

Media data 2026

P MAGAZIN **RIVATBAHN**

**The first tool for professionals
in rail, logistics, and transit
politics**

- With all new advertising formats and media
- Advertisement price list no. 20
- Valid from October 2025



DEUTSCHE

FACHPRESSE

MVFP
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der freien Presse



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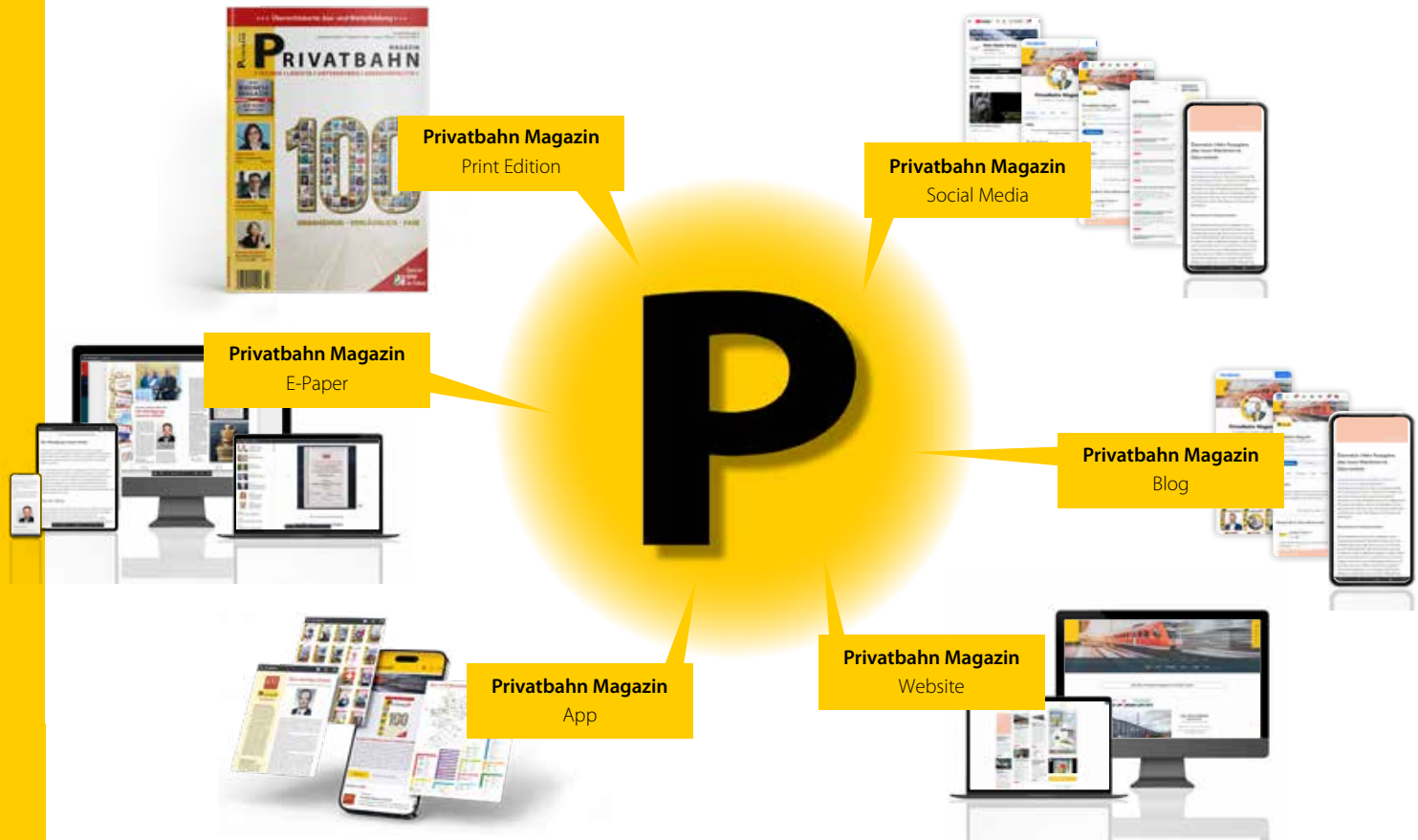
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Facts

Edition: 20th edition 2026

Publication frequency:

Every two months, six issues per year

Distribution area:

Germany, Austria, Switzerland, Benelux

Sold copies: 2,000 copies

Format: DIN A4 **ISSN:** 1865-0163

Brief description

Background information, reports, analyses

Privatbahn Magazin (PriMa) is the modern business magazine for the rail industry on its way into the logistics age. In addition to presenting innovative companies from industry, logistics, and the railway transport sector, *Privatbahn Magazin* provides comprehensive coverage of developments in rail transport. It also focuses on transport policy, as this is where the key investment decisions are made. Regular interviews with decision-makers and a direct line to current trends in local and freight transport, technology, maintenance, research, economics, and railway and track construction provide comprehensive information that appeals to both the technically savvy reader and the interested layman.

