



## MEDIA DATA 2024

Schiffahrts-Verlag »Hansa« GmbH & Co. KG  
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TAMMMEDIA

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# Profile | Range of topics

The «HANSA International Maritime Journal» is the leading monthly maritime trade publication combined with the widest-reaching online presence for shipping and shipbuilding in Germany. With a monthly print run of 4,296 copies and an online reach of 88,103 page impressions per month, HANSA provides competent and serious information for specialists and managers in the maritime industry. The range of topics covers all facets and current trends in shipping, shipbuilding, the supply industry, ports, insurance, financing and the offshore wind industry. Independently and thoroughly researched, the «HANSA International Maritime Journal» gets to the heart of the industries issues.



**Topic Range**

Shipping | Ship Technology | Ports | Offshore  
Financing | Markets | Insurance

## HANSA+ Cross-media offer

**HANSA International Maritime Journal**  
with 12 publications/year + special publications +  
country specials

### Digital offer

on [www.hansa-online.de](http://www.hansa-online.de) incl. archive (for subscribers)

### E-mail newsletter HANSA

Daily, subscribe via [www.hansa-online.de](http://www.hansa-online.de)

### HANSA-Podcast

the leading maritime podcast - every 14 days

# HANSA International Maritime Journal

The HANSA International Maritime Journal is the magazine for all topics relating to the maritime industry and provides decision-makers in the sector with monthly information on all developments and trends in shipping, shipbuilding and ship technology, in ports and on waterways as well as in the offshore sector. The range of topics is supplemented by the permanent sections on markets, insurance and financing. Independently and thoroughly researched, the HANSA International Maritime Journal gets to the heart of the industries issues and impresses with its appealing layout.

## Target group:

**The readership of the „HANSA International Maritime Journal“ is primarily made up of managers and decision-makers in the maritime industry. 4,296 copies of HANSA are published each month.**

## Publication frequency:

**Monthly**

## Magazine format:

**DIN A4**

## Volume:

**160th year Purchase price (incl. VAT):**

**Domestic annual subscription € 250**

**Annual subscription abroad € 300,-**

## Publisher:

**† Prof. Peter Tamm**

## Advertisements:

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## Editorial office:

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## Managing Director:

**Peter Tamm**

## Organs:

**Verband für Schiffbau und  
Meerestechnik e.V. (VSM) | AG Schiff-  
bau-/Offshore-Zulieferindustrie (VDMA)**

Schiffbautechnische Gesellschaft e.V. (STG) |  
DNV | Normenstelle Schiffs- und Meerestechnik  
(NSMT) im DIN | Deutsches Komitee für  
Meeresforschung und Meerestechnik e.V. |  
Seeverkehrsbeirat des Bundesministers  
für Verkehr | IMO-Berichterstattung |  
(Bundesverkehrsministerium, Abt.  
Seeverkehr) | Deutscher Nautischer Verein  
(DNV) | Deutsche Gesellschaft für Ortung  
und Navigation (DGON) | Schutzverein  
Deutscher Rheder V. a. G. | The World  
Association for Waterborne Transport  
Infrastructure (PIANC) | Zentralverband  
der deutschen Seehafenbetriebe e.V. (ZDS)  
| Berufsbildungsstelle Seeschifffahrt | Deutscher  
Hochseefischerei-Verband e.V. | Deutsche  
Gesellschaft zur Rettung Schiffbrüchiger  
(DGzRS)

**HANSA**  
INTERNATIONAL MARITIME JOURNAL



# Technical specifications

## Magazine Format

210 mm wide x 297 mm high,  
DIN A4 untrimmed:  
216 mm wide x 303 mm high

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## Printing & binding process

Cover: Sheet-fed offset, 70 screen  
Inside: Sheet-fed offset, 70 screen;  
perfect binding

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## Paper

Cover: 170g, LuxoMagic  
Inside: 80g, OpaqueSatin

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## Data transmission

By e-mail to [anzeigen@hansa-online.de](mailto:anzeigen@hansa-online.de)

## Data formats

Print-ready PDF files (PDF/X4) / open files  
(incl. fonts, images and links)

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## Warranty

We accept no liability for the delivery of  
incomplete or deviating data.

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## Colors

Printing colors (CMYK) according to ISO  
12647-2 (PSO), Special colors available



## Contact for inquiries

**Sandra Winter** | Technical Department  
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# Date | Theme Plan

Month	Key Topics	Events   Fairs	Dates
<b>1/2024</b> January	Corrosion protection & surface treatment Repair, retrofit, conversion Navigation & communication Automation & monitoring <b>„Tech Innovation powered by VDMA“</b>	<b>21. Tagung „Korrosionsschutz in der maritimen Technik“</b> Hamburg Date: tba	<b>ET:</b> 02.01.2024 <b>AS:</b> 11.12.2023 <b>DU:</b> 18.12.2023
<b>2/2024</b> February	Deck equipment & load securing Ropes, winches, chains, slings Fire protection & extinguishing technology Ship Efficiency / Green ship <b>WISTA-Portrait</b>	<b>„DMT Fachtagung Brandschutz im Schiffbau“</b>	<b>ET:</b> 05.02.2024 <b>AS:</b> 15.01.2024 <b>DU:</b> 22.01.2024
<b>3/2024</b> March	Propulsion Technology & Future Fuels Marine Technology & Research Vessels Arctic Shipping Hull Performance Maritime Industry in North America	<b>Oceanology International</b> , London, 12.-14.03. <b>CMA Shipping</b> , Connecticut, 12.-14.03. <b>APM, Asia Pacific Maritime</b> , Singapore, 13.-15.03. <b>HullPIC</b> , Tullamore, 25.-27.03.	<b>ET:</b> 04.03.2024 <b>AS:</b> 12.02.2024 <b>DU:</b> 19.02.2024
<b>Special</b>	<b>VSM-Special Publication „Ships made in Germany“</b>	<b>Infos: Page 23</b>	

