

IZUKUNFTS BRANCHE **BAHN**

Das Job- und Karriereportal der Bahnbranche

Bahn-Media ■ Verlag

Erfolg braucht Informationen



Media Data 2023/2024

Nr. 15, valid from November 2022



Auflagenprüfung durch die IVW



Mediadaten gemäß AMF-Standard

GENERAL INFORMATION

1 Title: Zukunftsbranche Bahn

2 Editorial Concept

„Zukunftsbranche Bahn“ is the training and career handbook of the Privatbahn Magazin. It provides students, schoolchildren, university graduates and career changers with comprehensive and competent information on all job profiles in the railway industry. From plant mechanic to train attendant, from railway logistics specialist to locomotive driver, from engineer to manager: meaningful and sustainable professions for environmentally friendly mobility. In reports, interviews, features and portraits, companies in the rail sector present themselves as attractive employers. With the support of railway undertakings, railway colleges, companies in the railway industry, universities and other strong cooperation partners, the book offers everything you need to enter and advance your career and whets your appetite for an exciting and future-proof industry.

A project by



Supported by



3 Target Audience

- Graduates
- Students
- Pupils
- Professionals
- Colleges and universities
- Academies and railway colleges

4 Frequency of Publication

- Every year in autumn
- Distributed free of charge to target groups via multipliers at universities, academies, railway colleges and the Federal Employment Agency as well as at university events, job fairs, trade fairs and recruiting events
- Sales in bookshops and direct and online sales
- Stiftung Lesen makes the book available in digital form to 10,000 school classes.

5 Protective Fee

14,90 Euro (incl. VAT. + Postage)

6 Terms of Payment

Payable immediately after receipt of the invoice net cash.

VAT no. DE 26481903

Tax number 47/200/32000

Commercial register Lüneburg (HRA 200919)

7 Publisher

Bahn-Media Institut für Management,

Qualität und Verkehrsmittelreinigung UG

www.bm-institut.de



8 Publishing House

Bahn-Media Verlag GmbH & Co. KG
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9 Advertisements

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10 Key Topics

Vocations at the Railway

- Apprenticeships and career prospects for graduates in the brief description, as an employee portrait or as an interview
- Dual training / dual studies
- Presentation of offers from companies and universities

Application Helper

- A trainer for the strategy to success
- Professional advice from our partner Hesse/Schrader

Contact Arena

- Company portraits with contact details of the personnel department
- Universities and universities of cooperative education with a focus on rail transport and logistics present themselves here to applicants with their contact details and contact persons.



FORMATS AND TECHNICAL SPECIFICATIONS

1 Format

- Magazine format: 148 mm width, 210 mm height
- Type area: 122 mm width, 171 mm height

2 Circulation

6400 copies

3 Print

4C, we do not charge a colour surcharge, except for special colours

4 Printing Material

Printable PDF file (300 dpi) with 3 mm bleed all around

5 Dates

Deadline for printing material: 29 September 2023

Publication date: Autumn 2023

Please note that your editorial material will be prepared according to our product design.

BOOKABLE OFFER PACKAGES

Present yourself as an attractive employer

Support the positive perception of your company among young junior staff and professionals. We help you to present your company as an attractive employer!

- Show career opportunities to newcomers, up-and-comers and those changing jobs.
- Present your company with all its advantages and career prospects!

Advantages of „Zukunftsbranche Bahn“

„Zukunftsbranche Bahn“ offers you more than the usual career pages. Because we cater to the information needs of interested parties - and they demand more than just a one-page profile of a company. That's why we support you with a target group-oriented company package.



Bronze Package

- Print ad: **1/4 page (148 x 55 mm)**
- One **double page** to present the company in the „Kontaktarena“ (contact market) section with a maximum of 4,100 characters including spaces
- Description of your **company's job profiles** in the „Berufe bei der Bahn“ (jobs at the railway) on **two pages** with a maximum of 4,100 characters including spaces
- **5** online ads free of charge in the job market at www.zukunftsbranche-bahn.de redeemable until 30 June 2024



1.400 Euro

Silver Package

- Print ad: **1/2 page (148 x 105 mm)**
- One **double page** to present the company in the „Kontaktarena“ (contact market) section with a maximum of 4,100 characters including spaces
- **Job profiles, interviews or employee portraits** of your company in the „Berufe bei der Bahn“ (jobs at the railway) section on **two pages** with a maximum of 4.100 characters including spaces
- **10** online ads free of charge in the job market at www.zukunftsbranche-bahn.de redeemable until 30 June 2024



2.500 Euro

Gold Package

- Print ad: **1/1 page (148 x 210 mm)**
- One **double page** to present the company in the „Kontaktarena“ (contact market) section with a maximum of 4,100 characters including spaces
- **Job profiles, interviews or employee portraits** of your company in the „Berufe bei der Bahn“ (jobs at the railway) section on **four pages** with a maximum of 9,200 characters including spaces
- **15** online ads free of charge in the job market at www.zukunftsbranche-bahn.de redeemable until 30 June 2024



4.300 Euro

Platinum Package

- Print ad: **cover page (148 x 210 mm)**
Cover variant with detachable flap / bookmark (60 x 210 mm) possible against surcharge
- One **double page** to present the company in the „Kontaktarena“ (contact market) section with a maximum of 4,100 characters including spaces
- **Job profiles, interviews or employee portraits** of your company in the „Berufe bei der Bahn“ (jobs at the railway) section on **four pages** with a maximum of 9,200 characters including spaces
- **20** online ads free of charge in the job market at www.zukunftsbranche-bahn.de redeemable until 30 June 2024



5.400 Euro

Cover variant with detachable flap / bookmark (60 x 210 mm) possible against surcharge of

1.050 Euro



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