

THE TECHNICAL MARITIME PUBLICATION FOR THE GERMAN SPEAKING AREA

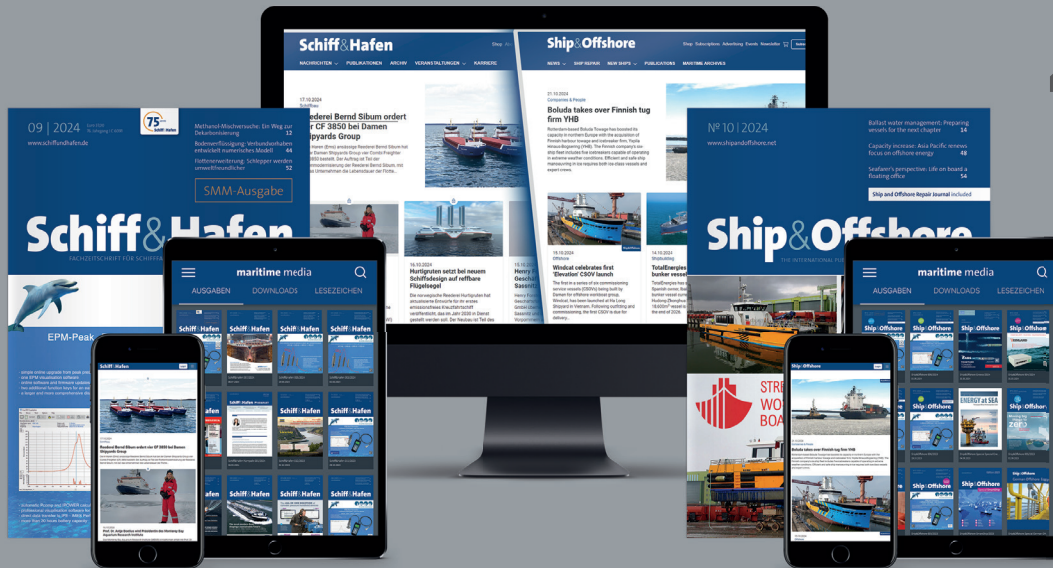
THE INTERNATIONAL TECHNICAL MARITIME PUBLICATION

Schiff & Hafen

Ship & Offshore

MEDIA INFORMATION

2025



Future Fuels & Energy Solutions and Maritim 4.0
Page 8

www.schiffundhafen.de

www.shipandoffshore.net



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Editorial profile/publisher

Schiff&Hafen

- 1 Editorial profile:**
Special journalistic contributions and articles focussing on the German speaking maritime industry in the fields of shipbuilding and shipping, technologies for shipbuilding and marine equipment, shipyard and supply industry, propulsion systems and future fuels, digitalisation in shipbuilding and shipping, offshore technology and marine engineering, harbours and harbour technology.
- 2 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) Forschungsvereinigung Schiffbau und Meerestechnik e.V. (FSM)
 - e) Verein Deutscher Ingenieure (VDI)
- Special forum for:**
 - a) Verband für Schiffbau und Meerestechnik e.V. (VSM)
 - b) VDMA Arbeitsgemeinschaft Marine Equipment and Systems
- 3 Volume/Year:** Schiff&Hafen 77th year of publication/2025
Frequency: bimonthly
- 4 Annual subscription:** www.schiffundhafen.de/abo
- 5 ISSN-Nr.** 0938-1643
- 6 Terms and conditions:** www.schiffundhafen.de/agb

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Markus Kukuk (Marketing Director)

Ship&Offshore

- 1 Editorial profile:**
International, English speaking, independent maritime publication about classic shipbuilding, marine equipment industry, offshore and marine technology. Sister magazine of the German trade journal Schiff&Hafen.
- 2 Special features:**
With the Ship&Offshore Greece Edition in Greek and the Ship&Offshore China Edition in Chinese, special issues are published in the the respective national language in order to offer the European maritime industry a showcase in the local markets, where they can present their products and services on a neutral platform.
- 3 Volume/Year:** Ship&Offshore 17th year of publication/2025
Frequency: bimonthly + Specials/Supplements
- 4 Annual subscription:** www.shipandoffshore.net/subscriptions/shipoffshore.html
- 5 ISSN-Nr.** 2191-0057
- 6 Terms and conditions:**
www.shipandoffshore.net/terms-and-conditions.html

