



Media Data 2023

valid from November 2022

Rate Card Nr. 17



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt



Mediadaten gemäß AMF-Standard

General Informationen

1 Circulation

Edition: 2.500 copies, ivw-certified
Circulation e-paper: 526, as of July 2023

2 Format

DIN A4, 210 mm width x 297 mm depth, trimmed
216 mm width x 303 mm depth, untrimmed
3 mm bleed per edge

3 Type Area

165 mm width x 237 mm depth (1/1 page)
3 columns, 52 mm each + gutter

4 Print- and Binding-Method

Offset printing, stapling / adhesive binding

5 Printing Material

We prefer printable PDF-files, i.e. all fonts used must be embedded, pictures need to have a resolution of at least 300 dpi, line images at least 600 dpi.

6 Dates

Frequency: every other month, six issues per annum
Date of publication: Tuesday in the fourth week of the respective month
Closing date: four weeks prior to publication
Printing material: one week after the closing date

7 Publisher

Bahn-Media Verlag GmbH & Co. KG
Salzwedeler Straße 5 • D-29562 Suhlendorf
www.privatbahn-magazin.de



8 Representation Switzerland

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10 Terms of Payment

Payment within 7 days after receipt of invoice,
net cash, 2 % discount for advance payment



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11 Formats and Prices

The applicable statutory VAT rate must be added to all prices.

Format	B/T*	Width x Depth	Price (4C)
1/1 page (inside page)	B	210 mm x 297 mm + 3 mm bleed	3,400.– €
1/2 Page horizontal	B	210 mm x 150 mm + 3 mm bleed	1,830.– €
1/2 Page vertical	T	105 mm x 297 mm + 3 mm bleed	1,830.– €
1/3 Page horizontal	B	210 mm x 93 mm + 3 mm bleed	1,155.– €
1/3 Page horizontal	T	165 mm x 76 mm	1,155.– €
1/3 Page vertical	T	52 mm x 238 mm	1,155.– €
1/4 Page horizontal	B	210 mm x 75 mm + 3 mm bleed	925.– €
1/4 Page horizontal	T	165 mm x 57 mm	925.– €
1/4 Page vertical	T	80 mm x 115 mm	925.– €
1/8 Page horizontal	B	210 mm x 55 mm + 3 mm bleed	525.– €
1/8 Page horizontal	T	165 mm x 37 mm	525.– €
Business Card advert		50 mm x 30 mm	245.– €
Cover page (Cover, C2, C3, and C4)		210 mm x 297 mm + 3 mm bleed	4,000.– €
Editorial 1/3 Page (next to Editorial)		77 mm x 297 mm + 3 mm bleed	1,450.– €

*B: Bleed / T: Type Area

Combi Offer

PriMa + European-Rail Markets (only at trade fairs)

The European-Rail Markets is an English-language edition of the Privatbahn magazine aimed at the international rail market. It can be downloaded free of charge as an ePaper.

Please contact us for a combined offer for your advertisement



12 Surcharges

Binding placement rules: 15 %

13 Job advertisements

(3-column) per mm € 3.90 + online publication
Media data on www.zukunftsbranche-bahn.de

14 Special advertising formats

Price on request

15 Combinations

with other publications on request

16 Bound inserts / supplements / glued-on advertising material

Price on request

17 Contact for printing material

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18 Online advertisements (www.privatbahn-magazin.de)

Duration: four weeks each

Prices plus VAT

Average clicks (page views) per month: 29,500



1 Full Size Banner 750 x 90 px 1300,- € monthly	Placement options: PriMa/Current Issue, Subscription service, Archive
2 Half Size Banner 550 x 110 px 1200,- € monthly	Placement options: PriMa/Current Issue, PriMa/Im Fokus
3 Square Banner 400 x 400 px 1900,- € monthly	Placement options: Website
4 Wide Skyscraper 300 x 600 pixel 2100,- € monthly	Placement options: PriMa/Current Issue, PriMa/Im Fokus, PriMa/Innovationprice

Duration: four weeks each

Prices plus VAT

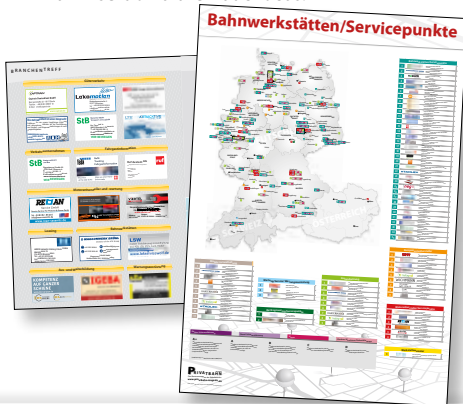
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Special forms of advertising

Supplement theme map (D-A-CH)

When you book an advertisement in the trade meeting point called **„Branchentreff“** (50 x 30 mm, 4C, 245,- Euro), your company's entry (name, logo and website/address) will appear on the Germany-Austria-Switzerland map (DIN A1 or A2, 4C), which is enclosed as an insert on a thematic focus.



