



# Schiff&Hafen | Ship&Offshore

# Daily News

Present your company in the SMM Daily News, the official trade fair newspaper of Schiff&Hafen and Ship&Offshore and generate even more attention.

- ▶ 10,000 copies distributed daily from 1 to 4 September 2026
- ▶ Already for breakfast: Additional distribution in the 20 largest hotels
- ▶ Distribution to every visitor at all fair entrances
- ▶ Distribution during the fair in the exhibition halls
- ▶ Issues for every exhibitor
- ▶ Digital distribution to both subscribers of Schiff&Hafen and Ship&Offshore

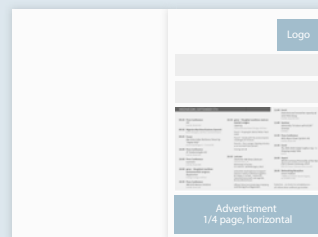


From September 1st to 4th 2026 the maritime world will meet again at **SMM in Hamburg**. Once again, **Schiff&Hafen** and **Ship&Offshore** are – as they have been for more than 20 years – the publisher of the trade fair newspaper **SMM Daily News**.

1/1-page 183 x 251 mm € 5,900	1/2-page, horizontal 183 x 125 mm € 3,300	1/3-Seite, page 183 x 83 mm € 2,200	1/4-Seite, page 183 x 63 mm € 1,800	1/8-Seite, page 183 x 30 mm € 1,100
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4 C rate plus VAT

The **Premium-Partner** receives 350 copies of the issues to its SMM stand



### SMM Daily News Premium-Partner:

- ▶ Placement of the company logo on the front cover
- ▶ 1/1 page advertisement on the back cover
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary depending on date from € 8,000**

### SMM Daily News Floor Plan Sponsorship:

- ▶ Placement of the company logo on the page header
- ▶ Partner logo with stand reference
- ▶ 1/4 page image ad
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary depending on date from € 5,500**

### SMM Daily News Event Diary Sponsorship:

- ▶ Placement of the company logo on the page header
- ▶ 1/4 page image ad
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary depending on date from € 5,500**

### SMM Daily News Key Topic Sponsorship:

- ▶ Placement of the company logo on the page header
- ▶ 1/4 page image ad
- ▶ Present your detailed expertise of the key topics GREENTECH and SMARTSHIP, respectively, to the international maritime industry
- ▶ **Costs vary depending on date from € 5,500**



OFFICIAL MEDIA PARTNER OF THE SMM FOR MORE THAN 20 YEARS





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## ADDITIONAL FORMATS FOR SMM 2026

### SMM Countdown Newsletter

Our special SMM Countdown newsletter is published in the week prior to the show. With a preview of SMM and advance information on the exhibition, it offers the best opportunity to attract attention shortly before the fair. And with double reach: the SMM Countdown is sent to the distribution lists of both Schiff&Hafen and Ship&Offshore! There are only a limited number of advertising spaces, so book in good time.

**Publishing dates: daily from 24. until 28.08. and 31.08.2026**

### SMM Newsflash: The newsletter during the trade fair week

We will also prepare a special newsletter on the four days of the fair, the SMM Newsflash. This newsletter is published in the morning and distributes our show newspaper SMM Daily News as e-paper and our video format SMM Daily View. The SMM Newsflash is also sent to the distribution lists of both Schiff&Hafen and Ship&Offshore.

**Publishing dates: daily from 01. until 04.09.2026**

SMM Countdown / Newsflash	
Sponsoring: Header banner at the top plus textlink on day, banner or textlink in the remaining 5 days of the countdown or 3 days of the newsflash (570 x 100 px)	
	Price: € 3,900
textlink + image	Price: € 2,900
Banner 570 x 100 px	Price: € 2,900

All prices are for 6 issues of SMM Countdown or 4 issues of SMM Newsflash.

### SMM Daily InterView: The video format from the show

SMM Daily InterView is the new video format from Schiff&Hafen | Ship&Offshore for SMM. We conduct an interview with a representative from your company right at your exhibition stand. We produce the interview as a complete video using professional video and audio equipment and post-production. The video will be distributed via the digital channels of Schiff&Hafen | Ship&Offshore – and made available to you for distribution on your own channels. Make use of this interview format to convey your messages, receive professionally produced video content directly from SMM, and benefit from the combined reach of our digital channels!

**Publishing dates: daily from 01. until 04.09.2026 |**

Price for one video: € 1.950,- *Available only as part of a package with other SMM products from Schiff&Hafen | Ship&Offshore*



### SMM issues of Schiff&Hafen and Ship&Offshore

In the run-up to SMM, a joint SMM show edition of Schiff&Hafen and Ship&Offshore will be published in English, featuring SMM and its exhibitors in detail. The issue will also be available at SMM: In the media display and at our exhibition stand, as well as distributed to exhibitors and selected hotels. For your advert in the magazine issue and the digital formats, the regular rates from the media kit apply.

**Publishing date: SMM show issue Schiff&Hafen | Ship&Offshore on 18.08.2026**



#### PACKAGE OFFER FOR BOOKINGS UNTIL 30.06.2026: SECURE NOW 3+1 PLACEMENTS

For short time only: If you book **3 placements** in our SMM media (SMM Daily News, SMM Daily View, SMM Countdown, SMM Newsflash, SMM editions of Schiff&Hafen

and Ship&Offshore), you will receive **1 placement** on the website (one month), in the regular newsletter (two issues) or in the e-paper format Schiff&Hafen Kompakt (two issues) free of charge! This package offer is limited until 30.06. – so get your personalised offer quickly!

Contact your local representative now to arrange your customised marketing package for SMM 2026

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