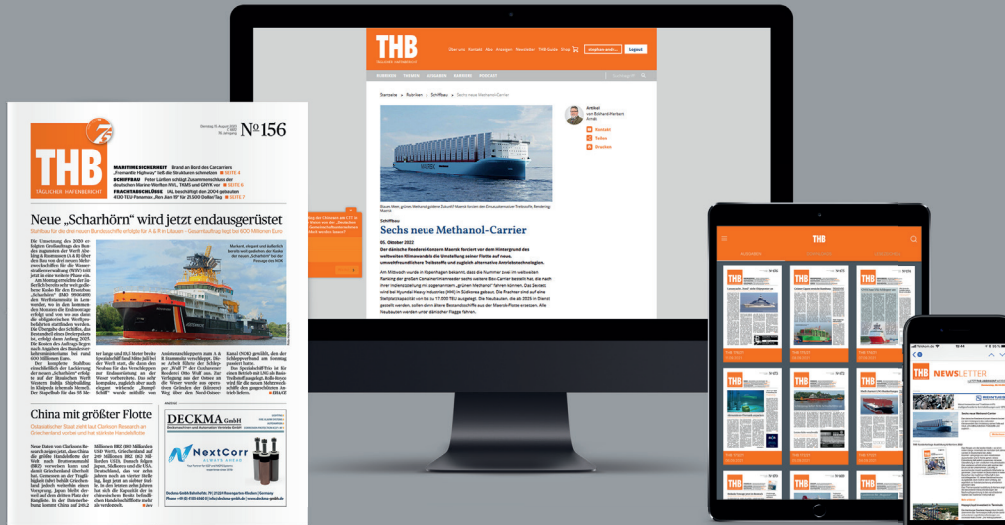


# MEDIA INFORMATION 2024

GERMANY'S ONLY DAILY  
PORT REPORT

KEY PUBLICATION FOR THE  
MARITIME INDUSTRY



## Contact person



**Stephan-Andreas Schaefer** (Ad sales)  
Phone: +49 (40) 237 14 - 253  
e-mail: stephan-andreas.schaefer@dvvmedia.com



**Juliane Schell** (Display technology)  
Phone: +49/40/237 14 - 368  
e-mail: juliane.schell@dvvmedia.com

## Content

Editorial Office / Publisher	3
Advertising Rate Card	4
Special Supplements	6
Job market - THB Guide	8
Online	9
THB Newsletter	10
Analyses (circulation, volume, readership)	11

## Representatives

### UK / Ireland / Benelux / Middle East

Richard Johnson  
34 Neylond Crescent  
Hellesdon  
Norwich  
Norfolk NR6 5QF  
phone: +44 1603 417765  
Mobile : +44 7565 010217  
email: Richard.johnson.extern@dvvmedia.com

### Scandinavia

ORN MARKETING AB  
Roland Persson  
P.O. Box 184  
SE-27124 Ystad  
phone: +46 (4 11) 18 40 0  
fax: +46 (4 11) 10 53 1  
email: marine.marketing@orn.nu

### Singapore / Indonesia / Vietnam

Marimark Pte Ltd.  
John Bodill  
10 Anson Road, #10-11 International Plaza  
Singapore 079903  
phone: +65 (67) 19 80 22  
email: john.bodill@marimark.com.sg

## Editorial Profile/Publisher

### 1 **Brief description:**

The THB is the only German daily published port report with daily updated specialist reports from all areas of shipping (e.g. Green Shipping, Maritim 4.0, shipbuilding, R, container shipping, accessories, equipment, port management) as well as from the transport industry, industry and trade. The editorial program is supplemented by regular sections about Cargo transactions and ship movements in all German ports and in the Kiel Canal. A large number of special supplements on maritime topics and events round off the editorial profile.

### 2 **THB – the leading medium of the maritime industrie:**

For over 75 years, the THB has been delivering news and information on a daily basis and is an indispensable companion for decision-makers and experts in the maritime industry.

