

MEDIA INFORMATION 2019

THE TECHNICAL MARITIME
PUBLICATION FOR THE
GERMAN-SPEAKING AREA



Your publishing partner

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Editorial profile / publisher

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



Total circulation
6,742 copies
(IVW III/18)

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) Center of Maritime Technologies e.V. (CMT)
- e) Stiftung OFFSHORE-WINDENERGIE
- f) 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:

Dr. Silke Sadowski (Editor-in-Chief),
phone: +49/40/237 14 - 143
email: silke.sadowski@dvvmedia.com

6 **Volume:** 71st year of publication / 2019
Frequency: monthly

7 **Publishing company:** DVV Media Group GmbH, Hamburg
Postal address: P.O. Box 10 16 09, D-20010 Hamburg
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8 **Subscription sales + marketing:**
Markus Kukuk (Marketing Director)

9 **Annual subscription:** www.schiffundhafen.de/abo

10 **ISSN No.:** 0938-1643

11 **Terms of trade:**
www.schiffundhafen.de/t&cs

Advertisement rate card no. 64

effective from January 1st 2019

Specialisation
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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, 12 issues per year
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
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9 **Surcharges for special positions:**

Cover 2, 3 and 4	10% on basic price
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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. 64

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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 basic price 4C € 5,880	183 x 248 mm 1/1 page basic price 4C € 4,950	120 x 170 mm Junior page basic price 4C € 2,900	183 x 125 mm 1/2 page horizontal basic price 4C € 2,900	87 x 248 mm 1/2 page vertical basic price 4C € 2,900	183 x 83 mm 1/3 page horizontal basic price 4C € 2,100	58 x 248 mm 1/3 page vertical basic price 4C € 2,100
183 x 63 mm 1/4 page horizontal basic price 4C € 1,700	87 x 125 mm 1/4 page vertical basic price 4C € 1,700	120 x 90 mm 1/4 page vertical 2 columns basic price 4C € 1,700	183 x 30 mm 1/8 page horizontal basic price 4C € 950	87 x 63 mm 1/8 page vertical basic price 4C € 950	<p>All rates plus VAT</p> <p>4C-Rate per millimeter of column (58mm) for classified ads € 9.50</p>	

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

Job advertisement

effective from January 1st 2019

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Schiff&Hafen
Career & Recruiting pages

Job advertisement – careers & personnel pages:

If you need to undertake effective recruiting in the maritime business, then Schiff&Hafen is exactly the right publication for you! Over 40,000 readers use Schiff&Hafen every month to inform themselves about the latest national and international trends.

Career planning every month:

The specialist pages on Careers & Personnel Management offer professionally researched and comprehensive information on:

- Advanced personnel training
- Career planning
- Universities and addresses
- Trends and developments in the maritime jobs market
- Recruiting personnel, training of young personnel

Here you can find the talented master minds for your business:

Advertisement sizes & rates (incl. 4C-print and 6 week online combi on www.schiffundhafen.de and www.THB.info)

1/1 page 183 x 248 mm € 4,050	1/2 page, horizontal 183 x 125 mm € 2,350	1/4 page, horizontal 183 x 63 mm € 1,400	1/4 page, vertical 87 x 125 mm € 1,400
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All rates for 4C printing in CMYK plus VAT.

Situation vacant per mm (single column, 58mm width, 4C)	€ 8.00
Situation wanted per mm (single column, 58mm width, 4C)	€ 3.50
Box number charge	€ 15.00

Four pillars to success:

1. Print advertisement

Place your advertisement where it will surely reach your target group in a suitable environment! Advertise where the experts get their information.

2. Online XL combination

Your advertisement will also appear on schiffundhafen.de and thb.info without any extra costs. Two online job listings for free! Only possible in combination with a print booking.

3. Quick Start

For additional € 150 you can use the Quick Start option. Your online insert appears IMMEDIATELY – even before the print publication is published.

4. Newsletter

For additional € 400 order your advertisement to be placed in our job market of the weekly Schiff&Hafen-Newsletter for 4 weeks.

