

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.

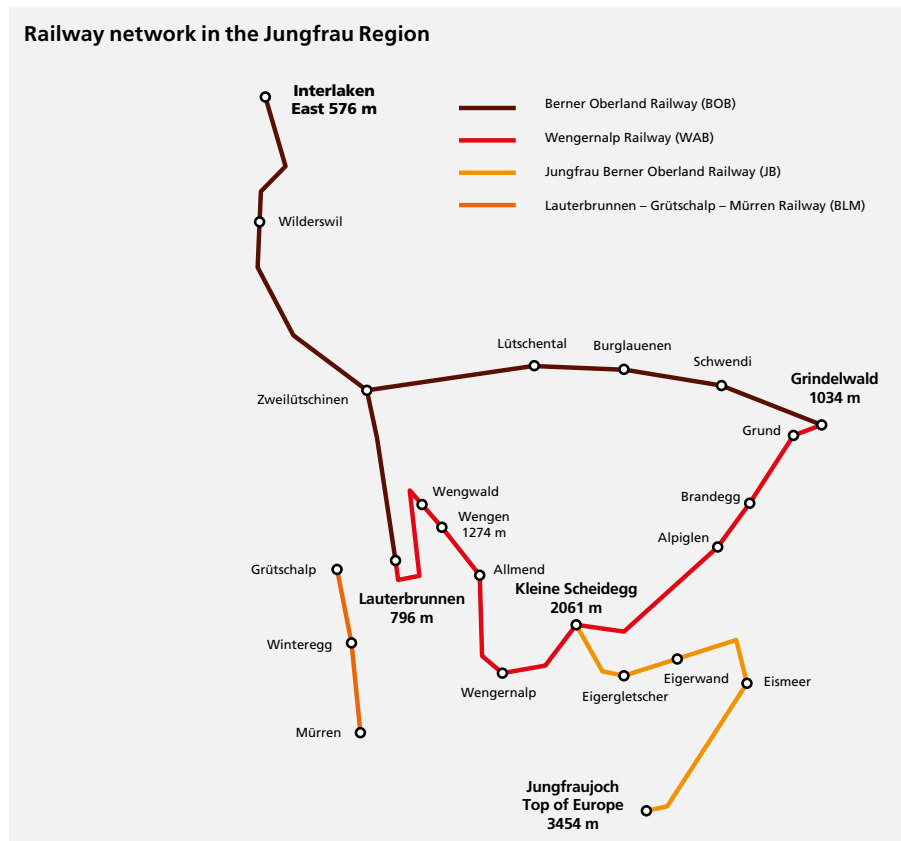
Wengernalp Railway (WAB) The Wengernalp Railway (WAB) connects the villages Lauterbrunnen and Grindelwald with Kleine Scheidegg, 2,061 metres above sea level.

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
Number of passengers/year	1,7 million	2,1 million	1,1 million	0,6 million

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



Jungfrau Railway



Wengernalp Railway



Berner Oberland Railway



Lauterbrunnen - Mürren 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 × 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 × 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
Information provided without guarantee, offers and prices subject to change.

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/

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

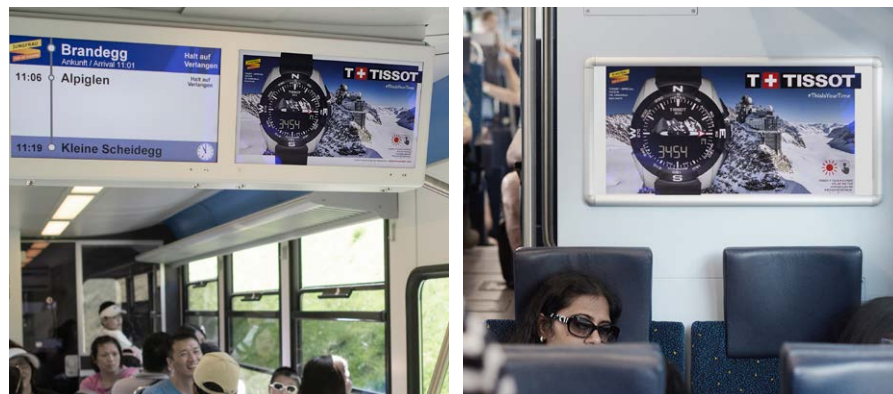
in CHF excl. VAT and production costs

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.

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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



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