Publisher:

DVV Media Group GmbH, Hamburg

Publishing company:

DVV Media Group GmbH, Hamburg
postal adress: P.O. Box 10 16 09, 20010 Hamburg, Germany
company adress: Heidenkampsweg 73-79 , 20097 Hamburg, Germany
phone: +49 40 23714 - 100

Analysis of circulation and business sector

Total circulation
5,861 Copies
 6,586 Copies



Schiff&Hafen

Analysis: IV. Quarter 2023 – III. Quarter 2024

Schiff&Hafen	
Total circulation	5,861
thereof printed	3,846
thereof digital	2,015
Distribution by recipients	4,755
Sold circulation	3,161
Single subscriptions	2,899
Digital user licences	262
Branch dispatch & promotional issues	1,346
Archive and sample copies	248
Share of foreign countries in circulation	207

Ship&Offshore

Analysis: IV. Quarter 2023 - III. Quarter 2024

Ship&Offshore		
Total circulation	6,586	
Subscription and sales	436	
Free circulation:	6,150	
Distribution by region		
Europe	2,569	39%
Asia	2,502	38%
North and South America	527	8%
India & Middle East	856	13%
Australia/Pacific, etc.	132	2%

- as high-quality e-paper to all recipients worldwide
- as printed copies at trade fairs and events
- **Bonus distribution:** Ship&Offshore e-paper also sent to Schiff&Hafen recipients

Advertisement rate card no. 70

effective from January 1st 2025

1 Magazine size: 210 (width) x 297 (height) mm, DIN A 4

2 Type area: 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: PDF-format
 (PDF-version minimum 1.3, PDF/X-1a), EPS or TIF

Picture resolution: minimum 300 dpi

Colour mode: ISO Coated v2 (ECI)

5 Publication schedules:

Mode of publication: both bimonthly + supplements

Publication date: start of month

Advertising deadline: see schedule and subject plan

6 Terms of payment:

Payment due immediately on receipt of invoice,
 rates excluding VAT (19%), 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 8320 0700 0000 2014 2600

BIC (Swift) DEUTDEHH

7 Bleed advertisements:

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
Junior Page	133 x 184 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	10% on basic price
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10 Special formats and inserts:

See page 12

Advertisement rate card no. 70

effective from January 1st 2025

11 Advertisement sizes and rates (4C): (width x height mm)

210 x 182 mm (+ 3 mm all around) Front page € 5,450	183 x 248 mm 1/1 page € 4,500	120 x 170 mm Junior page € 2,800	183 x 125 mm 1/2 page horizontal € 2,800	87 x 248 mm 1/2 page vertical € 2,800	183 x 83 mm 1/3 page horizontal € 1,950	58 x 248 mm 1/3 page vertical € 1,950
183 x 63 mm 1/4 page horizontal € 1,600	87 x 125 mm 1/4 page vertical € 1,600	120 x 90 mm 1/4 page vertical 2 columns € 1,600	183 x 30 mm 1/8 page horizontal € 1,100	87 x 63 mm 1/8 page vertical € 1,100	<p>All rates plus VAT</p> <p>4C- Rate per millimeter of column (58mm) for classified ads € 7.95</p>	

12 b/w advertisement and special colour:

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.

14 Discounts: for bookings within 12 months (insertion year)

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/terms-and-conditions.html

The maritime job market

effective from January 1st 2025

Schiff&Hafen and Ship&Offshore are the right media for your job advert if you

- are looking for highly qualified technical personnel
- want to operate 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...

The specialised pages on the maritime job market offer the ideal environment for this. To reach the entire maritime readership, you can book the newsletter package and/or the online package as well.

Newsletter package:

Your job advert appears with company name, title and link title and link 2 times each in the Schiff&Hafen or Ship&Offshore newsletter and in the THB newsletter. The publication dates are flexible within eight weeks.

Online package:

Your job advert will be available (as soon as we have received your data) for eight weeks on www.schiffundhafen.de or www.shipandoffshore.net and www.thb.info in the job market - so it will appear online before your print advert.

