

MEDIA DATA 2024

DER NAHVERKEHR –
Public Transport
in Cities and Regions



Your partner in the publishing house Editorial



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1 Editorial profile:

DER NAHVERKEHR has been published since 1983 as official institution of the transportation association Verband Deutscher Verkehrsunternehmen (VDV). Target groups are manager and decision-maker in transport companies, public authorities, associations and corporations, transport science as well as in consulting companies and the transportation industry.

DER NAHVERKEHR offers expertise in qualified and profound presentation. The topics include transport policy affecting the federal, regional, and municipal public passenger transport and its implementation in practice. Relevant regulations of traffic law, issues of the transport industry including the marketing, innovations in vehicle and operating technology as well as the operational organization and technology in the transport companies.

DER NAHVERKEHR has a renowned circle of authors including experienced responsible of transport policy, renowned transport scientists, versed practitioners as well as board members and managers of the transport industry.

DER NAHVERKEHR is supported by an editorial advisory board including well-known representatives from industry, science and transport business.

2 Membership:

Official Institution of Verband Deutscher Verkehrsunternehmen (VDV)

3 Editor:

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5 Volume/Frequency: Vol. 43/2024

Frequency of publication: monthly (10 issues p.a.; with two double issues, Jan. / Feb., Jul. / Aug.)

6 Publishing House: DVV Media Group GmbH/

Fachmedien Public Transport

Postal Address: PO. Box 10 16 09, D-20010 Hamburg

Office Address: Heidenkampsweg 75, D-20097 Hamburg

Telephone: +49 40 23714-100

7 Dates and topics: see pages 8 – 9

8 Subscription Rate:

Annual subscription: **National** € 200.00 (plus VAT)

Annual subscription: **International** € 230.00

9 ISSN-No. 0179-504X

Editorial Advisory Board

Advisory Board



Dipl.-Ing. Ingo Wortmann

(Vors. Geschäftsführer MVG – Münchner Verkehrsgesellschaft mbH;
Präsident VDV)
(Vorsitzender des Beirats)



Dr. Marcel Frank

(Geschäftsführer, Regionalverkehr Köln GmbH)



RA Christiane Leonard

(Hauptgeschäftsführerin bdo)



RA Martin Schäfer

(Fbl. Personenbeförderungrecht, VDV)



Dipl.-Ing. Jörn Schwarze

(Techn. Vorstand, Kölner Verkehrs-Betriebe AG)



Ueli Stüchelberger

(Direktor VöV, Schweiz)



Kay Uwe Arnecke

(Vors. Geschäftsführung S-Bahn Hamburg GmbH)



Dr. Florian Krummheuer

(Inhaber und Berater pluto.M)



Till Oberwörder

(CEO Daimler Buses)



Axel Schuppe

(Geschäftsführer Verband der Bahnindustrie in Deutschland
(VDB) e.V.)



DI Mag. Gudrun Senk

(Geschäftsführerin Technik, Bau- und Anlagenmanagement
Wiener Linien)



Detlev K. Suchanek

(Geschäftsführender Gesellschafter, PMC Media House)

Advertisement rates No. 39

effective from 01.01.2024

DER NAHVERKEHR

- Magazine format:** 210 mm width, 297 mm height, DIN A4
- Page size:** 182 mm width, 265 mm height
Column number (3 columns)
1 column, column width: 58 mm
2 columns, column width: 89 mm
3 columns, column width: 182 mm
- Printing and binding, printing documents:**
Offset printing, adhesive binding. Print documents format:
printable pdf with min. 300 dpi in CMYK.
Submit data to: frank.schnakenbeck@dvvmedia.com
- Dates and Topics:**
(see page 8-9)
Frequency of publication: monthly, 10 issues p.a. (2 double issues)
- Publisher:**
DVV Media Group GmbH
Office address: Heidenkampsweg 75, D-20097 Hamburg
Postal address: PO. Box 10 16 09, D-20010 Hamburg
Advertisement Department:
Telephone: +49 211 505-26536 or +49 40 23714-227
- Conditions of Payment:** Payment is due immediately on receipt of invoice, net cash
VAT Identification number: DE 118619873

Bank:

Deutsche Bank AG
Account No. 020 14 26 00 (Sort Code 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (swift) DEUTDEHH

