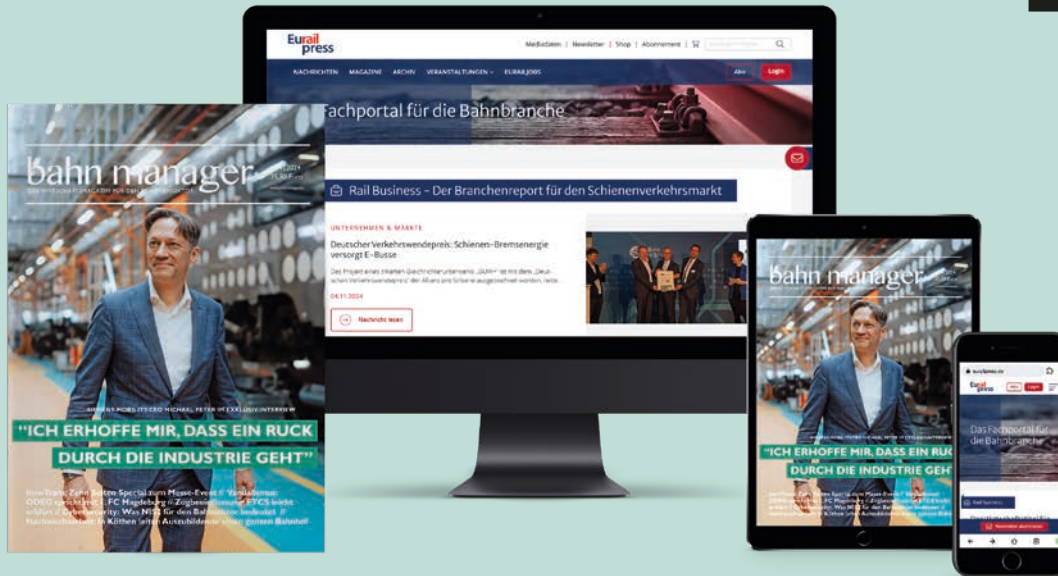


# bahn manager

# MEDIA DATA 2025

bahn manager

Business magazine  
for the rail sector



**Eurail**  
press

  
DVV Media Group

## Your partner in the publishing house

## Contents



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Editorial office/Publisher	3
<a href="#">Advertisement rates</a>	4–5
Special Advertising Formats	6
<a href="#">Dates and Topics</a>	7
Online	8
<a href="#">Newsletter</a>	9
Stand-Alone Mailing/E-Shot	10
<a href="#">Social Media</a>	11
Webinar	12
<a href="#">Sponsored Content</a>	13

## 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 I 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

All subscribers of Rail Business also receive bahn manager.

## 2 Number of Copies:

Total Circulation: 3,792 copies

Print edition: 438 copies

E-paper edition: 3,355 copies

## 3 Head of Editorial:

### **Georg Kern**

Tel. +49 40 237 14-144

E-Mail: georg.kern@dvvmedia.com

## Editor

### **Miriam Riedel**

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## 4 Advertisement:

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### **Tim Feindt** (Advertising Sales)

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## 5 Volume/Year:

Volume 8/2025

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

## 7 Dates and topics: see page 7

## 8 Subscription Rate:

Subscriber: € 263.00 (incl. dispatch)

## 9 ISSN-No. 2367 - 1998

# Advertisement rates No.8

effective from 01.01.2025

# 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 14-220

**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 bled 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	104 x 297 mm	110 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	104 x 148 mm	110 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.8

effective from 01.01.2025

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

420 x 297 mm  
2/1 page  
€ 4,040.-

210 x 297 mm  
1/1 page  
€ 3,220.-

102 x 297 mm  
1/2 page vertical  
€ 1,920.-

210 x 148 mm  
1/2 page horizontal  
€ 1,920.-

70 x 297 mm  
1/3 page vertical  
€ 1,510.-

210 x 99 mm  
1/3 page horizontal  
€ 1,510.-

107 x 148 mm  
1/4 page vertical  
€ 1,045.-

210 x 75 mm  
1/4 page horizontal  
€ 1,045.-

210 x 50 mm  
1/8 page horizontal  
€ 645.-

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		Volume discount	
Frequency	%	number of pages	%
2 x	3	2	5
4 x	5	4	10
6 x	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](http://www.eurailpress.de)

# Special Advertisement Formats - Price List No. 8

effective from 01.01.2025

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
€ 3,220.-	€ 4,830.-	€ 5,630.-	€ 6,430.-

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.