Price list:

1/1 page 183 x 248 mm € 4,050	1/2 page, horizontal 183 x 125 mm € 2,350	1/4 page, horizontal 183 x 63 mm € 1,400	1/4 page, vertical 87 x 125 mm € 1,400
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All rates for 4C printing in CMYK plus VAT.

Job offer per mm (single column, 4C)	€ 8.00	columns:
Job application per mm (single column, 4C)	€ 3.50	
Box number charge	€ 15.00	

Format	Medium	Price
Print ad	Schiff&Hafen / Ship&Offshore	See price list
Newsletter package	Schiff&Hafen / Ship&Offshore + THB	€ 260
Online package	Schiff&Hafen / Ship&Offshore + THB	€ 260

single: 58 mm
two: 120.5 mm
three: 183 mm

Information, Events, Networking

effective from January 1st 2025

FUTURE FUELS & ENERGY SOLUTIONS

23.01.2025 | Empire Riverside Hotel | Hamburg | Germany

The paths to the maritime energy transition, to sustainable, climate-neutral shipping are diverse and depend on various parameters. Our format has evolved from the LNG Round Table, the LNG & Future Fuels Forum to Future Fuels & Energy Solutions - The Forum for the Maritime Energy Transition.

The name is new, the concept remains the same: Experts from all sectors of the maritime industry discuss promising concepts and technological approaches, look at what works and sometimes allow for a change of perspective. Our comprehensive programme allows for various networking opportunities, first-hand information and might even allow for a change of perspective.

You have many opportunities to attract attention as a sponsor:

Select the modules that suit you best:

- Exhibition area in the networking room
- Print advert in the Future Fuels & Energy Solutions Report
- Free VIP tickets to attend the conference
- Brand presentation on adverts, website, newsletters and documents
- Brand presentation and microsite in the conference app

We'll create a suitable communication package for you!

MARITIM 4.0

SCHIFF & HAFEN | SHIP & OFFSHORE

10. SCHIFF & HAFEN-KONFERENZ

15./16.09.2025 | Empire Riverside Hotel | Hamburg | Germany

Also in 2025, our established conference on digitalisation in the maritime industry, „Maritim 4.0“ will highlight latest developments and promising technology applications. Again, exclusive information, a platform for discussion and vast networking opportunities offer a great deal for participants, speakers and sponsors alike.

We are once again expecting more than 100 participants from shipping companies, ship managers, shipyards, shipbuilding suppliers, start-ups, classification societies, authorities, universities, politicians and associations.

You have many opportunities to attract attention as a sponsor:

Select the modules that suit you best:

- Naming as main sponsor of the event in the opening
- Sponsor of the starter coffee, coffee break and lunch break
- Exhibition area in the networking room
- Print advert in the conference section of the accompanying Schiff&Hafen September issue
- Free VIP tickets to attend the conference
- Brand presentation on adverts, website, newsletters and documents
- Video clip during the breaks
- Brand presentation and microsite in the conference app

We'll create a suitable communication package for you!

Contact:

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Special Editions

effective from January 1st 2025

National Maritime Conference

TBA I National Maritime Conference

The next National Maritime Conference (NMK) 2025 will take place in Emden (Germany). This will mark the return of the German Government's central event for the maritime industry to its original location. The first NMK was held in Emden 25 years ago. Among other things, the 14th NMK will discuss the further development of ports as energy hubs, long-term financing options and security policy issues.

The editorial team of Schiff&Hafen is once again producing a special publication for this year's NMK. It will be sent to all participants of the National Maritime Conference. The publication will also be enclosed probably with the September issue of Schiff&Hafen and will therefore reach the entire readership of our publication.

Request your offer!

Contact:

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June 2025 I German Marine Equipment

Present yourself as an innovative and efficient supplier „Made in Germany“ in the VDMA supplement „German Marine Equipment“.

Benefit from the diverse distribution and presence at the most important trade fairs!

In the four main categories of Engines, Propulsion and Manoeuvring Technology, Marine Equipment and Digitalisation, Automation & Communication, the performance and innovation of the members are presented using practical examples.

Language: English, publication date: June 2025 for the years 2025/2026, format: DIN A4, printed and as a digital e-paper.