## PERMANENT SECTIONS:

# Date | Theme Plan

Month	Key Topics	Events   Fairs	Dates
<b>4/2024</b> April	Cruise ships & expedition ships Safety & Security Fleet management & digitalization Pipes, pumps, filters <b>„Tech Innovation powered by VDMA“</b>	<b>Seatrade Cruise Global</b> , Miami Beach, 08.-11.04. <b>SEA Japan</b> , Tokyo, 10.-12.04. <b>Tube/Wire</b> , Düsseldorf, 15.-19.04. <b>Hannover Messe</b> , Hannover, 22.-26.04.	<b>ET:</b> 02.04.2024 <b>AS:</b> 11.03.2024 <b>DU:</b> 28.03.2024
<b>5/2024</b> May	Kran- & Hebetchnik Heavy Lift & Projektcargo Werfttechnik, Design & Ausrüstung Ship Efficiency / Green ship <b>WISTA-Portrait</b>	<b>OTC</b> , Houston, 06.-09.05. <b>Breakbulk Europe</b> , Rotterdam, 21.-23.05. <b>Navalia</b> , Vigo, 21. - 23.05.	<b>ET:</b> 06.05.2024 <b>AS:</b> 15.04.2024 <b>DU:</b> 22.04.2024
<b>Special</b>	<b>125 J. Schiffbautechnische Gesellschaft e.V</b>		<b>siehe 3/2014</b> <b>Suppl. zu 5/2024</b>
<b>Country special</b>	 <b>GREEK SHIPPING</b>		<b>Infos: Page 24</b>
<b>6/2024</b> June	Hybrid drives & battery systems Terminal technology & port digitization Offshore wind power Work, authority, special ship Shipping location Greece	<b>Sea Work</b> , South Hampton, 11.-13.06. <b>HIPER</b> , Drübeck, 10-12.06. <b>TOC Europe</b> , Rotterdam, 11.-13.06. <b>Electric &amp; Hybrid Marine</b> , Amsterdam, 18.-20.06. <b>ISF-Tagung</b> , Flensburg, Date: tba <b>Windforce Conference</b> , Bremerhaven, 04.-06.07	<b>ET:</b> 03.06.2024 <b>AS:</b> 13.05.2024 <b>DU:</b> 17.05.2024

## PERMANENT SECTIONS:

# Date | Theme Plan

Month	Key Topics	Events   Fairs	Dates
<b>7/2024</b> July	Ship management & ship equipment & crewing Cybersecurity & Piracy Ferry & RoRo shipping Water treatment & wastewater management <b>„Tech Innovation powered by VDMA“</b>		<b>ET:</b> 01.07.2024 <b>AS:</b> 15.06.2024 <b>DU:</b> 22.06.2024
<b>8/2024</b> August	Corrosion protection & surface treatment Environmental sustainability / Green ship Classification & Flags Port construction & infrastructure <b>WISTA-Portrait</b>	<b>Peter Gast Schiffahrtsregatta Ærø</b> Dänemark, 24. + 25.08.	<b>ET:</b> 05.08.2024 <b>AS:</b> 15.07.2024 <b>DU:</b> 22.07.2024
<b>9/2024</b> September	SMM edition with exhibitor previews SPEZIAL Wind Energy Hamburg with exhibitor previews <b>SPEZIAL Monaco Yachtshow</b>	<b>SMM</b> , Hamburg, 03.-06.09. <b>Maritime Future Summit</b> , Hamburg, 02.09. <b>Maritime Security &amp; Defense</b> , Hamburg, 05.09. <b>WindEnergy</b> , Hamburg, 24.-27.09. <b>Rostocker Großmotoren-Tagung</b> , Rostock, 12.-13.09. <b>Monaco Yacht Show</b> , Monaco, 25.-28.09	<b>ET:</b> 02.09.2024 <b>AS:</b> 12.08..2024 <b>DU:</b> 19.08.2024



