

THB GERMANY'S ONLY DAILY PORT REPORT

KEY PUBLICATION FOR THE MARITIME INDUSTRY



Media Information 2012 Print & Online



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1 Scope of Editorial Content / Publisher

Effective starting 01-01-2012

1 Brief description:

THB is Germany's only daily port report, providing news and articles from all maritime industry areas (including liner trade/shipping, tramp shipping, ro-ro shipping, containers, ship financing, fittings and fixtures, equipment, port industry) as well as from the transportation, industry and trade sectors. The report also features regular columns about freight contracts and vessel movements in all of the German ports as well as in the Kiel Canal. A wide range of special supplements on maritime issues, topics and events rounds out the newspaper's profile.

2 THB – the traditional maritime advertising medium:

As a high-impact medium in the industry with major advertising appeal, THB has been meeting the requirements and expectations of the sector for more than 60 years now. Subscribers have been reading TBH daily for over 40 years, which demonstrates an above-average reader loyalty. Advertisers can be certain that their advertising message will attract the attention and interest of the readers of the trade publication.

3 THB on the Internet:

With its own website, the Tägliche Hafenbericht meets the modern-day information requirements of its readers! At www.THb.info, decision-makers from the maritime trade and industry sector have access to the most important and latest newflashes, the THB ticker, job ads in the THB job market as well as in-depth information about the special topics (THB special supplements). Of course, we also offer our customers the opportunity to advertise on this attractive, up-to-the-minute platform. The various types of online ads are charged on a cost per thousand (CPT) basis. For advertisers, that means you only have to pay for quantifiable and verifiable ad impressions and advertising performance.

4 Memberships:

Media database of the Deutsche Fachpresse (German Business Media)

5 Publisher:

DVV Media Group GmbH, Hamburg, Germany

6 Editors:

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8 Volume/Year: Volume 65, 2012

Frequency of publication: 5 days a week, Monday-Friday

9 Publisher:

DVV Media Group GmbH, Hamburg, Germany

Postal address: Postfach 101609, 20010 Hamburg, Germany

Street address: Nordkanalstrasse 36, 20097 Hamburg, Germany

Phone: +49 (0)40 23714-01

Fax: +49 (0)40 23714-255

10 Publication and special supplement dates: See Section 5

11 Subscription and purchase price:

Annual subscription for addresses in Germany: € 1,290.00

(incl. shipping & handling, plus VAT/sales tax)

Annual **foreign subscription:** € 1,290.00 (plus shipping & handling)

Single issue (newsstand) **price:** € 5.50 (incl. VAT/sales tax)

12 ISSN no.: 0341-0870

2a Advertising Rate Card

Effective starting 01-01-2012

Target Industries and Audience

Port Industry / Port Technology
Shipbuilding Industry / Shipbuilding Suppliers
Shipping Companies / Agents
Maritime Transport

Actual total circulation
on an annual average
1,975 copies



1 Magazine format: 215 mm width, 303 mm height

2 Type area: 187 mm width, 265 mm height
Number of columns: 5 columns,
column width: 35 mm

1-column	35 mm
2-column	73 mm
3-column	111 mm
4-column	149 mm
5-column	187 mm



3 Printing and binding method: Digital data in PDF-X1 format

4 Publication dates and ad submission deadline: Frequency of publication: 5 days a week, Monday-Friday
Publication dates of special supplements: see Section 5
Ad submission deadline: 12:00 pm on the day before publication

5 Publisher: DVV Media Group GmbH, Hamburg, Germany
Street address: Nordkanalstrasse 36, 20097 Hamburg, Germany
Postal address: Postfach 101609, 20010 Hamburg, Germany

Advertising department:

Phone: +49 (0)40 23714-248

Fax: +49 (0)40 23714-255

E-mail: john-christoph.pernitt@dvvmedia.com

6 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.: 0201426 (sort code: 200 700 00)
IBAN: DE 83 200 700 000 020 142 600
BIC (Swift): DEUTDEHH

7 Print-ready material format for bleed ads:

1/1 (full) page	215 x 305 mm
1/2 page, horizontal	215 x 152 mm
1/2 page, vertical	103 x 305 mm
1/3 page, vertical	70 x 305 mm

plus 3 mm trim at all outer edges

8 Format surcharge:

Bleed ad	10% surcharge
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Surcharge for bleeds are not eligible for discounts!