7 Sizes for bleed advertisements*:

* a trim of 3 mm is required on each side

Format	Size (+3mm on each side)	Total
1/1 page	210 x 297 mm	216 x 303 mm
1/2 page horizontal	210 x 148 mm	216 x 154 mm
1/2 page vertical	102 x 297 mm	108 x 303 mm
1/3 page horizontal	210 x 99 mm	216 x 105 mm
1/3 page vertical	70 x 297 mm	76 x 303 mm
1/4 page horizontal	210 x 75 mm	216 x 81 mm
1/4 page vertical	107 x 148 mm	113 x 154 mm

8 Surcharge

Advertisement across binding	10 % surcharges b/w
Bleed Advertisement	10 % surcharges b/w

9 Price per millimeter: b/w

€ 4.01

Advertisement rates No. 39

effective from 01.01.2024

10 Advertisement sizes and rates: (width x height mm)

182 x 265 mm 1/1 page 4c € 3,680.00	89 x 265 mm 1/2 page vertical 4c € 1,870.00	182 x 130 mm 1/2 page horizontal 4c € 1,870.00	58 x 265 mm 1/3 page vertical 4c € 1,270.00	182 x 85 mm 1/3 page horizontal 4c € 1,270.00	89 x 130 mm 1/4 page vertical 4c € 970.00	182 x 64 mm 1/4 page horizontal 4c € 970.00	89 x 64 mm 1/8 page vertical 4c € 550.00	182 x 32 mm 1/8 page horizontal 4c € 550.00
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11 Top position (surcharge):

2., 3., and 4. cover page and specified positions	10 % surcharge on 4c-price
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12 Color surcharges:

Per special color (HKS/Pantone)	€ 450.00
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As per definition, an additional color is represented by one color field and one-color effect, even if this field is set up with three process colors. Each additional color field is subject to surcharge.

13 Discount: (for bookings within a 12 months calendar year)

Frequency discount Frequency	%	Volume discount	%
2 x	3	2 pages	5
4 x	5	4 pages	10
6 x	10	6 pages	15
8 x	15	8 pages	20

Discount does not apply to insertion bleed or other additional technical charges

Special Advertisement

effective from 01.01.2024

DER NAHVERKEHR

1 Bound inserts:*

2 pages	4 pages	6 pages	8 pages
€ 2,630	€ 3,930	€ 4,905	€ 5,885

*For discounts see volume discount list. One page = one advertisement page

Please deliver bound inserts in untrimmed format of 216 mm width and 303 mm height (four pages and more should be folded). If the insertion overlaps from the pages of the magazine on two corners, the German post will levy an additional postal charge. Number of insertions given on application.

2 Loose inserts:

Total circulation only

Format: 205 mm x 290 mm (width x height)

- Not subject to any discount or commission
- Supplements up to 25 g € 1,500 plus handling cost.
- Electronic inserts are only possible in combination with print bookings. Additional costs € 395. Technical additional costs are not discountable. Circulation of inserts on request.
- Supplements must not contain foreign advertisements.
- Submission of samples required for order acceptance.

3 Banderole: full colour, € 4,040 (print run)

4 Delivery address for loose inserts:

A & O GmbH,
Elisabeth-Selbert-Str. 5, D-63110 Rodgau-Dudenhofen
(Mark consignment: for „Der Nahverkehr“ No. .../2024)

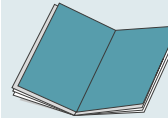
5 Advertorials:

1/1 page, 4c = € 3,300

2/1 page, 4c = € 6,280

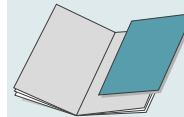
Bound inserts

4c
216 x 303 mm;
2-8 pages
bounded;
from € 2,630



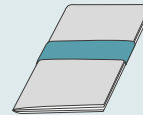
Loose Inserts

205 x 290 mm;
up to 25 g
total weight
€ 1,500 total
circulation
plus handling costs



Banderole

4c
€ 4,040
Technical Data
on request



* Please order any further details and technical data from the publisher.