### 3 **Memberships:** Media database of the Deutsche Fachpresse (German Business Media)

### 4 **Publisher:** DVV Media Group GmbH, Hamburg

### 5 **Editors:**

**Eckhard-Herbert Arndt** (Chief editor)  
P: +49 (40) 237 14 - 358, E: eckhard.arndt@dvvmedia.com

**Benjamin Klare** (Deputy editor-in-chief)  
P: +49 (40) 237 14 - 256, E: benjamin.klare@dvvmedia.com

### 6 **Volume/Year:** Volume 77th, 2024 Frequency of publication: 5 days a week, Monday-Friday

### 7 **Publisher:** DVV Media Group GmbH, Hamburg, Germany

**postal address:** Postfach 10 16 09, D-20010 Hamburg  
**company address:** Heidenkampsweg 73-79, D-20097 Hamburg  
**phone:** +49/40/237 14 - 01 • **fax:** +49/40/237 14 - 256

### 8 **Reference prices:** [www.thb.info/abo](http://www.thb.info/abo)

### 9 **ISSN no.:** 2190-8753

# Advertising Rate Card No. 62

Effective starting 01-01-2024

Target Industries and Audience  
Port Industry / Port Technology  
Shipbuilding Industry / Shipbuilding Suppliers  
Shipping Companies / Agents  
Maritime Transport



- 1 **Magazine format:** 215 mm width, 305 mm height
- 2 **Type area:** 185 mm width, 285 mm height
- Number of columns:** 4 columns, column width: 35 mm

1-column	42 mm
2-column	88 mm
3-column	134 mm
4-column	185 mm

- 3 **Technical data:**  
Printing and binding processes: Digital printing, newspaper folding  
Paper type: Digi Gold IceWhite 100g  
Pressure profile: ISO Coated v2 330%  
Printing documents: Digital data in PDF, EPS or as TIF file; at least 300 dpi
- 4 **Publication dates and ad submission deadline:**  
Frequency of publication: 5 days a week, Monday-Friday  
Publication dates of special supplements: see page 6+7  
Ad submission deadline: 11:00 pm on the day before publication
- 5 **Terms of payment:**  
Due and payable in full upon receipt of invoice  
Sales tax/VAT ID no.: DE 118619873  
**Bank account:**  
Deutsche Bank AG  
Account no.: 020 14 26 00 (BLZ 200 700 00)  
IBAN DE 83 2007 0000 0020 1426 00  
BIC (Swift) DEUTDEHH

## 6 Print-ready material format for bleed ads:

Format	Total
1/1 (full) page	215 x 305 mm
1/2 page, horizontal	215 x 152 mm
1/2 page, vertical	103 x 305 mm

plus 3 mm trim at all outer edges

## 7 Format surcharge

Bleed advertisement	10 % surcharge
---------------------	----------------

Surcharge for bleeds are not eligible for discounts!

## 8 Job advertisements:

Vacancies Print	mm-price 3,40 €
Job search print	mm-price 2,50 €

## 9 Supplements

Loosely inserted, format 205 x 290 mm, up to 25 g total weight,  
Price 695,- net (including digital print run), each additional 10 g, € 45 net

Shipping address inserts:  
Albert Bauer Companies GmbH & Co. KG,  
Conventstrasse 1-3, D-22089 Hamburg, Germany  
(Waybill note: For „THB“ – No. ...)




# Advertising Rate Card No. 62

Effective starting 01-01-2024

## 10a Advertisement formats and rates (b/w): (width x height in mm)

<p>185 x 277mm 1/1 (full) page € 3,590, b/w € 4,128, 2c € 4,667, 3c € 5,026, 4c</p>	<p>88 x 254 mm 1/2 page vertical € 1,900, b/w € 2,185, 2c € 2,470, 3c € 2,660, 4c</p>	<p>185 x 128 mm 1/2 page horizontal € 1,900, b/w € 2,185, 2c € 2,470, 3c € 2,660, 4c</p>	<p>185 x 86 mm 1/3 page horizontal € 1,283, b/w € 1,483, 2c € 1,683, 3c € 1,883, 4c</p>	<p>88 x 128 mm 1/4 page vertical € 954, b/w € 1,154, 2c € 1,354, 3c € 1,554, 4c</p>	<p>185 x 64 mm 1/4 page horizontal € 954, b/w € 1,154, 2c € 1,354, 3c € 1,554, 4c</p>	<p>185 x 32 mm 1/8 page horizontal € 477, b/w € 677, 2c € 877, 3c € 1,077, 4c</p>
---	---	--	---	---	---	---

## 10b Advertisement sizes and rates for cover page: Examples of special formats - other formats on request

 <p>42 x 208 mm Skyscraper € 1,360, 4c</p>	 <p>42 x 90 mm Poleposition € 1,130, 4c</p>	 <p>185 x 42 mm Footer € 1,190, 4c</p>
---	--	---

Millimetre price per column € 2,94

Please add the applicable statutory sales tax/VAT to all rates listed here.