## PERMANENT SECTIONS:



# Date | Theme Plan

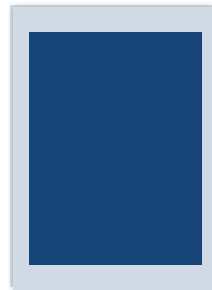
Month	Key Topics	Events   Fairs	Dates
10/2024 October	Alternative drive concepts Offshore vessels Pumping & piping systems Refrigeration, air conditioning, ventilation <b>"Tech Innovation powered by VDMA"</b>	<b>Ship Tec China</b> , Dalian, 26.-28.10. <b>Offshore Energy</b> , Amsterdam, 26.-27.11.	<b>ET:</b> 07.10.2024 <b>AS:</b> 10.09.2024 <b>DU:</b> 17.09.2024
11/2024 November	Automation, measurement & control tech. Financing & Insurance Brokers, law firms, consulting Ship Efficiency / Green ship Naval shipbuilding <b>WISTA-Portrait</b>	<b>Euronaval</b> , Paris, 04.-07.11. <b>SPS</b> , Nürnberg, 12.-14.11. <b>Metstrade</b> , Amsterdam, 15.-17.11. <b>HANSA-Forum</b> , 28.11. <b>Eisbeinessen</b> , Hamburg, Date: tba <b>STG-Jahrestagung</b> , Date: tba	<b>ET:</b> 04.11.2024 <b>AS:</b> 14.10.2024 <b>DU:</b> 21.10.2024
12/2024	Market report propulsion technology Lubricants, fuels and bunker technologies, Germany as a shipping location Career, education & training, towing, salvage, diving	<b>International Workboat Show</b> , New Orleans, Date: 12.-14.11	<b>ET:</b> 02.12.2024 <b>AS:</b> 11.11.2024 <b>DU:</b> 18.11.2024
Country Special	 »HANSA Ship-Tech for China«	<b>INMEX CHINA</b> , Guangzhou, China, 27.-29.11.	<b>Infos: Seite 23</b>

## PERMANENT SECTIONS:

# Ad formats | Prices



**COVER**  
EUR 5.200,-



**1/1 PAGE**  
EUR 4.300,-

Type area: 181 x 244  
Bleed: 210 x 297\*



**1/2 JUNIOR PAGE**  
EUR 2.400,-

Type area: 118 x 188



**1/2 PAGE PORTRAIT**  
EUR 2.400,-

Type area: 86 x 244



**1/2 PAGE LANDSCAPE**  
EUR 2.400,-

Type area: 181 x 130



**1/3 PAGE LANDSCAPE**  
EUR 1.700,-

Type area: 181 x 86

\* Bleed ad formats: all formats plus 3 mm bleed on all sides.

10 Text distance to bleed at least 5 mm. Special formats on request.

4c column millimeter price: € 7.60  
in 3-column type layout column width 55 mm

# Ad formats | Prices



**1/3 PAGE PORTRAIT**  
**EUR 1.700,-**

Type area: 55 x 244



**1/4 PAGE PORTRAIT**  
**EUR 1.300,-**

Type area: 86 x 130  
Bleed: 103 x 155\*



**1/4 PAGE LANDSCAPE**  
**EUR 1.300,-**

Type area: 181 x 65



**1/6 PAGE LANDSCAPE**  
**EUR 1.000,-**

## SPECIAL PLACEMENTS

Special placements opposite the foreword and first right-hand page = 10% surcharge on the basic price before discount.

\* Bleed ad formats: all formats plus 3 mm bleed on all sides.

Text distance to bleed at least 5 mm. Special formats on request.

4c column millimeter price: € 7.60  
in 3-column type layout column width 55 mm

# Ad formats | Prices

## Placement

Cover	€ 5.200,-
2. Cover page	€ 4.730,-
3. Cover page	€ 4.730,-
4. Cover page	€ 4.730,-

## Discounts\*

Decrease within 12 months (insertion year)

3 Ads	5%	2 Pages	5%
6 Ads	10%	3 Pages	10%
12 Ads	15%	6 Pages	15%

\*No discount on ad specials, special advertising formats, inserts and job advertisements, combined discounts for cross-media campaigns on request.

## Special forms of advertising:

### Bound inserts

Format untrimmed 220 x 315 mm  
incl. 3 mm bleed at the top and 2 mm in the gutter, 2-sided: € 3,750;  
4-sided: € 7,500

### Inserts

€ 970 per thousand up to 25g plus postage,  
max. format 205 x 290 mm, quantities and delivery addresses on request

## Colors:

The prices quoted apply to 4c advertisements

## Terms of payment:

Net within 14 days from date of invoice

## Bank details | Commerzbank

IBAN: DE84 4788 0031 0500 0166 00

SWIFT BIC: DRES DE FF 478



## Contact

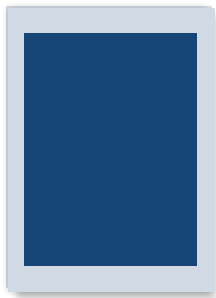
Susanne Sinß  
s.sinss@hansa-online.de  
Tel. +49 (0)40 70 70 80-310



# Career | Training

How to recruit effectively in the maritime business - place your personnel or training offers in HANSA! Month after month, HANSA acts as your headhunter in shipping, shipbuilding and ports. With a monthly circulation of over 4,200 copies and a newsletter distribution list of over 4,100 registered e-mail recipients, HANSA reaches highly qualified specialist and management personnel.

Students in training as well as professionals in the workplace; We will of course place your ad in the „Personnel | Training“ section so that you can target career-oriented personnel. You put together your own individual booking package. Book your print ad (4,296 copies) at the format price. You also have the option of combining it with our website (88,103 PI) and our daily newsletter (4,188 recipients).