Target audience

Privatbahn Magazine is aimed at:

- the german and european railway industry,
- as well as its 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 fascinating world of rail transport.

Annual subscription price

Print subscription, domestic:

162,00 € (incl. tax and postage)

Student discount:

30 %: 113,40 € (incl. tax and postage)

Print subscription, european countries:

212,00 € (incl. tax and postage)

single issue retail prices, print:

- 29,90 € (germany)
- 38,90 € (austria)
- 40,90 sfr (switzerland)
- 39,90 € (benelux)

Digital subscription in app with archive function:

164,00 € (incl. tax)

Single issue, digitally in the app: 23,90 € (incl. tax)

Combination subscription (print and App):

224,00 € (incl. tax)



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Collaborations

A membership in the following associations includes a subscription to *Privatbahn Magazine*:

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

Memberships/Participation

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

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Editorial advisory board

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Dipl.-Ing. Dipl.-Kaufm. Bernd Kaiser

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Alstom Transport Deutschland GmbH

Dr. Frank Thomas

Attorney, K & L Gates LLP





Schedule and topics

Issue	Dates	Topics
1/2026 January/February  25.02. - 26.02.2026  03.03. - 05.03.2026	Date of publication 29.01.2026 Editorial deadline 22.12.2025 Closing date 08.01.2026 Submission for print 08.01.2026	Maintenance and service: PriMa highlights key topics relating to 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 optimizing maintenance processes and effective cost management contribute to increased efficiency. Special: PriMa is dedicated to the VPI European Maintenance Guide (EMG), which sets important standards for the maintenance of rail vehicles. The EMG ensures quality and safety and supports the implementation of efficient processes. IT-Trans: In the run-up to the trade fair in Karlsruhe, Privatbahn Magazine provides an overview of the current topics at IT-Trans and presents new products and exhibitors. International: Spain – PriMa describes developments in Spanish rail transport and the role of Renfe as the leading railway company. With an extensive network of high-speed trains and innovative services, Renfe sets standards for mobility in Europe. Overview map: Railway workshops

The editorial team reserves the right to change topics for reasons of topicality.

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Issue

2/2026

March/April



20.04. - 24.04.2026

Dates

Date of publication

26.03.2026

Editorial deadline

12.02.2026

Closing date

26.02.2026

Submission for print

26.02.2026

Topics

Rail freight transport: Rail freight transport has great potential for climate protection. However, innovative concepts and modern technology are needed to shift more traffic from road to rail. PriMa presents new rolling stock, reports on combined transport, and the cooperation between stakeholders.

Special: The development of the digital automatic coupling continues to progress. PriMa takes a look at the current status and provides an outlook on the digitization of rail transport.

Hannover Messe: The industry's leading trade fair opens its doors and focuses on topics such as connected mobility, fuel cells, electric transport systems, and modern charging technology.

International: Benelux – Belgium, the Netherlands, and Luxembourg are located in the heart of Europe. The transport and logistics sector therefore plays a significant role in these countries. Privatbahn Magazine reports on railways, ports, and interesting rail infrastructure projects in these three countries.

Overview map: Rail freight transport

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Issue

3/2026

May/June

Dates

Date of publication

28.05.2026

Editorial deadline

16.04.2026

Closing date

30.04.2026

Submission for print

30.04.2026

Topics

Construction site logistics: Growth targets in rail transport can only be achieved if infrastructure growth resumes. PriMa highlights opportunities for the structural reactivation of rail lines and current rail construction projects.

Special: Digitalization is having a major impact on the future of our mobility. PriMa presents products, technical solutions, and concepts that can help make mobility more economical, environmentally friendly, and customer-friendly.

Materials and components: From track and switch systems to innovative materials and solutions for corrosion protection and maintenance: In this focus section, we present the latest developments and suppliers that are making railway construction more durable, efficient, and sustainable

railway construction machinery – From powerful track renewal trains to hand-held cut-off saws: this focus area showcases the entire spectrum of modern technology for railway construction.

International: Czechia – PriMa presents the Czech Republic's railway system and reports on the country's railway industry and mobility goals.

Overview map: Construction site logistics

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Issue

4/2026

July/August



22.09. - 25.09.2026



Dates

Date of publication

30.07.2026

Editorial deadline

16.06.2026

Closing date

02.07.2026

Submission for print

02.07.2026

Topics

Education and training: The shortage of skilled workers is threatening the economy.

This also applies to the railway industry. Today's work processes are characterized by ongoing changes and constant transformation. PriMa presents modern training and continuing education concepts..

Special: InnoTrans – In September, the rail industry will once again gather in Berlin.

Ahead of the world's leading trade fair, PriMa reports on the trade fair concept, exhibitors, vehicles, products, and technical innovations.

Engineering and development – From planning complex infrastructure projects and constructing bridges and tunnels to developing modern passenger and freight cars,

engineering firms and development service providers are shaping the future of rail.

