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Privatbahn Magazin is printed on environmentally friendly paper



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Journal (Print)

Title Portait

1 Title

Privatbahn Magazin

2 Brief characteristics

Backgrounds, reports and analyses

Privatbahn Magazin (PriMa) is the modern business magazine of the rail 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.

3 Target audience

The Privatbahn Magazin is aimed at:

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

4 Publication frequency

Every other month, six issues per annum

5 Format

DIN A4

6 Volume

Year 18, 2024



7 ISSN 1865-0163

8 Price

Annual subscription

Within Germany: 157,00 € (incl. tax and postage)

Student discount 30 % 109,90€ (incl. tax and postage)

Europe: 207,90 € (incl. tax and postage)

Retail price:

- 28,90 € (Germany)
- 37,90 € (Austria)
- 39,90 sfr (Switzerland)
- 38,90 € (Benelux)

ePaper: 130,00 €

9 Cooperation

Membership of the following associations includes a subscription to Privatbahn Magazin

- Verband der Güterwagenhalter in Deutschland (VPI)
- Überwachungsgemeinschaft Gleisbau e.V. (ÜGG)

10 Memberships / Participation

- Deutsche Fachpresse
- Informationsgemeinschaft zur Feststellung und Verbreitung von Werbeträgern e.V. (IVW)
- Medienverband der freien Presse (MVFP)

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Publishing Schedule and Topics

Issue	Dates	Topics
1/2025 January/February 	Date of Publication 30.01.2025 Editorial Deadline 20.12.2024 Closing Date 09.01.2025 Print documents 09.01.2025	<p>Retrofit: The modernization of proven vehicle technology can make sense from an economic point of view as well as for reasons of sustainability. PriMa reports on successful modernization projects and presents technical concepts.</p> <p>Special: Berlin/Brandenburg – Berlin and Brandenburg have a strong rail industry and innovative rail transport companies. PriMa presents selected companies and reports on the states' goals and projects.</p> <p>Spare parts supply: A reliable supply of spare parts is essential for a productive vehicle fleet. However, a small revolution is currently taking place in the area of spare parts supply thanks to 3D printing. PriMa reports on the concepts of spare parts supply in the rail industry.</p> <p>International: Great Britain – PriMa takes an in-depth look at the UK's rail system and reports on goals and current challenges against the backdrop of Brexit.</p> <p>Overview map: Railway workshops</p>



Issue	Dates	Topics
2/2025 March/April  29. Internationale Ausstellung Fahrwegtechnik	Date of Publication 13.03.2025 Editorial Deadline 12.02.2025 Closing Date 14.02.2025 Print documents 14.02.2025	<p>Construction site logistics: PriMa sheds light on developments in modern construction site logistics in railroad construction. The focus is on innovative approaches to recycling and reusing construction materials that conserve resources and reduce costs. Strategies for reducing dust and noise emissions are also presented, which contribute to the acceptance of construction sites in urban areas.</p> <p>Special: Two-way vehicles – Two-way vehicles are an innovative approach to greater efficiency in railroad construction. These flexible vehicles improve logistics, shorten transport times and optimize construction site operations. PriMa presents modern vehicle technology.</p> <p>iaf in Münster: The International Exhibition of Track Technology is a central platform for the rail industry. In the run-up to the trade fair, PriMa offers an overview of current topics and presents innovations and exhibitors.</p> <p>International: Italy – Italy is at the interface of tradition and innovation in the rail industry. PriMa highlights current developments and challenges that are shaping rail transport</p> <p>Overview map: Equipment manufacturers, suppliers and service providers</p>



Issue	Dates	Topics
3/2025 May/June 	Date of Publication 08.05.2025 Editorial Deadline 26.03.2025 Closing Date 28.03.2025 Print documents 28.03.2025	<p>Rail freight transport: PriMa reports on the latest developments in rail freight transport. Intermodal logistics solutions are increasing efficiency, while artificial intelligence is revolutionizing rail logistics. The automation of shunting processes, which ensures greater efficiency, is also highlighted. Advances in noise reduction contribute to the acceptance of rail freight transport.</p> <p>Special: transport logistic 2025: PriMa will provide information about the upcoming transport logistic 2025, which will present important trends and innovations in the industry. Discussions on topics such as digital transformation, sustainable logistics and intermodal transport solutions will be initiated.</p> <p>Financing, leasing, rental: Infrastructure and new vehicles need to be financed and also insured. PriMa presents banks, lessors, rental companies and insurers that offer the rail industry efficient products and thus set the right course for the future from a financial perspective.</p> <p>International: Greece – PriMa presents Greece's railroad system and reports on the domestic rail industry and the country's transport policy goals.</p> <p>Overview map: Rail freight transport</p>