**1/1 PAGE**  
EUR 4.300,-

Type Area: 181 x 244  
Bleed: 210 x 297\*



**1/2 JUNIOR PAGE**  
EUR 2.400,-

Type Area: 118 x 130  
Bleed: 210 x 155\*



**1/2 PAGE LANDSCAPE**  
EUR 2.400,-

Type Area: 181 x 86  
Bleed: 210 x 111\*



**1/3 PAGE LANDSCAPE**  
EUR 1.700,-

Type Area: 180 x 86  
Bleed: 210 x 111\*



**1/4 PAGE PORTRAIT**  
EUR 1.300,-

Type Area: 86 x 130  
Bleed: 103 x 155\*

## UPGRADE 1 | Online

[www.hansa-online.de/jobs](http://www.hansa-online.de/jobs)  
6 Weeks | **200,- Extra charge**

## UPGRADE 2: HANSA Daily Newsletter

1 Weeks = 5 editions  
**200,- Extra charge**

\*Bleed ad formats: all formats plus 3 mm bleed on all sides.  
Text distance to bleed at least 5 mm. Special formats on request.



# Circulation and distribution analysis

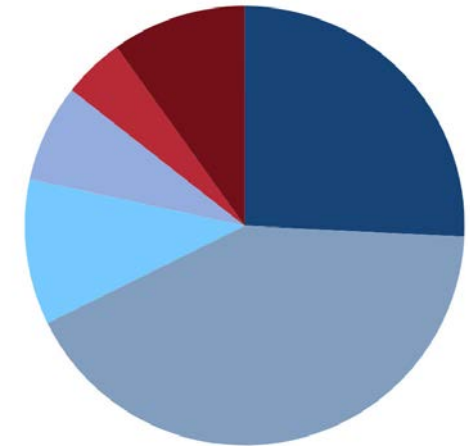
## Distribution analysis

Total distributed circulation:	4.296 Copies
online (ePaper):	3.581 Copies
	715 Copies
Additional digital license access (Universities, etc.)	3.800 Users

Total distributed circulation:	3.777 Copies
other sales:	2.099 Copies
	1.678 Copies
Industry mail order/ Free subscriptions	336 Copies
Archive items	183 Copies
Print run:	3.764 Copies

## Industries

- Shipping & companies: 25.8%
- Shipbuilding & suppliers: 41.9%
- Offshore & marine tech: 10.7%
- Port industry: 7.2%
- Science: 4.5%
- Forwarding & Logistics: 9.9%



## Geographical distribution analysis

	95% of the circulated print runs
Abroad:	5% of the distributed circulation
	78 %
	12 %
Actual distributed circulation:	100%



## Reader and usage data

Source: Online reader survey, survey period Sep. to Oct. 2021. Sample: Current, paid HANSA subscribers, 369 participants

### HANSA REACHES MORE READERS – ALSO DIGITALLY!

A copy of HANSA travels from hand to hand and reaches a large readership. With a controlled circulation of 3,858 copies in the period under review, HANSA reached **7.6 readers** per copy. This results in a total readership of over **29,000 readers**. We reach **140,000 potential digital advertising contacts** per month via our website and our daily newsletter (5x per week).

**29.000 TOTAL READERS**

**140.000 MEDIA CONTACTS**

### HANSA READERS ARE BUSINESS LEADERS AND DECISION-MAKERS!

**64% of HANSA readers are in a management position.** These include board members, managing directors, department heads, technical managers, purchasing & sales managers, other senior executives, as well as main & branch managers with power of attorney. **77% of HANSA readers make investment decisions** alone or together with colleagues.

**64% IN MANAGEMENT POSITION**

**77% WITH INVESTMENT DECISIONS**

### HANSA IS CREDIBLE AND APPRECIATED!

**87%** of respondents trust HANSA and rate the content as „credible“. **72%** of HANSA readers rate the professional benefits of HANSA as „good“ or „very good“.

# Buyer's Guide



Your entry will also appear on hansa-online.de at no extra cost

## Hub and marketplace for manufacturers, service providers and suppliers

With 25 different categories of the maritime industry, the Buyer's Guide is your ideal marketplace to draw attention to your offers and services.

## Classifieds

Shipyards | propulsion systems | engine components | ship operation | corrosion protection | ship equipment | hydraulics | on-board systems | measurement and control technology | navigation | construction | handling technology | containers | port construction | finance | brokers | shipping companies | data processing | hardware and software | freight forwarding | insurance | hydraulic engineering | maritime law