Request your offer!



02.-06.06.2025 I Nor-Shipping I Norway

Our offer for your successful presence at Nor-Shipping: As an established media partner, the print editions of Schiff&Hafen and Ship&Offshore for Nor-Shipping offer you the ideal opportunity for communication in the run-up to and at the trade fair. Our trade fair issues will once again be packed with trade fair and exhibitor reports. The additional distribution of both issues at the trade fair will give you extra visibility!

In addition to the **print editions**, we also offer you the opportunity to achieve your communication goals **digitally**. With **banner advertising** or **sponsored content** on the **websites** or in the weekly **newsletter** you can reach an international audience.

Your benefit: Double the reach with one booking - the Nor-Shipping Countdown newsletter (weekly, starting four weeks before the trade fair starts) is sent to the distribution lists of Schiff&Hafen and Ship&Offshore!

Our recommendation:

Book our Nor-Shipping bundle. Combine your print advertising with a banner booking in the Countdown newsletter and receive an additional 10 % discount on your booking!

Request your offer!

Special Editions

gültig ab 01.01.2025

talents FOR MARITIME

by Schiff·Hafen

„talents for MARITIME“

The 10th edition of the career magazine 'talents for MARITIME' provides an overview of training opportunities and career paths in the maritime industry and gives information about apprenticeships, degree programmes and further training opportunities. It provides a complete overview of career and training opportunities in shipping, shipbuilding, the supply industry, harbours and offshore and marine technology. The target groups are school pupils, school graduates, students and young professionals. It is distributed nationwide at selected universities, schools and special career information centres. It is also distributed at regional job fairs. 'talents for MARITIME' is present on social media (including LinkedIn) and is delivered as an insert in the THB (Daily Harbour Report) and Schiff&Hafen. It is also available as a free e-paper via the DVV online shop.

Key figures

- Circulation: 10,000 copies plus e-paper downloads
- DIN A4 format
- Order deadline 14.07.2025, ad material deadline 21.07.2025
- Publication 05.09.2025

Advertisement formats / rates

- 1/1 page employer portrait, price € 2,200 net
- 1/1 page university portrait, price € 1,900 net
- 1/1 page personal image advert, price € 2,000 net
- 1/2 page page personal image advert, price € 1,500 net
- 1/4 page personal image advert, price 995,- € net

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Schiff&Hafen
Ship&Offshore

Maritime Annual Calendar

The Maritime Annual Calendar 2026 will be published in November 2025 in an edition of 5,200 copies and will be enclosed in DIN A1 format with the November issue of Schiff&Hafen and the THB (Daily Harbour Report).

Take advantage of the opportunity to present your company in the Maritime Annual Calendar 2026. Presence for a whole year.

Key figures

- Circulation: 5,200 copies
- DIN A1 format
- Order deadline 01.10.2025, ad material deadline 07.10.2025
- Publication 04.11.2025

Advertisement formats / rates

- Advertisement format A, 88 x 45mm, price € 595,- net
- Advertisement format B, 88 x 90mm, price € 995,- net
- Advertisement format C, 176 x 45mm, price € 995,- net

The number of adverts available is limited!

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Schedule and Subject Plan 2025

