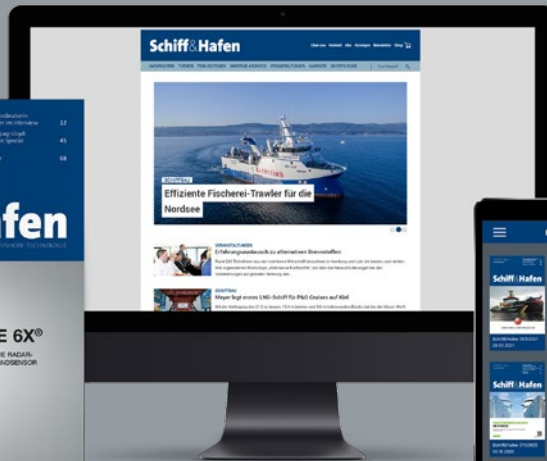


# MEDIA INFORMATION 2023

THE TECHNICAL MARITIME  
PUBLICATION FOR GERMANY



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# Editorial Profile / Publisher

**Specialisation**  
Shipbuilding/marine equipment  
supplies mechanical/electrical  
engineering  
port equipment/marine business  
offshore/ocean technology



Total circulation  
**6.245** copies  
(IVW III/22)

# Schiff&Hafen

## 1 Editorial Profile:

Technical publication on shipping, shipbuilding, marine engineering, offshore technology, marine technology, supply industries, navigation, ship management, ship design, port engineering, container traffic.

## 2 Membership:

Media-Datenbank Deutsche Fachpresse  
IVW - Informationsgemeinschaft zur Feststellung der  
Verbreitung von Werbeträgern e.V.  
(German Audit Bureau of Circulation)

## 3 Official Organ:

- a) Verband Dt. Kapitäne und Schiffsoffiziere e.V. (VDKS)
- b) Gesellschaft für Maritime Technik e.V. (GMT)
- c) Schiffbautechnische Gesellschaft e.V. (STG)
- d) Forschungsvereinigung Schiffbau und Meerestechnik e.V. (FSM)
- e) Verein Deutscher Ingenieure (VDI)

## Forum for:

- a) Verband für Schiffbau und Meerestechnik e.V. (VSM)
- b) VDMA Arbeitsgemeinschaft Marine Equipment and Systems

## 4 Publisher: DVV Media Group GmbH, Hamburg

## 5 Editorial department:

Kathrin Lau (Editor-in-Chief)  
phone: +49/40/237 14 - 237  
email: kathrin.lau@dvvmedia.com

## 6 Volume: 75th year of publication/2023

Frequency: monthly (two double issues)

## 7 Publishing company: DVV Media Group GmbH, Hamburg

Postal address: P.O. Box 10 16 09, D-20010 Hamburg  
Company address: Heidenkampsweg 73-79, D-20097 Hamburg  
phone: +49/40/2 37 14 - 100 • fax: +49/40/2 37 14 - 236

## 8 Subscription sales + marketing:

Markus Kukuk (Marketing Director)

## 9 Annual subscription: [www.schiffundhafen.de/abo](http://www.schiffundhafen.de/abo)

## 10 ISSN No.: 0938-1643

## 11 Terms of trade:

[www.schiffundhafen.de/agb](http://www.schiffundhafen.de/agb)

# Analyses



Total circulation  
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 (IVW III/22)

# Schiff&Hafen

## Our readers are company executives and decision makers

- ▶ **68.06 %** of respondents hold a leading position in their companies

## Schiff&Hafen informs its readership several times per week

- ▶ **69.82 %** use our printed or digital products (newsletter, website) several times per week

- ▶ **36.14 %** respondents read Schiff&Hafen every day

## Trade journals are the most important sources of information

- ▶ For **83.39 %** trade journals are the most sources of information on current industry news
- ▶ **75.62 %** also use newsletters to follow the day-to-day business

**Method:** reader survey (surveymonkey.de)

**Survey period:** December 16th 2015 – January 28th 2016

**Region:** Germany

**Participants:** 314

## Circulation: IVW audited circulation

### Analysis of circulation: (IVW quarter III/22)

<b>Total circulation:</b>	<b>6,245</b>
of which outside Germany:	121
<b>Paid circulation:</b>	<b>3,568</b>
> of which outside Germany:	94