## Ad Formats & Prices

### Ad 1

1-column 30 mm high: 57 mm x 30 mm 4c  
€ 99,- per column and publication

### Ad 2

1-column 40 mm high: 57 mm x 40 mm 4c  
€ 132,- per column and publication

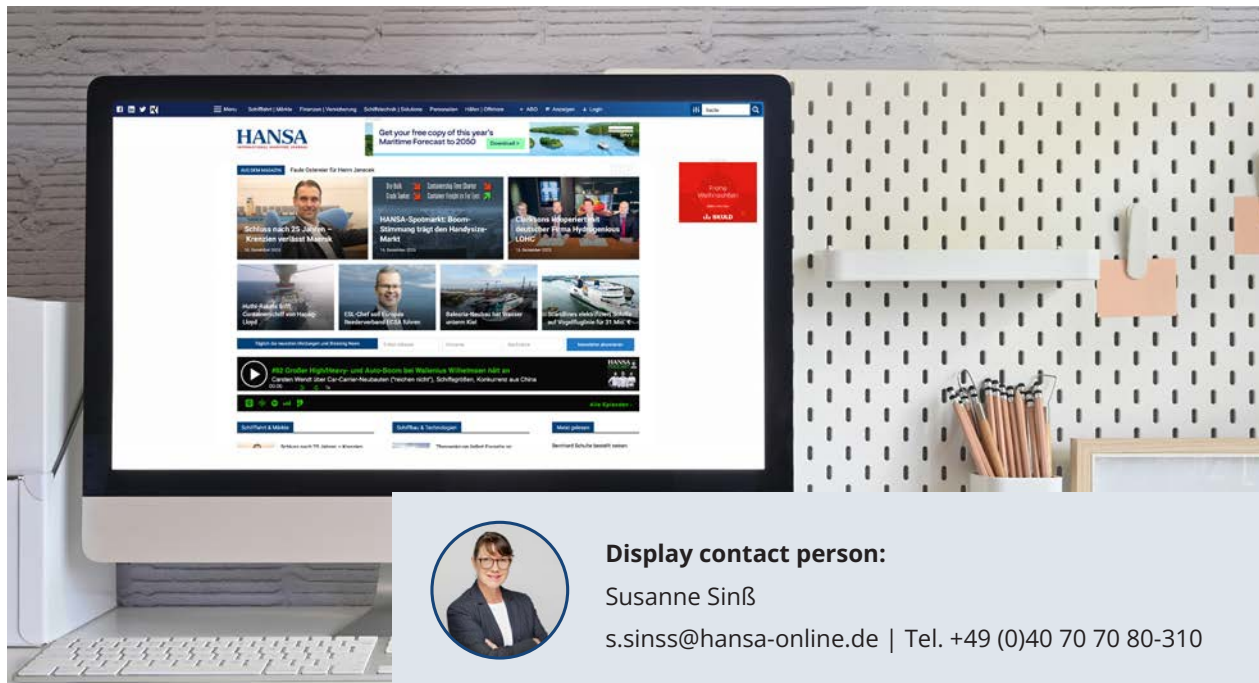
## Discounts

- 2 Classifieds: 10%
- 3 Classifieds: 15%
- 4 Classifieds: 20%

# Website | Portrait

## Web Address:

Hansa-online is the portal for the maritime industry: daily news from the fields of shipping, personnel, ship technology, finance, insurance, offshore and ports. The offer is supplemented by an extensive archive of the „HANSA International Maritime Journal“.



## Display contact person:

Susanne Sinß

s.sinss@hansa-online.de | Tel. +49 (0)40 70 70 80-310

## Target group:

Professional decision-makers in all branches of the maritime industry

## Publisher:

Schiffahrts-Verlag „Hansa“ GmbH & Co. KG

## Important:

For subscribers, all content on hansa-online is freely accessible as part of the subscription.

# Website | Prices & forms of advertising

Advertising	Placement	Size	Price
Leaderboard	Start page and all subpage	728 px x 90 px	€ 1.400,-
Large Rectangle	Start page and all subpages	325 px x 500 px	€ 1.100,-
Small Rectangle	Start page and all subpages	325 px x 125 px	€ 650,-
Fullsize Banner	Start Page	696 px x 90 px	€ 550,-
Layer Ad	Start page and all subpages	325 px x 250 px	€ 800,-
Medium Rectangle	Start page and all subpages	325 px x 250 px	€ 950,-
Layer Ad	Start page and all subpages	1.000 px x 130 px	€ 1.400,-

\* All forms of advertising are limited to a file volume of 80kb. Prices are quoted per month.

## Topics:

Placement in rotation on the start page and all sub-pages. Rotation is limited to a maximum of three advertisers per position.	3 Ads	5%
	6 Ads	10%
	12 Ads	15%

## Terms of Payment:

net within 14 days from invoice date

## Bank details | Commerzbank

IBAN: DE84 4788 0031 0500 0166 00 | BIC: DRES DE FF 478



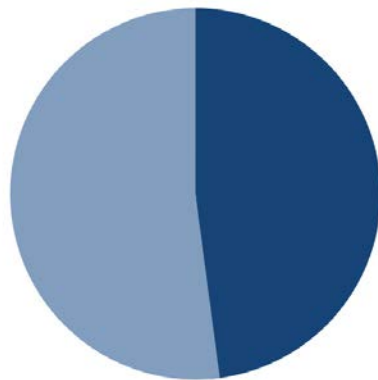


# Website

## Usage data & technical information

Ø 25,770 visitors/month | Ø 88,103 page views/month

Source: Google Analytics | Period: August 2023



**Returning Visitors:**  
47,9%

### Origin of the visitors

	Sprache	% Sitzungen
1.	de	42,66 %
2.	de-de	39,13 %
3.	en-us	12,27 %
4.	en-gb	2,50 %
5.	en	0,43 %
6.	de-at	0,39 %
7.	de-ch	0,28 %