Job market „Rail industry of the future“

Double page in the Privatbahn magazine and online on the Internet portal:

www.zukunftsbranche-bahn.de

Target audience: Skilled workers, students, pupils, career changers



IM FOKUS supplement

IM FOKUS is a PR supplement devoted in detail to a special topic. You can book PR contributions in the form of double pages or full-page advertisements.

IM FOKUS is in A5 format (148 x 210 mm, 4C) and is ring-hooped stitching. Alternatively, you can also book the supplement in its entirety for your own presentation.



Brief characteristics

Background, reports, analyses

Privatbahn Magazin (PriMa) is the modern business magazine of the railway industry on its way into the logistics age. In addition to presenting innovative companies – from industry, logistics and the circle of rail transport companies – Privatbahn Magazin reports comprehensively on the development of rail as a mode of transport. Regular interviews with decision-makers and a direct line to current trends in research, technology, business, transport policy and logistics, as well as short excursions into the history of rail transport, provide comprehensive information that appeals to both the technically experienced reader and the interested layman.

Target audience

The Privatbahn magazine is aimed at:

- the German and European railway industry as well as
- their customers and business partners
- transport policy at European, federal and state level
- the railway industry
- universities and research institutions
- interest groups and associations
- all interested readers who are enthusiastic about the the fascinating world of rail transport



1 Publication frequency

Every other month (January, March, May, July, September, November)

2 Volume

Year 17, 2023

3 Web presence

www.privatbahn-magazin.de

4 Publishers

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Dr. Ansgar Burghof

Christian Wiechel-Kramüller (V. i. S. d. P.)

5 Publishing House

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9 Price

Annual subscription

within Germany	146,80 € (incl. tax and postage)
European countries	199,39 € (incl. tax and postage)

Retail price:	26,90 € (Germany)
	34,50 € (Austria)
	36,50 sfr (Switzerland)
	35,50 € (Benelux)



10 ISSN 1865-0163






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Mediadaten gemäß AMF-Standard

Issue	Dates	Topics
<p>1/2023 January/February</p>  <p>ZUKUNFTS BRANCHE BAHN</p>  <p>ARBEITSKREIS Schienenfahrzeugreinigung Bahn-Media & Institut</p>	<p>Date of publication 26.01.2023</p> <p>Editorial deadline 15.12.2022</p> <p>Closing date 03.01.2023</p> <p>Printing material 04.01.2023</p>	<p>Maintenance and service: The maintenance and repair of vehicles for mainline as well as branch and works railways is a case for specialists. PriMa introduces component suppliers and workshops and reports on new products and technical innovations in maintenance with a view to the „Maintenance“ in Dortmund (24-25 May 2023).</p> <p>Special: Energy – With a view to the current energy crisis, PriMa looks at what this means for energy supply in rail transport and which energy sources will play an important role for railways in the future.</p> <p>The rail industry of the future: The shortage of skilled workers is making life difficult for the rail industry, railway construction and rail life difficult. Privatbahn Magazin presents modern training and further education concepts for the railway industry.</p> <p>Transport vehicle cleaning: The Rail Vehicle Cleaning Working Group (ASfr) has been working on topics related to the cleaning of means of transport for more than ten years and presents itself and its work.</p> <p>International: The Netherlands – The Netherlands plays in Europe's premier league when it comes to mobility, transport and logistics. The private railway magazine reports on railways, ports and interesting rail infrastructure projects in the country.</p> <p>Overview map: Railway workshops</p>

Issue	Dates	Topics
<p>2/2023 March/April</p>   	<p>Date of publication 23.03.2023</p> <p>Editorial deadline 20.02.2023</p> <p>Closing date 27.02.2023</p> <p>Printing material 27.02.2023</p>	<p>Transport Logistics 2023: „Transpo“ (9 to 12 May 2023) in Munich is the hub of the international logistics industry. PriMa presents innovative products, technologies and systems in the run-up to the trade fair.</p> <p>Special: Lower Saxony – The state with vision sets impulses in terms of mobility and this also applies to rail transport in Germany. Privatbahn Magazin presents interesting companies, projects and new concepts from Lower Saxony.</p> <p>Hanover Fair: The industry's leading trade fair will open its doors from 17 to 21 April 2023 and will focus on networked mobility, the fuel cell, electric transport systems and modern charging technology, among other things.</p> <p>Logimat 2023: Logimat in Stuttgart (25 to 27 May 2023) ties in directly with rail freight transport with the theme of intralogistics and process management. PriMa offers a current market overview and trade fair topics in the run-up to the trade fair.</p> <p>International: Italy – Italy is an efficient and traditional railway country. PriMa takes an in-depth look at the country's rail system, the rail industry, rail transport companies and rail logistics and reports on goals and current challenges.</p> <p>Overview map: Rail freight transport</p>