## Sector/Economic areas/Specialisation/Professional groups

According to readership groups	Share of actual circulated copies	
	%	Copies
<b>Actually circulated copies</b>	<b>100</b>	<b>6,245</b>
<b>Shipbuilding and marine equipment suppliers</b>	<b>49.9</b>	<b>3,116</b>
> Engineering	40.7	
> Shipbuilding	34.5	
> Electrical engineering, precision engineering, optics	24.8	
<b>Shipping</b>	<b>24.5</b>	<b>1,530</b>
> Deepsea and coastal shipping	74.5	
> Inland waterways (shipping companies)	25.5	
<b>Offshore/ocean technologies</b>	<b>11.9</b>	<b>743</b>
<b>Shipping sector</b>	<b>4.1</b>	<b>256</b>
<b>Ports/port operators</b>	<b>3.5</b>	<b>219</b>
<b>Associations/organisations</b>	<b>2.8</b>	<b>175</b>
<b>Science/research</b>	<b>2.4</b>	<b>150</b>
<b>Others</b>	<b>0.9</b>	<b>56</b>

# Advertisement rate card no. 68

effective from January 1st 2023

**Specialisation**  
Shipbuilding/marine equipment  
supplies mechanical/electrical  
engineering  
port equipment/marine business  
offshore/ocean technology



Total circulation  
**6.245** copies  
(IVW III/22)

# Schiff & Hafen

1 **Magazine size:** 210 (width) x 297 (height) mm, DIN A 4

2 **Page size:** 183 x 248 mm

**Column number:** 3 columns, column width: 58 mm  
4 columns, column width: 42 mm

3 **Printing and binding:**  
Offset printing, adhesive binding

4 **Technical specifications:**  
**Printing material:** preferably email EPS,  
PDF (PDF-version minimum 1.3) or TIFF data  
**Picture resolution:** minimum 300 dpi  
**Colour mode:** ISO Coated v2 (ECI)

5 **Publication schedules:**  
Publication: Monthly, 10 issues per year (two double issues)  
Publication schedule: Beginning of month  
Advertising deadline: See editorial programme

6 **Terms of payment:** Payment due immediately upon receipt  
of invoice, plus VAT, net without deductions. VAT identification  
number: DE 118619873

**Bank:**  
Deutsche Bank AG  
Account no. 020 14 26 00 (Sort code 200 700 00)  
IBAN DE 83 2007 000 0020 142600; BIC (Swift) DEUTDEHH

7 **Printing material formats for bleed advertisements:**

Format	Dimensions (+ 3 mm all around)
1/1 page	210 x 297 mm
1/2 page horizontal	210 x 140 mm
1/2 page vertical	103 x 297 mm
1/3 page horizontal	210 x 98 mm
1/3 page vertical	71 x 297 mm
1/4 page horizontal	210 x 78 mm
1/4 page vertical	103 x 140 mm

8 **Format surcharge:**

Bleed advertisement	10% surcharge
---------------------	---------------

9 **Surcharges for special positions:**

Cover 2, 3 and 4, Editorial	10% on basic price
-----------------------------	--------------------

10 **Special advertising forms and inserts:**

Please contact us if you want to book special advertising forms  
or inserts.

**Address for delivery:**

A & O GmbH  
Ms. Waltraut Zurek  
Elisabeth-Selbert-Straße 5  
D-63110 Rodgau-Dudenhofen  
Germany

Please add the issue number on your delivery note.