### File Formats:

JPEG-, TIF, GIF- or  
SWF format with max. 80 kB

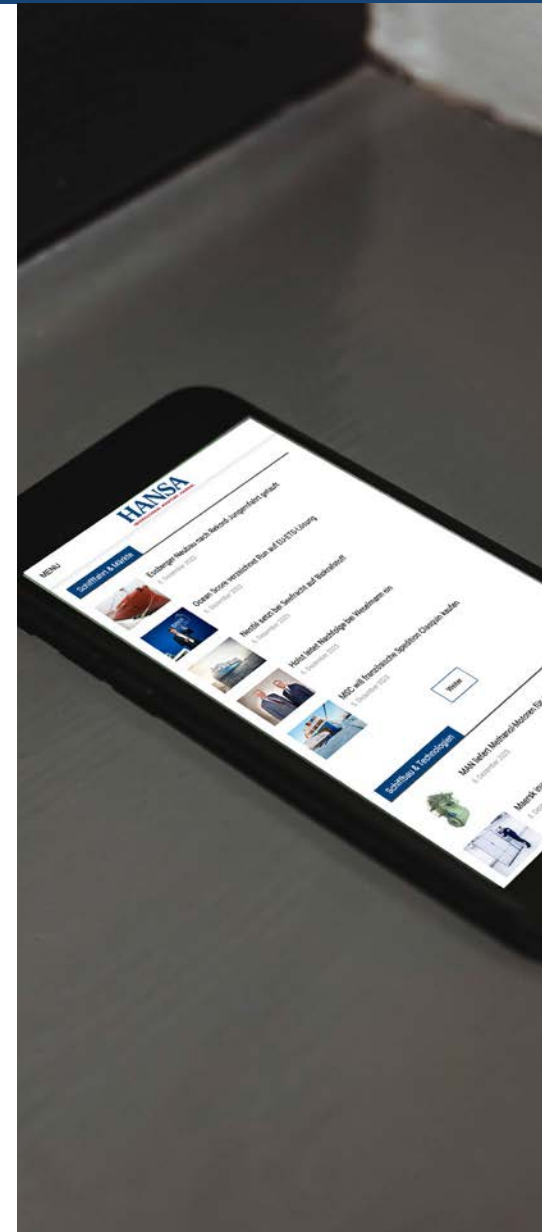
### Delivery:

Please send the advertising material for your  
campaign to the following e-mail address:  
anzeigen@hansa-online.de

### Delivery time:

At least three working days before the start of switching.  
Delays due to late delivery shall not be at our expense.

We require the following information for delivery: customer  
name; campaign name; booking period; advertising format;  
placement on the page; click URL in a Flash file; contact  
person for queries.



**HANSA**  
INTERNATIONAL MARITIME JOURNAL

# Newsletter | Portrait

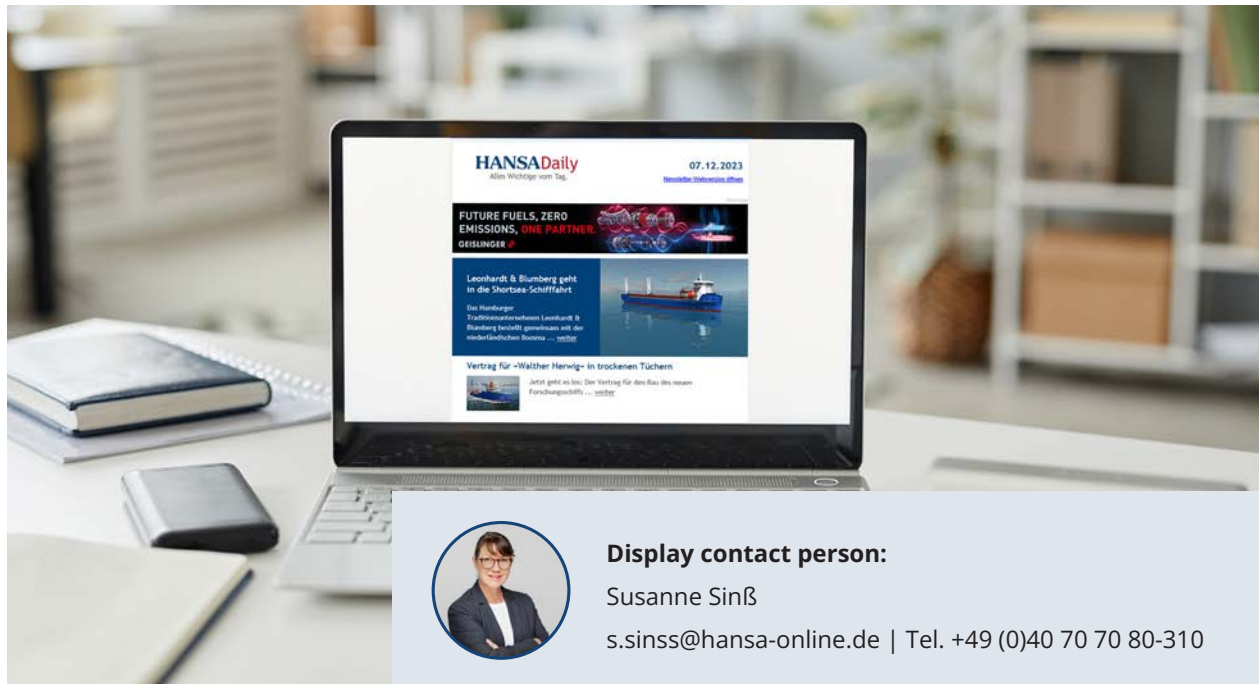
4,188  
recipients  
GDPR-compliant

## Name:

Daily news from the maritime industry including breaking news.

