

Trackopedia

Media data (valid from 1/1/2021)

International knowledge platform **Trackopedia.info**

The world's only English-language online encyclopaedia for track construction and track technology.

Trackopedia – Platforms

Trackopedia is the latest spin-off of the largest German-language online encyclopaedia Gleisbau-Welt. It was launched in 2019 with great commitment and investment in order to be able to also provide the numerous international users with an English-language version of the freely accessible knowledge platform.

Today, Trackopedia is the world's unique English-language **lexical B2B knowledge platform for topics related to railway infrastructure, track technology and track construction as well as maintenance.**

The online encyclopaedia currently covers around 120 topics, providing knowledge through text, photos, graphic diagrams and videos. The scope is growing continuously – an average of twenty new search terms/articles are added every year.

The platform "Gleisbau-Welt.de" has been available for the German-speaking market since 2005. Please request separate information on this. (cf. below under Contacts)

Trackopedia – Users

The current users of this freely accessible platform – trainees and students in the rail and transport sector, employees of the entire rail industry (managers, engineers, consultants), as well as teachers and trainers of relevant courses – take advantage of the expertise offered for their everyday professional life.

Trackopedia – Reach

The platform got off to an excellent start with steadily growing hits. Today, after a good two years, 33,984 global users access Trackopedia annually and call up a total of 71,252 pages. (*Data according to Google-Statistics, 31/12/2020*)

Trackopedia – Presentation Options

Since 2020, you have the opportunity to use this unique relevance and reach for your **target group-oriented banner advertising**.

In order to be able to advertise accurately and economically, you have the option of **placing** your banners on the **search terms/articles that correspond to your product portfolio or service**. You therefore only pay where your potential clientele perceives you.

The duration of advertising banners is either 6 months or 12 months.

Trackopedia - Prices and Formats

Advertising Prices

The price for an advertising placement (banner) consists of a **basic price (fixed price)**, which is **invoiced** when the order is concluded, and a **variable price (success-dependent)**, which is based on the number of banner views in the concluded period and is invoiced in each case after the expiry of 6 months. Both price components together then make up the total price.

Basic prices/fixed sum:

for a 6-month contract: EUR 680, - + VAT

for a 12-month contract: EUR 980, - + VAT.

Variable price:

per banner view: EUR 0.05 (5 cents) + VAT.

The image shows a screenshot of the Trackopedia website. The main content area features an article titled 'System Bahn / Die Erfolgsgeschichte'. A red banner advertisement is placed over the article. The banner contains the text 'Werbebanner 1' and '300px X 250px'. A blue callout box with white text points to the banner, stating 'Advertising banner Medium Rectangle Desktop 300 x 250 px'. The website header includes the Trackopedia logo and navigation links like 'Lexikon', 'Fachliteratur', 'Partner', and 'Kontakt'. The article text discusses the history and success of rail systems, mentioning safety and reliability.

Example of calculation:

You order an advertising banner with a duration of 12 months, which is to appear for each of 5 keywords/topic articles. After 6 months you have had a total of 10,000 views for the 5 keywords; in the 6 following months another 15,000 views. Your payment for this example: EUR 980 when placing the order, EUR 500 (0.05 x 10,000) after 6 months, EUR 750 after another 6 months. Total costs for you: EUR 2,230 + VAT for a 12-month presence on the platform with 25,000 theme-related views on your banner.

File Formats

The advertising banners to be used have the format: Medium Rectangle, Desktop 300 x 250 px. The file size of the banner should be less than 200 KB and the animation should last no longer than 15 seconds. The banners can be delivered in JPG, PNG or (animated) GIF format.

Data Delivery

The delivery of the banner data must take place at least 3 working days before the start of switching by e-mail to: detlev.suchanek@pmcmedia.com

Rotation Note

demand is high, it is possible that your advertising medium will be placed in rotation with another banner.

Trackopedia – Advertising Reporting

During the term of the advertising banner, you will receive a report at the end of each 3-month period. It contains the figures for the respective views (page impressions) per keyword in this period in an Excel file. The figures are collected by our platform administrator in a professional evaluation of the Google statistics data.

Trackopedia – Discounts and Bonuses

If you use the German-language affiliated platform "**Gleisbau-Welt.de**" for your advertising simultaneously, you will receive a combined discount of 10 % per platform on the respective view costs (fixed costs are excluded).

Companies that have contributed or are contributing at least three keywords/articles to the expansion of the platforms as **content partners** generally receive a bonus of 10 % per platform on the respective view costs (fixed costs are excluded).

If you would like to contribute articles (the platform editors make the final decision on inclusion, content and form), please contact us at any time.

The general terms and conditions apply to advertising orders for PMC Media House properties. These can be viewed at: <https://www.pmcmedia.com/en/advertising>

The knowledge platform "Trackopedia.info" is operated by:



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