

Rail advertising in the Jungfrau Region 2019

# Exclusive brand presence in the Jungfrau Region – Top of Europe



## Attractive destination in the Jungfrau tourist region in the Bernese Oberland

As one of the leading tourism companies, the Jungfrau Railway Group is probably the most important mountain railway company in Switzerland. Every year, hundreds of thousands of guests from Switzerland and around the world visit the beautiful and internationally renowned Jungfrau Region and its most famous highlight for its visitors: the Jungfrauoch.

The Jungfrau Railway (JB), the Wengernalp Railway (WAB), the Berner Oberland Railway (BOB) and the Lauterbrunnen – Mürren Railway (BLM) make up the railway network in the Jungfrau Region.

**Jungfrau Railway (JB)** The rack railway takes guests from Kleine Scheidegg to Jungfrauoch Top of Europe. The journey leads them to the highest train station in Europe and ascends 1,400 metres.

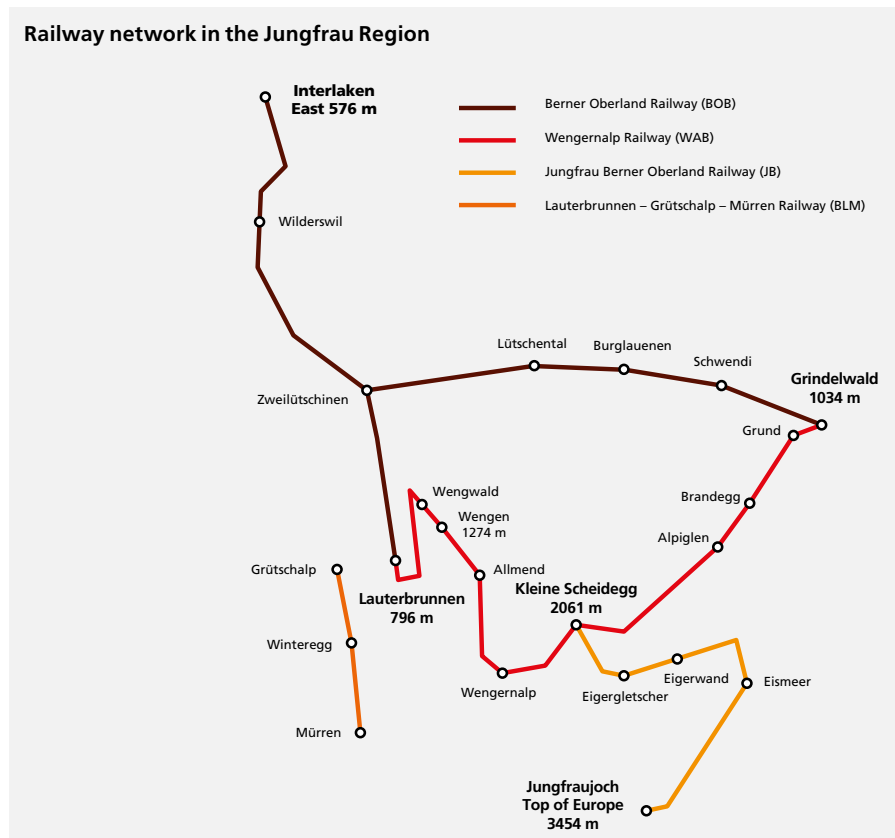
**Wengernalp Railway (WAB)** The Wengernalp Railway (WAB) connects the villages Lauterbrunnen and Grindelwald with Kleine Scheidegg, 2,061 metres above sea level.

**Berner Oberland Railway (BOB)** The Berner Oberland-Bahn runs along the Lüttschinen-valleys from Interlaken East to Grindelwald and Lauterbrunnen.

**Lauterbrunnen – Mürren Railway (BLM)** Starting at the mountain station Grütschalp, the narrow-gauge railway BLM connects Grütschalp with the holiday town of Mürren.