Distribution: 4,188 subscribers (as of 29.09.2023) | Average open rate: 44%

Click-to-open rate: 37%



## Target group:

Subscribers come from all areas of the maritime industry and have given their consent to receive mailings via a double opt-in procedure (according to DSGVO).

## Frequency of publication:

daily Mon-Fri at 4 p.m.  
(5 newsletters per week)

## Publisher:

Schiffahrts-Verlag „Hansa“ GmbH & Co. KG

# Newsletter | Prices & forms of advertising

Advertising form	Runtime	Format	Size	Price
<b>Newsletter-Banner 600 x 100</b>	5 Newsletter (Mo-Fr; 1 Week)	600 x 100	max. 80 kb	€ 1.350,-
<b>Newsletter-Sponsored Content</b>	5 Newsletter (Mo-Fr; 1 Week)	150 Character + Picture 275 x 180 px		€ 1.350,-
<b>Landing page - Sponsored Content</b>	3 Months	3.000 Character + 3 Pictures	max. 200 kb	€ 1.350,-

## Banner:

The booking period for your banner in the HANSA Daily Newsletter is ONE week = 5 newsletters. Your banner is placed between the news items and thus benefits from the direct connection to the news. The number of banner spaces is limited to a maximum of five customers per week.



## Sponsored Content:

Your sponsored content consists of a text part (150 characters), + image (275x180 px) + a link. The link can lead to a URL specified by you.

## Discounts:

Purchase within 12 months

3 Ads	5%
6 Ads	10%
12 Ads	15%

# HANSA | Features



## 4 x per year »Tech Innovation powered by VDMA«

In official cooperation with the VDMA - German Marine Equipment and Systems Association, HANSA publishes the „Tech-Innovation powered by VDMA“ feature once a quarter. This special offers all members of the association the opportunity to put their latest products and services in the focus of our readers. Innovations are presented and the section offers all VDMA members the opportunity to place their advertisements.

### Publications:

HANSA 01/24 | HANSA 04/24 | HANSA 07/24 | HANSA 10/24



## HANSA and WISTA empower women

HANSA publishes this column 4 times a year as part of an exclusive partnership with the German Women's International Shipping & Trading Association, and regularly profiles a member of WISTA Germany e.V. and reports on new products.

### Publications:

HANSA 02/24 | HANSA 05/24 | HANSA 08/24 | HANSA 11/24

# HANSA | special publications



## Image brochure »Ships made in Germany«

The English-language special publication "Ships made in Germany" is published in official cooperation with the German Shipbuilding and Ocean Industries Association (VSM). The publication serves to present the German shipbuilding industry internationally! It presents outstanding new construction projects and the current order backlog at German shipyards in the areas of commercial and inland shipping and marine. The HANSA editorial team selects the "Ship of the Year".

### Special distribution:

As a supplement in HANSA, Binnenschifffahrt and Marine Forum = 15,000 copies + at VSM events throughout the year  
Published with HANSA 03/24



## »HANSA | Ship-Tech for China«

Chinese shipbuilders who are interested in European shipbuilding will find a professional information service in "HANSA - Ship Tech for China". Naturally in Chinese (Mandarin), distributed exclusively in China. The HANSA editorial team selects the most important articles and news for the Chinese market, thus providing know-how from Europe and building a bridge to China. For advertising customers, this special offers an advertising medium in HANSA quality once a year. Our partner in CHINA - also publisher of the association news for the "Chinese Society of Naval Architects and Marine Engineers" (CSNAME) takes over the translation and distribution of the e-paper to over 4,000 registered Chinese shipbuilders. In addition, around 1,000 printed copies will be distributed to visitors and exhibitors at the INMEX China 2024 exhibition center.

**CHINA and Germany in one package! For the price of ONE regular ad in HANSA, you will be featured in TWO publications.**  
HANSA | Ship-Tech for China + product news, which can also be translated, + picture/s & HANSA - December issue with CHINA market overview

**AS 03.10.2024 DU 10.10.2024 ET 14.11.2024**



# HANSA | Special publications & Events



## „HANSA GREEK-Shipping Edition“ | Posidonia 2024

The Greek shipping market is an outstanding pillar of the global shipping industry. In official cooperation with the organizer of POSIDONIA, the „HANSA GREEK-Shipping Edition“ is published, naturally in the Greek language. The special provides an insight into the developments and potential of the Greek shipping market and presents current product developments that are of particular interest to Greek shipowners and charterers. This publication will undoubtedly make a significant contribution to strengthening links and dialog within the industry. The POSIDONIA organizer will distribute 2,000 copies of the special publication at the exhibition site and as an electronic e-paper to the electronic visitor database.