International: China – The Chinese railway industry is now also gaining ground in Euro-

pe. Privatbahn Magazin reports on the Chinese railway industry and presents companies and products in the run-up to InnoTrans.

Overview map: Education and training

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Issue

5/2026

September/October



22.09. - 25.09.2026



28.11. - 30.11.2026

Dates

Date of publication

10.09.2026

Editorial deadline

30.07.2026

Closing date

13.08.2026

Submission for print

13.08.2026

Topics

InnoTrans: Finally! The leading trade fair for the railway industry and transport technology is opening its doors again. Privatbahn Magazin reports on trends, products, energy sources, drive technology, safety technology, exhibitors, transport policy, and much more.

Special: Financing, leasing, and rental – Infrastructure and new vehicles need to be financed and insured. PriMa introduces banks, lessors, rental companies, and insurers that offer high-performance products to the rail industry, thereby setting the right course for the future from a financial perspective.

International: India – India operates and continuously modernizes one of the largest and most diverse railway networks in the world. PriMa looks at India's railway sector with innovative mobility concepts for logistical challenges in a dynamically growing market.

Overview map: Equipment suppliers, suppliers, service providers



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Issue

6/2026

November/December

Dates

Date of publication

26.11.2026

Editorial deadline

15.10.2026

Closing date

29.10.2026

Submission for print

29.10.2026

Topics

Alpine countries: Switzerland and Austria are the “driving forces” among European rail countries, as no other country in Europe invests more per capita in its own rail infrastructure. PriMa reports on companies and projects as well as the transport policy goals of the two Alpine countries.

Special: Alternative drive technologies, such as fuel cells, battery drives, hybrid or dual-mode drives, not only make rail vehicles more climate-friendly, but also more flexible in their area of application. PriMa presents the various drive concepts in detail.

International: France is one of Europe’s leading railway nations. PriMa takes a look at Paris and presents innovations, projects, and new technology.

Overview map: Alpine countries

Special supplement: Annual calendar 2027



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Issue

1/2027

January/February



Dates

Date of publication

28.01.2027

Editorial deadline

22.12.2026

Closing date

06.01.2027

Submission for print

06.01.2027

Topics

Maintenance and service: The maintenance and repair of vehicles for mainline, branch line, and industrial railways is a job for specialists. PriMa introduces component suppliers and workshops and reports on new products and technical innovations in maintenance.

Special: A reliable supply of spare parts is essential for a productive vehicle fleet. However, 3D printing is currently revolutionizing the spare parts supply sector. PriMa reports on the concepts of spare parts supply in the railway industry.

International: Scandinavia – denmark, sweden, norway, and finland are investing heavily in rail transport. PriMa presents the transport policies of these countries, reports on projects and companies, and provides information on goals and challenges.

Overview map: Railway workshops



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FAQ

How does the collaboration with the editorial team work?

After receiving your request, we will coordinate the content with you. The editorial team will create or revise text contributions, ensuring that they are professional and easy to read. You will receive a proof for approval before publication.

Can you submit your own texts?

Yes, you can submit finished texts to us. However, our editorial team will check them for length, style, and comprehensibility and, if desired or necessary, make editorial adjustments to achieve the best possible effect in the magazine

Does the editorial team also assist with text creation?

Of course. If you do not provide finished texts, we will create them based on your key points, press releases, or background information. This ensures that your message is communicated professionally.

Can you suggest your own topics?

Yes. You can send us topic ideas at any time. The editorial team will check whether they fit with the magazine's content focus and planned topics. We would be happy to work with you to develop a suitable format or suggest adjustments to ensure that your topic is presented in the best possible light.

Is a proof sent before the article is published?

Yes, you will receive an approval version (PDF) before printing. This allows you to check and approve the final details. Changes can be made without any problems up to an agreed point in time.

Which file formats are accepted?

For texts, we prefer Word or open text files. Image files should be in printable quality as JPG, TIFF, or EPS. We accept ad layouts as PDF/X-4 files.

Is there any support available for optimizing PR articles?

Yes, our editorial team ensures that your messages are published in a high-quality journalistic format. We help you prepare specialist information, PR content, and company news in a way that is reader-friendly and credible.

