04.24	19.04.24	23.04.24		
019/24	06.05.24	23.04.24	30.04.24		
020/24	13.05.24	03.05.24	07.05.24		
021/24	20.05.24	10.05.24	14.05.24		
022/24	27.05.24	17.05.24	21.05.24	Infrastructure	
023/24	03.06.24	24.05.24	28.05.24		DSL/VDV Kooperationsgespräche, 06.-07.06.24, Siegburg
Special issue	03.06.24	26.04.24	03.05.24	Special issue Freight Railways	
024/24	10.06.24	31.05.24	04.06.24	Marketplace	VDV Annual Meeting 2024, 10.6.-12.6.24, Duesseldorf
025/24	17.06.24	07.06.24	11.06.24		
026/24	24.06.24	14.06.24	18.06.24		

Data and Topics Schedule

effective from 01.01.2024

Dates 2024: 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
027/24	01.07.24	21.06.24	25.06.24		
028/24	08.07.24	28.06.24	02.07.24		
029/24	15.07.24	02.07.24	09.07.24	Railroad Forwarding Agents	
030/24	22.07.24	12.07.24	16.07.24		
031/24	29.07.24	19.07.24	23.07.24		
032/24	05.08.24	26.07.24	30.07.24	Marketplace	
033/24	12.08.24	02.08.24	06.08.24		
034/24	19.08.24	06.08.24	13.08.24	Employees, Education, Training and Simulators	
035/24	26.08.24	16.08.24	20.08.24		
036/24	02.09.24	23.08.24	27.08.24		
037/24	09.09.24	30.08.24	03.09.24		
038/24	16.09.24	06.09.24	10.09.24		
039/24	23.09.24	13.09.24	17.09.24	Trade fair issue to InnoTrans AS: 10.09.24, DU: 17.09.24	InnoTrans 2024, 24.09. - 27.09.2024, Berlin
040/24	30.09.24	20.09.24	24.09.24		
041/24	07.10.24	27.09.24	01.10.24	Marketplace	
042/24	14.10.24	04.10.24	08.10.24		
043/24	21.10.24	11.10.24	15.10.24	Shunting Service Providers incl. Map Deadline: 25.09.24, Printing Deadline: 30.09.24	
044/24	28.10.24	18.10.24	22.10.24		
045/24	04.11.24	25.10.24	29.10.24	Control and Safety Technology	24. Intern. SIGNAL+DRAHT-CONGRESS, 07. – 08.11.24, Fulda
046/24	11.11.24	29.10.24	01.11.24		
047/24	18.11.24	08.11.24	12.11.24		
048/24	25.11.24	15.11.24	19.11.24		
049/24	02.12.24	22.11.24	26.11.24	Marketplace	
050/24	09.12.24	29.11.24	03.12.24		
051-052/24	16.12.24	06.12.24	10.12.24		

Garage Map and Shunting Service Providers Map

effective from 01.01.2024

Garage Map



1 Publication Dates

No. 13/24 Vehicle Maintenance incl. Workshop Map
Publishing Date: 25.03.24
Deadline: 01.03.24
Printing document deadline: 05.03.24

No. 43/24 Shunting Service Provider
Publishing Date: 21.10.24
Deadline: 25.09.24
Printing document deadline: 30.09.24

2 Format:

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

3 Price:

€ 375,- 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.

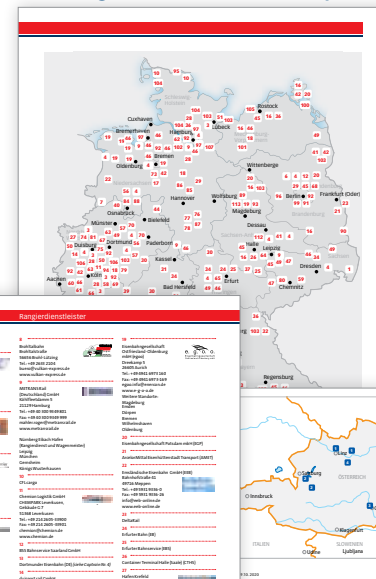
4 Contact:

