

The technical
B2B Yachting
Magazine

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Media Kit
2024

TAMMMEDIA

HANSA International
Maritime
Journal
YACHTS

www.hansa-yachts.com

Who we are

HANSA YACHTS is the specialised yacht technology brand of the highly recognised magazine »HANSA International Maritime Journal« from Hamburg-based Tamm Media, published for more than 150 years now.

With ship descriptions, technological innovations, shipyard stories, interviews, market reports and »people news«, we cover the entire yachting industry from a technology-oriented perspective – a »must have« for yacht owners, shipyards, suppliers, brokers, consultants and service providers of various stripes.

The dedicated focus is to observe, show and accompany the transformation of the yachting industry into its »greener« future.

With the approach »From the industry, for the industry«

Main topics

- current and future systems and technologies
- engines, propulsion systems, machinery and components
- S&P activities and price developments
- New yacht projects
- innovative designs and equipment
- market transformations and trends
- legal and insurance matters
- main yachting and yacht technology events, conferences and exhibitions

Advertising | Formats | Prices



1/1 page

Type area: 181 x 242
bleed format: 210 x 297*

1/2 page junior page
Type area: 118 x 188
bleed format: 135 x 213*



1/2 page horizontal

Type area: 181 x 130
bleed format: 210 x 155*

1/2 page vertical
Type area: 86 x 242
bleed format: 103 x 297*

Advertising formats in bleed: all formats plus 3 mm bleed on all sides. Text distance to trim at least 5 mm. Other formats on request

Distribution

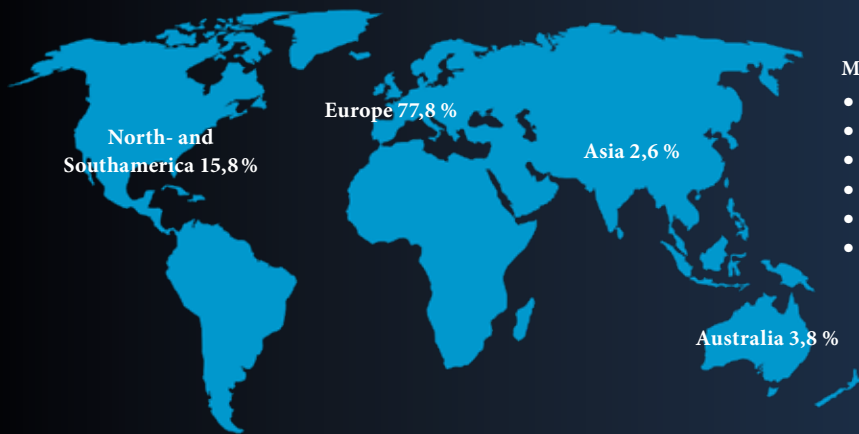
Print run: **10,000** copies

Circulation:

- Sent by post to an additional **5,000** personalised, qualified international readers from the professional yachting industry.
- Distributed as a supplement to TAMM Media's maritime publications.
- Bonus distribution at the most important international specialised trade fairs:
 - **Miami International boat show**, February, 14th–18th 2024, Miami
 - **Dubai International Boat Show**, February 28th– March, 3rd 2024, Dubai
 - **PIBS Palma International Boat Show**, April, 25th–28th 2024, Palma de Mallorca
 - **Cannes Yachting Festival**, September 2024, Cannes
 - **SMM**, September 3rd–6th 2024, Hamburg
 - **Monaco Yacht Show**, September 2024, Monaco
 - **Fort Lauderdale Boat Show**, September 2024, Fort Lauderdale
 - **METSTRADE Show**, November 17th–19th 2024, Amsterdam

Digital distribution: **10,000** Epaper

- Sent via Email to 10,000 personalised email addresses from TAMM Media's international database
- Epaper Download at: www.hansa-yachts.com



Main target groups

- Yacht builders/yards
- Constructors/Architects
- Designers
- Outfitters
- Charterers + Brokers
- Owner

Issues | Appointments

HANSA YACHTS 01|2024

Ad Close	31.01.
Material Close	09.02.
Date of publication	01.03.

HANSA YACHTS 02|2024

Ad Close	19.07.
Material Close	09.08.
Date of publication	01.09.



Scan here for current issue

Specifications

Journal format:	210 mm wide x 297 mm high, DIN A4, untrimmed format 216 mm wide x 303 mm high
Type area:	181 mm wide x 242 mm high, 2 columns à 86 mm or 3 columns à 55 mm
Printing and binding method:	offset printing and glue binding
Paper:	170 g LuxoMagic
Data formats:	printable PDF files (pdf/x4) or open data files. In case of open data files please add all non-imbedded fonts, images and other elements
Colours:	CMYK printing inks, special colours with surcharge, only on request
Data archiving	No data will be archived
Warranty:	We assume no liability for the delivery of incomplete or deviating data.

Contacts | sales, representatives

Susanne Sinß
(Media Consulting)
s.sinss@hansa-online.de
Phone +49 (0)40 70 70 80-310

Florian Visser
(Commercial Publishing Director)
f.visser@hansa-online.de
Phone +49 (0)40 70 70 80-311

Publishing house:
Schiffahrts-Verlag »Hansa«
GmbH & Co. KG
Stadthausbrücke 4
20355 Hamburg | Germany

Emanuela Castagnetti-Gillberg
(Scandinavia, United Kingdom, Portugal, Spain, France)
emanuela.hansainternational@gmail.com
Phone +33 619 371 987

Detlef Fox
(USA)
detleffox@comcast.net
Phone +1 212 896 3881

www.hansa-yachts.com