Buyer's Guide

effective from January 1st 2019

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port equipment/marine business
offshore/ocean technology



Total circulation
6,742 copies
(IWW III/18)

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	Selected Editions
Target regions	Central Europe	International	China, GreenTech, SmartShip, Russia, China
Issues	January	January/ February	-
	-	-	-
	March	March	-
	-	April	April / China Edition
	May	May	-
	-	-	June / GreenTech
	July	-	July/SmartShip
	-	August	August / Russia Edition
	September	September	-
	-	October	-
	November	November	-
	-	December	December / China Edition

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

Discounts:

For bookings of several objects, we offer the following discount off the total price:

Two target regions/year: 10 %

Three target regions/year: 20 %

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 2019



Audited circulation

Total circulation
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(IVW III/18)

Schiff&Hafen

Issue	Dates	Subjects	Trade fairs/exhibitions with extra distribution
1/2019 January	Publishing: 02.01.2019 Order: 03.12.2018 Ad material: 10.12.2018	Navigation & Communication, Fleet Management Corrosion Protection: Ship Paints & Surface Technology Yachts & Small Ships Green Ship Technology Annual Opening Issue 2019: German Maritime Industry Schiff&Hafen Buyer's Guide	Boot , Düsseldorf, Germany, 19.–27.01.2019 18th Tagung „Korrosionsschutz in der maritimen Technik“ , Hamburg, Germany, 30.–31.01.2019
2/2019 February	Publishing: 01.02.2019 Order: 07.01.2019 Ad material: 14.01.2019	Automation, Measurement & Control Technology Repair, Conversion, Retrofitting RoRo Vessels & Ferries Shipyard & Production Technology Special: Report German Shipyards 2019	
3/2019 March	Publishing: 01.03.2019 Order: 04.02.2019 Ad material: 11.02.2019	Propulsion & Manoeuvring Technology Classification & Consulting Deck Equipment & Cargo Securing Research & Development Schiff&Hafen Buyer's Guide	
4/2019 April	Publishing: 01.04.2019 Order: 04.03.2019 Ad material: 11.03.2019	Cruise Ships & Ferries Deck Equipment Safety & Security Automation, Measurement & Control Technology Construction & Design Green Ship Technology	Hannover Fair , Hannover, Germany, 01.–05.04.2019 CMA Shipping , Connecticut, USA, 02.–04.04.2019 Seatrade Cruise Global , Miami Beach, 08.–11.04.2019 Welding in Maritime Technology , Hamburg, Germany, 24.–25.04.2019
5/2019 May	Publishing: 02.05.2019 Order: 01.04.2019 Ad material: 08.04.2019	Maritim 4.0 Smart Ships Offshore Renewables Offshore Technology Corrosion Protection: Ship's Paint & Surface Coating Technology Consulting, Insurance & Legal Advice Schiff&Hafen Buyer's Guide	Maritim 4.0 , Hamburg, Germany, 16.05.2019 OTC , Houston, USA, 06.–09.05.2019 Windforce , Bremen, Germany, 21.–22.05.2019

6/2019 June	Publishing: 03.06.2019 Order: 28.04.2019 Ad material: 06.05.2019	Navigation – Communication – Fleet Management Expedition & Research Vessels Inland Navigation & Short Sea Shipping Port Management & Handling Technology Nor-Shipping Issue with preliminary exhibitor reports	Nor Shipping , Oslo, Norway, 04.–07.06.2019 Transport Logistic , München, Germany, 04.–07.06.2019
7/2019 July	Publishing: 01.07.2019 Order: 03.06.2019 Ad material: 11.06.2019	Propulsion & Manoeuvring Technology Future Fuels & Energy Solutions Conversion, Repair & Retrofit Hydraulic & Pneumatic Systems (Pumps, Compressors, Fittings, Pipelines, etc.) Schiff&Hafen Buyer's Guide	
8/2019 August	Publishing: 01.08.2019 Order: 01.07.2019 Ad material: 08.07.2019	Maritim 4.0 Green Ship Technology Automation, Measurement & Control Technology Safety & Security Maintenance & Monitoring	
9/2019 September	Publishing: 02.09.2019 Order: 05.08.2019 Ad material: 12.08.2019	Cruise Ships & Yachts Rudder, Propellor & Pods Ship Equipment & Interior Design Offshore Wind Energy Design, Construction & Manufacturing Technology, incl. CAD CAM Maritime Economy in Russia Schiff&Hafen Buyer's Guide	GO-3D , Rostock, Germany, 05.09.2019 HUSUM Wind , Husum, Germany, 10. – 13.09.2019 Seatrade Europe , Hamburg, Germany, 11. – 13.09.2019 NEVA , St Petersburg, Germany, 17.– 20.09.2019 Monaco Yacht Show , Monaco, September 2019
10/2019 October	Publishing: 01.10.2019 Order: 02.09.2019 Ad material: 09.09.2019	Propulsion & Manoeuvring Technology Green Ship Technology Classification & Consulting Navigation, Communication & Fleet Management Offshore Technology	IMMEX SMM India , Mumbai, India, 03. – 05.10.2019 KORMARINE , Busan, Korea, 22. – 25.10.2019 Offshore Energy (OE) , Amsterdam, Netherlands, October 2019
11/2019 November	Publishing: 04.11.2019 Order: 07.10.2019 Ad material: 14.10.2019	Automation, Measurement & Control Technology Smart Shipping Engineering & Onboard Networks Safety & Security, incl. Insurance Ship Design & Construction Service & Maintenance Schiff&Hafen Buyer's Guide	Europort , Rotterdam, Netherlands, 05. – 08.11.2019 STG Jahrestagung , Potsdam, Germany, 22. – 24.11.2019 SPS IPC Drives , Nuremberg, Germany, 27. – 29.11.2019
12/2019 December	Publishing: 02.12.2019 Order: 04.11.2019 Ad material: 11.11.2019	Propulsion & Manoeuvring Technology Alternative propulsion Piping Systems & HVAC (Heating, Ventilation & Air Conditioning) Deck Equipment & Cargo Security	