# Advertisement rate card no. 68

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# Schiff & Hafen

## 11 Advertisement sizes and rates (4C): (width x height mm)

210 x 182 mm (+ 3 mm all around) Front page € 5,990	183 x 248 mm 1/1 page € 4,950	120 x 170 mm Junior page € 2,990	183 x 125 mm 1/2 page horizontal € 2,990	87 x 248 mm 1/2 page vertical € 2,990	183 x 83 mm 1/3 page horizontal € 2,320	58 x 248 mm 1/3 page vertical € 2,320
183 x 63 mm 1/4 page horizontal € 1,830	87 x 125 mm 1/4 page vertical € 1,830	120 x 90 mm 1/4 page vertical 2 colums € 1,830	183 x 30 mm 1/8 page horizontal € 1,060	87 x 63 mm 1/8 page vertical € 1,060	All rates plus VAT	

**4C-Rate per millimeter of column (58mm) for classified ads € 9.50**

## 12 Surcharges for special positions:

per special colour (from HKS/Pantone)	450,-
b/w advertisement*	20% discount on 4C rate

\* All rates for fixed advertisement sizes are including 4C printing in CMYK.  
b/w bookings will be calculated with a 20% discount on the 4C-rate.

## 13 Discounts: for bookings within 12 months

Frequency discount Frequency/forthcoming	%	Volume discount number of pages	%
3 insertions	5	3 pages	10
6 insertions	10	6 pages	15
more than 9 insertions	15	more than 9 pages	20

**Bleed, surcharge, loose inserts, technical further costs do not qualify for a discount. Terms and conditions are given at [www.shipandoffshore.net/termsoftrade](http://www.shipandoffshore.net/termsoftrade)**

# The maritime job market of Schiff&Hafen

effective from January 1st 2023

Schiff&Hafen is the right medium for your job advertisement if you want to

- search for technically highly qualified personnel
- want to conduct effective recruiting in the maritime business
- want to present yourself as an employer in a professional environment
- want to avoid scattering losses

## Here you will find clever minds...

The specialist pages on career and personnel management offer the ideal environment for this. To reach the entire maritime readership, you can optionally book the newsletter package and/or the online package as well.

## Newsletter package:

Your job advertisement with company name, title and link will appear twice in the Schiff&Hafen Newsletter and in the THB Newsletter. You have the chance of 20,000 contacts. The publication dates are flexible within six weeks.

## Online package:

Your job advertisement will be posted (as soon as we receive your print copy) for eight weeks on [www.schiffundhafen.de](http://www.schiffundhafen.de) and [www.thb.info](http://www.thb.info) in the job exchange – it will appear online before your print advertisement!

## Price list:

1/1 page 183 x 248 mm € 4,100	1/2 page, horizontal 183 x 125 mm € 2,400	1/4 page, horizontal 183 x 63 mm € 1,500	1/4 page, vertical 87 x 125 mm € 1,500
-------------------------------------	--	---	--

All rates for 4C printing in CMYK plus VAT.

Situation vacant per mm (single column, 4C)	€ 8.00
Situation wanted per mm (single column, 4C)	€ 3.50
Box number charge	€ 15.00

Format	Medium	Price
Print ad	Schiff&Hafen	See price list
Newsletter package	Schiff&Hafen + THB	€ 250
Online package	Schiff&Hafen + THB	€ 250

columns:

single: 58mm
two: 120.5mm
three: 183mm

# Buyer's Guide

effective from January 1st 2023

**Specialisation**  
 Shipbuilding/marine equipment  
 supplies mechanical/electrical  
 engineering  
 port equipment/marine business  
 offshore/ocean technology



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# Schiff&Hafen

The **Buyer's Guide** provides a market overview and an index of supply sources. Every entry in the Buyer's Guide includes your company logo (4-colour), address and communications data plus a concise description of products or services offered.

Object	Schiff&Hafen	Ship&Offshore
Target regions	Central Europe	International
Issues	January / February	January / February
	-	-
	March	March / April
	-	Special SmartShip
	May	May / June
	-	-
	July / August	July / August
	-	-
	September	September / October
	-	November / December
-	-	Special Green Tech / Special China

## Price per keyword per issue:

	Size I	Size II
	H 30/B 58 mm	H 40/B 58 mm
1 Keyword	€ 95	€ 125
2 Keywords	each € 90	each € 120
3 Keywords	each € 85	each € 115
4 Keywords	each € 80	each € 110
5 Keywords	each € 75	each € 105
from 6 Keywords	each € 70	each € 100