Dates and Topics 2024 / Issue 1–12

effective from 01.01.2024 (subject to modifications)

PD – publication date, AC – advertising copy deadline, PM – printing material deadline

Issue	Dates	Topics	Trade fairs / Events / Conferences
1+2 / 2024 January/ February	PD: 14.2.2024 AC: 18.1.2024 PM: 26.1.2024	Industry Outlook 2024 What projects are ahead? Climate Protection and Energy Efficiency CO ² Reduction, Exhaust Technology, Climate-friendly Vehicles Driver Assistance Systems Turning Assistants, Outdoor Cameras, Automatic Brake Systems for Tram and Bus	
February 2024	PD: 27.2.2024 AC: 30.1.2024 PM: 7.2.2024	Special Edition: ELEKTROBUSSE Official edition for the 15th VDV-Electric Buses Conference and Trade Fair	mobility move, 15. VDV-Academy Conference, Electric Bus with exhibition, Berlin, 5. - 7.3.24
3 / 2024 March	PD: 14.3.2024 AC: 15.2.2024 PM: 23.2.2024	Autonomous and Automated Driving Autonomous Vehicles, Automation for Subways and Trams Safety in Public Transport Video Control in Vehicles + Station, Security Staff Digitization of Infrastructure Predictive Maintenance, BIM	15th German Local Transport Day, Koblenz, 16. - 18.4.24
4 / 2024 April	PD: 19.4.2024 AC: 14.3.2024 PM: 2.4.2024	Trade Fair Issue for Bus2Bus with exhibitor pre-reports Equipment of Stops and Stations Station Modernization, Accessibility, Lifts Hygiene and Cleaning in Bus and Rail Vehicle Cleaning, Anti-Graffiti, Cleaning Devices	Bus2Bus, Berlin, 24. + 25.4.24
5 / 2024 May	PD: 8.5.2024 AC: 11.4.2024 PM: 19.4.2024	Trade Fair Issue for IT-Trans with exhibitor previews Automated Passenger Counting Realtime Counting, Sensors Modern Traffic- and Urban Planning Traffic Analysis and -Evaluation, Catenary System	IT-Trans, Karlsruhe, 14. - 16.5.24 polisMOBILITY, Cologne, 22. - 24.5.24 Cable Car World, Essen, 4. + 5.6.24

Issue	Dates	Topics	Trade fairs / Events / Conferences
6 / 2024 June	PD: 4.6.2024 AC: 7.5.2024 PM: 15.5.2024	Trade Fair Issue for the VDV-Annual Conference with Pre-Reports Vehicle Interior Design Seats, Air Conditioning, Interior Design Personnel and Training Recruiting, Driver-Training, Simulators	VDV Annual Conference, Düsseldorf, 10. - 12.6.24
7+8 / 2024 July / August	PD: 26.7.2024 AC: 27.6.2024 PM: 5.7.2024	Noise Protection Grass Tracks, Wheel Sound Absorber, Wheel Flange Lubrication Digitization Operation Control System, Passenger-Apps, WLAN-Offers Fire Protection Requirements for Vehicles and Stations, Batteries, Prevention	
9 / 2024 September	PD: 17.9.2024 AC: 19.8.2024 PM: 27.8.2024	Trade Fair Issue for InnoTrans + IAA Transportation with exhibitor previews Developments in Tramway Construction Energy Efficiency, Modularity, Vehicle Technology Track Switch-Point Technology, Maintenance, Construction	IAA Transportation, Hannover, 17. - 22.9.24 20th International Conference on Rail/Track, Dresden, 18. - 20.9.24 InnoTrans, Berlin, 24. - 27.9.24
10 / 2024 October	PD: 15.10.2024 AC: 17.9.2024 PM: 25.9.2024	Electro Mobility New E-Busses, Battery-Trains, Air Conditioning, Depot Management, Charging Infrastructure, Personnel Training, Software for Vehicle Disposition Safety in Operation Cyber-Security, Occupational Safety On-Demand Transport Call Collective Cabs, Call Bus, Mobility-as-a-Service	
11 / 2024 November	PD: 15.11.2024 AC: 16.10.2024 PM: 24.10.2024	Report Issue of InnoTrans and IAA Transportation Sustainability Scope 3, Euro 7, CO ₂ Reduction Reliable Passenger Information for Optimum Journeys App, Passenger-TV, WLAN, Display in Vehicles and Stations, Infotainment Tunnels Fire Protection, Safety, Construction, CO ₂ -Footprint	
12 / 2024 December	PD: 13.12.2024 AC: 14.11.2024 PM: 22.11.2024	Sales + Ticketing Ticket Machines, E-Tickets, Contactless Payment, Market Survey New Multi-Modality Concepts for the "last" mile Transfer Stations, Bike + Ride Maintenance and Service Garages, Track Constructing Machines	

Job market

effective from 01.01.2024

You are looking for brilliant “minds” and reliable practitioners?