**AS 15.04.2024 | DU 19.04.2024 | ET 17.05.2024**



## HANSA-FORUM – the global shipping conference

Annual expert conference on fundamental topics of shipping with selected speakers in a first-class ambience at the International Maritime Museum Hamburg

The approximately 200 visitors are decision-makers from the following sectors: shipping/shipowners | shipbuilding | insurance | brokers | financiersThe event offers various sponsoring packages and is accompanied by the HANSA 11/2024.

Special distribution at the HANSA Forum to all participants. Prices for sponsoring and exhibition space on request!

**In November 2024 at the International Maritime Museum Hamburg**



## HANSA-LOUNGE

Take advantage of this unique connection to the maritime industry and come on board as a partner of the „HANSA Lounge powered by...“. HANSA“ is characterized by independent reporting and in-depth knowledge of the market and the players. This is the basis for the high level of acceptance among the target group. 87% of readers trust the content of „HANSA“ and rate it as „particularly „credible“.

- Venue: Deck 10 at the International Maritime Museum in Hamburg
- Capacity: 50 to 100 people - depending on the target group and topic
- Podium: 3 to 5 people
- Auditorium: Seated
- Large flat-screen TV with open fire
- Social program: Networking afterwards - reception with flying buffet and wine / beer / soft drinks (catering not included in the price)
- Duration: Approx. 16:00 to 21:00 hrs / Concluding smoothly.

### Implementation:

Target group and topic selection by the partner.

Personal invitation letter by the editorial team of „HANSA“, together with the event partner.

Invitation management and coordination of the guest list by the publisher TAMM Media with the partner.

TAMM Media also uses its database and personal contacts to invite additional potential guests and multipliers (incl. politicians, associations, shipping companies).

Moderation by the editorial team of „HANSA“, which naturally accompanies the event in its media (print, online, newsletter). On the date of the event, a 1/1-page, 4C advertisement will appear in the accompanying HANSA edition (displayed at the fireside chat).

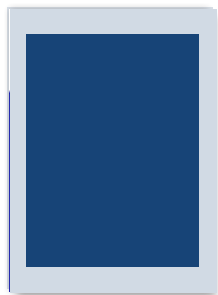
**Price: € 12.000,- plus VAT plus catering**



# SMM Daily Newswire | Ad formats

From 3 to 6 September 2024, the maritime world will meet again in Hamburg for SMM 2024. HANSA is the official contractual partner of Hamburg Messe and authorized publisher for the production and distribution of the trade fair newspaper „HANSA SMM Daily Newswire“. Book your advertisement in the official trade fair newspaper for SMM!

## Prices



**1/1 PAGE**  
EUR 4.300,-

Type Area: 181 x 244  
Bleed: 210 x 297\*



**1/2 PAGE LANDSCAPE**  
EUR 2.400,-

Type Area: 181 x 130  
Bleed: 210 x 155\*



**1/3 PAGE LANDSCAPE**  
EUR 1.700,-

Type Area: 181 x 86  
Bleed: 210 x 111\*



**1/4 PAGE LANDSCAPE**  
EUR 1.300,-

Type Area: 181 x 65  
Bleed: 210 x 90\*



## Data & Facts

### Circulation:

10,000 copies/day

### Dissemination:

At all exhibitor stands

At all entrances to visitors

In the official trade fair hotels for breakfast

In the authorized press displays

At central infrastructure points such as public transport, airport, etc.

### Publication days:

Tuesday, September 3, 2024

Wednesday, September 4, 2024

Thursday, September 5, 2024 September 5

Friday, September 6, 2024



# SMM Daily Newswire | Sponsoring

## Sponsorship package



**Company logo at the top of the front page**  
with the addition: „powered by...”

**1/1 page, 4C** - freely available as an advertisement  
or advertorial on the U4 (back cover)

**1/4-page** strip ad on the front page  
+ 3 x 1/4 page, 4C - one per remaining trade fair day round  
off your sponsorship package and guarantee attention for

## Prices:

### Sponsorship package:

September 3 = € 8,000 | September 4 = € 8,000  
September 5 = € 7.000,- | September 6 = € 6.000,-

### Hall-| Theme Sponsoring:

September 3 = € 6.000,- | September 4 = € 6.000,-  
September 5 = € 5.000,- | September 6 = € 4.000,-

## Hall plan Sponsoring



**Company logo at the top of the front page**  
with the addition: „powered by...”

**Company logo** with stand number and  
identification of the stand position in the hall plan

**1/4-page** strip display at the foot of the hall plan  
+ 3 x 1/4 page, 4C - one per remaining trade fair day round  
off your sponsorship package and guarantee attention for  
the entire trade fair week

## Topics Sponsoring



**Company logo at the top of the front page**  
with the addition: „powered by...”

You determine the content of the theme  
sponsorship, approx. 750 words + 2 images  
+ reference to your SMM stand

+ 3 x 1/4 page, 4C - one per remaining trade fair day  
round off your sponsorship package and guarantee  
attention for the entire trade fair week

# HANSA

INTERNATIONAL MARITIME JOURNAL

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