

InnoTrans



NEW FAIR IN 2011



Matthias Stockmann, Director Mobility & Services, Meste Bevin

As old marketing hands say, "The end of one trade fair is the start of the next." And that is equally true of InnoTrans. This year, however, that principle takes on additional significance, as we are being ahead not just to InnoTrans king ahead but also to the new "Public Transport" / "Innovative" trade show in June 2011. With InnoTrans, the Public Transport and innovative specific Transport and innovative segments have never especially already, and meanwhile account for some 30,000 square metres of covered display space. This growth owes not least to the fact that the major cities are increasingly their country are seeking sustainable mobility solutions. The way that the market is evolving also reveals that cost-effective and low-carbon energy and rail, tram and bus are being integrated. We therefore see a huge potential for a specialised trade fair, and this is echoed by the

InnoTrans 2012

BERLIN, 18.-21. SEPTEMBER 2012

REPORT

B 2 B - MAGAZINE FOR THE RAILWAY INDUSTRY

New records and world premieres at InnoTrans 2010

World's leading trade fair for rail transport technology attracts higher numbers than ever before

A total of 106,672 visitors from 110 countries attended the eighth InnoTrans, over 20 per cent more than at InnoTrans 2008. In this year's rail technology fair, exhibitor numbers rose by 200 and covered space rose by 20 per cent, reflecting substantial growth in all the main areas. More than half of all exhibitors and visitors who attended the leading trade show for the industry came from abroad.

Despite the bad weather, the InnoTrans open days once again attracted approximately 14,000 train enthusiasts of all ages to the hall-torch show on the rail track and outdoor display line in Berlin. Over a period of four days, business was brisk, contracts worth millions of euros were concluded, commercial sources were contacted by buyers, and the were handed over to buyers, and the InnoTrans Convention, Speakers' Corner and Career Point were all well received. In total, 100 exhibitors were highly satisfied with InnoTrans 2010. Some 83 per cent of the visitors surveyed gave the trade show a positive rating, up 5 per cent from two years ago, and 56 per cent would recommend InnoTrans to their colleagues or business partners. More than 36 per cent plan to attend the next InnoTrans event plan to attend better results than this survey revealed better results than at InnoTrans 2008, which had already produced high figures. Among trade fair and exhibition-makers



Photo: Meier Berlin

Once again, the outdoor display at InnoTrans 2010 drew the crowds. Photo: Meier Berlin

52 world firsts and a wealth of innovations

ments were on show for the first time. With 61,000 square metres of space rented out, the eighth InnoTrans set new records with growth being triggered in all five display sections at the fair - Railway Technology, Railway Infrastructure, Public Transport, Innovations and Future Construction.

Continued on page 2

InnoTrans Report

Media Information 2011/12

Details and Prices

effective from 1st January 2011



1 Title portrait:

The InnoTrans Report is the B2B magazine of the leading trade fair for railway technology "InnoTrans" in Berlin. This freesheet informs several times a year about the latest developments in the railway technology branch.

2 Circulation:

The InnoTrans Report is directed to "InnoTrans" trade fair visitors and reaches approx. 150.000 people of the branch. Because of the multilingual appearance of the title you can place your advertisements targeted in German, English or French, to reach directly your potential customers in their mother tongue. This service is unique!

3 Sizes/Surcharges:

The InnoTrans Report is printed in a newspaper format with the size 285 x 400. Advertising sizes: see right. Additional techn. costs for advertisements in different languages in the single objects: € 990,-

4 Printing Material/ data transfer:

Files in *.pdf/ *.eps/ *.tiff-format, resolution with at least 300 dpi/ line drawing with at least 1.000 dpi. Please also fax a copy of your ad to: 49 (0) 40 237 14-104.

Data transfer: E-Mail: distefano@eurailpress.de.

5 Note for "non-exhibitors"

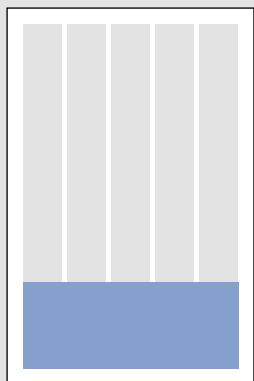
Advertisers, who will not exhibit at InnoTrans 2012, pay a surcharge of 20% additional to the advertising rate.

6 Dates

Issue	Publication Date	Advertising Copy
1/2011 focus on topic: Public Transport & Interiors	20 th May 2011	15 th April 2011
2/2011 focus on topic: Railway Technology	21 st October 2011	16 th September 2011
1/2012 focus on topic: Railway Infrastructure	24 th February 2012	20 th January 2012
2/2012 focus on topic: Tunnel Construction	25 th May 2012	20 th April 2012
3/2012 focus on topic: InnoTrans 2012- preview	4 th August 2012	20 th July 2012
4/2012 focus on topic: InnoTrans 2012- review	19 th October 2012	14 th September 2012

7 Discounts

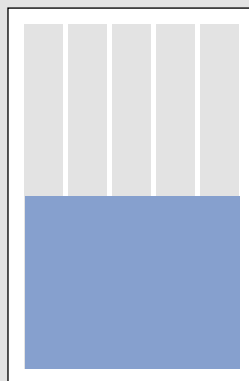
2x= 10% 3x= 15% 4x= 25% 5x= 30% 6x= 35%
No discount on technical costs.



front cover page

5 columns
248 mm x 65 mm

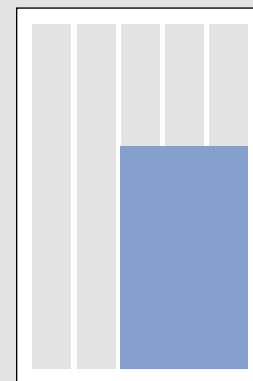
EUR 5.960,- (4c)



1/2 page

5 columns
248 mm x 185 mm

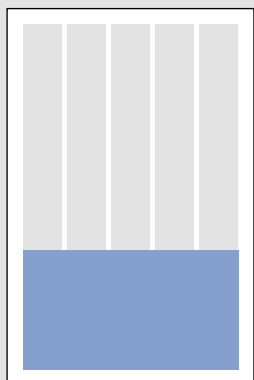
EUR 9.150,- (4c)



Junior-Page

3 columns
147 mm x 210 mm

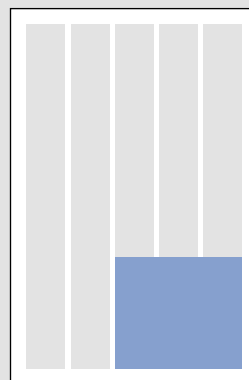
EUR 8.120,- (4c)



1/3 page

5 columns
248 mm x 121 mm

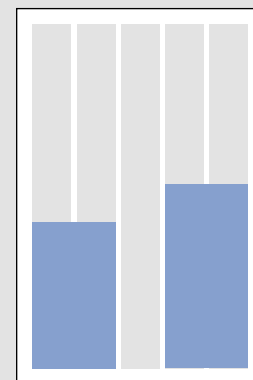
EUR 6.790,- (4c)



1/5 page

3 columns
147 mm x 125 mm

EUR 4.620,- (4c)



1/8 page

2 columns
98 mm x 117 mm

EUR 2.995,- (4c)

1/6 page

2 columns
98 mm x 156 mm

EUR 3.990,- (4c)

To all prices the official VAT is added.

For any further questions do not hesitate to contact us. Your contact person is Riccardo di Stefano (distefano@eurailpress.de). You will find the contact data on the first page of this media information.