Issue	Dates	Topics
4/2025 July/August	Date of Publication 10.07.2025 Editorial Deadline 30.05.2025 Closing Date 05.06.2025 Print documents 05.06.2025	<p>Digitalization: PriMa presents products and concepts that can help to make mobility more economical, environmentally friendly and, above all, more customer-friendly through digital technology. Topics such as digital twins will have a lasting impact on the industry.</p> <p>Special: Artificial intelligence – The AI special sheds light on how artificial intelligence is revolutionizing the rail sector. Whether predictive maintenance, optimized passenger flows or intelligent route planning - innovative applications and current trends show how companies can use AI to increase their efficiency and safety.</p> <p>Training and further education: In view of the shortage of skilled workers, qualified training programs are becoming increasingly important. PriMa provides information on innovative approaches and educational initiatives to train the next generation of skilled workers. Successful examples from practice are also presented.</p> <p>International: Romania – From modernized infrastructure projects to innovative approaches in logistics, Romania offers exciting opportunities for the rail industry. PriMa reports on how the country is expanding its rail transport networks and what role sustainability and digitalization play in this.</p> <p>Overview map: Training and further education</p>




Issue	Dates	Topics
5/2025 September/October	Date of Publication 18.09.2025 Editorial Deadline 06.08.2025 Closing Date 15.08.2025 Print documents 15.08.2025	<p>General refurbishment: PriMa provides information on the status of the general refurbishment of the rail network and shows which projects are currently being implemented. The focus is on innovative technologies, timetables and the challenges that arise when refurbishing major lines.</p> <p>Special: Cybersecurity – PriMa highlights the growing importance of cybersecurity for rail traffic management and control systems. With increasing digitalization, these critical infrastructures are facing new threats.</p> <p>Company railroads and private infrastructure: PriMa is dedicated to the often overlooked topic of company railroads and their infrastructure. These special rail networks play a crucial role in industry by optimizing transport routes and using resources more efficiently.</p> <p>International: Sweden – From sustainable transportation solutions and innovative technologies to comprehensive infrastructure projects, Sweden shows what future-oriented rail transport looks like. PriMa highlights the challenges and opportunities that the country is mastering on the way to an efficient and environmentally friendly rail network.</p> <p>Overview map: Rail construction</p>



Issue	Dates	Topics
<p>6/2025 November/December</p>  	<p>Date of Publication 13.11.2025</p> <p>Editorial Deadline 26.09.2025</p> <p>Closing Date 08.10.2025</p> <p>Print documents 08.10.2025</p>	<p>Traveling by train: PriMa sheds light on regional transport: the Deutschlandticket and digital platforms make travel easier, barrier-free stations make it possible for everyone. While climate protection is often the focus when traveling by train, modern vehicle concepts increase comfort.</p> <p>Special: Tunnel construction – PriMa is dedicated to tunnel construction and presents the latest technologies used in tunnel projects. The focus is on challenges such as geological conditions and safety aspects, as well as innovative solutions that promote efficiency and sustainability.</p> <p>Alpine countries: PriMa looks at the challenges and opportunities of rail transport in the Alpine countries and presents innovative technologies and sustainable concepts that optimize transport in this unique mountain region.</p> <p>International: Poland – With extensive investment in infrastructure and the aim of modernizing rail transport, Poland is positioning itself as an up-and-coming player in Europe. PriMa reports on current projects.</p> <p>Overview map: Alpine countries</p>



Issue	Dates	Topics
<p>1/2026 January/February</p> 	<p>Date of Publication 29.01.2026</p> <p>Editorial Deadline 22.12.2025</p> <p>Closing Date 08.01.2026</p> <p>Print documents 08.01.2026</p>	<p>Maintenance and service: PriMa sheds light on the key topics of workshops and maintenance. The focus is on the ECM concept, which ensures effective quality management. Digital asset management is revolutionizing the management of rail vehicles and supporting modern maintenance strategies. PriMa shows how the optimization of maintenance processes and effective cost management contribute to increasing efficiency.</p> <p>Special: VPI workshop standard – PriMa is dedicated to the VPI workshop standard, which sets important standards for the maintenance of rail vehicles. These standards promote quality and safety and support the implementation of efficient processes.</p> <p>International: Spain – PriMa describes the developments in Spanish rail transport and the role of Renfe as a leading rail company. With an extensive network of high-speed trains and innovative services, Renfe sets standards for mobility in Europe.</p> <p>Overview map: Railway workshops</p>