9 Job advertisements:

Job announcement per mm (1-column, 35 mm width)	€ 2,70
Job wanted ad per mm (1-column, 35 mm width)	€ 1,30
Box service fee	€ 15,00

Online job market Only possible in conjunction with a printed job advertisement! Job advertisements will run for six weeks on the job board at www.THB.info.
Job announcements are subject to a 20% surcharge in addition to the regular ad rate, but max. € 150.00.
Job wanted ads are published at no charge.

2b Advertising Rate Card No. 49





Effective starting 01-01-2012

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

187 x 270 mm 1/1 (full) page Basic rate b/w € 3,060.00	90 x 265 mm 1/2 page vertical Basic rate b/w € 1,530.00	187 x 135 mm 1/2 page horizontal Basic rate b/w € 1,530.00	187 x 90 mm 1/3 page horizontal Basic rate b/w € 1,010.00
60 x 265 mm 1/3 page vertical Basic rate b/w € 1,010.00	111 x 110 mm 1/4 page vertical Basic rate b/w € 760.00	187 x 67 mm 1/4 page horizontal Basic rate b/w € 760.00	187 x 34 mm 1/8 page horizontal Basic rate b/w € 380.00

Rate per millimeter of column **€ 2.30**

10b Advertisement sizes and rates for cover page:

 73 x 210 mm Basic rate b/w € 1,130.00	 73 x 103 mm Basic rate b/w € 565.00	 73 x 50 mm Basic rate b/w € 280.00	 73 x 52 mm Next to logo only 4C € 975.00 Eligible for discount
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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. € 200.00)
4C color surcharge	40% surcharge (min. € 600.00)

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

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

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

3 Ad Specials Rate Card No. 49

Effective starting 01-01-2012

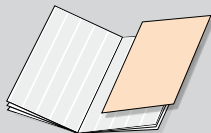
Target Industries and Audience

Port Industry / Port Technology
Shipbuilding Industry / Shipbuilding Suppliers
Shipping Companies / Agents
Maritime Transport

Actual total circulation
on an annual average
1,975 copies



14 Inserts:*

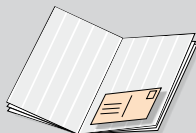


Loose insert, size 205 x 290 mm, up to a total weight of 25 g, total circulation.
Rate: € 760.00; € 75.00 for each additional 10 g, total circulation

Mailing Address for inserts:

Albert Bauer Companies GmbH & Co. KG
Conventstrasse 1-3
22089 Hamburg, Germany
(Waybill note: "For THB" – No...)

15 Tip-on postcards



Rate upon request

16 Banderoles

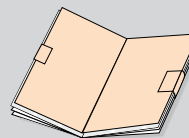


Banderoles affixed and wrapped around the outside front cover and outside back cover (adhesive area approx. 35 mm). Banderole size (4C, in bleed): 500 mm x 76 mm (each incl. 3 mm trim per front side/back side).

Rate: € 5,200.00, including production and handling of the banderoles.

Placement: Only entire circulation
(More information and details upon request)

17 Landing belt:



Double-page panorama ad with attached banderole (adhesive area approx. 35 mm). The THB can only be opened to the double-page ad page.

Double-page size (4C, in bleed): 426 mm x 303 mm (each incl. 3 mm trim per page).

Banderole size (4C, in bleed): 496 mm x 76 mm (each incl. 3 mm trim per front side/back side).

Rate 4C: € 12,500.00, including production and handling of the banderoles.

Placement: Only entire circulation
(More information and details upon request)

18 Flying page:



Outside wrapper affixed around the THB (saddle stitching binding). Front page: 90 mm x 210 mm. Printing area – double-sided, 4C.

Back page: 1/1 (full) page, printable cover and back pages, 4C.

Front page: size: 93 mm x 303 mm (incl. 3 mm trim)

Back page size: 216 mm x 303 mm (incl. 3 mm trim)

Rate 4C: € 12,500.00, including production and handling of flying page

Placement: Only entire circulation
(More information and details upon request)

4 More than 60 Years of THB



More than 60 years of THB – and more than just news!