Contact for editorial inquiries

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Format	B/M*	Width x Height	Price (4-color)
A Cover page (design according to individual coordination)			4.995,- €
B Cover pages (U2, U3 and U4)	B	210 mm x 297 mm + 3 mm bleed allowance	4.195,- €
C 1/1 page (interior)	B	210 mm x 297 mm + 3 mm bleed allowance	3.595,- €
D 1/2 page horizontal	B	210 mm x 150 mm + 3 mm bleed allowance	1.995,- €
E 1/2 page vertical	B	105 mm x 297 mm + 3 mm bleed allowance	1.995,- €
F Business Card advert in subscription , 6 issues, 2.100 € minus 20 % discount (see page 14 and 16)	B	50 mm x 30 mm	1.680,- €
G Editorial 1/3 page (next to the editorial)	B	77 mm x 297 mm + 3 mm bleed allowance	1.595,- €
H 1/3 page horizontal	B	210 mm x 93 mm + 3 mm bleed allowance	1.295,- €
I 1/3 page horizontal	M	165 mm x 76 mm	1.295,- €
J 1/3 page vertical	M	52 mm x 237 mm	1.295,- €
K 1/4 page horizontal	B	210 mm x 75 mm + 3 mm bleed allowance	995,- €
L 1/4 page horizontal	M	165 mm x 57 mm	995,- €
M 1/4 page vertical	M	80 mm x 115 mm	995,- €
N 1/8 page horizontal	B	210 mm x 55 mm + 3 mm trim	595,- €
O 1/8 page horizontal	M	165 mm x 37 mm	595,- €
P Business Card advert	B	50 mm x 30 mm	350,- €

Prices exclude VAT.

* B: bleed, M: layout margin



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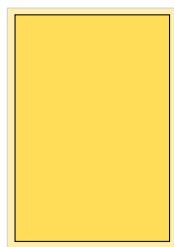
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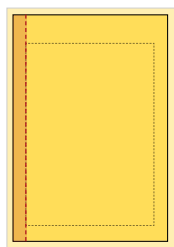
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B

Cover pages

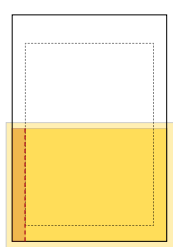
210 mm x 297 mm + 3 mm



C

1/1 page (interior)

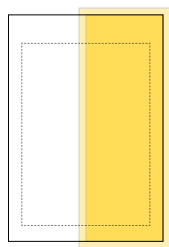
210 mm x 297 mm + 3 mm



D

1/2 page horizontal (B)

210 mm x 150 mm + 3 mm



E

1/2 page vertical (B)

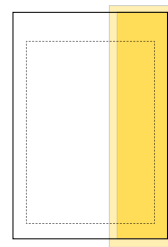
105 mm x 297 mm + 3 mm



F/P

Business Card

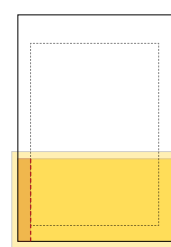
50 x 30 mm



G

Editorial

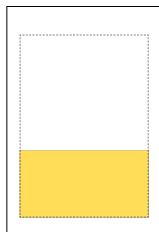
77 mm x 297 mm + 3 mm



H

1/3 page horizontal (B)

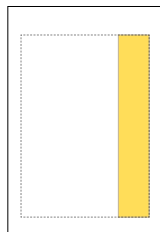
210 mm x 93 mm + 3 mm



I

1/3 page horizontal (M)

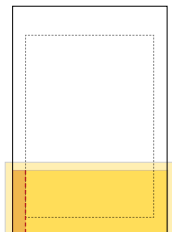
165 mm x 76 mm



J

1/3 page vertical (M)

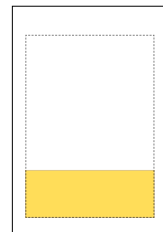
52 mm x 237 mm



K

1/4 page horizontal (B)

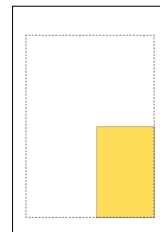
210 mm x 75 mm + 3 mm



L

1/4 page horizontal (M)

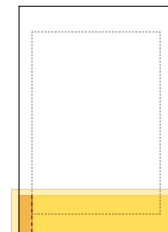
165 mm x 57 mm



M

1/4 page vertical (M)

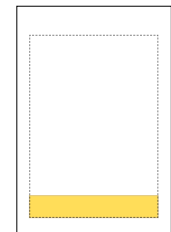
80 mm x 115 mm



N

1/8 page horizontal (B)

210 mm x 55 mm + 3 mm



O

1/8 page horizontal (M)

165 mm x 37 mm

printing area

3 mm bleed allowance

10 mm safety distance to the fold

B: bleed (3 mm, all around)

M: layout margin

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Advertorial

Advertorials offer you the opportunity to present your messages and content in an editorial article enriched with images, graphics, and illustrations.

For further advertorial options, please refer to the "App" tab on page 22.

We require the text elements in a Word file.

You provide us with the image elements:

- as individual image files (.psd, .tiff, .jpg, .eps)
- with a minimum resolution of 300 dpi
- in CMYK color mode.

Pricing:

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

Advertorial 1/1

Text requirements (including spaces):

Headline: max. 30 characters
 Intro: max. 400 characters
 Body text: max. 3,200 characters
 Info box: max. 580 characters
 Caption: max. 75 characters



Advertorial 2/1

Text requirements (including spaces):

Headline: max. 30 characters
 Intro: max. 400 characters
 Body text: max. 6,600 characters
 Info box: max. 580 characters
 Caption: max. 75 characters





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Case Study

The case study offers you the opportunity to present your projects and products in a short profile with images and graphics.