Price List

1 Format and Prices

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

Format	B/T*	Width x Height	Price (4C)
1/1 page (interior)	B	210 mm x 297 mm + 3 mm bleed	3.595,- €
1/2 page horizontal	B	210 mm x 150 mm + 3 mm bleed	1.995,- €
1/2 page vertical	T	105 mm x 297 mm + 3 mm bleed	1.995,- €
1/3 page horizontal	B	210 mm x 93 mm + 3 mm bleed	1.295,- €
1/3 page horizontal	T	165 mm x 76 mm	1.295,- €
1/3 page vertical	T	52 mm x 238 mm	1.295,- €
1/4 page horizontal	B	210 mm x 75 mm + 3 mm bleed	995,- €
1/4 page horizontal	T	165 mm x 57 mm	995,- €
1/4 page vertical	T	80 mm x 115 mm	995,- €
1/8 page horizontal	B	210 mm x 55 mm + 3 mm bleed	595,- €
1/8 page horizontal	T	165 mm x 37 mm	595,- €
Business Card advert		50 mm x 30 mm	350,- €
Business Card advert in subscription , 6 issues, 2.100 € minus 20 % discount (see page 15)			1.628,- €
Cover pages (U2, U3 and U4)		210 mm x 297 mm + 3 mm bleed	4.195,- €
Cover page (design according to individual coordination)			4.995,- €
Editorial 1/3 page (next to the editorial)		77 mm x 297 mm + 3 mm bleed	1.595,- €

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

*B: Bleed
T: Type Area

*B: Bleed / T: Type area



2 Advertorial

The advertorial offers you the opportunity to present your messages and your content in the context of an editorial article enriched with pictures, graphics and illustrations.

We need the text elements in a Word file. You provide us with the image elements as individual image files (.psd, .tiff, .jpg, .eps) in a minimum resolution of 300 dpi in CMYK colour mode.

We prefer to receive texts in German. If this is not possible, we will provide a translation of the text.

Price:

- 1/1 page: 3.995 €
- 2/1 pages: 7.695 €

Advertorial 1/1

Text requirements (incl. spaces):

Headline: max. 30 characters

Preface: max. 400 characters

Body text: max 3.200 characters

Info box: max. 580 characters

Caption: max. 75 characters



Advertorial 2/1

Text requirements (incl. spaces):

Headline: max. 30 characters

Preface: max. 400 characters

Body text: max. 6.600 characters

Info box: max. 580 characters

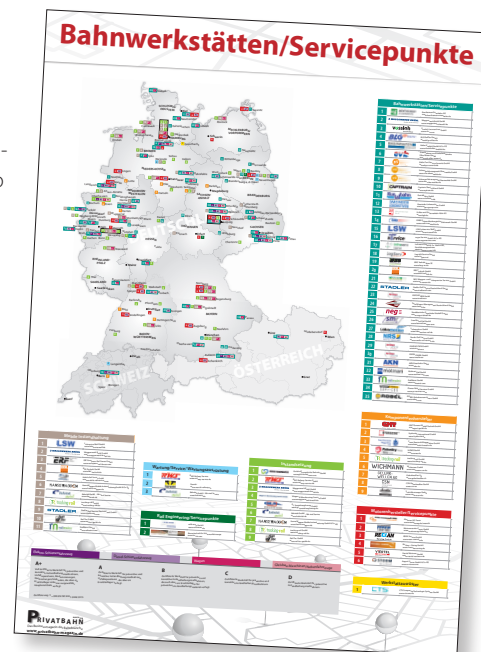
Caption: max. 75 characters



3 Special Forms of Advertising

Supplement Theme Map

When you book an advertisement in the trade meeting point called **Branchentreff** (50 x 30 mm, 4C, single price 350,- Euro, subscription for six issues with 20 % discount 1.680,- 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.



Annual Calendar 2026

The PriMa annual calendar accompanies the last issue of the year (issue 6) and at the same time offers attractive advertising space.



Format: circa DIN A1

Ad size + prices on request

*Wir empfehlen eine rechtzeitige Buchung
aufgrund der hohen Nachfrage und begrenzten
Anzahl der verfügbaren Werbefläche!*

Job Market „Zukunftsbranche Bahn“

Online on the Internet portal:

www.zukunftsbranche-bahn.de

Target audience: professionals, students, pupils, career changers



2 Surcharges

Binding placement rules: 15 %

3 Special Advertising Formats

Bound inserts / supplements / glued-on advertising material /
calendars / online job market "Zukunftsbranche Bahn":
Prices on request

4 Online Advertisement

www.privatbahn-magazin.de
see page 21

5 Contact for Printing Material:

Andrea Wiechel-Kramüller
Telephone: +49 (0)5820 970 177-10 • orga@bahn-media.com

6 Terms of Payment

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



Formats and Technical Specifications

1 Journal Format

DIN A4, 210 mm wide x 297 mm high, trimmed
216 mm wide x 303 mm high, untrimmed
3 mm bleed per bleed edge

Type Area

165 mm wide x 237 mm high (1/1 page)
3 columns 52 mm each + 4,55 mm gutter

2 Print- and Binding-Method

Offset printing, adhesive binding

3 Data Formats

We prefer a printable PDF file by e-mail, i.e. all fonts used must be embedded. Images require a resolution of at least 300 dpi and line art at least 600 dpi.