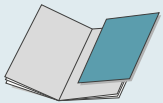
Up to 25 g per tsd. €1,750 plus handling costs, plus VAT

**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:\*

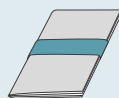
full colour, Euro 4,150.00 plus VAT. (print run)

### Inserts



Loosely inserted;  
205 x 290 mm up  
to 25g total weight.  
€1,750.-

### Banderole



4c  
Technical data on  
request  
€4,150.-

## 4 Delivery address for bound inserts and loose inserts:

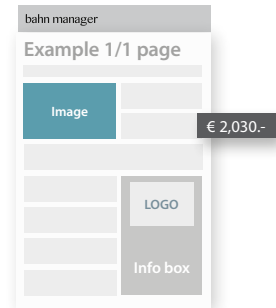
A&O GmbH, Elisabeth-Selbert-Str. 5, 63110 Rodgau-Dudenhofen  
(Mark consignment: for „bahn manager“ No. .../2025)

## 5 Advertorial

1/1 page, 4c	€ 2,050.-	plus MwSt.
2/1 page, 4c	€ 3,510.-	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 2025

effective from 01.01.2025 (subject to change)

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

# bahn manager

Issue	Deadline	Topics	Trade shows/exhibitions/events
1/2025 January/ February	ET: 27.02.2025 AS: 05.02.2025 DU: 10.02.2025	<b>Preview 2025: What managers expect from the coming year</b> Passenger information Training and further education programmes in the rail sector	<b>49th Conference Modern Rail Vehicles,</b> 13.4. - 15.4.2025, Graz
2/2025 March/April	ET: 30.04.2025 AS: 04.04.2025 DU: 10.04.2025	<b>Trade fair magazine for iaF, Muenster and transport logistic, Munich</b> Logistics on track Railways for local transport (cable cars, underground and suburban railways, etc.) Sustainable operation (vehicles, infrastructure, working methods)	<b>2nd Public Transport Future Congress 2025,</b> 5.-7. 5. 2025, Freiburg <b>iaf,</b> 20.-22. 5. 2025, Muenster <b>transport logistic,</b> 2.-5. 6. 2025, Munich <b>UITP Summit,</b> 15.-18. 6. 2025, Hamburg
3/2025 May/June	ET: 26.06.2025 AS: 04.06.2025 DU: 05.06.2025	Innovative railway construction Generating, procuring and saving energy Digital transformation of the railway	<b>8th Eurailpress Forum Alternative drives in regional rail transport,</b> 1. 7. 2025, Hamburg
4/2025 July/August	ET: 28.08.2025 AS: 01.08.2025 DU: 08.08.2025	Alternative drives in rail transport Correctly insured in the railway sector Service, maintenance and repair	<b>Railway Forum,</b> 3.-4.9.2025, Berlin
5/2025 September/ October	ET: 30.10.2025 AS: 08.10.2025 DU: 13.10.2025	News from control and safety technology Logistics Real Estate Construction in the railway sector	<b>25th International SIGNAL+DRAHT Congress,</b> 6. 11. - 7. 11. 2025, Fulda <b>IRSA,</b> 19. - 20. 11. 2025, Aachen <b>STUVA Conference 2025,</b> 25. - 27. 11. 2025, Hamburg
6/2025 November/ December	ET: 18.12.2025 AS: 26.11.2025 DU: 02.12.2025	The railway industry as a driver of innovation Financing rail vehicles correctly Business Consultancy Consulting	

## 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 10,000 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\*:**

41.873

**Visits\*:**

26.835

**Unique Visits\*:**

15.732

\* monthly average: August 2023 - July 2024 (Measurable reach)