We require the text elements in the form of a Word file.

Text requirements (including spaces):

- **Headline:** max. 30 characters
- **Introduction:** max. 500 characters
- **Body text:** max. 3,800 characters
- **Diagram:** max. 1,900 characters
- **Customer profile:** max. 600 characters
- **Quote:** max. 400 characters

Please provide us with the image elements as

- individual image files (.psd, .tiff, .jpg, .eps),
- with a minimum resolution of 300 dpi,
- in CMYK color mode.



Price:
■ 4.495 €

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Supplement theme map (D-A-CH) and Branchentreff

By booking a **business card advertisement** in the industry directory **Branchentreff** (format 50 x 30 mm, in 4C, single price €350; subscription price for six issues with a 20% discount €1,680), your **company's entry will appear free of charge** (with full name, logo, and website/address) **on the map** (format DIN A1 or A2, in 4C) that **matches your company's business focus**. The map is included as a supplement to the main topics per each issue.



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Annual calendar 2027

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



Format: approx. DIN A1

Ad size + prices on request

Job market „Zukunftsbranche Bahn“

Online on the Internet portal:

www.zukunftsbranche-bahn.de

Target audience: Professionals, students, pupils, career changers



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Mandatory placement rules: 15%

Special advertising formats

Inserts / Supplements / Glued-in
advertising material / Calendars

Online job market for the railway industry
of the future: Prices on request

Online advertising

www.privatbahn-magazin.de

Information on display formats can also
be found on page 26.

Contact for print documents

Andrea Wiechel-Kramüller

Phone: +49 (0)5820 970 177-10

E-Mail: orga@bahn-media.com

Terms of payment and banking details

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



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Web address (URL) E-Paper

e-paper.privatbahn-magazin.de

Brief description

Expertise for your pocket:

The future of trade journalism is digital – and it starts now with Privatbahn Magazine: The magazine is now available as an app – optimized for mobile devices and also usable in a browser. Whether on the go, during a break, or searching the archive, the app makes digital reading more convenient, faster, and more flexible. Instead of just a page-turning PDF, the new version now offers a convenient reading mode: articles are clearly structured, modern in design, and optimized for the screen.

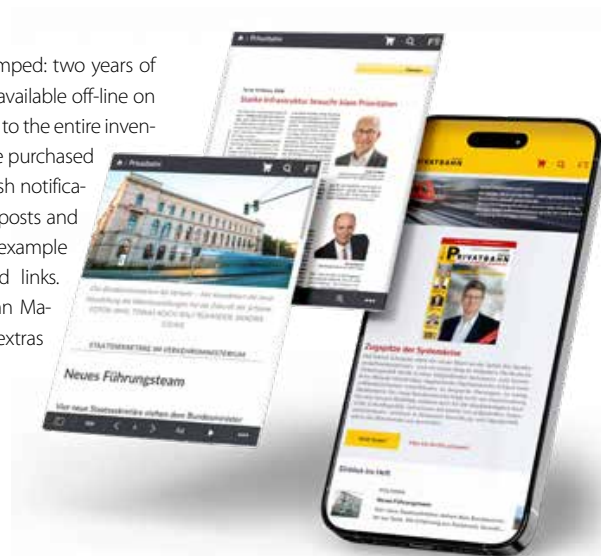
iOS App Store

<https://apps.apple.com/de/app/privatbahn-magazin-digital/id6746115395>

Google Play-Store

https://play.google.com/store/apps/details?id=com.prenly.privatbahnmagazin&pcampaignid=web_share

The archive has also been revamped: two years of PriMa – searchable at any time, available off-line on request. Subscribers have access to the entire inventory, and individual issues can be purchased separately. The app provides push notifications about new issues or blog posts and offers digital added benefits, for example through additional images and links. This means the entire Privatbahn Magazine fits in your pocket – with extras that cannot be offered in print.



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	Format	Duration	Width x height	Preis (4-farbig)
A	Header banner	1 month	2048 x 258 px, as JPG or GIF	2.495,- €
B	Header banner with cover image	until the next PriMa is published	2048 x 258 px, as JPG or GIF	1.995,- €
C	Insertion advertisement	1 month	Format-independent, as video or graphic	1.995,- €
D	Digital brochure	/	/	1.595,- €
E	Standard banner	1 month	2048 x 258 px, as JPG or GIF	1.495,- €
F	Sponsored blog with push notification and cross-posting on LinkedIn and Facebook	/	Format-independent, as text with image and/ or video material	695,- €
G	"Advertorial Plus" (Print advertorial with sponsored blog, push notification, and cross-posting)	/	The specifications for a print advertorial can be found under the tab "trade journal (print) - Advertorial" on page 17.	280,- €