**Online entry  
 is free of charge!**

### Time span

Minimum time span: 1 year

## You can advertise in these categories:

- |                                   |                                |
|-----------------------------------|--------------------------------|
| 1 Shipyards                       | 10 Ship's operation systems    |
| 2 Propulsion systems              | 11 Deck equipment              |
| 3 Engine & engine components      | 12 Construction & consulting   |
| 4 Corrosion protection            | 13 Cargo handling technology   |
| 5 Ship's equipment                | 14 Alarm & safety equipment    |
| 6 Hydraulic & pneumatic equipment | 15 Port construction           |
| 7 Onboard networks                | 16 Offshore & ocean technology |
| 8 Measurement & control devices   | 17 Maritime services           |
| 9 Navigation & communications     |                                |



# Schedule and subject plan

effective from January 1st 2023



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(IVW III/22)

# Schiff&Hafen

Issue	Dates	Subjects	Trade fairs/exhibitions with extra distribution
1 / 2023 January / February	Publishing: 24.01.2023 Order: 22.12.2022 Ad material: 05.01.2023	Smart ships Green Ship Technology Alternative Propulsion <b>Annual Opening Issue 2023: German Maritime Industry</b> <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Boot</b> , Düsseldorf, Germany, 21. – 29.01.2023 <b>LNG &amp; Future Fuels Forum</b> , Hamburg, Germany, 24.01.2023
3 / 2023 March	Publishing: 01.03.2023 Order: 01.02.2023 Ad material: 08.02.2023	Classification & Consulting Cruise Ships & Mega-Yachts Pumps, Filters & Compressors Repair, Conversion & Retrofit <b>Special: Report German Shipyards 2022</b> <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Seatrade Cruise Global</b> , Miami Beach, USA, 27. – 30.03.2023
4 / 2023 April	Publishing: 04.04.2023 Order: 07.03.2023 Ad material: 14.03.2023	Research & Development Automation, Measurement & Control Technology Port Industry Future Fuels & Green Energy	<b>Hannover Messe</b> , Hanover, Germany, 17. – 21.04.2023 <b>Sea Asia</b> , Singapore, 25. - 27.04.2023
5 / 2023 May	Publishing: 02.05.2023 Order: 04.04.2023 Ad material: 11.04.2023	Short Sea Shipping Offshore Renewables Corrosion Protection & Surface Technology Maritim 4.0 Design & Construction Propulsion & Manoeuvring Technology <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Maritim 4.0</b> , Hamburg, Germany, 23.05.2023 <b>Welding in Maritime Technology</b> , Hamburg, Germany, 24. – 25.05.2023 <b>Conference Corrosion Protection in Maritime Technology</b> , Hamburg, Germany 03. – 04.05.2023
6 / 2023 June	Publishing: 01.06.2023 Order: 04.05.2023 Ad material: 11.05.2023	Green Ship Technology Navigation, Communication & Fleet Management RoRo Vessels & Ferries Heavylift & Breakbulk Special & Authority Ships	<b>Nor-Shipping</b> , Oslo, Norway, 05. – 09.06.2023 <b>CIMAC World Congress</b> , Busan, South Korea, 12. – 16.06.2023 <b>TOC Europe</b> , Rotterdam, The Netherlands, 13. – 15.06.2023 <b>Windforce Conference</b> , Bremerhaven, Germany, tba <b>Electric &amp; Hybrid Marine World Expo</b> , Amsterdam, The Netherlands, 20. – 26.06.2023

