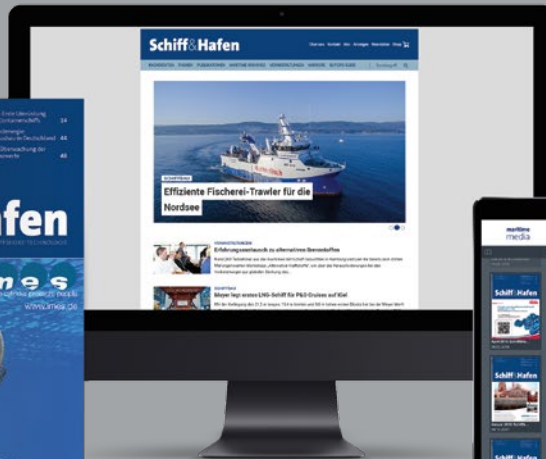


# MEDIA INFORMATION 2021

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  
**4,532** copies  
(IVW III/19-II/20)

# 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) 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:

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email: silke.sadowski@dvvmedia.com

## 6 Volume:

73rd year of publication/2021  
Frequency: monthly

## 7 Publishing company:

DVV Media Group GmbH, Hamburg  
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## 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/t&cs](http://www.schiffundhafen.de/t&cs)

# Advertisement rate card no. 66

effective from January 1st 2021

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



Total circulation  
**4,532** copies  
(IVW III/19-II/20)

# 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  
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, Editorial	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. 66

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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 € 5,990	183 x 248 mm 1/1 page basic price 4C € 4,950	120 x 170 mm Junior page basic price 4C € 2,990	183 x 125 mm 1/2 page horizontal basic price 4C € 2,990	87 x 248 mm 1/2 page vertical basic price 4C € 2,990	183 x 83 mm 1/3 page horizontal basic price 4C € 2,220	58 x 248 mm 1/3 page vertical basic price 4C € 2,220
183 x 63 mm 1/4 page horizontal basic price 4C € 1,750	87 x 125 mm 1/4 page vertical basic price 4C € 1,750	120 x 90 mm 1/4 page vertical 2 columns basic price 4C € 1,750	183 x 30 mm 1/8 page horizontal basic price 4C € 1,000	87 x 63 mm 1/8 page vertical basic price 4C € 1,000	<p>All rates plus VAT</p> <p><b>4C-Rate per millimeter of column (58mm) for classified ads € 9.50</b></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](http://www.shipandoffshore.net/termsoftrade)

# The maritime job market of Schiff&Hafen

effective from January 1st 2021

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...

With your print job advertisement in Schiff&Hafen you will reach 25,832\* readers every month. 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 six 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! Benefit from an average of 141,098 page impressions within six weeks.

## Price list:

<p>1/1 page 183 x 248 mm € 4,100</p>	<p>1/2 page, horizontal 183 x 125 mm € 2,400</p>	<p>1/4 page, horizontal 183 x 63 mm € 1,500</p>	<p>1/4 page, vertical 87 x 125 mm € 1,500</p>
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All rates for 4C printing in CMYK plus VAT.

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

Format	Medium	Price
Print ad	Schiff&Hafen	See price list
Newsletter package**	Schiff&Hafen + THB	€ 200
Online package**	Schiff&Hafen + THB	€ 200

\*Based on the reader analysis 2013, carried out by tns emnid: 5.7 readers x 4,532 circulated circulation (IVW III/19-II/20)

\*\*Packages can only be booked in combination with print

# Buyer's Guide

effective from January 1st 2021

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



Total circulation  
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(IVW III/19-II/20)

# 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
	-	-
	May	May / June
	-	Special GreenTech
	July / August	July / August
	-	Special SmartShip
	September	September / October
	-	-
November	November / 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

## You can advertise in these categories:

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

# Schedule and subject plan

effective from January 1st 2021



Total circulation  
4,532 copies  
(IVW III/19-II/20)