Ilkay Witthuhn
Telephone: +49 40 237 14-302
E-Mail: ilkay.witthuhn@dvmmedia.com

5 Technical data delivery:

Vera Hermanns
Telephone: +49 40 237 14-293
E-Mail: vera.hermanns@dvmmedia.com

Shunting Service Providers Map



Marketplace Rail Freight Traffic

effective from 01.01.24

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 | Workshops |
 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 € 335,-(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. 007/24 deadline: 02.02.24

No. 015/24 deadline: 28.03.24

No. 024/24 deadline: 31.05.24

No. 032/24 deadline: 26.07.24

No. 041/24 deadline: 27.09.24

No. 049/24 deadline: 22.11.24



Daily Newsletter

effective from 01.01.2024

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:

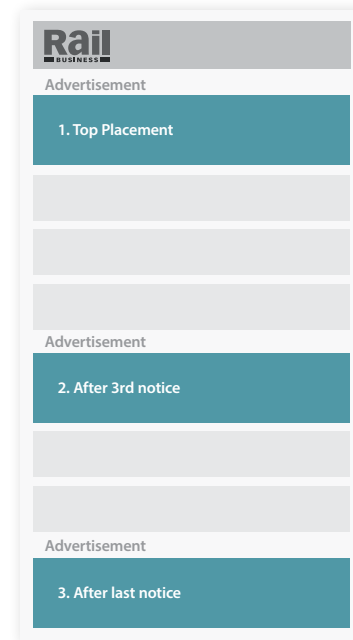
7 working days per banner
5 Deadline:
10 days before publication

7 Data delivery:

Thursdays of the previous week, 12.00 h.

8 Contact:

Ilkay Witthuhn
Telephone: +49 40 237 14-302
E-Mail: ilkay.witthuhn@dvvmedia.com



Online

effective from 01.01.2024

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*:

Visits*:

Unique Visits*:

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



43.789

25.889

12.541

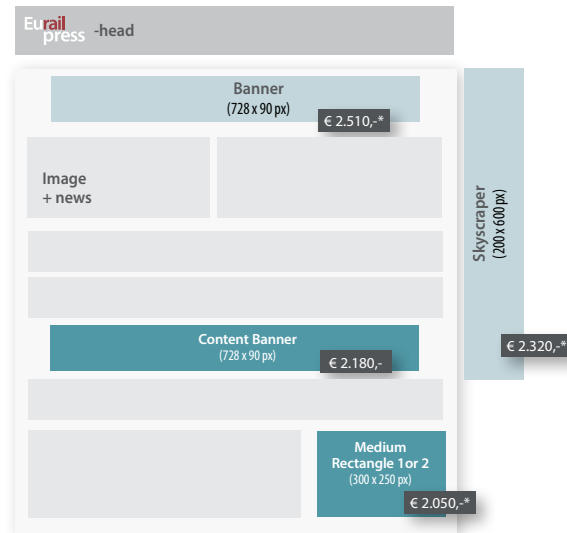
2 Rotation note: In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 Pixel	€ 2.490,00
	980x90 Pixel		
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2.150,00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 2.030,00
Skyscraper	120x600 Pixel	not suitable for mobile	€ 2.290,00
	160x600 Pixel		
	200x 600 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: frank.schnakenbeck@dvvmedia.com