**Color surcharges, special/preferred positions, bleeds and additional technical costs are not eligible for discounts.**

The General Terms and Conditions of Business are available online at: [www.THb.info/mediadaten/agb.html](http://www.THb.info/mediadaten/agb.html).

## 11 Preferred/special position (surcharge):

Binding position specifications	10% surcharge
Cover page of special supplements	10% surcharge

## 12 Color surcharges:

Per additional color	15% surcharge (min. € 200)
4C color surcharge	40% surcharge (min. € 600)

## 13 Discounts: Placements within 12 month period (advertising year)

Frequency discount	%	Quantity discount	%
Frequency/publication		Number of pages	
3 x	5	1	5
6 x	10	3	10
12 x	15	6	15
24 x	20	12	20
up 52 x	25	up 24	25

# THB Special Supplements 2024

Effective starting 01-01-2024

Month	Dates	Topics	Trade Fairs/Events
January 2024	Publishing Order 16.01.2024 09.01.2024	<b>Ports of Bremen</b>	<b>Expert Forum Project Logistics</b> , Bremen 16 January 2024
February 2024	Publishing Order 09.02.2024 02.02.2024	<b>Inland shipping</b>	
	Publishing Order 23.02.2024 16.02.2024	<b>Green Shipping</b>	
March 2024	Publishing Order 13.03.2024 06.03.2024	<b>Ports of Schleswig-Holstein</b>	<b>10. Schleswig-Holstein Ports Day</b> , Lübeck
	Publishing Order 28.03.2024 21.03.2024	<b>Maritime Services</b>	
April 2024	Publishing Order 12.04.2024 05.04.2024	<b>Career &amp; Training</b>	
	Publishing Order 26.04.2024 19.04.2024	<b>Shipbuilding and propulsion technology</b>	
May 2024	Publishing Order 03.05.2024 25.04.2024	<b>Port of Hamburg</b>	<b>835th Harbour Anniversary</b> , Hamburg May 3 – 5 2024
	Publishing Order 21.05.2024 14.05.2024	<b>Breakbulk</b>	<b>Breakbulk Europe</b> , Rotterdam May 21 – 23 2024
June 2024	Publishing Order 07.06.2024 31.05.2024	<b>Maritime environmental protection</b>	

# THB Special Supplements 2024

Effective starting 01-01-2024

Month	Dates	Topics	Trade Fairs/Events
August 2024	Publishing Order 09.08.2024 02.08.2024	<b>Maritime Location Rostock</b>	<b>33rd Hanse Sail Rostock</b> August 9 – 11 2024
	Publishing Order 30.08.2024 23.08.2024	<b>Ports of Lower Saxony</b>	<b>32st Lower Saxony Port Day</b>
September 2024	Publishing 03.09.2024 Publishing 04.09.2024 Publishing 05.09.2024 Publishing 06.09.2024	<b>SMM – Focus issues</b>	<b>SMM Hamburg,</b> 3 – 6 September 2024
	Publishing Order 25.09.2024 18.09.2024	<b>Short Sea Shipping</b>	<b>Short Sea Shipping Short Sea Shipping Days 2024</b>
October 2024	Publishing Order 25.10.2024 18.10.2024	<b>Combined transports</b>	
November 2024	Publishing Order 08.11.2024 01.11.2024	<b>Knuckle of pork dinner 2024</b>	<b>74th Knuckle of pork dinner 2024, Hamburg</b>
	Publishing Order 22.11.2024 15.11.2024	<b>Baltic Sea   German Baltic Sea Ports</b>	<b>Central Association of German Seaport Operation</b>
	Publishing Order 06.10.2024 28.09.2024	<b>German-Finland Harbour Day</b>	<b>German-Finland Harbour Day, Lübeck</b>
December 2024	Publishing Order 20.12.2024 13.12.2024	<b>Annual chronicle 2024</b>	