# Schiff & Hafen

Issue	Dates	Subjects	Trade fairs/exhibitions with extra distribution
1 / 2 January / February	Publishing: 21.01.2021 Order: 23.12.2020 Ad material: 23.12.2020	<p><b>Annual Opening Issue 2021: German Maritime Industry</b> Alternative Propulsion Smart Ships &amp; Digitisation Statements of the maritime associations: GMT, VMDA, VDR, VSM, ZDS</p> <p><b>SMM EDITION 2021</b> Comprising exhibitors' previews <b>Schiff &amp; Hafen Buyer's Guide</b></p> 	<b>SMM Digital</b> , Hamburg, Germany, 02. – 05.02.2021
3 / 2021 March	Publishing: 01.03.2021 Order: 05.02.2021 Ad material: 09.02.2021	<p>Repair, Conversion &amp; Retrofit Corrosion Protection &amp; Surface Technology Classification &amp; Consulting Research &amp; Development Hydraulic &amp; Pneumatic Systems (Pumps, Compressors, Fittings, Pipelines, etc.)</p> <p><b>Special: Report German shipyards 2021</b> <b>Schiff &amp; Hafen Buyer's Guide</b></p>	
4 / 2021 April	Publishing: 01.04.2021 Order: 04.03.2021 Ad maerial: 11.03.2021	<p>Cruise Ships &amp; Mega-Yachts Health, Safety, Security Automation, Measurement &amp; Control Technology Green Ship Technology</p> <p><b>SMM Reviews</b></p>	<p><b>Hannover Messe</b>, Hanover, Germany, 12. – 16.04.2021 <b>Boot</b>, Düsseldorf, Germany, 17. – 25.04.2021</p>
5 / 2021 May	Publishing: 03.05.2021 Order: 07.04.2021 Ad material: 11.04.2021	<p>Propulsion &amp; Manoeuvring Technology Offshore Wind Energy Deck Equipment &amp; Cargo Securing Heavy Lift &amp; Project Cargo Ports &amp; Cargo handling technology</p> <p><b>Schiff &amp; Hafen Buyer's Guide</b></p>	<p><b>Transport Logistic</b>, Munich, Germany, 04. – 07.05.2021 <b>Nationale Maritime Konferenz</b>, Rostock, Germany, 10. – 11.05.2021</p>
6 / 2021 June	Publishing: 01.06.2021 Order: 05.05.2021 Ad material: 11.05.2021	<p>Navigation, Communication &amp; Fleet Management Smart Ships RoRo &amp; Ferries Future Fuels &amp; Energy Solutions Special &amp; Authority Ships</p>	



7 / 8 2021 July / August	Publishing: 12.07.2021 Order: 14.06.2021 Ad material: 21.06.2021	Green Ship Technology Alternative Propulsion Remote Service & Maintenance Design & Construction Repair, Conversion & Retrofit <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>OTC</b> , Houston, USA, 16.–19.08.2021
9 / 2021 September	Publishing: 01.09.2021 Order: 04.08.2021 Ad material: 11.08.2021	Cruise Ships & Mega-Yachts Ship Equipment & Interior Design Health, Safety, Security Offshore Wind Energy Automation, Measurement & Control Technology Smart Ships Maritim 4.0 <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Maritim 4.0</b> , Hamburg, Germany, September 2021 <b>Seatrade Europe</b> , Hamburg, Germany, 08.–10.09.2021 <b>Marine Interiors</b> , Hamburg, Germany, 08.–10.09.2021 <b>Seatrade Cruise Global</b> , Miami Beach, USA <b>Husum Wind</b> , Husum, Germany, 14.–17.09.2021 <b>NEVA</b> , St Petersburg, Russia, 21.–24.09.2021
10 / 2021 Oktober	Publishing: 01.10.2021 Order: 03.09.2021 Ad material: 10.09.2021	Propulsion & Manoeuvring Technology Navigation, Communication & Fleet Management Corrosion Protection & Surface Technology Green Ship Technology Naval Shipbuilding	
11 / 2021 November	Publishing: 27.10.2021 Order: 01.10.2021 Ad material: 06.10.2021	Automation, Measurement & Control Technology Small Ships & Workboats Inland Shipping & Short Sea Shipping Ship Equipment & Service <b>Europort EDITION</b> <b>Comprising exhibitors' previews</b> <b>Schiff&amp;Hafen Buyer's Guide</b>	<b>Europort</b> , Rotterdam, The Netherlands, 02.–05.11.2021 <b>METSTRADE</b> , Amsterdam, The Netherlands, 16.–18.11.2021 <b>SPS</b> , Nuremberg, Germany, 23.–25.11.2021
12 / 2021 December	Publishing: 01.12.2021 Order: 03.11.2021 Ad material: 10.11.2021	Propulsion & Manoeuvring Technology Deck Equipment & Cargo Security Classification & Consulting Remote-Service & Maintenance	<b>Marintec</b> , Shanghai, China, 07.–10.12.2021

1 Facts:

Access control:



Page Impressions\*:

22,352\*

Visits\*:

11,345\*

Unique Visits\*:

5,753\*

\* Average per month between 1st January 2020 - 1st September 2020

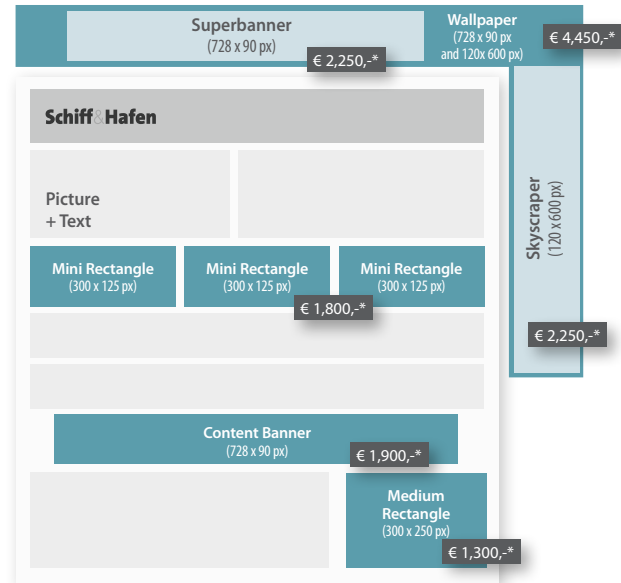
2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728x90	300 x 125	€ 2,250
Mini Rectangle	300x 125		€ 1,800
Content Banner	728x90	300 x 125	€ 1,900
Medium Rectangle	300x250		€ 1,300
Skyscraper	120x600		€ 2,250
Wallpaper	728x90		€ 4.450
(Super Banner plus Skyscraper)	120 x 600		

4 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).



\* 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 pascal.hofer@dvvmedia.com

# NEW - Sponsored Content

effective from January 1st 2021

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 Antriebspaketes spielte laut MAN Energy Solutions insbesondere die Geräuscheminimierung 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.

# Newsletter Advertising Forms

effective from January 1st 2021

The **Schiff&Hafen Email Newsletter** is published weekly and has a German-speaking audience of more than **4,600 readers**.

## 1 General facts:

- Circulation: 4,600 email addresses
- Language/Editorial: German
- Frequency: weekly

## 2 Facts and Figures:

- Opening rate: 26.93 %
- Unique click rate: 7.66 %
- Click-to-open rate: 28.45 %

*(Average per months between January 1st 2020 and September 1st 2020)*

## 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

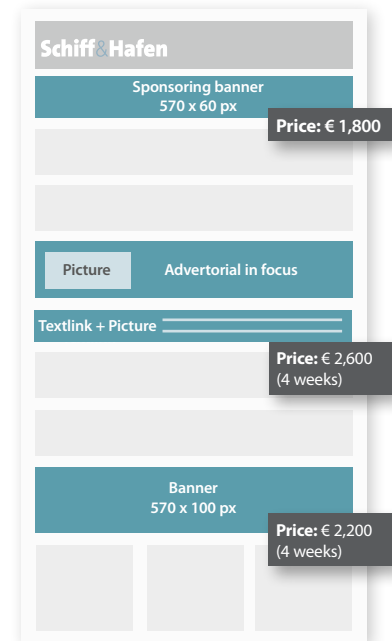
**Price: € 2,600 (4 weeks)**

### ■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

**Price: € 2,200 (4 weeks)**



# Analyses

effective from January 1st 2021



Total circulation  
4,532 copies  
(IVW III/19-II/20)

# Schiff & Hafen

- 1 **Circulation:** IVW audited circulation
- 2 **Analysis of circulation:** (IVW quarter III/19-II/20)

<b>Total circulation:</b>	<b>4,532</b>
of which outside Germany:	186
<b>Paid circulation:</b>	<b>3,810</b>
> of which outside Germany:	140

- 3 **Analysis of volume 2019:** 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
<b>Actually circulated copies</b>	<b>100</b>	<b>4,532</b>
<b>Shipbuilding and marine equipment suppliers</b>	<b>49.8</b>	<b>2,257</b>
> Engineering	40.6	
> Shipbuilding	34.6	
> Electrical engineering, precision engineering, optics	24.8	
<b>Shipping</b>	<b>24.5</b>	<b>1,110</b>
> Deepsea and coastal shipping	74.4	
> Inland waterways (shipping companies)	25.6	
<b>Offshore/ocean technologies</b>	<b>12.0</b>	<b>544</b>
<b>Shipping sector</b>	<b>4.2</b>	<b>191</b>
<b>Ports/port operators</b>	<b>3.5</b>	<b>159</b>
<b>Associations/organisations</b>	<b>2.8</b>	<b>127</b>
<b>Science/research</b>	<b>2.4</b>	<b>109</b>
<b>Others</b>	<b>0.8</b>	<b>36</b>

# Reader analysis and usage data



Total circulation  
**4,532** copies  
(IVW III/19-II/20)

# 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