effective from January 1st 2025

Issue	O	A	P	Topics	Trade Fairs/Conferences/Events
Schiff & Hafen 1 2025	03.12. 2024	10.12.	07.01.	Annual opening issue 2025: The German maritime industry from the associations' perspective · Corrosion Protection & Surface Technology · Green Ship Technology Extra: Future Fuels & Energy Solutions Report	· Boot Düsseldorf, Düsseldorf, GER, 18.-26.01.2025 · Future Fuels & Energy Solutions, Hamburg, GER, 23.01.2025 · Korrosionsschutztagung, Hamburg, GER, 29.-30.01.2025
Ship & Offshore 2 2025	15.01.	20.01.	04.02.	· Classification & Consulting · Maritime Logistics · Propulsion & Manoeuvring Technology · Navigation & Communication	· Breakbulk Middle East, Dubai, AE-DU, 10.-11.02.2025 · Sea Asia, Singapore, SGP, 25.-27.03.2025
Schiff & Hafen 3 2025	04.02.	11.02.	04.03.	· Shipyard List · Manufacturing Technology · Digitisation · Automation, Measuring & Control Technology · Electrical Engineering & Wiring Systems	· Hannover Messe, Hanover, GER, 31.03.-04.04.2025
Ship & Offshore 4 2025	03.03.	10.03.	01.04.	· Cruise Ships & Mega-Yachts · Marine Interiors · Future Fuels & Energy Solutions · Offshore Technology · Propulsion & Manoeuvring Technology	· Seatrade Cruise Global, Miami Beach, USA, 07.04.-10.04.2025 · OTC, Houston, USA, 05.-08.05.2025 · CIMAC Congress, Zurich, CH, 19.-23.05.2025
Schiff & Hafen 5 2025	01.04.	08.04.	02.05.	· German Ports · Shipping Location Germany · Project Cargo · Future Market Offshore Wind Energy	· Schweißen i.d. maritimen Technik, Hamburg, GER, 13.-14.05.2025 · Breakbulk Europe, Rotterdam, NL, 13.-15.05.2025 · 46th ISF Conference, Flensburg, GER, 23.05.2025 · Nor-Shipping, Oslo, NOR, 02.-06.06.2025 · Windforce Conference, Bremerhaven, GER, 16.-18.06.2025

Issue	O	A	P	Topics	Trade Fairs/Conferences/Events
Ship Offshore 6 2025	02.05.	09.05.	02.06.	<ul style="list-style-type: none"> · RoRo Ships & Ferries · Navigation & Communication · Future Fuels & Energy Solutions · Offshore Wind Energy · Shortsea Shipping Extra: VDMA-Special  	<ul style="list-style-type: none"> · Nor-Shipping, Oslo, NOR, 02.-06.06.2025 · Electric & Hybrid Marine Expo, Amsterdam, NL, 24.-26.06.2025 · Windforce Conference, Bremerhaven, GER, 16.-18.06.2025
Schiff Hafen 7 2025	02.06.	10.06.	01.07.	<ul style="list-style-type: none"> · Shipbuilding Location Germany · Maritime Energy Transition: Challenges & Needs · Naval Shipbuilding · Protection Of Critical Infrastructure 	
Ship Offshore 8 2025	08.07.	15.07.	05.08.	<ul style="list-style-type: none"> · Safety & Security · Research & Development · Green Ship Technology  	
Schiff Hafen 9 2025	29.07.	05.08.	29.08.	<ul style="list-style-type: none"> · Maritim 4.0 · Cruise · Marine Interior · Water, Air Conditioning, Filter Technology · Offshore Renewables Extra: NMK-Special Extra: Talents for Maritime 	<ul style="list-style-type: none"> · SPE Offshore Europe, Aberdeen, UK, 2.-5.09.2025 · Seatrade Europe, Hamburg, GER, 10.-12.09.2025 · Maritim 4.0, Hamburg, GER, 15.-16.09.2025 · Husum Wind, Husum, GER, 16.-19.09.2025 · Rostock Ship Machinery Conference, Rostock, GER, 24.-25.09.2025
Ship Offshore 10 2025	03.09.	10.09.	01.10.	<ul style="list-style-type: none"> · Shortsea Shipping · Ship Equipment & Service · Classification & Consulting · Digitalisation & Automation · Feature: Asian Maritime Industry 	<ul style="list-style-type: none"> · Kormarine, Busan, KR, 21.-24.10.2025 · Europort, Rotterdam, NL, 04.-07.11.2025 · Metstrade, Amsterdam, NL, 18.-20.11.2025 · Offshore Energy, Amsterdam, NL 26.-27.11.2025
Schiff Hafen 11 2025	01.10.	08.10.	04.11.	<ul style="list-style-type: none"> · Public Authority Vessels · Condition Monitoring & Predictive Maintenance · Electrical Engineering & Wiring Systems · Special: Recruitment & Empowerment - „The Human Factor“ · Diving, Salvaging, Towing · Corrosion Protection & Surface Technology 	<ul style="list-style-type: none"> · Europort, Rotterdam, NL, 04.-07.11.2025 · SPS, Nuremberg, GER, 25.-27.11.2025
Ship Offshore Special China	15.10.	22.10.	01.12.	A Showcase of European Shipbuilding and Technology Expertise with latest Developments and Products in Chinese Language 	<ul style="list-style-type: none"> · Marintec, Shanghai, PRC, 02.-05.12.2025
Ship Offshore 12 2025	05.11.	12.11.	01.12.	<ul style="list-style-type: none"> · Workboats & Small Ships · Ship Design & Construction · Green Ship Technology · Offshore Renewables 	<ul style="list-style-type: none"> · CSI Design Expo Europe, Hamburg, GER, 03.-04.12.2025 · International WorkBoat Show, New Orleans, USA, 03.-05.12.2025 · Marintec, Shanghai, PRC, 02.-05.12.2025