With daily updated industry news, a worldwide calendar of events, themed specials, a job centre as well as an online Buyer's Guide, the **Schiff&Hafen** website offers users all the latest specialist information.

Users of www.schiffundhafen.de are decision-makers from the fields of shipbuilding, shipping, navigation, offshore and marine technology and shipyard industries as well as related businesses from the industrial and trading sectors.

1 Facts:

Access control:

Page Impressions:

Visits:

Unique Visits:



25,073*

10,066*

5,823*

* Average per month between January 1st 2018 – October 1st 2018

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

3 Banner rates:

Size	Dimension	Rate (per month)
Skyscraper	120x600 pixels	€ 2,250
Superbanner	728x90 pixels	€ 1,950
Content Rectangle	300x250 pixels	€ 1,500
Footer	728x90 pixels	€ 1,300
Mini Rectangle	300x125 pixels	€ 1,050
Wallpaper	728x90 pixels + 120x600 pixels	€ 3,350

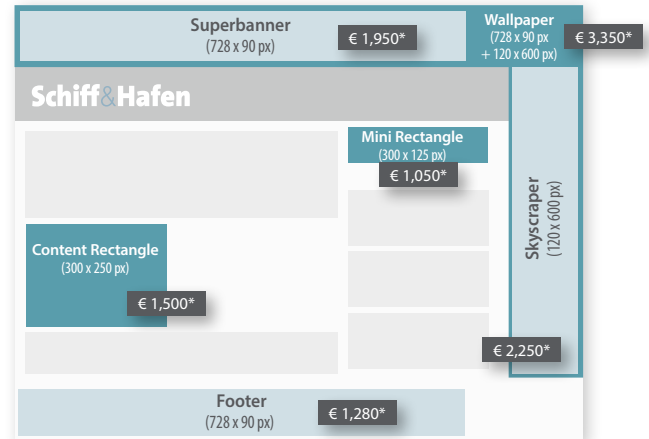
Formats for tablet and mobile optimization and special formats on request.

4 Supply of advertising data:

At least 3 working days before ad is due to appear by email to vera.hermanns@dvvmedia.com

5 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html and JavaScript) or third-party-provider tags.
- URLs have to be integrated to a html5-banner using html or a JavaScript enabled browser.
- File size: maximal 100 KB (with regard to html5-banners this refers to the total size of all integrated images).
- JavaScript tags: Banner activation via Google DoubleClick for Publishers (DFP). We kindly ask you to send only the JavaScript tag. The tag starts with "<script>" and ends with "</noscript>".



Newsletter Advertising Forms

effective from January 1st 2019

The **Schiff&Hafen Email Newsletter** is published weekly and has a German-speaking audience of more than **6,000 readers**.

1 General facts:

- Circulation: 6,000 email addresses
- Language/Editorial: German
- Frequency: weekly

2 Facts and Figures:

- Opening rate: 25.49 %
- Unique click rate: 7.93 %
- Click-to-open rate: 31.10 %

(Average per newsletter between January 1st 2018 and October 1st 2018)

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: € 1,600 (per newsletter)

■ Textlink

Placement: after the sponsoring advertorial

Data format: 150 characters

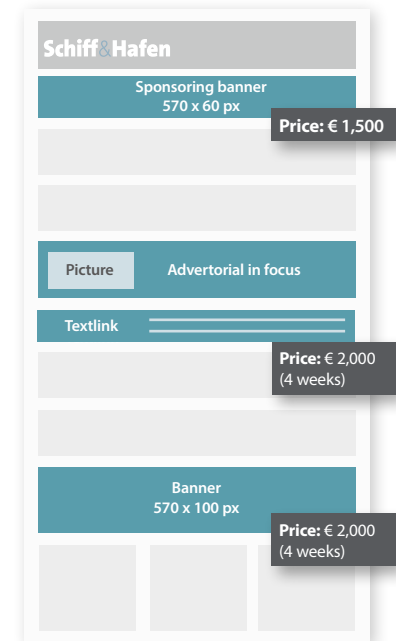
Price: € 2,000 (4 weeks)

