

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

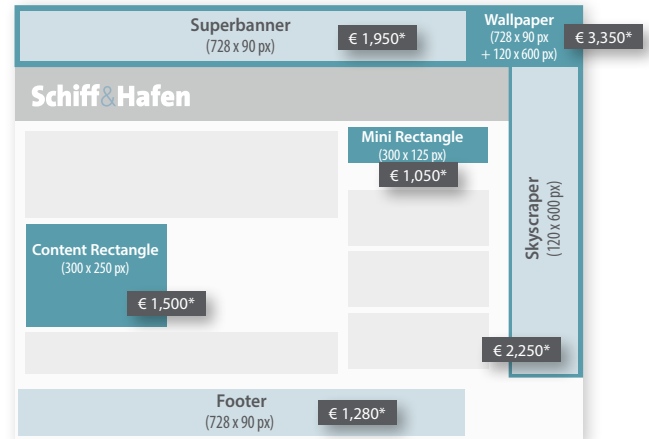
Formats for tablet and mobile optimization and special formats on request.

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)