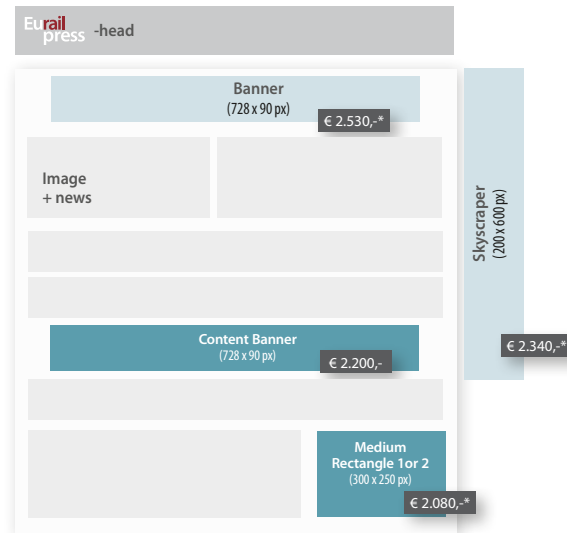
**2 Rotation note:** In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

### 3 Sizes and prices:

Size	Desktop	Mobile	monthly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 Pixel	€ 2.530,00
	980x90 Pixel		
Medium Rectangle	300x250 Pixel	300x250 Pixel	€ 2.080,00
Content Banner	728x90 Pixel	300 x125 Pixel	€ 2.200,00
Skyscraper	120x600 Pixel	120 x 600 Pixel	€ 2.340,00
	160x600 Pixel	160 x 600 Pixel	
	200x 600 Pixel	200 x 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.schnackenbeck@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



## E-Newsletter – You are the sponsor!

bahn manager

The E-Newsletter from Eurailpress 1 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. 10,000 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. 10.000

**Price per mailing (every Friday):**

**€ 1,670.–**

**Technical specifications:**

- All images must be supplied in PNG- or JPEG-Format and the file size should not exceed 80 Kb with 72 dpiPlease 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 pixel plus Text

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

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

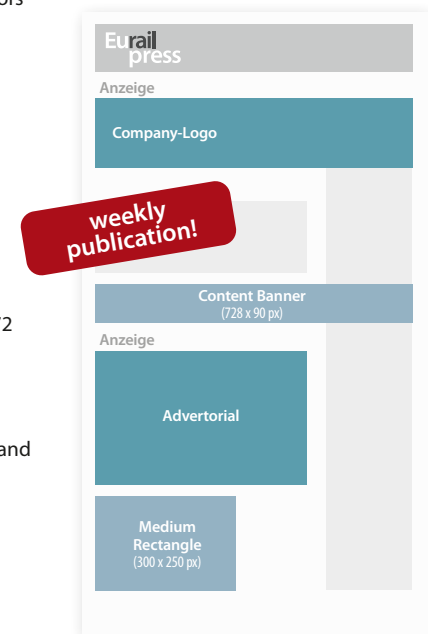
**Additional positions:**

Medium Rectangle (300 x 250 pixel)

Content Banner (570 x 60 or 570 x 94 pixel)

**€ 1,320.–**

**€ 1,470.–**



**Price per Mailing:**

**€ 1,670.–**

## Stand-Alone Mailing/E-Shot

bahn manager

### 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 creative but still be understandable

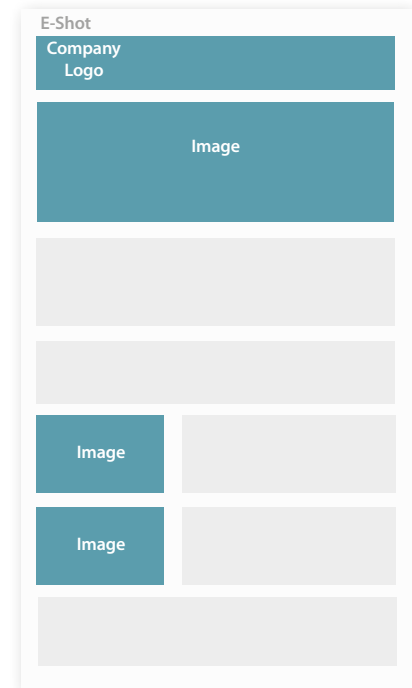
**Price per mailing:** € 2,750.–

**Subscribers:** approx. 10,000

### 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).



**Price per Mailing:**

**€ 2,750.–**

# Social Media

effective from 01.01.2025

Product	Channel				Formates		
Advertising Format	Instagram	Facebook	Linkedin	X	Instagram	Facebook	Linkedin
Feed Post classic	€ 500,-	€ 550,-	€ 600,-	€ 500,-	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 time24 h	€ 550,-	€ 500,-	-	-	1080x1920	1080x1920	-