Basic information	BOB	WAB	JB	BLM
Length of network in km	23,7	19,1	9,3	4,7
Number of stops	8	10	5	1
Number of trains	19	22	12	4
<b>Number of passengers/year</b>	<b>1,7 million</b>	<b>2,1 million</b>	<b>1,1 million</b>	<b>0,6 million</b>

**Overnight stays in the Jungfrau Region/year: 1,6 million**



Jungfrau Railway



Wengernalp Railway



Berner Oberland Railway



Lauterbrunnen - Mürren Railway

## On-screen advertising in the digital passenger information system in trains in the Jungfrau Region

The digital passenger information system TrafficMediaScreen, shown on screens in the trains of the Jungfrau Region, reaches over 96 000 passengers every week. Advertisements in the form of animated or static overlays are part of a varied programme of infotainment and passenger information.

Advertisements can be booked as desired on an individual basis; in the Berner Oberland Railway, Wengernalp Railway, or Jungfrau Railway trains; or as a package in all three railways. Bookings are possible starting from 7 days or more. The advertisement is broadcasted every day.

**TrafficMediaScreen 2019 prices** Digital format 16:9 in CHF excl. VAT and production costs

Transportation company	Length of spot	7 days	14 days	21 days	*Season price, regular	Price incl. seasonal discount
Berner Oberland Railway (BOB)	10 sec. <sup>1)</sup>	460	920	1 380	11 960	<b>8 970</b>
	15 sec. <sup>1)</sup>	690	1 380	2 070	17 940	<b>13 455</b>
	20 sec. <sup>1)</sup>	920	1 840	2 760	23 920	<b>17 940</b>
Wengernalp Railway (WAB)	10 sec. <sup>1)</sup>	690	1 380	2 070	17 940	<b>13 455</b>
	15 sec. <sup>1)</sup>	1 035	2 070	3 105	26 910	<b>20 182</b>
	20 sec. <sup>1)</sup>	1 380	2 760	4 140	35 880	<b>26 910</b>
Jungfrau Railway (JB)	10 sec. <sup>2)</sup>	3 000	6 000	12 000	19 500	<b>14 625</b>
	15 sec. <sup>2)</sup>	4 500	9 000	13 500	29 250	<b>21 937</b>
	20 sec. <sup>2)</sup>	6 000	12 000	18 000	39 000	<b>29 250</b>

Basic: General Terms and Conditions of APG|SGA Traffic apply  
Information provided without guarantee, offers and prices subject to change

TrafficMediaScreen Wengernalp Railway



### Advantages of screen advertisements

- Premium presence in tourist hotspot
- Affluent international target group
- Moving images achieve high recognition rates
- Repeated display multiplies and strengthens contact
- Compatible with all popular TV ad formats
- Prominently placed in passengers' line of view

### Contact chances

- Around 5 million passengers transported annually
- 1,6 million overnight stays a year

### \*Season

Summer: 1 May – 31 October 2019  
Winter: 1 November 2019 – 30 April 2020

### Discount

- 25% seasonal discount when booking an entire season (26 weeks). Cannot be combined with other discounts
- Volume discount for prices starting at 15 000.00

### TMS advertisement inserts

no individual time windows or train selection available

<sup>1)</sup> broadcasted at least 12 times every operational hour

<sup>2)</sup> broadcasted at least 40 times a day,  
60-second spot with sound upon request.

### Agency commission (AC)

5%

### Technical data

[traffic.ch/produktion/technische-daten-innenformat/](http://traffic.ch/produktion/technische-daten-innenformat/)

### TMS production offer

[traffic.ch/produktion/tms-produktionsangebot/](http://traffic.ch/produktion/tms-produktionsangebot/)

TrafficMediaScreen Jungfrau Railway



## RailBoard and RailBoardMidi in trains in the Jungfrau Region

**Immediate proximity results in intensive engagement with the advertising medium, especially where mobile target groups are concerned. The advertisements are elegantly presented at eye level inside the coaches.**

The RailBoard format corresponds in its proportions to the F12 poster. The RailBoardMidi format is ideal for advertising displays in portrait format.

