

# MEDIA DATA 2025

DER NAHVERKEHR –  
Public Transport  
in Cities and Regions



# Your partner in the publishing house Editorial

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**[www.nana-online.de](http://www.nana-online.de)**

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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:

### **Kirsten Rohloff**

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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** € 211.00 (plus VAT)

Annual subscription: **International** € 246.00

## 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)



**Heiko Büttner**

(Konzernbevollmächtigter der DB für den Freistaat Bayern und  
Vorsitzender der Geschäftsleitung der S-Bahn München)



**Dr. Marcel Frank**

(Geschäftsführer, Regionalverkehr Köln GmbH)



**Dr. Florian Krummheuer**

(Inhaber und Berater pluto.M)



**RA Christiane Leonard**

(Hauptgeschäftsführerin bdo)



**Till Oberwörder**

(CEO Daimler Buses)



**Thomas Prechtl**

(Sprecher der Geschäftsführung  
Bayerische Eisenbahngesellschaft mbH)



**RA Martin Schäfer**

(Fbl. Personenbeförderungsrecht, VDV)



**Axel Schuppe**

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



**Dipl.-Ing. Jörn Schwarze**

(Techn. Vorstand, Kölner Verkehrs-Betriebe AG)



**DI Mag. Gudrun Senk**

(Geschäftsführerin Technik, Bau- und Anlagenmanagement  
Wiener Linien)



**Ueli Stüchelberger**

(Direktor VöV, Schweiz)



**Detlev K. Suchanek**

(Geschäftsführender Gesellschafter, PMC Media House)

# Advertisement rates No. 40

effective from 01.01.2025

## 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	104 x 297 mm	110 x 303 mm
1/3 page horizontal	210 x 99 mm	216 x 105 mm
1/3 page vertical	71 x 297 mm	77 x 303 mm
1/4 page horizontal	210 x 75 mm	216 x 81 mm
1/4 page vertical	104 x 148 mm	110 x 154 mm

### 8 Surcharge

Advertisement across binding	10 % surcharges 4c-price
Bleed Advertisement	10 % surcharges 4c-price

### 9 Price per millimeter: b/w

€ 4.03

# Advertisement rates No. 40

effective from 01.01.2025

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

182 x 265 mm 1/1 page 4c € 3,700.00	89 x 265 mm 1/2 page vertical 4c € 1,890.00	182 x 130 mm 1/2 page horizontal 4c € 1,890.00	58 x 265 mm 1/3 page vertical 4c € 1,290.00	182 x 85 mm 1/3 page horizontal 4c € 1,290.00	89 x 130 mm 1/4 page vertical 4c € 990.00	182 x 64 mm 1/4 page horizontal 4c € 990.00	89 x 64 mm 1/8 page vertical 4c € 570.00	182 x 32 mm 1/8 page horizontal 4c € 570.00
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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 01.01.2025

## DER NAHVERKEHR

### 1 Bound inserts:\*

2 pages	4 pages	6 pages	8 pages
€ 2,670	€ 4,000	€ 4,667	€ 5,334

\*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 **€ 1,550** 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, € 4,050 (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. .../2025)

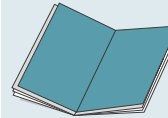
### 5 Advertorials:

1/1 page, 4c = € 3,340

2/1 page, 4c = € 6,320

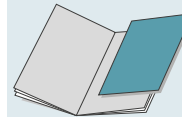
#### Bound inserts

4c  
216 x 303 mm;  
2-8 pages  
bounded;  
from **€ 2,670**



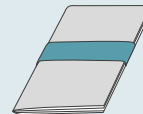
#### Loose Inserts

205 x 290 mm;  
up to 25 g  
total weight  
**€ 1,550** total  
circulation  
plus handling costs



#### Banderole

4c  
**€ 4,050**  
Technical Data  
on request



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

# Dates and Topics 2025 / Issue 1–12

effective from 01.01.2025 (subject to modifications)

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

Issue	Dates	Topics	Trade fairs / Events / Conferences
1+2 / 2025 January/ February	PD: 14.2.2025 AC: 11.1.2025 PM: 24.1.2025	<b>Industry Outlook 2025</b> What projects are ahead? <b>Fire Protection</b> Requirements for Vehicles and Stations, Batteries, Prevention Driver Assistance <b>Automated Passenger Counting</b> Realtime Counting, Sensors	
3 / 2025 March	PD: 7.3.2025 AC: 6.2.2025 PM: 14.2.2025	<b>Climate-resilient public transport and energy efficiency</b> CO <sub>2</sub> reduction, Exhaust technology, Climate-friendly vehicles <b>Cleaning in Bus and Rail</b> Vehicle Cleaning, Anti-Graffiti, Cleaning Devices <b>Modern Traffic- and Urban Planning</b> Traffic Analyses and -Evaluation, Catenary Systems, Street furnishings	
March 2025	PD: 21.3.2025 AC: 19.2.2025 PM: 28.2.2025	<b>Special Edition: ELEKTROBUSSE</b> <b>Official edition for the Mobility move</b>	<b>mobility move,</b> <b>16th VDV-Academy Conference,</b> Electric Bus with exhibition, Berlin, 1. – 3.4.25
4 / 2025 April	PD: 17.4.2025 AC: 20.3.2025 PM: 28.3.2025	<b>Digitization of Infrastructure</b> Predictive Maintenance, BIM <b>Focus on people</b> Personnel, recruiting, further training, driver training, part-time, driving and duty roster organisation <b>On-Demand Transport</b> Call Collective Cabs, Call Bus, Mobility-as-a-Service	<b>2nd Public Transport Future Congress,</b> Freiburg, 5. – 7.5.25
5 / 2025 May	PD: 13.5.2025 AC: 10.4.2025 PM: 23.4.2025	<b>Track</b> Switch-Point Technology, Maintenance, Construction <b>Vehicle Interior Design</b> Design, Interior Layout, Seats, Air Conditioning <b>Noise Protection</b> Grass Tracks, Wheel Sound Absorber, Wheel Flange Lubrication, Noise barriers	<b>iaf,</b> Münster, 20. -22.5.25