The first issue of the "Täglicher Hafenbericht" port report was published on June 1, 1948. Over the past 63 years, the vessel position list, which was sold for one reichsmark back then, evolved into the only daily port report in Germany. Change is the only constant! And consequently, both the visual appearance and editorial content of the THB have been continuously adapted to the changing times and conditions.

The result: THB can look back on a steadily growing readership and increasing advertising revenues. The weekday editions of DVV Media

Group's trade publication have between 16 and 20 pages. In addition, the Group regularly publishes special THB supplements (with up to 28 pages each) on specialized topics such as the German shipbuilding industry, ship financing, maritime locations and port logistics. 18 special supplements are scheduled for this year.



5 THB Special Supplements / Special Feature Pages

(Subject to change without notice)

Month	Dates	Topic	Trade Fairs/Events
02/2012 February	PD: 02-17-2012 ASD: 02-03-2012	"Bremen Ports"	
03/2012 March	PD: 03-23-2012 ASD: 03-12-2012	"Shipbuilding Industry in Germany"	
04/2012 April	PD: 04-25-2012 ASD: 04-18-2012	"See-Hafen-Kongress" ("Sea-Port Congress")	See-Hafen-Kongress (Sea-Port Congress) April 25, 2012, Hamburg, Germany
05/2012 May	PD: 05-11-2012 ASD: 04-28-2012	"Port of Hamburg"	823rd Hafengeburtstag (Port Anniversary Festival) May 11-13, 2012, Hamburg, Germany
	PD: 05-22-2012 ASD: 05-11-2012	"Ferry Industry, including Ro-Ro Transport"	RoRo Exhibition May 22-24, 2012, Gothenburg, Sweden
	PD: 05-24-2012 ASD: 05-13-2012	"Germany's Inland Ports & Hinterland Transport"	Hafenkongress (Port Congress) May 24-25, 2012, Karlsruhe, Germany
06/2012 June	PD: 06-15-2012 ASD: 06-04-2012	"Port Logistics and Services, including Security"	
07/2012 July	PD: 07-20-2012 ASD: 07-09-2012	"Ship Financing and Insurance"	
08/2012 August	PD: 08-03-2012 ASD: 07-28-2012	"Port Construction and Port Services"	JWP (JadeWeser Port) Opening August 5, 2012
	PD: 08-09-2012 ASD: 07-27-2012	"Rostock: a Maritime Center"	Hanse Sail Maritime Festival August 9-12, 2012, Rostock, Germany

	PD: 08-17-2012 ASD: 08-10-2012	"Cruise Industry"	Cruise Days August 17-19, 2012, Hamburg, Germany
	PD: 08-31-2012 ASD: 08-20-2012	"25th Anniversary of SMM, including Green Port / Green Shipping"	SMM / gemec September 4-7, 2012, Hamburg, Germany
09/2012 September	PD: 09-04-2012 ASD: 08-28-2012	"THB-SMM Edition 1"	SMM September 4-7, 2012, Hamburg, Germany
	PD: 09-05-2012 ASD: 08-29-2012	"THB-SMM Edition 2"	SMM September 4-7, 2012, Hamburg, Germany
	PD: 09-06-2012 ASD: 08-30-2012	"THB-SMM Edition 3"	SMM September 4-7, 2012, Hamburg, Germany
	PD: 09-07-2012 ASD: 08-31-2012	"THB-SMM Edition 4"	SMM September 4-7, 2012, Hamburg, Germany
	PD: 09-07-2012 ASD: 08-17-2012	"Ports of Lower Saxony"	Niedersächsischer Hafentag (Lower Saxony Port Festival) September 7, 2012, Stade, Germany
	PD: 09-18-2012 ASD: 09-06-2012	„Offshore“	Husum Wind Energy September 18-22, 2012
10/2012 October	PD: 10-12-2012 ASD: 10-02-2012	„Container“	
11/2012 November	PD: 11-16-2012 ASD: 11-06-2012	"Baltic Sea / Germany's Baltic Sea Ports"	
12/2012 December	PD: 12-07-2012 ASD: 11-27-2012	"Propulsion and Maneuvering Systems/Engine Services"	