Issue	Dates	Subjects	Trade fairs/exhibitions with extra distribution
7 / 8 2023 July / August	Publishing: 25.07.2023 Order: 27.06.2023 Ad material: 04.07.2023	Classification & Consulting Safety & Security Flag States Offshore Marine Technology Smart Ships <b>Schiff&amp;Hafen Buyer's Guide</b>	
9 / 2023 September	Publishing: 01.09.2023 Order: 04.08.2023 Ad material: 11.08.2023	Cruise Ships & Mega-Yachts Ship Furnishings & Interior Offshore Renewables Smart Ships Propulsion & Manoeuvring Technology <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Seatrade Europe: Cruise &amp; River Cruise Convention</b> , Hamburg, Germany, 06. – 08.09.2023 <b>Husum Wind</b> , Husum, Germany, 12. – 15.09.2023 <b>Ship Efficiency</b> , Hamburg, Germany, 25. – 26.09.2023
10 / 2023 October	Publishing: 04.10.2023 Order: 06.09.2023 Ad material: 13.09.2023	Naval Shipbuilding Navigation, Communication & Fleet Management Condition Monitoring Special & Authority Ships	<b>Offshore Energy</b> , Amsterdam, The Netherlands, tba <b>HTG-Kongress</b> , Bremen, Germany, 01. – 03.11.2023
11 / 2023 November	Publishing: 01.11.2023 Order: 04.10.2023 Ad material: 11.10.2023	Electrical Engineering & Onboard Networks Automation, Measurement & Control Technology Salvage & Towing Port Management & Short Sea Shipping <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>SPS</b> , Nuremberg, Germany, 14. – 16.11.2023 <b>Europort</b> , Rotterdam, The Netherlands, 07. – 10.11.2023
12 / 2023 December	Publishing: 05.12.2023 Order: 07.11.2023 Ad material: 14.11.2023	Repair, Conversion & Retrofit HVAC (Heating, Ventilation & Air Conditioning) Rudder, Propeller, Pods Ferries <b>Schiff&amp;Hafen Buyer's Guide</b>	

## 1 Facts:

Access control:



Page Impressions\*:

17,870\*

Visits\*:

9,622\*

Unique Visits\*:

4,693\*

\* Average per month between September 2021 - July 2022

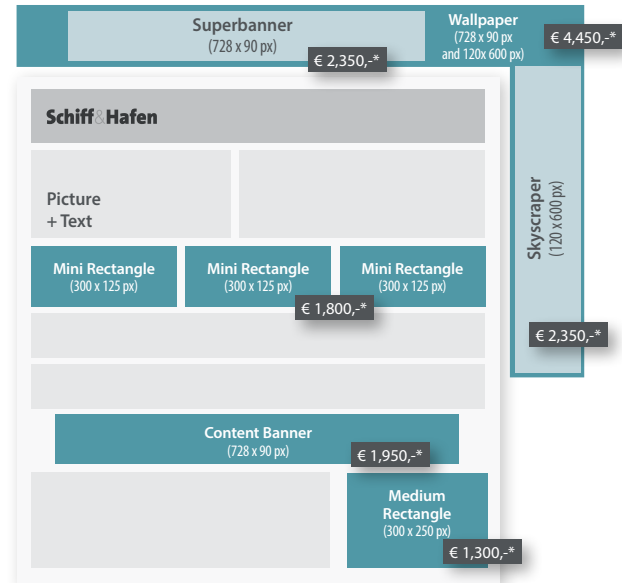
**2 Rotation note:** Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

## 3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728x90	300 x 125	€ 2,350
Mini Rectangle	300x 125		€ 1,800
Content Banner	728x90	300 x 125	€ 1,950
Medium Rectangle	300x250		€ 1,300
Skyscraper	120x600		€ 2,350
Wallpaper	728x90		€ 4.450
(Super Banner plus Skyscraper)	120 x 600		

## 4 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html )
- URLs have to be integrated in a html5-banner using html browser.
- For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
- Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
- Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.



\* All prices are valid for 30 days, plus VAT

## 5 Supply of advertising data:

At least three working days before ad is due to appear by email to [frank.schnakenbeck@dvvmedia.com](mailto:frank.schnakenbeck@dvvmedia.com)

# Newsletter Advertising Forms

effective from January 1st 2023

The **Schiff&Hafen Email Newsletter** is published weekly and has a German-speaking audience of more than **3,900 readers**.

## 1 General facts:

- Circulation: 3,900 email addresses
- Language/Editorial: German
- Frequency: weekly

## 2 Facts and Figures:

- Opening rate: 24.66 %
- Unique click rate: 15.39 %
- Click-to-open rate: 62.2 %

