

MAGAZIN

PRIVATBAHN

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# RIVATBAHN

MAGAZIN

| TECHNOLOGY | LOGISTICS | BUSINESSES | TRANSPORT POLICY |

EUROPEAN EDITION



**Advertisement Rate Card**

Rate card No. 2 valid from 1st January 2011



## 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 230 mm depth (1/1 page)  
3 columns 55 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 [grafik@bahn-media.com](mailto:grafik@bahn-media.com)  
or in digital form on a CD-ROM to the publisher.

## 4 Dates

Frequency: every other month, six issues per annum  
Date of publication: the Tuesday in the fourth week  
of the according month  
Closing date: three to one day prior to the publication

## 5 Publisher

Bahn-Media Verlag GmbH & Co. KG  
Marktplatz 15 • D-29562 Suhlendorf • Germany  
[www.privatbahn-magazin.eu](http://www.privatbahn-magazin.eu) • [www.privatbahn-magazin.de](http://www.privatbahn-magazin.de)

## Representation in Austria

AGO.PR & Media Support  
Andreas Gorisek  
Sonnenweg 30 • A-1140 Wien • Austria  
0043 (664) 383 26 05 • [office@agopr.at](mailto:office@agopr.at)

## Representation in Switzerland:

Privatbahn Magazin Schweiz  
Dr. Gunda Siemssen  
Röschibachstrasse 63 • CH-8037 Zürich • Switzerland  
[schweiz@privatbahn-magazin.com](mailto:schweiz@privatbahn-magazin.com)

## Advertisements

Rolf Schulze (responsible)  
Phone 0049 (5820) 99 80 • Fax 0049 (5820) 970 177 20  
[anzeigen@privatbahn-magazin.de](mailto:anzeigen@privatbahn-magazin.de)

## 6 Terms of payment

Payment within 7 days after receipt of the bill net cash  
VAT-Ident-No.: DE 264819031 • Tax.-No. 47/200/32000

## Bank Details

Commerzbank Uelzen • BLZ: 258 400 48 • Konto: 56 56 00 400  
IBAN DE14 2584 0048 0565 6004 00 • BIC COBADEFFXXX

## Special Offer

### PriMa Print + European Edition E-Paper

The European Edition 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 our European Edition for an additional 30%. The European Edition can be downloaded as E-Paper from our website.



## 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	2.900,- €
1/2 page horizontal	210 mm	x 150 mm	1.450,- €
1/2 page vertical	105 mm	x 297 mm	1.450,- €
1/3 page horizontal	165 mm	x 76 mm	960,- €
1/3 page vertical	55 mm	x 230 mm	960,- €
1/4 page horizontal	165 mm	x 57 mm	725,- €
1/4 page vertical	80 mm	x 115 mm	725,- €
1/8 page horizontal	165 mm	x 37 mm	360,- €
<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)	60 mm	x 297 mm	1.200,- €