Special advertising forms

effective from January 1st 2025

13 Bound inserts:*

2 pages € 2,600	4 pages € 3,850	6 pages € 5,100	8 pages € 6,500
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For discounts see volume discount list. One page = one advertisement page.

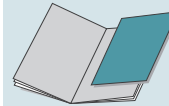
Please deliver bound insert in untrimmed format of 216 mm width and 303 mm height (four pages and more should be folded). If the insert overlaps from the pages of the magazine on two corners, the German Post Office will levy an additional postal charge. Number of inserts given on application.

- 14 Loose inserts:*** size 205 x 290 mm
 Up to 25 g € 350 per thousand. Number of inserts given on application. Per additional 5 g € 30 per thousand.
- 15 Postcards attached to page:*** per thousand € 230
 The German Post Office will levy an additional charge for postcard or samples of goods attached to an advertisement. Number of postcards/samples of goods given on application.
- 16 Delivery address for loose inserts and postcards (bound inserts on request):**
 A & O GmbH
 Mrs Waltraud Zurek
 Elisabeth-Selbert-Straße 5
 63110 Rodgau-Dudenhofen
 GERMANY

Please add an insert reference with the issue number on your delivery note.

* Booking only total circulation

Loose inserts



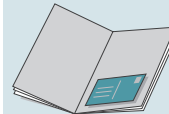
Loosely inserted;
 205 x 290 mm;
 Up to 25 g.p. %
 € 350 per
 thousand

Half Cover (open up)



Cover page:
 2 pages: Front page
 110 x 297 mm, Back
 cover 1/1 page +
 3mm, € 16,800 incl.
 production &
 handling

Postcards attached to page



per thousand
 € 230
 plus display area

Interested?

Please do not hesitate to contact us to receive more information on special advertisements.

Jan-Michael Jasper (Advertising Sales Manager)
 phone: +49 40 23714 - 248 • e-mail: jan-michael.jasper@dvvmedia.com

effective from January 1st 2025

The new e-paper:
exclusive & on point!

Total circulation
5,861 Copies
6,586 Copies

- 1 **Size:** 210 (Breite) x 297 (Höhe) mm, DIN A4
- 2 **Type area:** 183 x 248 mm
Columns: 3 columns, column width: 58 mm;
4 columns, column width: 42 mm
- 3 **Distribution:**
As an e-paper to around 1,200 decision-makers and branch experts
- 4 **Ad formats and prices (per issue):**

1/1 page 4c	210 (Width) x 297 (Height) mm	€ 2.250
1/2 page 4c	210 (Width) x 148 (Height) mm	€ 1.400
1/3 page 4c	210 (Width) x 99 (Height) mm	€ 975
1/4 page 4c	210 (Width) x 74 (Height) mm	€ 800
- 5 **Technical requirements:**
Data format: PDF (PDF-Version minimum 1.3),
EPS or TIF, transmission by e-mail
Image resolution: minimum 300 dpi
Colour mode: ISO Coated v2 (ECI)
- 6 **Schedule:**
Publication frequency: fortnightly
Publication day: Friday
Advertising deadline: eight days before publication
- 7 **Terms of payment:**
Payable immediately upon receipt of invoice net cash
USt-Ident-Nr. DE 118619873
- 8 **Bank:**
Deutsche Bank AG
Nr. 020 14 26 00 (BLZ 200 700 00)
IBAN DE 83 2007 0000 0020 1426 00
BIC (Swift) DEUTDEHH



effective from January 1st 2025

1 Facts:

Access control:	Google Analytics	Schiff&Hafen	Ship&Offshore
Page Impressions*:	13,492*	5,301*	
Visits*:	7,301*	2,143*	
Unique Visits*:	3,683*	1,334*	
* Average per month between September 2023 - August 2024			