6 Technical Specifications:

- JPEG-, GIF- or 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

Stand-Alone Mailing/E-Shot

gültig ab 01.01.2024

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: € 2,690.–

Subscribers: approx. 11.000

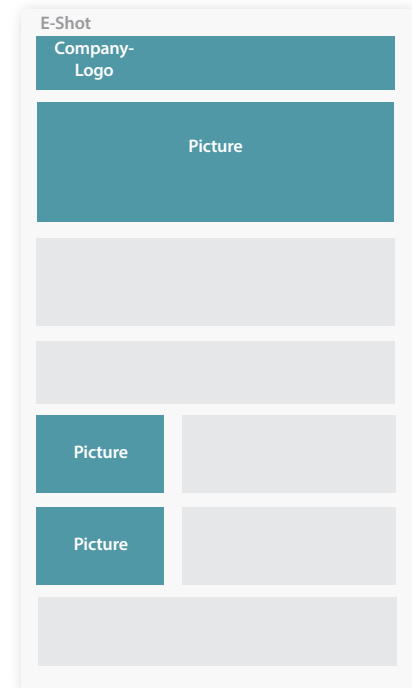
Technical specifications:

- 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.

Please note: Additional costs will be charged, depending on the work associated with extensive editing and creating of E-shots (Templates).

For further informationen please contact us.

Price per Mailing:
€ 2,690.–







Social Media

Valid from 01.01.2024

Product	Channel				Formates		
	Instagram	Facebook	Linkedin	Twitter	Instagram	Facebook	Linkedin
Feed Post classic	200 €	250 €	250 €	200 €	1080x1080 (square), 1080x508 (landscape), 1080x1350 (portrait)	1200x627 (Linkpost), 1200x630 (Image post, landscape), 1200x1500 (Image post, portrait), 1200x677 (Video Post)	1200x627 (only image)
Facebook, Instagram Story (Customer delivers „finished“ Reel) Running time 24 h	250 €	500 €	-	-	1080x1920	1080x1920	-

Our social media channels:

	LinkedIn	2.645 Follower*
	Facebook	1.748 Follower* 1.641 Likes*
	Twitter	603 Follower*
	Instagram	194 Follower*

* Status: 13.9.2023

Advantages Social Media Marketing:

- high target group affinity
- little scattering loss
- better success control through measurability
- more coverage and visibility by intelligent linking of online and offline marketing measures

Use the range of social media to publicize your business, your product, your event or your service.

Facebook, Twitter, Instagram und LinkedIn are leading social media provider

Use the opportunity, to advertise your image via postings, short video clips or photos.

Your contact-person: Tim Feindt
Phone: +49/40/237 14 - 220
E-Mail: tim.feindt@dvvmmedia.com

Timeline

- Content deliver to tim.feindt@dvvmmedia.com 7 days prior to publication date
- Preparation of postings/stories and final approval by customer
- Postings/stories will be published in planned week of publication
- Reporting after 4 weeks created



E-Newsletter – You are the sponsor!

Valid from 01.01.2024

The E-Newsletter from Eurailpress | Woche 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. 11,000 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. 1.000 characters** (incl. blanks!)

Subscribers: approx. 11.000

Price per mailing:

€ 1,650.–

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

Company Logo/Header: 570 x 60 px or 570 x 94 pixel

Supply date: 3 working days prior to publication to: frank.schnakenbeck@dvvmedia.com

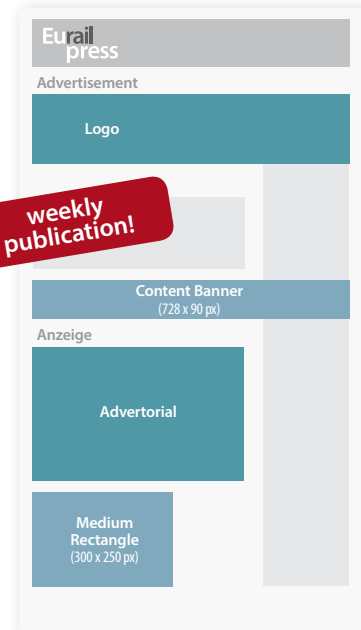
Contact: Silvia Sander, ++49 40 23714-171, silvia.sander@dvvmedia.com

Additional positions:

Medium Rectangle (300x250 pixel)

Content Banner (570x60 oder 570x94 pixel)

€ 1,200.–
€ 1,350.–



Price per Mailing:

€ 1,650.–