subject to alterations

# THB Job Market

Effective starting 01-01-2024

## 1 Job market:

Are you looking for specialist or managerial staff in the maritime industry? With the maritime job market you can reach your potential new employees without wastage. Through the optimal combination of print and online, we offer a high high reach. Address the actively and the latently searching applicants directly! Your job advertisement appears in THB on Fridays,online for 8 weeks in the job portals of THB and Schiff & Hafen port job portals and a total of 3 times in the weekly weekly newsletters of THB and Schiff & Hafen as well as in the daily THB newsletter „FOFFTEIN“.

### Job advertisements Print:

Vacancies Print	mm-price EUR 3,40
-----------------	-------------------

### Online advertising:

8 weeks online presence in the job market at [www.thb.info](http://www.thb.info) and [www.schiffundhafen.de](http://www.schiffundhafen.de), EUR 260 net2  
(Only possible in conjunction with print advertisement!)

### Newsletter:

Your job advertisement will appear 3 times in each of the newsletters of THB, THB-FOFFTEIN and Schiff & Hafen newsletters (approx. 7,900 recipients ), EUR 260 net  
(Only possible in conjunction with print and online ad placement)

# THB Guide



## 2 THB Guide - Company Profile:

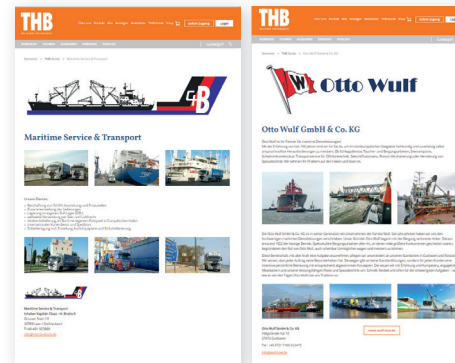
With the THB Guide we offer the possibility to present your company, your products and services to the decision makers and experts of the maritime industry on the homepage of the Daily Port Report!

6 Months	EUR 310
12 Months	EUR 465

(further terms on request)

### Benefits at a glance:

- Your company presence in the specialist portal for the maritime industry
- With linking to your homepage (social media)
- Update of your entry possible at any time





## 1 THB – Online:

Important and current industry news, the THB ticker, Information on key topics (THB special supplements), Job ads of the THB job market - find it all Decision makers from the maritime industry at www.THB.info. The ideal environment for your advertising campaign.

## 2 Facts:

**Access control (monthly):** Google Analytics  
**Page Impressions:** 48.250\*  
**Visits:** 34.640\*  
**Unique Visits:** 21.898\*

\* Average per month, October 2022 to October 2023 (Measurable range)

## 3 Note regarding rotation:

In case of high demand, it is possible that your banner will be placed in rotation. The rotation is limited to a maximum of three advertisers per Banner limited.

## 4 Size und pricing:

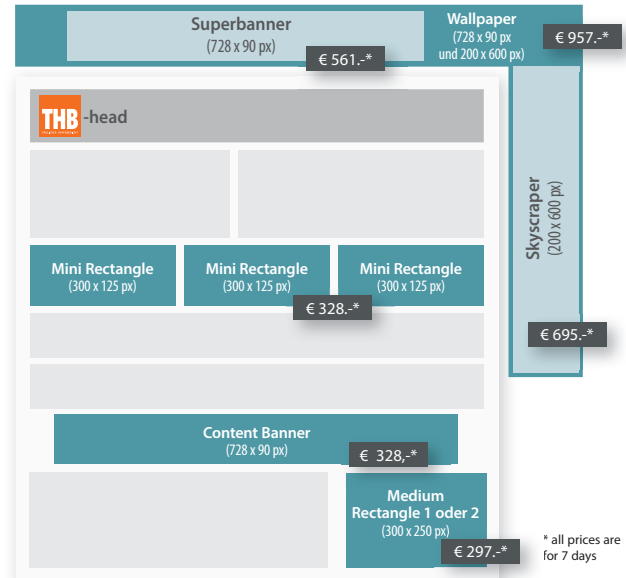
Size	Desktop	Mobile	weekly*
Super Banner (Leaderboard)	728x90 Pixel 980x90 Pixel	300 x 125 px	€ 561,-
Mini Rectangle	300x125 Pixel	300 x 125 px	€ 328,-
Content Banner	728x90 Pixel	300 x 125 px	€ 328,-
Medium Rectangle	300x250 Pixel	300 x 250 px	€ 297,-
Skyscraper	120x600 Pixel 160x600 Pixel 200x600 Pixel	120 x 600 px 160 x 600 px 200x 600 px	€ 695,-
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel 120x600 Pixel	not suitable for mobile	€ 957,-