## Our social media channels:

	LinkedIn	3.780 Follower*
	Facebook	1.755 Follower*
	X	614 Follower*
	Instagram	233 Follower*

\* Status: 01.10.2024

## 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, X, 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@dvvmedia.com](mailto:tim.feindt@dvvmedia.com)**

## Timeline

- Content deliver to [tim.feindt@dvvmedia.com](mailto:tim.feindt@dvvmedia.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



# Webinar – Go online with us together!

bahn manager

The term webinar is composed of the words web and seminar and describes the modern form of an Online conference or training, which can be transmitted to the Internet using various online tools.

The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection.

We combine for you our decades of experience in the railway industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.

## We offer you:

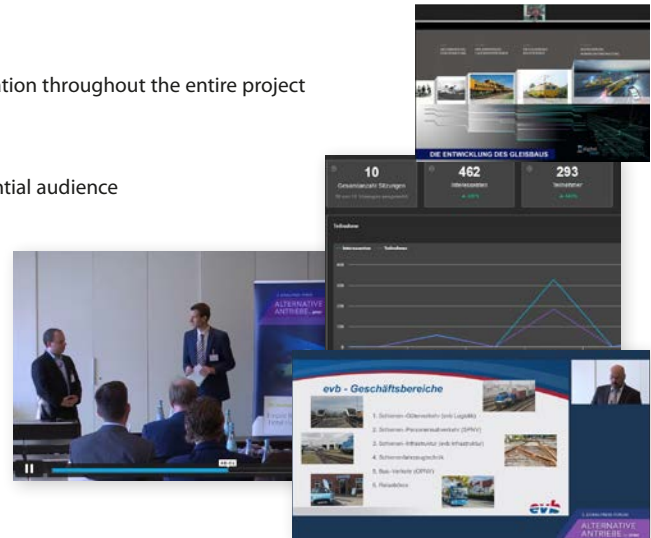
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the railway industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

## Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

## Your advantages:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!

# Sponsored Content

effective from 01.01.2025

Sponsored Content articles are promotional articles with the look and feel of editorial articles, which are integrated into the high-quality editorial of the website and marked as Sponsored Content.

Your Sponsored Content is delivered via the regular editorial system, begins its distribution via the start page and is published on the start page for a period of one month.

Benefit from this offer and present your products and services in an editorial outfit. You use a length of 300 words, a picture with a format width of 1920 pixel.

In addition, you can place a direct web link to your website.

## 1 Reason:

- Presentation of products and services
- Communication of new products
- Trade fair pre-communication

## 2 Presentation:

- Size: 1920 pixel width
- Text volume: 300 words
- Duration: 1 month
- Will be marked as Advertorial

# bahn manager



The screenshot shows a web page from 'bahn manager'. At the top, there is a navigation bar with the 'Eurail press' logo and links for 'Über uns', 'Kontakt', 'Abo', 'Werbung', 'Newsletter', and 'Shop'. Below this is a secondary navigation bar with categories: 'NACHRICHTEN', 'DOSSIERS', 'PUBLIKATIONEN', 'ARCHIV', 'VERANSTALTUNGEN', and 'EURAILJOBS'. The main content area features a large photograph of a train in a tunnel. Below the photo is a small caption in Latin: 'Ta volentem fuga. Cepudi iusdand aeribus evelquabit ea sita plignat. Accullo molestandi ris magniostas'. The article is marked as 'SPONSORED CONTENT' and has the title 'Neue U-Bahn-Werkstatt für die Hamburger Hochbahn'. The date is '01. Januar 2021'. The text describes the opening of a new U-Bahn workshop in Hamburg, mentioning the cost of 44 million euros and the fact that the workshop is used for maintenance and repairs. It also notes that the workshop is environmentally friendly, using rainwater for cleaning.

Price:  
€ 3,990.–