Issue	Dates	Topics	Trade fairs / Events / Conferences
6 / 2025 June	PD: 10.6.2025 AC: 13.5.2025 PM: 20.5.2025	<b>Trade Fair Issue for UITP Public Transport Summit</b> Pre-Reports <b>Trade Fair Issue for the VDV-Annual Conference</b> VDV-Annual Conference Pre-Reports <b>Active and passive safety in Public Transport</b> Video Control in Vehicles + Stations, Security Staff <b>Developments in Tramway Construction</b> Energy Efficiency, Modularity, Vehicle Technology	<b>polisMOBILITY,</b> Köln, 11. + 12.6.25 <b>UITP Summit,</b> Hamburg, 15. – 18.6.25 <b>VDV-Annual Conference,</b> Hamburg, 17. – 19.6.25
7+8 / 2025 July / August	PD: 23.7.2025 AC: 23.6.2025 PM: 1.7.2025	<b>Multi-Modality</b> Transfer Stations, Bike + Ride <b>Electro Mobility</b> New E-Busses, Battery-Trains, Air Conditioning, Depot Management, Charging Infrastructure, Personnel Training, Software for Vehicle Disposition <b>Germany ticket</b> Financing, tariff development, demands of the associations	
9 / 2025 September	PD: 2.9.2025 AC: 17.7.2025 PM: 25.7.2025	<b>Passenger Information + Infotainment</b> App, Passenger-TV, WLAN, Display in Vehicles and Stations <b>Autonomous and Automated Driving</b> Autonomous Vehicles, Automation for Subways and Trams <b>Operations control technology</b> ETCS, Digitalisation, Signalling technology	<b>Public Transport Days,</b> Kassel 18. + 19.9.25
10 / 2025 October	PD: 1.10.2025 AC: 28.8.2025 PM: 5.9.2025	<b>Trade Fair Issue for Busworld Europe</b> Pre-Reports <b>Modern mobility services</b> Cable cars as part of public transport, Micromobility, E-scooters/E-bikes & co. <b>Station design</b> Modernisation of stops and stations, access routes, lifts	<b>Busworld Europe,</b> Brussels, 4. – 9.10.25
11 / 2025 November	PD: 14.11.2025 AC: 1.10.2025 PM: 9.10.2025	<b>Public transport optimisation through digitalisation</b> Operations control systems, Passenger apps, WLAN services <b>Sales + Ticketing</b> Apps, Ticket Machines, E-Tickets, Contactless Payment, Market Survey <b>Tunnels</b> Fire Protection, Safety, Construction, Sustainability	<b>STUVA Meeting,</b> Hamburg, 25. + 26.11.25
12 / 2025 December	PD: 12.12.2025 AC: 13.11.2025 PM: 21.11.2025	<b>Report Issue of Busworld Europe</b> <b>Safety in Operation</b> Cyber-Security, Occupational Safety <b>Driver Assistance Systems</b> Automatic braking systems for trams + buses, Turning assistants, Exterior cameras, Head-up display	

# Job market

effective from 01.01.2025

## 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)	€ 3.64	€ 5.01
Combi-ad NaNa and DER NAHVERKEHR (per issue mm/column)	€ 2.85	€ 3.59

Additionally, your advertisement is published 30 days online at [www.nana-online.de](http://www.nana-online.de)

All GTCs you will find on the Internet at: [www.nana-online.de](http://www.nana-online.de)

### 2 Job market – only Online:

Anzahl	30 days	60 days	90 days
1	€ 810	€ 930	€ 1,050
2-4	€ 790	€ 900	€ 1,000

### 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
	€ 8,280	€ 4,250	€ 4,250	€ 3,120	€ 3,120
<b>DNV / NaNa-letter</b>	182 x 265 mm	89 x 265 mm	182 x 130 mm	89 x 130 mm	182 x 64 mm
<b>NaNa</b>	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 01.01.2025