DER NAHVERKEHR job market is the platform for your personnel recruitment. DER NAHVERKEHR is established in transport companies, the transportation industry as well as in the associations of the Public Transport.

1 Job market – Milimeter prices:

Format	b/w	4c
Advertisement (per mm/column)	€ 3.62	€ 4.99
Combi-ad NaNa and DER NAHVERKEHR (per issue mm/column)	€ 2.82	€ 3.56

Additionally, your advertisement is published 30 days online at www.busundbahn.de

All GTCs you will find on the Internet at: www.busundbahn.de

2 Job market – only Online:

Anzahl	30 days	60 days	90 days
1	€ 790	€ 930	€ 1,050
2-4	€ 760	€ 890	€ 990

3 Combined offer for your job advertisement (only for format ads DER NAHVERKEHR, NaNa and NaNa-letter)

With our combined offer you will reach about 12,500 readers per month. Your advertisement is published every next following issue of DER NAHVERKEHR, NaNa and NaNa-letter

Combination formats (width x height)					
	1/1 page	1/2 page vertical	1/2 page horizontal	1/4 page vertical	1/4 page horizontal
	€ 8,260	€ 4,230	€ 4,230	€ 3,100	€ 3,100
DNV / NaNa-letter	182 x 265 mm	89 x 265 mm	182 x 130 mm	89 x 130 mm	182 x 64 mm
NaNa	266 x 421 mm	212 x 272 mm	266 x 200 mm	158 x 180 mm	266 x 100 mm

all prices in full colour plus VAT

Analysis of circulation and content

effective from 01.01.2024

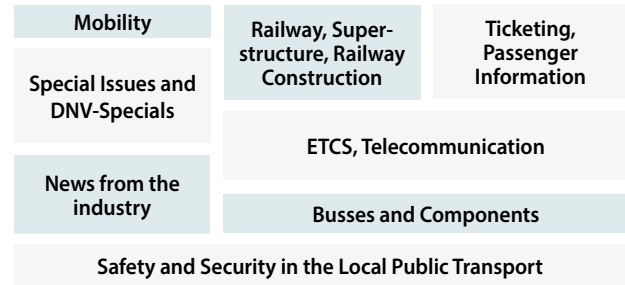
- Circulation:** audited Circulation
- Analysis of average:** IV. Quarter 2022 – III. Quarter 2023, 2,426 copies

Total Circulation:	2,426
thereof printed	1,550
thereof digital	876
Circulation by recipients:	2,121
Circulation sold	1,644
Individual subscriptions	1,160
Digital user licenses	484
Industry mailings & promotional items:	273
Archive and voucher copies:	204
Foreign share of distributed circulation	425

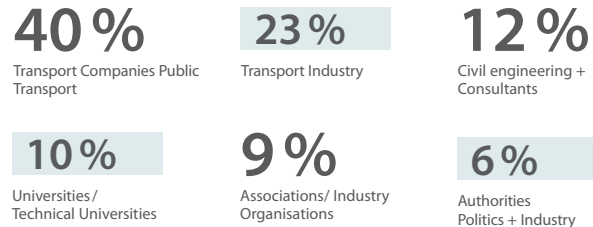
3 Geographical Analysis of Distribution:

Area	Part of total circulation	
Germany	79,9 %	1,696 copies
International *	20,1 %	425 copies

4 Editorial content



5 Analysis of Editorial Contents:



Online

effective from 01.01.2024

DER NAHVERKEHR

1 Facts:

Access control:

Page Impressions*:

Visits*:

Unique Visits*:

Google Analytics

9,498

5,575

3,557

* average: August 2022 – July 2023/measurable range

2 Sizes and Prices:

Advertising sizes	Desktop	mobile Version	monthly*
Content Banner	728 x 90 Pixel	300 x125 Pixel	€ 1,510.00
Medium Rectangle	300 x250 Pixel	300 x250 Pixel	€ 1,310.00
Mini Rectangle	300 x 125 Pixel	300 x125 Pixel	€ 1,390.00
Super Banner (Leaderboard)	728 x90 Pixel 980 x90 Pixel	300 x 125 Pixel	€ 1,610.00
Skyscraper	120 x 600 Pixel 160 x 600 Pixel	120 x 600 Pixel 160 x 600 Pixel	€ 1,570.00

3 Discounts:

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

4 Data delivery / Dates:

Please supply both formats (desktop and mobile version).

At least 3 business days prior to placement by email to:

juliane.schell@dvvmedia.com

5 Technical specifications:

- JPEG, GIF or HTML5-format
- Please enter the URL for image files and a click tag for Flash banners or HTML5.
- Data size max. 150 kB

6 Rotation note

In the case of great demand we may show your banner in rotation with another banner, but it is limited to 3 insertions per position.

7 Placement and banner formats:

Special ad formats, Cross media-campaign on request

The diagram illustrates the placement of various banner formats around a central content area. The central content area is titled 'Bus & Bahn Head' and contains a 'Picture + Message' section. Three 'Mini Rectangle' banners (300 x 125 px) are placed below the central content, with a price of € 1,390*. A 'Superbanner' (728 x 90 px) is placed at the top, with a price of € 1,610*. A 'Skyscraper' (200 x 600 px) is placed on the right side, with a price of € 1,570*. A 'Content Banner' (728 x 90 px) is placed below the central content, with a price of € 1,510*. A 'Medium Rectangle 1 oder 2' (300 x 250 px) is placed at the bottom right, with a price of € 1,310*.

* All prices are valid for 30 days.

Sponsoring

The newsletter **Bus & Bahn** is a very popular information letter for industry experts. Once a week, it provides a summary of the latest news of the public transport business (ÖPNV) as well as tips for future events. Every Friday, the **Bus&Bahn** News is mailed to 1,500 subscribers of the public transport and offers our advertisers the opportunity to address the reader directly.

1 Service:

Premium:

Header, above first News+ Advertorial
(Following the News, your "Commercial Slot"
offers space for your text max. 1.000 marks incl. blanks + image max.

W x H 275 x 229 px)

Hyperlink to your website

for the package price of **€ 1,330**

or

Banner I (above first News) **€ 940**

Banner II (after 3. News) **€ 795**

Banner III (at the end) **€ 695**

all prices plus VAT

2 Figures & Facts:

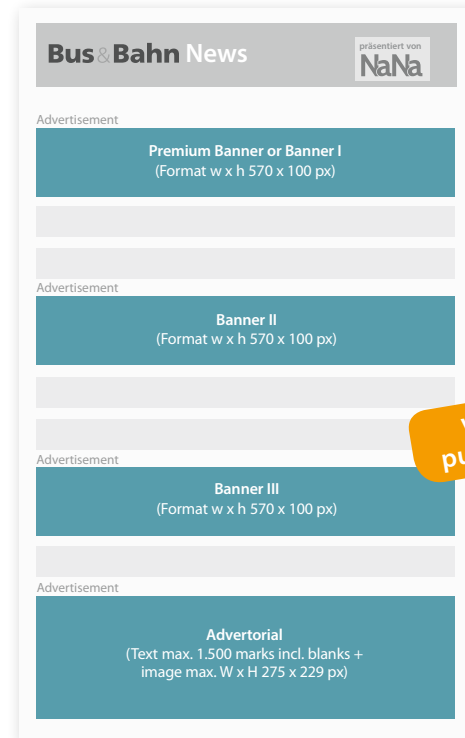
Distribution: about 1,500 subscribers

Language/Editing: German

Frequency of publication: Weekly, on Friday

3 Technical Requirements:

Images and logo in JPEG-, GIF-Format (no FLASH*.swf), min. 72dpi, up to max. 80kB. Texts and Hyperlink as Word- or TXT-file or unformatted Text-email.



Wissen, was **Bus & Bahn** bewegt