## 8 Surcharges

Binding placement directives: 15 %

## 9 Category advertisements

Labour market per mm (1 column, 55 mm width) 2,13

Cipher fees and bid-postage: 15,-

## 10 Special Advertisements

Prices upon request

## 11 Discounts

When purchasing within a year

Staggered repeat discount

2 appearances 5 %

4 appearances 10 %

6 appearances 15 %

Quantity scale

2 pages 5 %

4 pages 10 %

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

Sabrina Musik

Phone 0049 (5820) 970 177 13

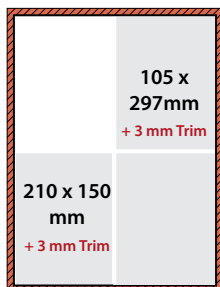
grafik@bahn-media.com

## Trim Size



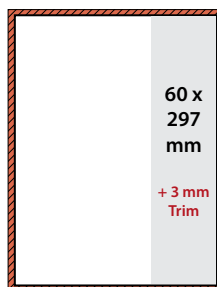
1/1 Page

Cover Pages: Four-colour € 3500,-  
Inside Pages: Four-colour € 2900,-



1/2 Page Horizontal/Vertical

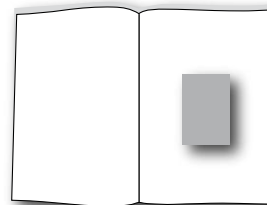
Four-colour € 1450,-



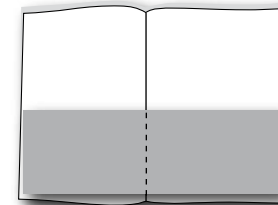
1/3 Page Vertical

Four-colour € 1200,-  
next to Editorial

## 10 Special formats Prices on application

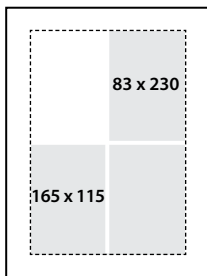


Postcard, glued in



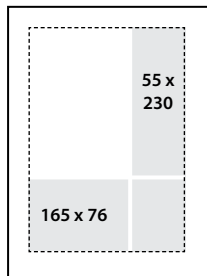
Bound insert, horizontal

## Type Area



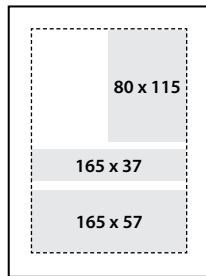
1/2 Page Horizontal/Vertical

Four-colour € 1450,-



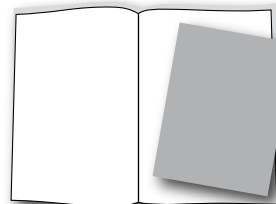
1/3 Page Horizontal/Vertical

Four-colour € 960,-

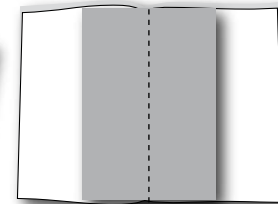


1/4 Page Horizontal/Vertical

Four-colour € 725,-  
1/8 Page Horizontal  
Four-colour € 360,-



Insert, one or several pages



Bound insert, vertical

## 1 The European Edition of Privatbahn Magazin at a glance

### Backgrounds, reportages, analyses

– the Privatbahn Magazin (PriMa) 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  
– the Privatbahn Magazin 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 Edition of Privatbahn Magazin 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 Frequency

6 times per annum (February, April, June, August, October and December)

## 3 Volume

2nd volume 2011

## 4 Web-Address

[www.privatbahn-magazin.eu](http://www.privatbahn-magazin.eu)

## 5 Publisher

Prof. Dr. Uwe Höft  
Dipl.-Vw. Christian Wiechel-Kramüller

## 6 Publishing Company

Bahn-Media Verlag GmbH & Co. KG  
Marktplatz 15  
D-29562 Suhlendorf • Germany  
Phone 0049 (5820) 970 177 10  
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[www.bahn-media.de](http://www.bahn-media.de)  
[info@privatbahn-magazin.de](mailto:info@privatbahn-magazin.de)

## 11 Editorial Office

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## 12 Advertisements


Rolf Schulze (responsible)  
Phone 0049 (5820) 99 82  
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## 13 Sales & Distribution

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[schielsky@bahn-media.com](mailto:schielsky@bahn-media.com)

The Privatbahn Magazin reports on trends and developments of the railway industry. Permanent categories are: Railway companies, technology, research, logistics, logistics, international issues and career.