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)	728 x 90	300 x 125	€ 2,350
Content Banner	728 x 90	300 x 125	€ 1,950
Medium Rectangle	300 x 250		€ 1,300
Skyscraper	120x600		€ 2,350
Wallpaper	728 x 90		€ 4,450
(Super Banner plus Skyscraper)	120x600		

4 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html)
- URLs have to be integrated in a html5-banner using html browser.
- For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
- Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
- Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.

* All prices are valid for 30 days, plus VAT.

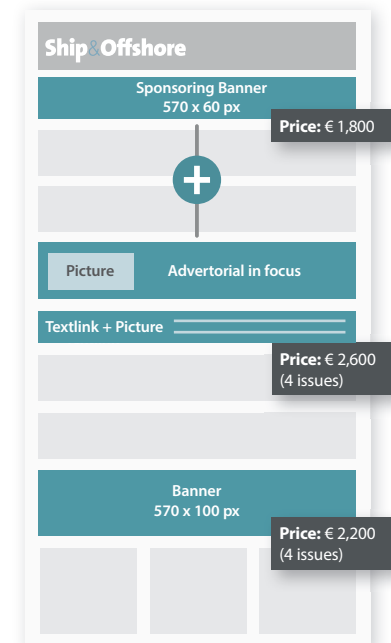
5 Supply of advertising data:

At least three working days before ad is due to appear by e-mail to vera.hermanns@dvvmedia.com (Schiff&Hafen, Ship&Offshore) nicole.junge@dvvmedia.com (Jobmarket Schiff&Hafen/Ship&Offshore)

Newsletter

effective from January 1st 2025

1 General facts:	Schiff&Hafen	Ship&Offshore
▪ Distribution (e-mail recipients):	approx. 3,900	approx. 7,300
▪ Language/editorial:	German	English
▪ Publication frequency:	fortnightly on Friday	weekly on Tuesday
2 Performance values:		
▪ Opening rate:	25.56%	21.48%
▪ Unique Click rate:	7.11%	2.53%
▪ Click-to-open rate:	68.42%	31.98%
<i>(Average per newsletter between Q4/2022 and Q4/2023)</i>		
3 Geographical analysis of recipients:		
▪ Germany/Austria/Switzerland	86.0%	33.8%
▪ Rest of Europe	12.8%	27.5%
▪ Asia		19.0%
▪ Middle East		12.3%
▪ North and South America		6.3%
▪ other countries	1.2%	0.9%
4 Advertising options:		
▪ Sponsoring (Header and advertorial of the newsletter)		
Placement:	Banner in the e-mail header and advertorial after the 2nd message	
Format Header:	570 px width / 60 px height	
Advertorial:	max. 500 (blank)-letters, hyperlink to the website and a picture (275 px width / 180 px height)	
Alternative:	banner (570 px width / 100 px height)	
Price: € 1,800,- (per newsletter)		
▪ Textlink + picture (275 x 180 px)		
Placement:	after sponsoring	
Data format:	150 characters, picture as JPG or PNG	
Price: € 2,600,- (for 4 issues)		
▪ Banner (570 x 100 px)		
Placement:	before the event calendar	
Data format:	JPG or PNG	
Price: € 2,200,- (for 4 issues)		



Sponsored Content

effective from January 1st 2025

Your sponsored content is delivered via the regular editorial system. It is distributed in a prominent position between articles on the homepage with the “look & feel” of an editorial report.

Take advantage of this offer and present your products and services in an editorial outfit. You use a scope of 300 words and an image with a format width of 1920 px.

Of course, you can also include a direct web link to your website.