6 Circulation and Distribution Analyses

1 Circulation audit: -

2 Circulation analysis:

Copies per issue on an annual average
 (July 1, 2008 to June 30, 2009)

Print run:	2,000
Actual total circulation:	1,975
of which outside of Germany:	286
Paid circulation:	1,381
of which outside of Germany:	116
Subscriber copies:	1,216
of which association member copies:	-
Other sales:	146
Single copies:	19
Free copies:	525
Unpaid (remaining), archive and advertiser's/ specimen copies:	69

3 Geographic distribution analysis:

Economic region	Proportional share of actual circulation	
Germany	85.5 %	1,689 copies
Foreign countries	14.5 %	286 copies
Actual total circulation	100.0 %	1,975 copies

4 Analysis of editorial to advertising ratio:

252 issues

(July 1, 2008 to June 30, 2009)

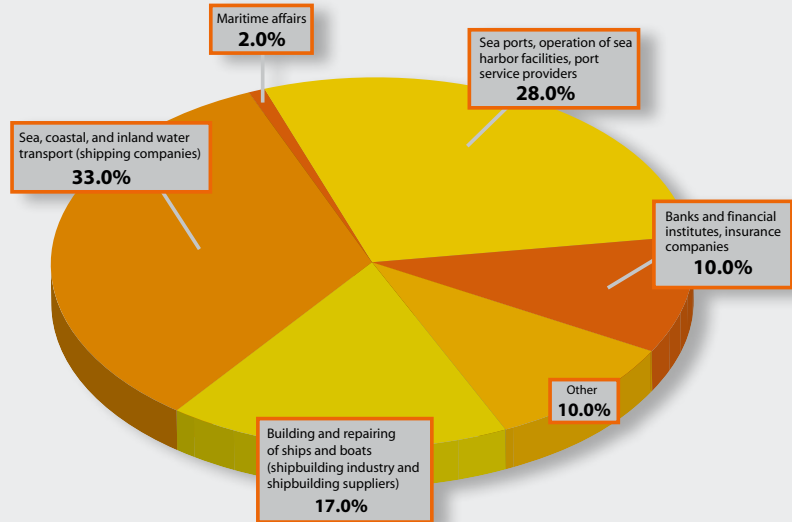
Magazine size: 215 mm width x 305 mm height

	Pages	%
Total volume:	4,244	100.0
Editorial pages:	4,051	95.5
Advertising pages	193	4.5
of which:		
-Job ads and classifieds:	130	67.4
-Tip-ins/inserts/wraps	-	-
-Publisher's own advertising:	16	8.3
Loose inserts:		10 lots

7 Reader Structure Analysis

6 Industries / Sectors / Fields / Professions

Class	Reader groups according to the German Classification of Economic Activities	Proportional share of actual circulation	
		Percent	Copies
	Actual total circulation	100.0	1,975
35,1	Building and repairing of ships and boats (shipbuilding industry and shipbuilding suppliers)	17.0	336
61,1	Sea and coastal water transport (shipping companies)	31.0	612
61,2	Inland water transport (shipping companies)	2.0	39
63,1	Maritime affairs	2.0	39
63,2	Sea ports, operation of sea harbor facilities	4.0	79
63,4	Service providers (port suppliers, ship chandlers, freight forwarders)	24.0	474
65,1	Banks and financial institutes	5.0	99
66,1	Insurance companies	5.0	99
—	Other	10.0	198



8 www.THB.info – Your Online Advertising Medium

Effective starting 01-01-2012

The various types of online ads are charged on a cost per thousand (CPT) basis. For advertisers, that means you only have to pay for quantifiable and verifiable ad impressions and advertising performance.

Please refer to the sample calculation below to assist you in your budget and advertising planning:
You decide to use the supersize banner (768 x 90 px) advertising format on the top of the page, and your budget is approx. 2,500 euros. The cost per thousand (CPT) of the supersize banner on the top of the page is EUR 120.00. That means that the cost for 1000 impressions of your banner would be EUR 120.00. Therefore, your budget (€ 2,500) would allow you to book 20,833 impressions.

Of course, you will be provided with precise impression logs of your banners during and/or after your campaign. We will be glad to e-mail you the current access statistics (Google Analytics) of our website. Get on board and use this opportunity!

