



## PUBLIC VEHICLES



Campaign media . Traffic . Print

## Your Travel Itinerary



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The "Your Travel Itinerary" flyer is distributed daily on the long-distance trains of Deutsche Bahn AG and contains information on the train's route (the stations where the train stops, together with arrival and departure times) and onward connections. There is space for advertisements in the brochures, which is of particular interest to advertisers who wish to reach a target group that enjoys travel, leisure, and culture. Travelers use (and reuse) the flyer, which guarantees that many people see the ad. In this clever way, travelers looking for route and destination information come in contact with advertising messages. In addition, the possibility of advertising on select routes means that the flyer is also very effective for regional customers.

#### Technical Information/Formats

Flyers are distributed daily on long-distance train ICE, IC/EC - 25 items per wagon  
brochure dimensions 120 x 230 mm

#### Booking Period

Depending on train route, monthly booking of 6 to 22 pages

#### Booking Details

National and regional, as well as by stop and by train  
The minimum order value amounts is EUR 500 net per order.



Ad Placement	format (W x H)	piece	four-colour
Price example			
Cover	110 x 105 mm	1	500.00 €
basis cover	110 mm x 105 mm	25	6,250.00 €
quality cover	110 mm x 105 mm	50	7,500.00 €
premium cover	110 mm x 105 mm	100	10,000.00 €
standby cover	110 mm x 105 mm	1.000	25,000.00 €
Cover plus	110 x 105 mm	1	600.00 €
basis cover plus	110 mm x 105 mm and 110 x 212 mm	25	7,500.00 €
quality cover plus	110 mm x 105 mm and 110 x 212 mm	50	9,000.00 €
premium cover plus	110 mm x 105 mm and 110 x 212 mm	100	11,000.00 €

Offer conditions:

Further information: [www.stroeer.de](http://www.stroeer.de)

All information provided is without guarantee. All prices stated are exclusive of sales tax. The minimum order value amounts is EUR 500 net per order.  
 The prices are based on one train journey.