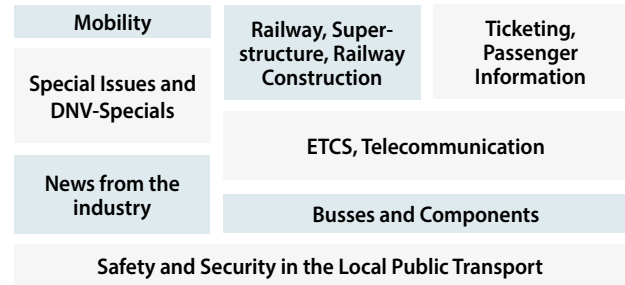
- Circulation:** audited Circulation
- Analysis of average:** IV. Quarter 2023 – III. Quarter 2024, 2,811 copies

<b>Total Circulation:</b>	<b>2,811</b>
thereof printed	1,329
thereof digital	1,483
<b>Circulation by recipients:</b>	<b>2,106</b>
Circulation sold	1,639
Individual subscriptions	1,097
Digital user licenses	542
<b>Industry mailings &amp; promotional items:</b>	<b>273</b>
<b>Archive and voucher copies:</b>	<b>185</b>
<b>Foreign share of distributed circulation</b>	<b>396</b>

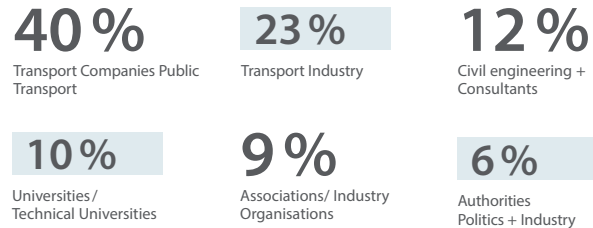
### 3 Geographical Analysis of Distribution:

Area	Part of total circulation	
Germany	81,2 %	1,710 copies
International *	18,8 %	396 copies

### 4 Editorial content



### 5 Analysis of Editorial Contents:



# Online

effective from 01.01.2025

## DER NAHVERKEHR

### 1 Facts:

Access control:



Page Impressions\*:

10,936

Visits\*:

5,609

Unique Visits\*:

3,604

\* average: August 2023 – July 2024/measurable range

### 2 Sizes and Prices:

Advertising sizes	Desktop	mobile Version	monthly*
Content Banner	728 x 90 Pixel	300 x125 Pixel	€ 1,530.00
Medium Rectangle	300x250 Pixel	300 x250 Pixel	€ 1,330.00
Mini Rectangle	300 x 125 Pixel	300 x125 Pixel	€ 1,410.00
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 Pixel	€ 1,630.00
Skyscraper	120x 600 Pixel 160x 600 Pixel	120 x 600 Pixel 160 x 600 Pixel	€ 1,590.00

### 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:

nicole.junge@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

Superbanner  
(728 x 90 px) € 1,630\*

Skyscraper  
(200 x 600 px) € 1,590\*

Mini Rectangle  
(300 x 125 px) € 1,410\*

Content Banner  
(728 x 90 px) € 1,530\*

Medium Rectangle 1 oder 2  
(300 x 250 px) € 1,330\*

\* 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 after 2. News  
(Your "Commercial Slot" offers space for max. 1.000 marks incl. blanks + image max. W x H 275 x 229 px)

Hyperlink to your website  
for the package price of

€ 1,350

or

Banner I (above first News)

€ 940

Advertorial (after 2. News)

€ 990

Banner II (after 3. News)

€ 795

Banner III (after last News)

€ 695

all prices plus VAT

### 2 Figures & Facts:

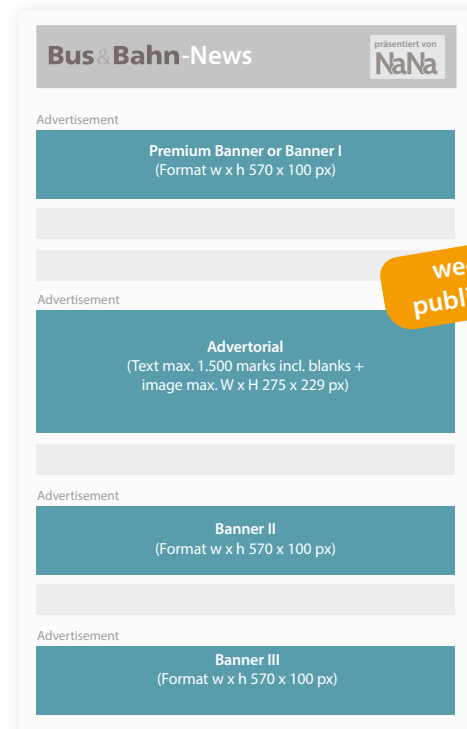
Distribution: about 1,500 subscribers

Language/Editing: German

Frequency of publication: Weekly, on Friday

### 3 Technical specifications:

- The image must be supplied in PNG or JPEG format, no animated files please. The file size should not exceed 80 KB with a resolution of 72 dpi.
- Please provide a landing page for the logo, image and link under the text (for example: learn more here...)



# Wissen, was **Bus & Bahn** bewegt