Issue	Dates	Topics
3/2023 May/June 	Date of publication 18.05.2023 Editorial deadline 10.04.2023 Closing date 24.04.2023 Printing material 24.04.2023	<p>Digitalisation: ETCS, ATO, DAK or Predictive Maintenance: Digital Innovations are setting new standards. With a view to the Hanover Fair, PriMa presents products and digital concepts that are revolutionising the rail industry.</p> <p>Special: Europe – The future of rail transport depends on transport policy in Brussels. PriMa reports on transport policy goals of the European Union, introduces EU politicians and reports on European rail projects.</p> <p>Signalling: How safe is the railway really? Is point train control (PZB) still up to date, what is the difference to LZB and what will control and signalling technology look like in the future?</p> <p>International: Spain – The Spanish railway system is considered exemplary in Europe. PriMa reports on current projects, innovations and the country's transport policy goals.</p> <p>Overview map: Equipment suppliers, subcontractors and service providers</p>



Issue	Dates	Topics
4/2023 July/August	Date of publication 13.07.2023 Editorial deadline 12.06.2023 Closing date 19.06.2023 Printing material 19.06.2023	<p>Railway construction – From modern railway construction machinery to ballast cleaning and track construction to the management of small construction sites – PriMa presents projects, products and companies from the railway construction sector.</p> <p>Structural engineering: Whether new bridge construction, tunnel renovation, level crossing, station – structural engineering requires a high level of technical know-how. a high level of technical know-how. PriMa presents construction projects, companies, architects and engineering offices in Germany, Austria and Switzerland.</p> <p>Maintenance: Expert care, maintenance and servicing are crucial for the performance and service life of railway construction machinery. PriMa reports on workshops and suppliers in the D-A-CH region (Germany, Austria, and Switzerland) that specialise in railway construction machinery.</p> <p>International: Romania – Romania has a large railway network with a considerable need for modernisation. PriMa introduces the Romanian railway industry, reports on the country's transport policy goals and presents new projects.</p> <p>Overview map: Railway construction</p>




Issue	Dates	Topics
5/2023 September/October 	Date of publication 19.09.2023 Editorial deadline 24.07.2023 Closing date 14.08.2023 Printing material 14.08.2023	Railway Forum 2023: Politics, the environment, digitalisation, sustainable technologies and the value chains of the future – these are the topics of the Railway Forum 2023. Special: Leasing, renting, and financing – infrastructure and new vehicles need to be financed and also insured. PriMa presents banks, lessors, lessors and insurers who offer the railway industry high-performance products and thus also set the right course for the future from a financial perspective. International: Poland – With a view to the TRAKO, PriMa presents the Polish rail system and reports on the country's railway industry and Poland's transport policy goals. Poster: Hamburg. Erste Klasse auf den Schienen



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Issue	Dates	Topics
<p>6/2023 November/December</p> 	<p>Date of publication 16.11.2023</p> <p>Editorial deadline 16.10.2023</p> <p>Closing date 20.10.2023</p> <p>Printing material 20.10.2023</p>	<p>Alpine countries: Switzerland and Austria are the „draught horses“ among the European railway countries, because no country in Europe invests more per capita in its own rail infrastructure. PriMa reports on companies and projects, as well as the transport policy/political goals of the two Alpine countries</p> <p>Special: Hessen – There is no way around Hessen. PriMa presents companies, projects, new concepts and the transport policy goals of this innovative federal state.</p> <p>Railway station: Railway stations are the mobility hubs of the future! This is where rail meets bus, car, tram, bicycle, electromobility and sharing services. PriMa reports on the future of modern connecting mobility.</p> <p>Horber Schienen-Tage: PriMa reports in the run-up to the 41st Horber Schienen-Days on current topics and opinions.</p> <p>International: Ireland – The Emerald Isle has a great railway history dating back to 1834. PriMa looks into the question of what transport policy goals the Irish government is pursuing, what effects Brexit will have on rail transport and what current rail transport projects are on the agenda.</p> <p>Overview map: Alpine countries</p>

Issue	Dates	Topics
1/2024 January/February	Date of publication 25.01.2024 Editorial deadline 18.12.2023 Closing date 22.12.2023 Printing material 22.12.2023	<p>Maintenance and service: The repair, maintenance and servicing of rail vehicles is a case for specialists. PriMa introduces component suppliers and workshops and reports on new products and technical innovations in maintenance.</p> <p>Special: NRW – North Rhine-Westphalia has a powerful rail industry, innovative rail transport companies and leading research in the field of rail transport. PriMa presents selected companies, portrays scientists and reports on transport policy goals and projects of the federal state.</p> <p>The rail industry of the future: The shortage of skilled workers is making life difficult for the rail industry, rail construction and rail transport companies. The Privatbahn Magazin presents modern training and further education concepts for the railway industry.</p> <p>International: Scandinavia – Denmark, Sweden, Norway and Finland are investing heavily in rail transport. PriMa presents the countries' transport policies, reports on projects and companies and provides information on goals and challenges.</p> <p>Overview map: Railway workshops</p>



Bahn-Media ■ Verlag

Erfolg braucht Informationen

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