Discounts per term

5 % for a 2-month term

10 % for a 4-month term

15 % for a 6-month term

20 % for a 12-month term

**Prices per month,
excl. VAT.**





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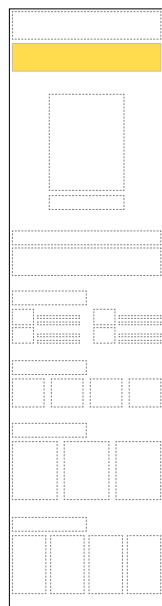
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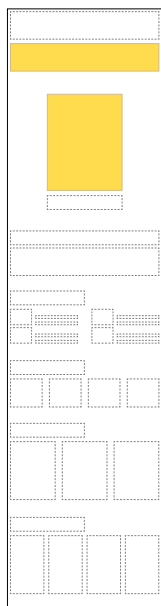
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distribution



A

Header banner

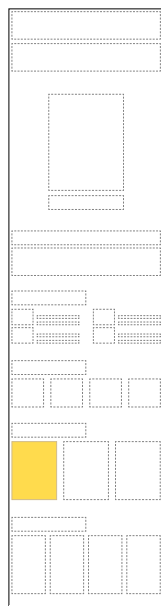
1 month



B

Header banner
with cover image

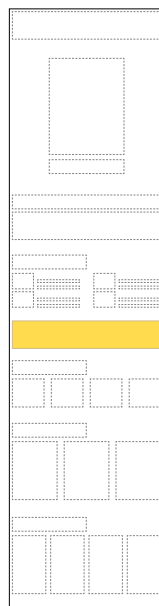
until the next PriMa
is published



D

Digital brochure

once

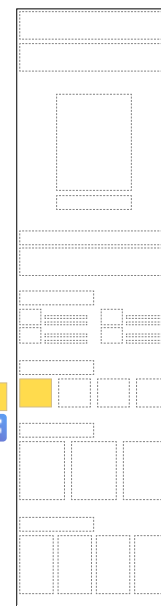


E

Standard banner

1 month

+ Push
+ in f

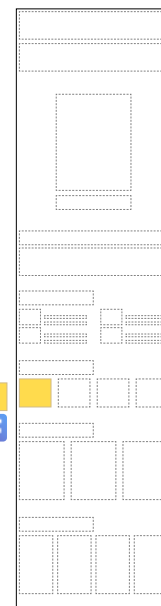


F

Sponsored blog

once

+ Push
+ in f



G

Advertorial Plus

once

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Web address (URL)

www.privatbahn-magazin.de

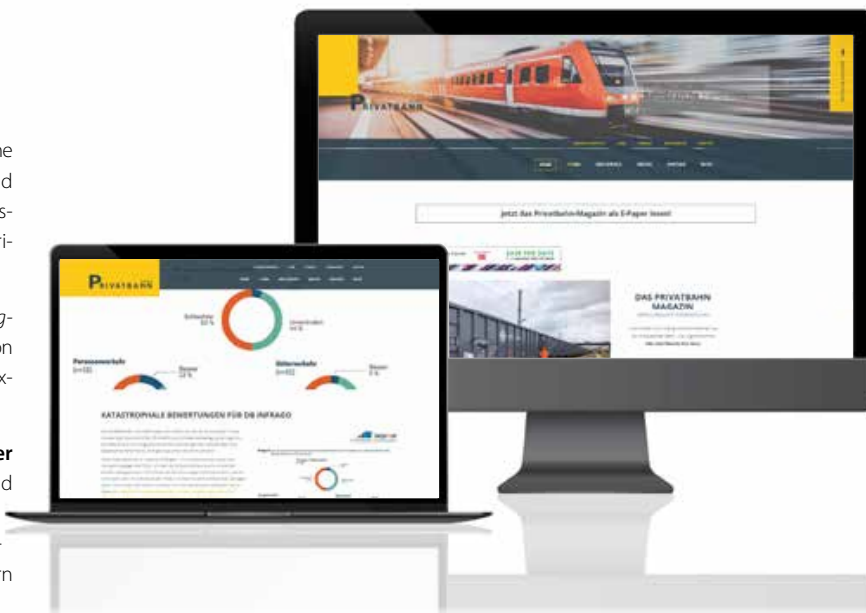
Brief description

Insights, reports, analysis:

The Privatbahn Magazin **website** is one of the most reliable sources for the latest news and background information from the railway industry, supplemented by selected excerpts from Privatbahn Magazin.

Our **blog** (www.privatbahn-magazin.de/blog-privatbahn) is a recognized source of information and a popular platform that appeals to both experts and interested parties.

You will now also find a button for our **e-paper** here (read more about this on page 22 ff.). Instead of just being a PDF that you can scroll through, the new version now offers a convenient reading mode: articles are clearly structured, modern in design, and optimized for display on screen.





