

# Newsletter Advertising Forms

effective from January 1st 2022

The **Schiff&Hafen Email Newsletter** is published weekly and has a German-speaking audience of more than **4,100 readers**.

## 1 General facts:

- Circulation: 4,100 email addresses
- Language/Editorial: German
- Frequency: weekly

## 2 Facts and Figures:

- Opening rate: 28.70 %
- Unique click rate: 8.94 %
- Click-to-open rate: 31.14 %

*(Average per months between January 1st 2021 and September 10th 2021)*

## 3 Geographical analysis of distribution:

- 86.1 % Germany / Austria / Switzerland (DACH)
- 12.7 % Europe
- 1.2 % Others

## 4 Newsletter Advertising Forms:

### ■ Sponsoring

Placement: in the head of the newsletter and the advertorial after the second news report

Format header: 570 px width / 60 px high

Advertorial: max. 500 (blank-)letters, hyperlinks to the website and a picture (275 px width / 180 px high)

Alternative: banner (570 px width / 100 px high)

**Price: € 1,800 (per newsletter)**

### ■ Textlink + Picture (275 x 180 px)

Placement: after the sponsoring advertorial

Data format: 150 characters, picture as JPG or PNG

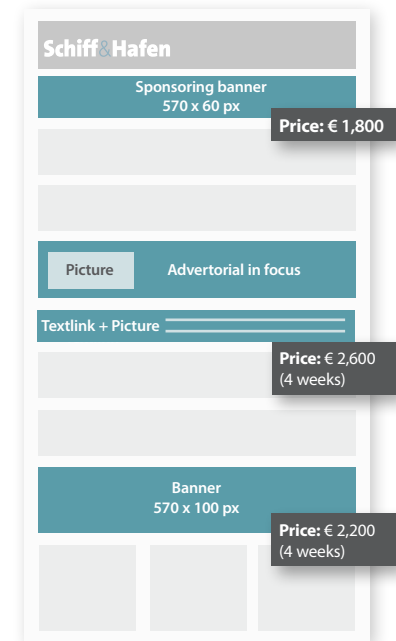
**Price: € 2,600 (4 weeks)**

### ■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

**Price: € 2,200 (4 weeks)**



# Sponsored Content

effective from January 1st 2022

Your sponsored content will be delivered via the regular editorial system and published for a period of six months in an appropriate section of the website. Benefit from this offer and present your products and services in an editorial outfit. You may provide us with up to 300 words and with an image width of 1920 px.

Of course you can also set a direct web link to your website.

## 1 Occasion:

- Product-Service-Presentation
- Brand Communication
- Pre-Exhibition Communication

## 2 Visualisation:

- Image Size: 1920 px wide
- Textrate: 300 words
- Duration: 6 months
- Duration on Homepage: 1 month
- Advertisement Identification as Advertorial

## 3 Price:

- € 1,800



**Schiff & Hafen** Über uns

NACHRICHTEN THEMEN PUBLIKATIONEN MARITIME ARCHIVES VERANSTALTUNGEN KARRIERE

Startseite > Nachrichten > Schiffbau > MAN Hybrid-Antriebspaket für grönländisches Forschungsschiff



Der Neubau mit SILENT F-Einstufung von DNV GL soll 2021 in Dienst gestellt werden (Quelle: Skipteknisk)

**SPONSORED CONTENT**

## MAN Hybrid-Antriebspaket für grönländisches Forschungsschiff

09. Oktober 2019

Die spanische Werft Astilleros Balenciaga S.A. hat im Zusammenhang mit dem Bau eines Forschungsschiffes für das Greenland Institute of Natural Resources ein komplettes MAN-Antriebspaket bestellt. Der Lieferumfang umfasst MAN 27/38- und 175D-Motoren, einen fünfblättrigen MAN Alpha-Propeller sowie Fernsteuerungs- und MAN HyProp-Systeme. Der 61 m lange Trawler mit Eisklasseneinstufung wurde von dem norwegischen Ingenieurbüro Skipteknisk entworfen. Das Schiff wird mit modernen Forschungs- und Laboreinrichtungen sowie mit Unterkünften für 32 Personen ausgerüstet und soll die wissenschaftlichen Grundlagen für eine nachhaltige Nutzung der Fischbestände in West- und Ostgrönland schaffen. Bei der Zusammenstellung des Antriebspakets spielte laut MAN Energy Solutions insbesondere die Geräuschnimmierung eine wichtige Rolle. Demzufolge verfügt das Forschungsschiff über ein dieselmechanisches Antriebskonzept, mit dem 27/38-Motor als Hauptantrieb und den MAN 175D- und D2862-Motoren als Hilfsaggregate. Die 175D- und D2862-Motoren werden doppelt elastisch montiert, um eine SILENT F-Einstufung des Schiffes durch die Klassifikationsgesellschaft DNV GL erfüllen zu können. Der voll integrierte MAN HyProp-ECO-Frequenzantrieb für das DE-Betriebssystem steuert den Antrieb des fünfblättrigen Alpha-Propellers. Beide Hilfsaggregate sind ebenfalls doppelt elastisch montiert.

## Webinar – Go online with us together!

The term webinar is composed of the words web and seminar and describes the **modern form of an Online conference** or training, which can be transmitted to the Internet using various online tools. The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection. We combine for you our decades of experience in the maritime industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.



### We offer you:

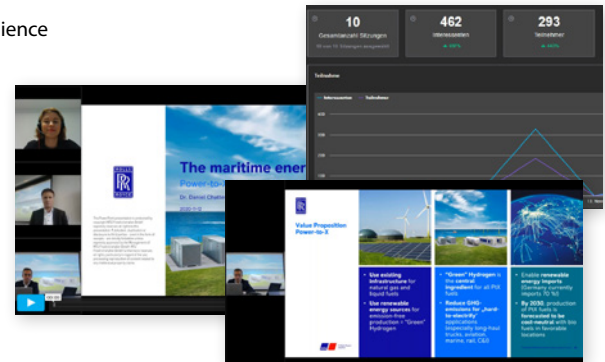
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the maritime industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

### Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

### Your benefits:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!