1 Occasion:

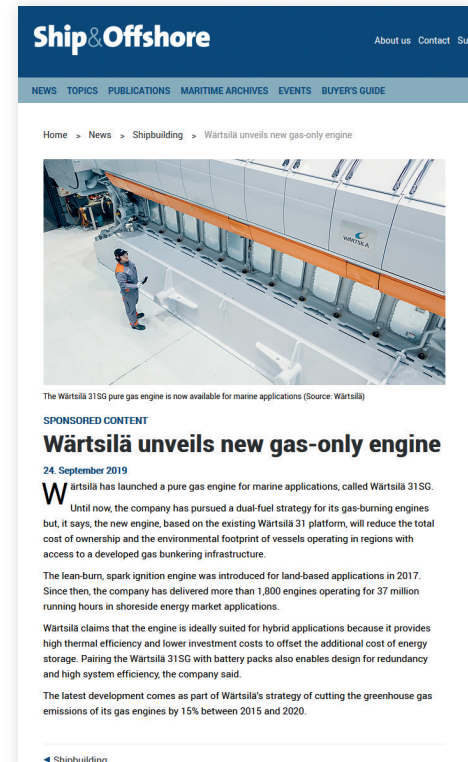
- Product-Service-Presentation
- Brand communication
- Pre-Exhibition communication

2 Visualisation:

- Image Size: 1920 px width
- Length: 300 words
- Duration: 1 month
- Advertisement identification as advertorial

3 Price:


- € 1,950



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Home > News > Shipbuilding > Wärtsilä unveils new gas-only engine



The Wärtsilä 31SG pure gas engine is now available for marine applications (Source: Wärtsilä)

SPONSORED CONTENT

Wärtsilä unveils new gas-only engine

24. September 2019

Wärtsilä has launched a pure gas engine for marine applications, called Wärtsilä 31SG.

Until now, the company has pursued a dual-fuel strategy for its gas-burning engines but, it says, the new engine, based on the existing Wärtsilä 31 platform, will reduce the total cost of ownership and the environmental footprint of vessels operating in regions with access to a developed gas bunkering infrastructure.

The lean-burn, spark ignition engine was introduced for land-based applications in 2017. Since then, the company has delivered more than 1,800 engines operating for 37 million running hours in shoreside energy market applications.

Wärtsilä claims that the engine is ideally suited for hybrid applications because it provides high thermal efficiency and lower investment costs to offset the additional cost of energy storage. Pairing the Wärtsilä 31SG with battery packs also enables design for redundancy and high system efficiency, the company said.

The latest development comes as part of Wärtsilä's strategy of cutting the greenhouse gas emissions of its gas engines by 15% between 2015 and 2020.

← Shipbuilding

Videoformats & Digital Conferences



Schiff&Hafen | Ship&Offshore SPOTLIGHT

Present your company in an exclusive and curated video format!

In the fast-paced world of maritime technology, staying one step ahead is crucial. Our exclusive video format Spotlight provides companies with the perfect platform to showcase their innovative solutions and future-proof concepts to a wide audience.

In a concise 20-minute video format, new technologies and pioneering ideas take center stage. Each segment highlights the innovative character of a product or solution, examines its benefits, and explains its practical applications. Our editorially curated Spotlight combines concise, high-quality content with appealing visual execution to make both the technical details and the vision behind the innovations tangible.

The finished video is made exclusively available to the client, who can use it on their own channels. Additionally, it is distributed via the high-reach newsletters and social media platforms of Schiff&Hafen and Ship&Offshore to achieve maximum visibility.

By leveraging Spotlight, technology providers position themselves as thought leaders and experts in the maritime industry. The video offers a unique opportunity to engage both existing and potential customers, spark interest in the latest solutions, and strengthen their brand for the long term.

Take advantage of this opportunity to put your company in the Spotlight and shape the maritime future.

Digital Conferences

Our services:

- One contact person throughout the entire project
- Experience in the maritime industry
- Editorial and technical expertise
- Experience in the realisation of events (on-site, digital and hybrid)
- Professional implementation using a user-friendly online tool
- Handling of participant and speaker management
- Customised marketing plan for participant recruitment
- Provision of the edited video material after the online event
- Long-term platform for the conference review
- Detailed evaluation and analysis of the conference data
- Lead generation

Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Internal company communication platform
- Replacement or supplement for on-site conferences

Advantages:

- Independence from location and number of participants
- Greater reach for marketing activities
- Participants only need an internet-enabled device
- Comparatively low costs

Preis auf Anfrage!

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