- 1 Web address (URL):** www.THB.info
- 2 Target group:** Decision-makers from the following sectors: shipping, shipbuilding, maritime industry, fittings and equipment, port industry, port logistics and ship financing as well companies in related fields from industry, trade and commerce.
- 3 Contact partner**
Consultant/Ad Space Manager: John-Christoph Pernitt
Phone: +49 (0)40 23714-248
Fax: +49 (0)40 23714-255
E-mail: john-christoph.pernitt@dvvmedia.com
- 4 Access monitoring:** Google Analytics

- 5 Deadline for submitting data:**
at least 3 business days prior to placement, by e-mail to john-christoph.pernitt@dvvmedia.com

6 Discounts:

Ad Impressions	Discount
100,000	5%
150,000	10%
200,000	15%
250,000	20%
400,000	25%

or in accordance with the actual impression figures
(tie-ins/combinations are not possible)

- 7 Note regarding rotation:** Please note that online ads can be run on a rotating basis depending on the demand. That means that your button/banner will be displayed in rotation with others based on the placement and number of the purchased ad impressions.

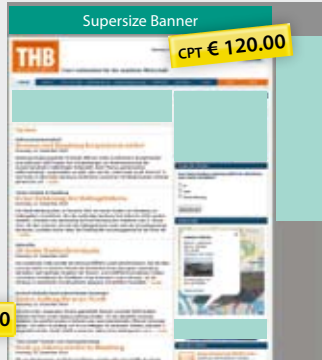
Type of Ad	Size	CPT
Half-size banner	300 x 60 pixels	€ 45.00
Banner /Content	468 x 60 pixels	€ 75.00
Supersize-Banner /Bottom	768 x 90 pixels	€ 90.00
Skyscraper	120 x 600 pixels	€ 90.00
Rectangle /Content	300 x 250 pixels	€ 120.00
Supersize-Banner /Top	768 x 90 pixels	€ 120.00
Wallpaper	880 x 120 pixels + 120 x 600 pixels	€ 200.00

8 Examples of ad formats:

Half Size-Banner
300 x 60 pixels



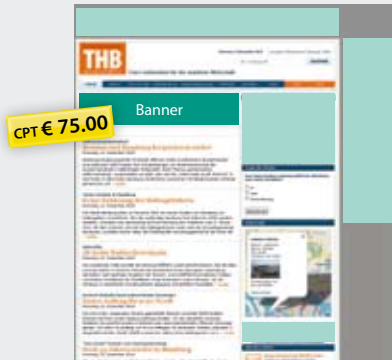
Supersize-Banner
768 x 90 pixels



Rectangle
300 x 250 pixels



Banner
468 x 60 pixels



Sky Scraper
120 x 600 pixels



Wallpaper
880 x 120 pixels + 120 x 600 pixels



For more information on advertising formats and sizes, user profiles, reach, coverage and rates, please contact:

John-Christoph Pernitt

Phone: +49 (0)40 23714-248

Fax: +49 (0)40 23714-255

E-mail: john-christoph.pernitt@dvvmedia.com


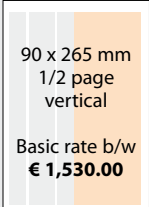
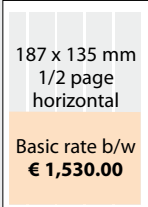
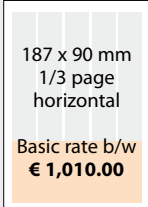
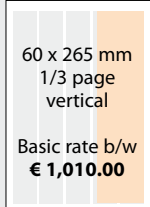
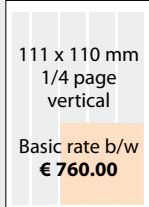
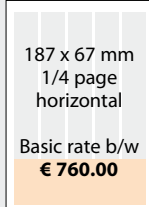
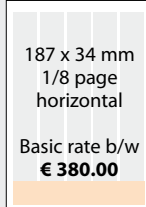
We will be pleased to arrange special formats and sizes, editorial specials, promotions, crossmedia and advertorials upon request.