5 Colours

Printing ink (CMYK) according to ISO 12647-2 (PSO)
Special colours by arrangement

7 Data Archiving

Data is archived, unchanged repetitions are therefore usually possible. However, no data guarantee is given.

8 Warranty

In case of delivery of incomplete or deviating data (texts, colours, illustrations) we assume no liability for the printing result. Incorrect exposures due to incomplete or faulty files, incorrect settings or incomplete information will be charged. This also applies to additional typesetting or repro work as well as to the creation of faulty proofs.



Circulation and Distribution

1 Circulation Control

IVW



2 Circulation

Total circulation **2.946**

Print circulation (IVW-verified): 2.000

Digital circulation: 946

As a trade journal, PriMa reaches more readers than the stated subscribers: Each copy is passed on to an average readership of 2.8 people, as our Reader structure and reach analysis shows.

3 Geographical Distribution

- Germany
- Austria
- Switzerland
- Benelux

4 Main Topics

- Railway construction / infrastructure
- Research and technology
- Transport policy
- Railways
- Regional transport
- Rail freight transport / logistics
- Economy
- Maintenance and service
- Control and safety technology
- International
- Rail industry
- Alpine countries
- Europe



Website

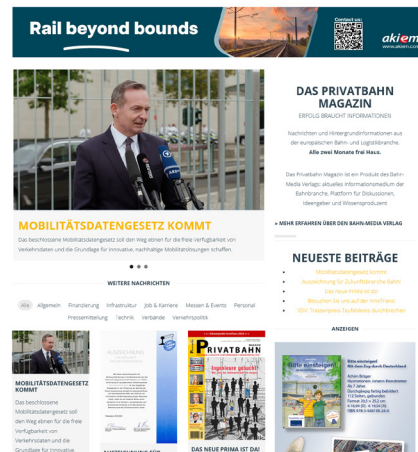
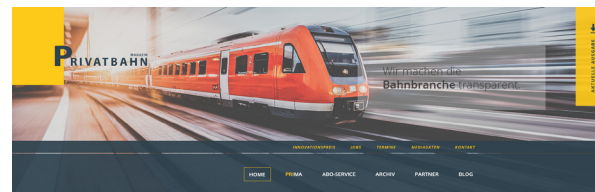
Portrait

1 Web Address (URL)

www.privatbahn-magazin.de

2 Brief Characteristics

Insights, reports, analyses: The website of the Privatbahn Magazin is one of the most reliable sources of up-to-date news and background information from the rail industry, supplemented by selected excerpts from the Privatbahn Magazin (PriMa). Our blog (<https://privatbahn-magazin.de/blog-privatbahn/>) is a recognized source of information and a much-visited platform that appeals to experts and interested parties alike.



Ad Formats and Prices

Full-Size Banner (750 x 90 px):	1.395 €
Half-Size Banner (550 x 110 px):	1.295 €
Square Banner (400 x 400 px):	1.995 €
Wide Skyscraper (300 x 600 px):	2.195 €

Price per Month, plus tax

Discounts per term

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

1 Full Size Banner
750 x 90 px
1.395 €
monatlich

Platzierungsmöglichkeiten:
PriMa/Aktuelle Ausgabe,
Abo-Service, Archiv

2 Half Size Banner
550 x 110 px
1.295 €
monatlich

Platzierungsmöglichkeiten:
PriMa/Aktuelle Ausgabe,
PriMa/Im Fokus

3 Square Banner
400 x 400 px
1.995 €
monatlich

Platzierungsmöglichkeiten:
Website

4 Wide Skyscraper
300 x 600 pixel
2.195 €
monatlich

Platzierungsmöglichkeiten:
PriMa/Aktuelle Ausgabe,
PriMa/Im Fokus,
PriMa/Innovationspreis



Usage Data

Unique visits per month: 7.038
Unique referrers per month: 1.051
Page views per day, January 1st to september 30th 2024:
Source: Strato (server provider), Average june - august 2024



Formats and Technical Specifications

1 File Format

GIF, JPG
maximum file size: 25 MB

2 Delivery Deadline

5 working days before the start of the campaign
This lead time gives us sufficient time together to test the formats and ensure safe delivery of the campaign. Delays due to late deliveries are not at our expense.

3 Contact Person

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Bahn-Media ■ Verlag

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October 2024