■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or GIF (animated, max. 150 KB)

Price: € 2,150 (4 weeks)



Analyses

effective from January 1st 2019



Total circulation
6,742 copies
(IVW III/18)

Schiff & Hafen

- 1 **Circulation:** IVW audited circulation
- 2 **Analysis of circulation:** (IVW quarter III/18)

Total circulation:	6,742
of which outside Germany:	191
Paid circulation:	4,001
> of which outside Germany:	156

- 3 **Analysis of volume 2018:** 12 issues, Size: DIN A4
Total number of pages: 968 pages (100 %)



69.3 %

Editorial
706 pages

27.1 %

Advertisements
262 pages

1.5 %

Publishers
advertisements
15 pages

0.9 %

Bound-in Inserts
9 pages

1.2 %

Job vacancies
12 pages

- 4 **Sector/Economic areas/Specialisation/Professional groups**

According to readership groups	Share of actual circulated copies	
	%	Copies
Actually circulated copies	100	6,742
Shipbuilding and marine equipment suppliers	49.8	3,358
> Engineering	40.6	
> Shipbuilding	34.6	
> Electrical engineering, precision engineering, optics	24.8	
Shipping	24.5	1,652
> Deepsea and coastal shipping	74.4	
> Inland waterways (shipping companies)	25.6	
Offshore/ocean technologies	12.0	809
Shipping sector	4.2	283
Ports/port operators	3.5	236
Associations/organisations	2.8	189
Science/research	2.4	162
Others	0.8	54

Reader analysis and usage data



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Schiff&Hafen

The needs of our target group are very important for us. To improve our information package even further, we instructed the well-known German institution „delta Marktforschung“ in Cologne to perform an anonymous reader survey.

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

Schiff&Hafen provides clarification and in-depth expertise

- ▶ **76.59 %** think Schiff&Hafen provides technical in-depth expertise
- ▶ **67.81 %** evaluate our overview of market news as „good“ and „excellent“

Method: reader survey (surveymonkey.de)

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

Region: Germany

Participants: 314

Cross Media Package

effective from January 1st 2019



Total circulation
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Schiff&Hafen

Our cross media package enable you to use the specific advantages of our media portfolio to extend your communication network. With our cross media campaigns, you can significantly increase brand recognition and at the same time save money of your advertising budget. You can combine our cross media package according to your target markets and take advantage of additional discounts on the reduced prices.

Media Packages	Schiff&Hafen			Ship&Offshore			discount included	price
	Print	Website	Newsletter	Print	Website	Newsletter		
Digital		1x Skyscraper (120 x 600 px) one month	1x Banner (570 x 100 px) one month		1x Skyscraper (120 x 600 px) one month	1x Banner (570 x 100 px) one month	more than 10%	€ 8,300 € 7,400
Newsletter			one month = 4 Newsletter = 4 Banner			one month = 4 Newsletter = 4 Banner	more than 10%	€ 4,000 € 3,600
National	1x 1/2 page horizontal 4C	1x Skyscraper (120 x 600 px) one month	1x Banner (570 x 100 px) one month				more than 10%	€ 7,000 € 6,300
International				1x 1/2 page horizontal 4C	1x Skyscraper (120 x 600 px) one month	1x Banner (570 x 100 px) one month	more than 10%	€ 7,000 € 6,300

Maritime year calendar

effective from January 1st 2019

1 Publication date

Also for the year 2020 we offer again a free annual calendar for our Schiff&Hafen and THB readers. Here you can effectively place your advertisement.

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

A 88 x 45 mm € 550

B 88 x 90 mm € 980

C 176 x 45 mm € 980

D 88 x 135 mm € 1,600

All rates excluding VAT

3 Order: 01.10.2019

Publication date: 12.11.2019

In the November issues of Schiff&Hafen and THB.

4 Contact

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email: lisanne.gross@dvvmedia.com

	Januar	Februar	März	April	Mai	Juni	Juli	August	September	Oktober	November	Dezember
A												
B												
C												
D												

MARITIM 4.0
16. MAI 2019
HYPERION HOTEL
HAMBURG

THB
Schiff & Hafen
Ship-Offshore

2019