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Format	Width x height	Price (4-color)	Placement option on the website
A Wide skyscraper	300 x 600 px	2.195,- €	Prima – current issue, Prima – innovation award
B Square banner	400 x 400 px	1.995,- €	Throughout the website
C Full-size banner	750 x 90 px	1.395,- €	Prima – current issue, subscription service, archive
D Half-size banner	550 x 110 px	1.295,- €	Prima – current issue

Prices per month, excluding VAT.



Discounts per term

5 % for a 2-month term

10 % for a 4-month term

15 % for a 6-month term

20 % for a 12-month term



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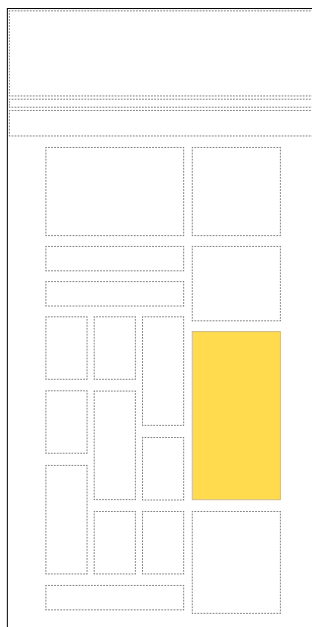
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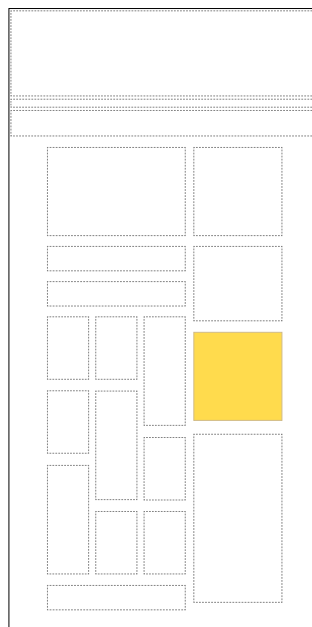
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A

Wide skyscraper

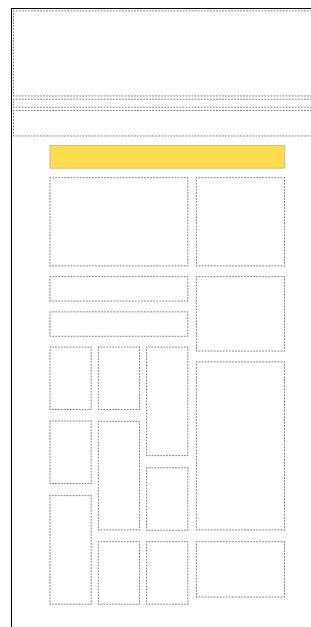
300 x 600 px



B

Square banner

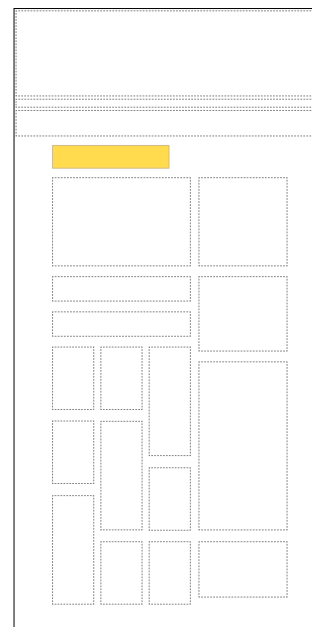
400 x 400 px



C

Full-size banner

750 x 90 px



D

Half-size banner

550 x 110 px

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Unique Visits per month:	8.025
Unique referrers per month:	2.417
Average page views per day:	658
Average number of sessions per day:	576

January 1 to august 30, 2025:



Delivery deadline

Up to 5 business days before the start of the campaign.

This lead time gives us sufficient time to test the formats and ensure the campaign is delivered reliably. We are not responsible for delays caused by late deliveries.

File formats

GIF, JPG

Maximum file size: 25 MB

Contact person

Andrea Wiechel-Kramüller

Phone: +49 (0)5820 970 177-10

E-Mail: orga@bahn-media.com

Source: Strato (Server-Provider),
Average, january to august 2025



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Method of investigation

Privatbahn Magazine 2021 reader survey conducted online by the Institute for Press Research and Audience Analysis, Cologne