*(Average per months between January 6th 2022 and August 4th 2022)*

## 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

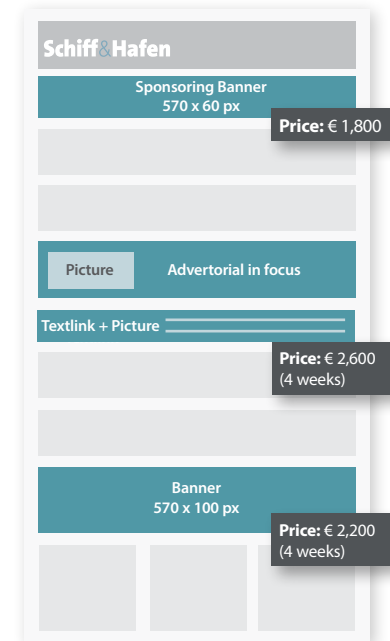
**Price: € 2,600 (4 weeks)**

### ■ 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 2023

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:

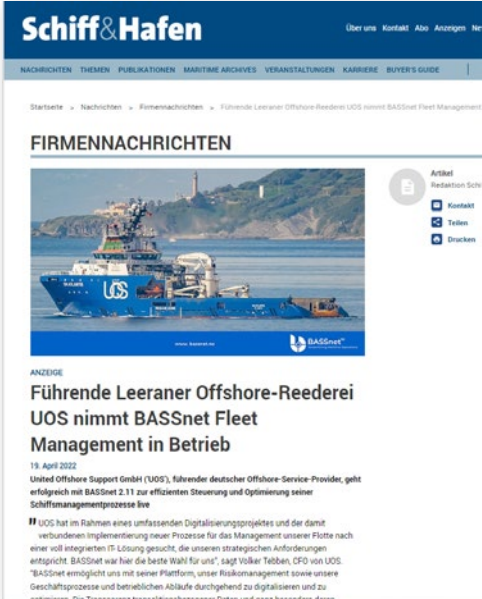
- Product-Service-Presentation
- Brand Communication
- Pre-Exhibition Communication

## 2 Visualisation:

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

## 3 Price:

- € 1,950




**Schiff & Hafen** Über uns Kontakt Abo Anzeigen

NACHRICHTEN THEMEN PUBLIKATIONEN MARITIME ARCHIVES VERANSTALTUNGEN KARRIERE BUYER'S GUIDE

Startseite » Nachrichten » Firmennachrichten » Führende Leeraner Offshore-Reederei UOS nimmt BASSnet Fleet Management

## FIRMENNACHRICHTEN



Artikel Redaktion Seite  
Kontakt  
Teilen  
Drucken

ANZEIGE

### Führende Leeraner Offshore-Reederei UOS nimmt BASSnet Fleet Management in Betrieb

19. April 2022

United Offshore Support GmbH (UOS), führender deutscher Offshore-Service-Provider, geht erfolgreich mit BASSnet 2.11 zur effizienten Steuerung und Optimierung seiner Schiffmanagementprozesse live

UOS hat im Rahmen eines umfassenden Digitalisierungsprojektes und der damit verbundenen Implementierung neuer Prozesse für das Management unserer Flotte nach einer voll integrierten IT-Lösung gesucht, die unseren strategischen Anforderungen entspricht. BASSnet war hier die beste Wahl für uns", sagt Volker Tebben, CFO von UOS. "BASSnet ermöglicht uns mit seiner Plattform, unser Risikomanagement sowie unsere Geschäftsprozesse und betrieblichen Abläufe durchgehend zu digitalisieren und zu optimieren. Die Transparenz transaktionshistorischer Daten und nicht zuletzt deren

## 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:

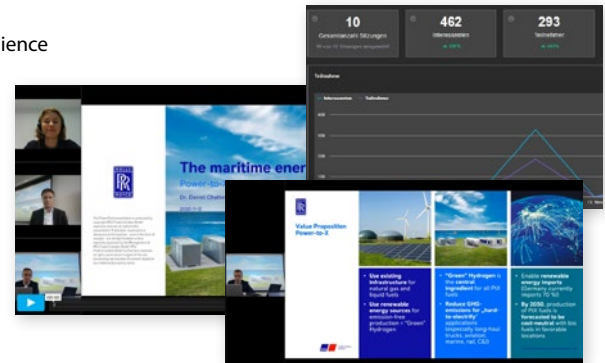
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the maritime industry for the content design of your format
- The handling of the entire participant 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!**

**Markus Wenzel** (Advertising Director)  
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