	Issue	Topics
	<p>1/2011 February/March</p> 	<p><b>Title:</b> Regional rail transport: Provided that offering, attractiveness and comfort are right, the regional rail transport is always successful. In the run-up to the Public Transport Interiors fair, the Privatbahn Magazin will introduce successful projects from the field of regional rail transport, marketing concepts and will elaborate on railway manufacturers, modern traction technology, innovative emission technologies and other aspects which make travelling more comfortable, such as air conditioning, passenger information systems and the opportunity to purchase tickets by means of a mobile phone or a money card. Furthermore the magazine will also report on IT-solutions and software tools from the field of railway-technology.</p> <p><b>INTERMODES 2011:</b> The Privatbahn Magazin will introduce interesting approaches to the issue of intermodality in the field of passenger transport and will offer further reports in the run-up to the convention INTERMODES 2011.</p> <p><b>Special – Stations and stops:</b> PriMa will report on new concepts – ranging from platforms to awnings – designed to make waiting for trains more comfortable and safer.</p> <p><b>International – Ireland:</b> The country plans a reactivation of its railway system by means of the project “Transport 21”. The Privatbahn Magazin introduces the Irish railway system as well as selected projects.</p>
	<p>2/2011 April/May</p> 	<p><b>Title:</b> Goods traffic: From the 10th to the 13th May 2011 the fair ‘transport logistic’ will take place in Munich. For this reason the Privatbahn Magazin will introduce new projects, logisticians, carriers and railway companies and by means of plans and preliminary reports will offer an important orientation guide to the leading fair of the (railway) goods traffic sector. A further topic to be covered will be Green Rail/Eco-Rail projects.</p> <p><b>Railways and harbours:</b> The increasing flow of goods makes an intensified collaboration between harbours and railways necessary. PriMa will report on trend-setting projects in the field of combined transport between seaports, domestic ports and railway companies and will offer an overview on shunters.</p> <p><b>Vehicle- and cargo handling-technology:</b> Successful railway goods traffic depends on efficient technology. The Privatbahn Magazin introduces developers and manufacturers of cargo handling-technology - reaching from diggers to pocket wagons.</p> <p><b>International – The Netherlands:</b> Transportation and logistics have always been an important aspect of Dutch economy. The Privatbahn Magazin will give you a detailed insight into the Dutch railway system and will report on trend-setting goods traffic projects.</p>

	Issue	Topics
	<p data-bbox="284 98 400 154">3/2011 June/July</p> 	<p data-bbox="568 98 1557 199"><b>Title: Maintenance and Service/Railway-workshops:</b> Maintenance is expensive, security-relevant and heavily influences the efficiency and availability of vehicles. The Privatbahn Magazin will inform on manufacturers, component-suppliers, workshop-projects as well as new concepts dealing with the servicing and maintenance of trainsets, locomotives, wagons, smaller vehicles and busses.</p> <p data-bbox="568 204 1525 283"><b>Public Transport Interiors:</b> From the 22nd to the 24th June 2011 Berlin will be the location for everything connected to local public transport and the interior of railway vehicles and busses. PriMa offers information on exhibiting companies and news as well as current trends in the field of ticketing.</p> <p data-bbox="568 288 1557 367"><b>Special-Vehicle Cleaning:</b> Nowadays busses and trains require vehicle cleaning on the highest available level. The Privatbahn Magazin will present equipment, cleaning agents as well as specialists for the cleaning of the interior, exterior and undercarriage of railway vehicles and busses.</p> <p data-bbox="568 372 1557 417"><b>International – China:</b> One of the most interesting railway growth-markets in the world. The Privatbahn Magazin will introduce the Chinese railway industry and its distinctive features.</p>
	<p data-bbox="284 512 416 602">4/2011 August/ September</p>	<p data-bbox="568 451 1541 552"><b>Title: Control- and signal-technology:</b> There is a high necessity for innovation in the field of control- and signal-technology and the need to transfrontier interoperability. The Privatbahn Magazin will introduce manufacturers, products as well as new and developing projects in Germany and Europe and will also have a look at Asian markets.</p> <p data-bbox="568 557 1541 636"><b>suissetraffic:</b> The Swiss trade fair concerned with the issues of both passenger and goods transportation will take place from the 6th to the 9th September 2011. In the run-up to this fair, PriMa will report on companies, exhibitors and topics currently discussed in Switzerland.</p> <p data-bbox="568 641 1541 742"><b>Special – Swiss Made:</b> Switzerland is said to be the European railway country. But Switzerland does not only possess efficient railway companies and romantic railway lines, it is also an internationally operating and highly innovative railway industry. The Privatbahn Magazin will offer portraits of Swiss Made companies and products.</p> <p data-bbox="568 748 1557 848"><b>International – France:</b> After a period of stagnancy, the French railway industry, after all one of the biggest in Europe, has started to slowly gather momentum again. The Privatbahn Magazin will introduce the most important market players in our neighbouring country and will illuminate the search for a future strategy by SNCF and its competitors.</p>
		<p data-bbox="568 977 1158 1000">Due to current events, the amendment of certain topics is possible.</p>