Random sample

150 readers of Privatbahn Magazine

Contents

Usage patterns and reach

Readership structure

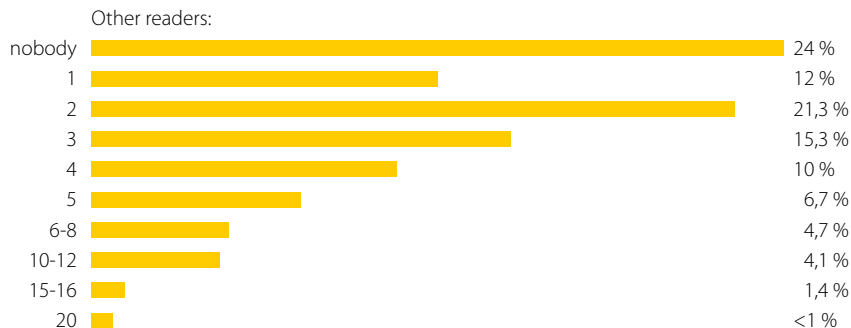
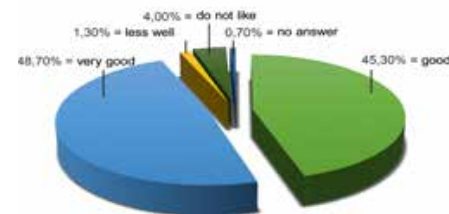
Usage patterns and reach

76.2 percent of Privatbahn Magazine users pass the magazine on to colleagues at work. This means that the number of readers is significantly higher than the number of subscribers.

On average, the magazine is read by 2.8 people (see diagram on the right).

Readers' rating of Privatbahn magazine

Almost **94 percent** of readers rate Privatbahn Magazine as "good" (48.7%) or even "very good" (45.3%).



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Audience structure: Investment decisions

Privatbahn Magazine is the leading medium for decision-makers.

69 percent of readers make investment decisions alone, together with others, or prepare recommendations for investment decisions:



Results of the 2016 Privatbahn Magazine reader survey,
Brandenburg University of Applied Sciences





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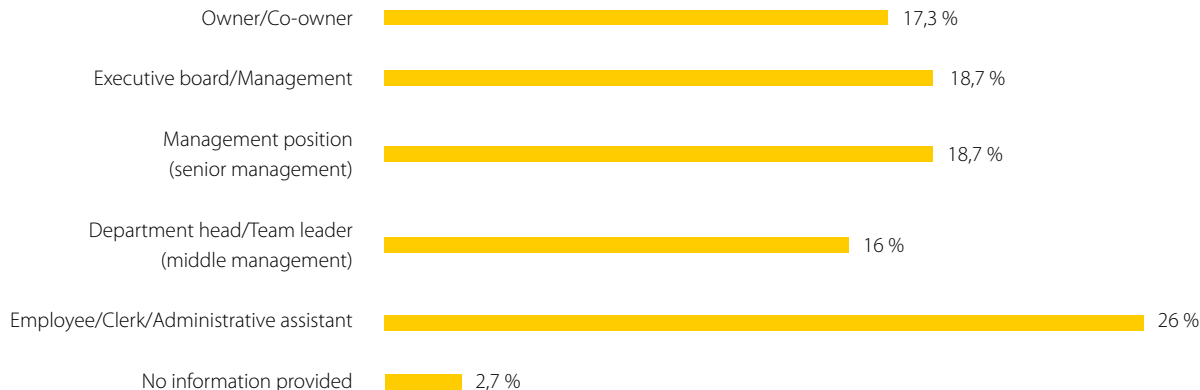
Reader structure:

Hierarchical position of readers

Over 70 percent of Privatbahn Magazine readers surveyed are owners, board members, executives, or part of senior management.

Transportation policy

10 percent of readers work in politics, government departments, and public administration.





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Magazine format

- DIN A4: 210 mm wide x 297 mm high, trimmed
- 216 mm wide x 303 mm high, untrimmed
- 3 mm trim per cut edge

Layout margin

165 mm wide x 237 mm high (1/1 page)
3 columns, each 52 mm + 4.55 mm spacing

Printing and binding process

Offset printing, adhesive binding

Data formats

We prefer a printable PDF file sent by email, which means that all fonts used must be embedded. Images must have a resolution of at least 300 dpi and line art at least 600 dpi.

Colours

Printing inks (CMYK) according to ISO 12647-2 (PSO) Special colors by arrangement

Data archiving

Data is archived, so unchanged repetitions are generally possible. However, no data guarantee is provided.

Warranty

We accept no liability for the print result if incomplete or incorrect data (text, colors, images) is supplied. Incorrect exposures due to incomplete or faulty files, incorrect settings, or incomplete information will be charged. This also applies to additional typesetting or reproduction work and to the creation of faulty proofs.





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Distribution control

IVW

Certification

FSC

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Total distribution

Print distribution (IVW-verified):

Digital:

2.946

2.000

946

As a trade journal, PriMa reaches more readers than the number of subscribers indicated: through sharing, each copy achieves an average readership of 2.8 people (see page 28).

Geographical distribution

- Germany
- Austria
- Switzerland
- Benelux



Key topics

- Railway construction / Infrastructure
- Research + Technology
- Transport policy
- Railways
- Regional transport
- SGV / Logistics
- Economy
- Maintenance + Service
- Control and safety technology
- International
- Railway industry
- Alpine countries
- Europe



Bahn-Media ■ Verlag

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