### RailBoard 2019 prices 65 x 31 cm in CHF excl. VAT and production costs

Transportation company	Number/units	Price per unit	Price/season*
Jungfrau Railway (JB)	24	904.00	21 696.00
Berner Oberland Railway (BOB)	23	326.20	7 502.60
Wengernalp Railway (WAB)	22	326.20	7 176.40

### RailBoardMidi 2019 prices 25 x 35 cm in CHF excl. VAT and production costs

Transportation company	Number/units	Price per unit	Price/season*
Jungfrau Railway (JB)	4	402.00	1 608.00
Berner Oberland Railway (BOB)	41	163.10	6 687.10
Wengernalp Railway (WAB)	34	163.10	5 545.40
Lauterbrunnen – Mürren Railway (BLM)	8	163.10	1 304.80

Basis: General Terms and Conditions of APG|SGA Traffic apply  
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### RailBoard / RailBoardMidi advantages

- Displayed at eye level for passengers in the passenger area
- Premium presence in a tourist hotspot
- International target group with great purchasing power
- Long-term advertising presence in the heart of the tourist region

### Contact chances

- Around 5 million passengers transported annually
- 1,6 million overnight stays a year

### \*Season

Summer: 1 May – 31 October 2019  
Winter: 1 November 2019 – 30 April 2020

### Volume discount for

orders starting at CHF 15 000

### Technical specifications

[traffic.ch/produktion/technische-daten-innenformate/](http://traffic.ch/produktion/technische-daten-innenformate/)

RailBoard Jungfrau Railway



RailBoardMidi Berner Oberland Railway



## Train FullWrap advertising in the Jungfrau Region

A promising outlook for your ad

**Wengernalp Railway (WAB) connects the villages Lauterbrunnen and Grindelwald with Kleine Scheidegg 2061 metres above sea level. During winter, it takes skiers and winter sports enthusiasts to the heart of the attractive Jungfrau Region. During the summer months, it travels to the beautiful mountain landscape of Grindelwald–Alpiglen–Kleine Scheidegg–Wengernalp–Wengen accessible to everyone, from families to hikers and mountaineers. It plays an important role as a feeder train for the Jungfrau Railway.**

WAB transports about 2 million passengers a year – local leisure travellers and visitors from around the world.

### FullWrap offer and price for 2019

in CHF excl. VAT and production costs

Transportation company	Duration	Price
Wengernalp Railway (WAB)	1 year, per train	335 000

Production cost estimation: approx. CHF 50 000 (varies depending on the design)  
Pre approval of the advertising visual by the railway company is mandatory.  
The company reserves the right to reject an advertising visual without further justification.

Basis: General Terms and Conditions of APG|SGA Traffic.

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### Advantages of train advertisement

- Long-term advertising presence in the Jungfrau Region
- XXL advertising spaces
- Above-average visibility and advertising effect
- High chance of target group contact and touch points/views all year long thanks to large numbers of visitors
- Premium presence in a tourist hotspot

### Contacts and touch points

- Around 5 million passengers transported annually
- 1,6 million overnight stays a year

### Facts & figures, overall structure

**Advertising area** Lauterbrunnen – Kleine Scheidegg – Grindelwald

**Exterior advertising space** 2-part train, approx. 30m in length, 3.6m in height

**Interior advertising space** RailBoardMidi, dispensers, screens

**Display period** 12 months

**Launch** You can use the advertisement roll-out for a launch event for customers, media or employees

**Miscellaneous** Extra trips with your «own train» are also possible upon request



[www.apgsa.ch/traffic](http://www.apgsa.ch/traffic)

**APG|SGA Traffic AG**  
**Bahnhöweg 82**  
**Postfach 529**  
**3018 Bern**  
**T +41 31 990 90 80**

APG|SGA Traffic AG  
Mühlemattstrasse 50  
Postfach 2222  
5001 Aarau  
T +41 62 834 10 60

APG|SGA Traffic SA  
23–25, Chemin d'Entre-Bois  
1018 Lausanne  
T +41 21 644 24 44

APG|SGA Traffic SA  
Via Bagutti 10  
Casella postale 4348  
6904 Lugano  
T +41 91 910 69 57

APG|SGA Traffic AG  
Obergrundstrasse 98  
6005 Luzern  
T +41 41 317 00 00

APG|SGA Traffic SA  
45, Rue des Tunnels  
2000 Neuchâtel  
T +41 32 724 24 32

APG|SGA Traffic AG  
Helvetiastrasse 47  
9006 St. Gallen  
T +41 52 208 93 62

APG|SGA Traffic AG  
Schlachthofstrasse 1  
Postfach 312  
8406 Winterthur  
T +41 52 208 93 62

APG|SGA Traffic AG  
Giesshübelstrasse 4  
Postfach 1501  
8027 Zürich  
T +41 44 283 12 41

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