	Issue	Topics
	5/2011 October/ November	<p><b>Title: Job &amp; Career:</b> The railway industry offers interesting occupational areas and opportunities for advancement. The Privatbahn Magazin will introduce both companies and professions and will point out which opportunities there are in the railway industry to have a stake in the future.</p> <p><b>Special – Consulting:</b> The growth of the common carrier rail increases the demand of the railway industry for consulting services. The Privatbahn Magazin will provide the reader with a detailed overview on consulting businesses which have specialised on the railway sector's needs.</p> <p><b>Financing + Insurance:</b> The Privatbahn Magazin will report on banks, lease providers, hirers, consultants as well as insurance companies which offer customised product solutions for both the regional passenger transport and the railway goods traffic.</p> <p><b>International – Sweden:</b> From the 4th to the 6th October 2011 the NordicRail will open its gates. The Privatbahn Magazin will offer an orientation guide for Scandinavia's largest railway fair.</p>
	6/2011 December/ January	<p><b>Title: Infrastructure / Railway construction:</b> The Privatbahn Magazin will report on ballast, sleepers, tracks, switches, buffers, overhead contact lines, signals, measuring technology, construction vehicles and various application-oriented solutions from the field of railway-infrastructure.</p> <p><b>Special – Noise reduction:</b> Railway construction is high-tech – the Privatbahn Magazin will inform the reader on new technologies, products and railway construction companies specialised on track superstructure.</p> <p><b>Well-prepared for the winter:</b> The cold season demands a lot of vehicles and infrastructure. The Privatbahn Magazin will introduce current product innovations, reaching from snowploughs to power-saving turnout heating.</p> <p><b>International – Spain/Portugal:</b> The Iberian Peninsula has been investing great sums in the rail network for years. The Privatbahn Magazin will report on the railway system as well as chosen projects.</p>
	1/2012 February/ March	<p><b>Title: Safety:</b> The prevention of damages and accidents is the top priority for the common carrier rail. The Privatbahn Magazin will introduce new safety-concepts and trends from the field of safety-technology. Furthermore PriMa will elaborate on the topic of passenger safety and security.</p> <p><b>Wheel and rail:</b> Wheels, undercarriages and track systems belong to the most security-relevant components in the field of railway traffic. The Privatbahn Magazin will inform on new products, manufacturers and technologies and will also address the topic of noise reduction.</p> <p><b>Special – Railway siding:</b> In order to advance the railway goods traffic, railway sidings are indispensable. The Privatbahn Magazin will report on opportunities for advancement and will introduce companies which are specialised in the construction or reactivation of railway sidings.</p> <p><b>International – Poland:</b> The Polish railway system has a lot of development potential. The Privatbahn Magazin will introduce market participants and projects.</p>

