

PRIMA

# EUROPEAN-RAIL

MARKETS

| TECHNOLOGY | LOGISTICS | COMPANIES | TRANSPORT POLICY |



**Advertisement Rate Card**

Rate card No. 8 valid from 30th of April 2017



## 1 Circulation

E-Paper, available for free.

## 2 Format

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

## Type Area

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

## 3 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  
Via E-Mail to [hinrichs@bahn-media.com](mailto:hinrichs@bahn-media.com)  
or in digital form on a CD-ROM to the publisher.

## 4 URL

[www.rail-markets.eu](http://www.rail-markets.eu)

## 5 Publisher

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## 6 Terms of payment

Payment within 7 days after receipt of the bill net cash  
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## Special Offer

### PriMa Print + European-Rail Markets E-Paper

European-Rail Markets is the English version of the Privatbahn Magazin and aims to address the international railway industry. If you opt for our special offer, we will publish your advertisement in European-Rail Markets for an additional 30%. The European-Rail Markets can be downloaded as E-Paper from our website: [www.rail-markets.eu](http://www.rail-markets.eu)



## 7 Formats and Prices:

To all prices a value added tax must be added

Format	Width	Depth	4 colours
1/1 page (Inside pages)	210 mm	x 297 mm	2.980,- €
1/2 page horizontal	210 mm	x 150 mm	1.580,- €
1/2 page vertical	105 mm	x 297 mm	1.580,- €
1/3 page horizontal	165 mm	x 76 mm	995,- €
1/3 page vertical	52 mm	x 237 mm	995,- €
1/4 page horizontal	165 mm	x 57 mm	795,- €
1/4 page vertical	80 mm	x 115 mm	795,- €
1/8 page horizontal	165 mm	x 37 mm	450,- €
<b>Cover pages</b> (Title, 2, 3 and 4)	210 mm	x 297 mm	3.500,- €
<b>Editorial 1/3 page</b> (next to the Editorial)	77 mm	x 297 mm	1.250,- €

## 8 Surcharges

Binding placement directives: 15 %

## 9 Labour market (In Privatbahn Magazin)

Advertisement per mm 3,90 €  
 Details on [www.zukunftsbirache-bahn.de](http://www.zukunftsbirache-bahn.de)

## 10 Special Advertisements

Prices upon request

## 11 Discounts

When purchasing within a year  
 Staggered repeat discount

Quantity scale			
2 appearances	5 %	2 pages	5 %
4 appearances	10 %	4 pages	10 %
6 appearances	15 %	6 pages	15 %

## 12 Combinations

With other publications upon request

## 13 Bound inserts

Prices upon request

## 14 Inserts

Prices upon request

## 15 Affixed advertising material

Prices upon request

## 16 Contact

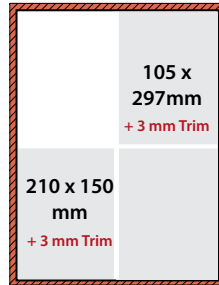
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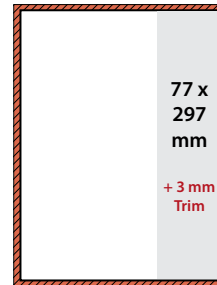
**Trim Size**



1/1 Page  
Cover Pages: Four-colour € 3500,-  
Inside Pages: Four-colour € 2980,-

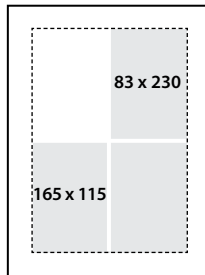


1/2 Page Horizontal/Vertical  
Four-colour € 1580,-

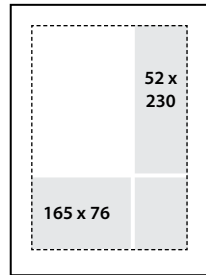


1/3 Page Vertical  
Four-colour € 1250,-  
next to Editorial

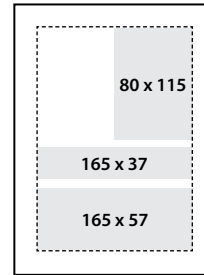
**Type Area**



1/2 Page Horizontal/Vertical  
Four-colour € 1580,-



1/3 Page Horizontal/Vertical  
Four-colour € 995,-



1/4 Page Horizontal/Vertical  
Four-colour € 795,-  
1/8 Page Horizontal  
Four-colour € 450,-

## 1 PriMa European-Rail Markets at a glance

### Backgrounds, reportages, analyses

European-Rail Markets, previously known as European Edition of Privatbahn Magazin, is the modern business magazine of the railway industry on the way to the logistics-era.

Apart from the presentation of innovative companies from the fields of industry, logistics and transportation European-Rail Markets extensively reports on the developments of the carrier railway'. Regular interviews with decision makers, news on the latest trends in the fields of research, technology, economy, transportation policies and logistics as well as excurses concerning the history of railway transportation are all aimed towards experienced readers as well as interested laities.

### Target audience

#### The European-Rail Markets aims to address:

- the European industry of privately owned railways as well as its clients and business partners
- the transportation policy at both European and regional levels
- the railway supply industry
- universities and research establishments
- interest groups and associations
- all interested readers, who can get excited about the fascinating world of railway transportation

2 **Volume** 8th volume

3 **Web-Address** [www.rail-markets.eu](http://www.rail-markets.eu)

4 **Publisher** Prof. Dr. Uwe Höft  
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