## 5 Deadline for submitting data:

at least 3 business days prior to placement, by e-mail to juliane.schell@dvvmedia.com

## 6 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html and JavaScript) or third-party-provider tags.
- URLs have to be integrated in a html5-banner using html or a JavaScript enabled browser.
- File size: maximal 100KB (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>".



\* all prices are for 7 days



# THB-Newsletter

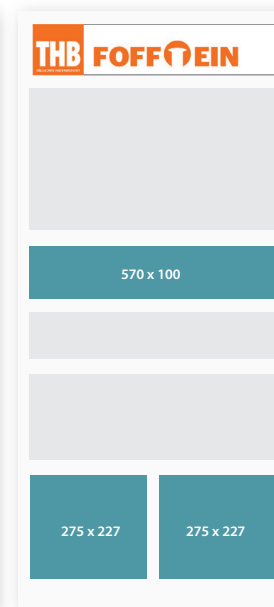
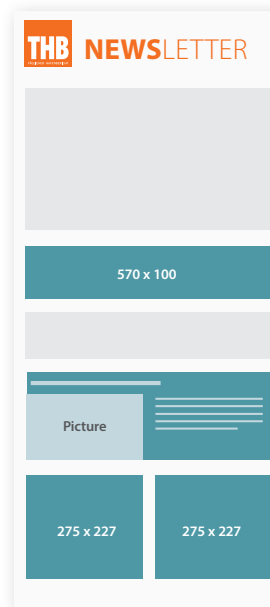
Effective starting 01-01-2024

## The THB Newsletter. Your guide through the maritime economy

The new digital information offering “Fofftein”, which the THB publishes every day of the week at 12 p.m. sharp, offers a real Information advantage for all subscribers with compact short messages on important industry topics (approx. 1,500 recipients, exclusive only for THB subscribers). The weekly THB newsletter provides the most important ones News of the week. The newsletter is published every Thursday on approx. 2,500 registered newsletter subscribers sent.

## 2 Your Advertising Possibilities

		
<b>Premium placement</b>	<i>weekly</i>	<i>daily (for 5 publications) *</i>
	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 350per issue</b>	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 600,- (for 5 publications)</b>
<b>Text advertisement with image</b>		
	Placement: After second report No. of characters: max 500 (blank-)letters Picture size: 275 x 180 px <b>Pricing: EUR 395 per issue</b>	<i>not bookable</i>
<b>Medium-Rectangle</b>		
	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 225 per issue</b>	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB <b>Price: EUR 340,- (for 5 publications)</b>



### 3 Discounts:

Volume	Discount
4 weeks	10 %
8 weeks	15 %
12 weeks	20 %

\*Other booking periods on request.

Cannot be used with existing discounts.

#### Booking deadline

Each Monday of week before

#### Data delivery

Tuesday before publication  
to: [anzeigttechnik@dvvmedia.com](mailto:anzeigttechnik@dvvmedia.com)  
Changing advertising every week possible

# Circulation and Distribution Analysis

## 1 Circulation:

<b>Total subscribed circulation:</b>	<b>2,561</b>
Paid circulation Total:	<b>2,431</b>
free copies / other distribution:	<b>130</b>

(status: 2nd quarter /2023)

## 2 Industries / Sectors / Fields / Professions

Reader groups	Proportional share of circulation
	Percent
Building and repairing of ships and boats (shipbuilding industry and shipbuilding suppliers)	19.0
Sea and coastal water transport (shipping companies)	43.0
Associations	6.0
Sea ports, operation of sea harbor facilities	6.0
Service providers (port suppliers, ship chandlers, freight forwarders)	14.0
Authorities and institutions	7.0
Energy	2.0
Other	3.0

Source: Reader structure analysis (Status 2023)