9 Ad Order Form

Yes, please publish our advertisement in the following THB special supplements 2012:

Topic	Publication Date	Trade Fairs / Events
<input type="checkbox"/> "Bremen Ports"	February 17, 2012	
<input type="checkbox"/> "Shipbuilding Industry in Germany"	March 23, 2012	
<input type="checkbox"/> "See-Hafen-Kongress" ("Sea-Port Congress")	April 25, 2012	See-Hafen-Kongress, (Sea-Port Congress) April 25, 2012
<input type="checkbox"/> "Port of Hamburg"	May 11, 2012	823rd Hafengeburtstag (Port Anniversary Festival) May 11-13, 2012
<input type="checkbox"/> "Ferry Industry, including Ro-Ro Transport"	May 22, 2012	RoRo Exhibition May 22-24, 2012
<input type="checkbox"/> "Germany's Inland Ports & Hinterland Transport"	May 24, 2012	Hafenkongress (Port Congress) May 24-25, 2012
<input type="checkbox"/> "Port Logistics and Services, including Safety"	June 15, 2012	
<input type="checkbox"/> "Ship Financing and Insurance"	July 20, 2012	
<input type="checkbox"/> "Port Construction and Port Services"	August 3, 2012	JWP (JadeWeser Port) Opening August 5, 2012
<input type="checkbox"/> "Rostock: a Maritime Center"	August 9, 2012	Hanse Sail Maritime Festival August 9-12, 2012
<input type="checkbox"/> "Cruise Industry"	August 17, 2012	Cruise Days August 17-19, 2012
<input type="checkbox"/> "25th Anniversary of SMM, including Green Port / Green Shipping"	August 31, 2012	SMM / gemec September 4-7, 2012
<input type="checkbox"/> "THB-SMM Edition 1"	September 4, 2012	SMM September 4-7, 2012
<input type="checkbox"/> "THB-SMM Edition 2"	September 5, 2012	SMM September 4-7, 2012
<input type="checkbox"/> "THB-SMM Edition 3"	September 6, 2012	SMM September 4-7, 2012
<input type="checkbox"/> "THB-SMM Edition 4"	September 7, 2012	SMM September 4-7, 2012
<input type="checkbox"/> "Ports of Lower Saxony"	September 7, 2012	Niedersächsischer Hafentag (Lower Saxony Port Festival) September 7, 2012
<input type="checkbox"/> "Offshore"	September 18, 2012	Husum Wind Energy September 18-22, 2012
<input type="checkbox"/> "Containers"	October 12, 2012	
<input type="checkbox"/> "Baltic Sea / Germany's Baltic Sea Ports"	November 16, 2012	
<input type="checkbox"/> "Propulsion and Maneuvering Systems / Engine Services"	December 7, 2012	

Formats:

 <p>187 x 270 mm 1/1 (full) page</p> <p>Basic rate b/w € 3,060.00</p>	 <p>90 x 265 mm 1/2 page vertical</p> <p>Basic rate b/w € 1,530.00</p>	 <p>187 x 135 mm 1/2 page horizontal</p> <p>Basic rate b/w € 1,530.00</p>	 <p>187 x 90 mm 1/3 page horizontal</p> <p>Basic rate b/w € 1,010.00</p>	 <p>60 x 265 mm 1/3 page vertical</p> <p>Basic rate b/w € 1,010.00</p>	 <p>111 x 110 mm 1/4 page vertical</p> <p>Basic rate b/w € 760.00</p>	 <p>187 x 67 mm 1/4 page horizontal</p> <p>Basic rate b/w € 760.00</p>	 <p>187 x 34 mm 1/8 page horizontal</p> <p>Basic rate b/w € 380.00</p>
<input type="checkbox"/> 1/1 € 3,060.00	<input type="checkbox"/> 1/2 € 1,530.00	<input type="checkbox"/> 1/2 € 1,530.00	<input type="checkbox"/> 1/3 € 1,010.00	<input type="checkbox"/> 1/3 € 1,010.00	<input type="checkbox"/> 1/4 € 760.00	<input type="checkbox"/> 1/4 € 760.00	<input type="checkbox"/> 1/8 € 380.00

We will be happy to quote you a rate for other formats and sizes as well.

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<input type="checkbox"/> b/w min.	<input type="checkbox"/> 2C € 200.00	<input type="checkbox"/> 3C € 400.00	<input type="checkbox"/> 4C € 600.00
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