# General Terms and Conditions for Advertisements and Inserts in Newspapers and Magazine Publications

1. „Advertising order“ in the intendment of the following general terms and conditions shall be the contract on publishing one of several advertisements of an advertising party or other advertisers in a publication for the purpose of distribution. Advertising orders from agencies shall be accepted in their name and on their account.
2. In case of doubt, advertisements shall be called within one year after concluding a contract. If the right to call individual advertisements has been conceded in the framework of concluding a contract, the order shall be handled within one year since the publication of the first advertisement to the extent that the first advertisement was called and published within the period of time specified in sentence 1.
3. When contracts are concluded, the client shall be entitled to call other advertisements within the period of time agreed upon or specified in sentence 2 even beyond the number of advertisements specified in the order.
4. If an order is not fulfilled under certain circumstances that the publishing house is not responsible for, the client, notwithstanding any other legal obligations, shall reimburse the publishing house for the difference between the reduction granted and the reduction corresponding to the actual procurement. Reimbursement shall not apply if noncompliance is based upon force majeure in the publishing house's area of risk.
5. Subj.: next-to-matter
6. The publishing house has to receive orders for advertisements and flyers that are declared to be published exclusively in certain issues, certain editions or in certain places of the publication in due time so that the client can be notified of the fact that the order cannot be carried out in this fashion before the advertising deadline.
7. The publishing house shall make advertisements that cannot be recognised as such because of their editorial layout clearly recognisable as advertisements with the word „advertisement“.
8. The publishing house reserves itself the right to reject orders that have been confirmed in a legally binding fashion and individual calls in the framework of concluding a contract because of the content, the origin or technical form according to the publishing house's uniform and objectively justified principles, if their content violates laws, official provisions or public morals according to the publishing house's dutiful discretion or if publishing them would be unreasonable for the publishing house. This shall also apply to orders that were given at business offices or with representatives. Orders for supplements shall only be binding for the publishing house after a sample of this supplement has been submitted and it has been approved. Supplements that arouse the impression of being a part of the periodical with the reader as a result of their format or make-up or that contain third party advertisements, shall not be accepted. The client shall be notified of an order being rejected without delay.
9. The client shall be responsible for delivering the text of the advertisement in due time and the printing documents or supplements being in proper order. The publishing house will request a replacement for printing documents that are recognisably unsuited or damaged. The publishing house shall guarantee the printing quality normal for the attached titles in the framework of the possibilities given by the printing documents.
10. The client shall have a claim to reduction of payment or a flawless substitute advertisement if the print is wholly or partially illegible, incorrect or if the print of the advertisement is incomplete, however only to the extent that the purpose of the advertisement was impaired. If the publishing house allows an appropriate period of time set him for this to expire or if the substitute advertisement is not flawless again, the client shall have the right to reduction of payment or cancelling the order. Claims to compensation for damage from positive breach of an obligation, fault when the contract was concluded and wrongful acts, even if the order was issued by telephone, shall be excluded. Claims to compensation for damage because of the impossibility of performance and delay shall be limited to the remuneration to be paid for the advertisement or supplement concerned. The publishing house shall only be liable in commercially organised business transactions with gross negligence limited to the amount of the remuneration for the advertisement concerned. Complaints have to be asserted within four weeks after receiving the invoice and document.
11. Proofs shall only be supplied upon express request. The client shall bear the responsibility for the correctness of the proofs sent back. The publishing house shall include all corrections of errors that it is notified of within the period of time set when sending the proof.
12. If the client does not make advance payment, the invoice shall be sent immediately, but if possible within 14 days after publishing the advertisement. The invoice shall be paid pure net within the period of time that can be seen in the price list starting immediately from the receipt of the invoice to the extent that another period of payment or advance payment deducting 2 % trade discount has not been agreed upon in individual cases.
13. If there is a delay or a respite in payment, interest shall be charged in accordance with our price list and collection costs. The publishing house may set back the further implementation of the current order until payment is made and it may demand advance payment for the remaining advertisements. If there is a justified reason to doubt the client's ability to pay, the publishing house shall be entitled to make publishing further advertisements dependent upon advance payment of the amount and settling outstanding amounts invoiced even during the term of an advertisement contract without taking the originally agreed-upon date of due payment into consideration.
14. The publishing house shall supply a proof of advertisement. If it is no longer possible to procure proof, it shall be replaced by a legally binding certificate of the publishing house on publishing and distributing the advertisement.
15. The client shall bear the costs for preparing the printing documents ordered and the changes desired by the client or any reasonable significant changes in originally agreed upon execution.
16. It is possible to derive a claim to price reduction from the reduction in circulation with a contract concluded for several advertisements if it falls below the average circulation specified in the price list or the average circulation specified in another fashion or, assuming that circulation has not been specified, the circulation sold on average (the circulation actually distributed with trade journals) of the previous year in the overall average of the year of advertising beginning with the first advertisement. A reduction in circulation shall only be a deficiency that justifies a price reduction if it is 20% with an addition of up to 5000 copies. Beyond this, claims to a price reduction shall be excluded with contracts if the publishing house has given the client knowledge of the drop in the circulation in due time, so that he could withdraw from the contract before the edition was published.
17. Printing documents shall only be sent back to the client upon special request. The duty to store shall end three months after the order has expired.
18. The place of performance shall be the principal place of business of the publishing house. The venue shall be the publishing house's principal place of business with civil action in business transactions with merchants, legal entities of public law or with special funds of public law. To the extent that the publishing house's claims cannot be asserted through court proceedings for order to pay debts, the venue shall be determined with non-merchants according to their place of residence. If the client's place of residence or habitual abode, even with non-merchants, is unknown at the point in time when the action is filed or if the client has moved his place of residence or habitual abode from the area of application of the law after concluding the contract, the principal place of business of the publishing house shall be agreed upon as the venue.

