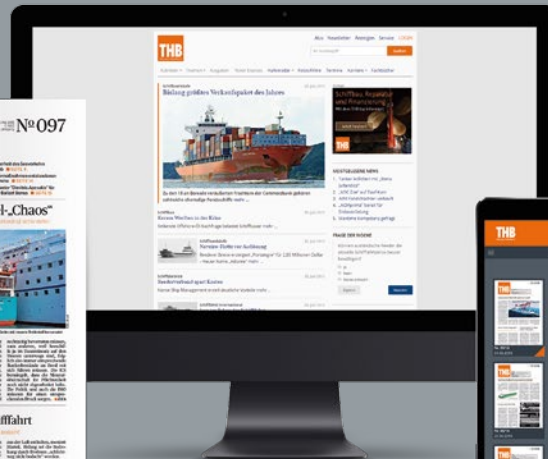


MEDIA INFORMATION 2019

GERMANY'S ONLY DAILY
PORT REPORT

KEY PUBLICATION FOR THE
MARITIME INDUSTRY



Your publish partner

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Editorial Profile/Publisher

1 Brief description:

The THB is the only German daily published port report with specialist reporting from all areas of shipping (such as liner shipping, tramp shipping, Ro/Ro, container shipping, ship financing, 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 traditional maritime advertising medium:

For more than 70 years, the THB has met the demands and requirements of the expectations of a competent and advertising effective medium in the industry. The THB is known for its above-average reader-sheet retention. Print / Online / Digital – this is how the new THB presents itself and provides the platform for your cross-medial advertising – for your target group.

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

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

5 Editors:

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6 **Volume/Year:** Volume 72, 2019

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 **Subscription and purchase price:**

Annual subscription for addresses in **Germany**

[Print/E-Paper/Online/App]: € 1,498

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

Annual foreign subscription [Print/E-Paper/Online/App]:

€ 1,498 (incl. shipping & handling)

Single issue (newsstand) price: € 6.60 (incl. VAT/sales tax)

9 **ISSN no.:** 0341-0870

Advertising Rate Card No. 57

Effective starting 01-01-2019

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
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 | Gesamt |
|----------------------|--------------|
| 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

- 7 Format surcharge**

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

Surcharge for bleeds are not eligible for discounts!

- 8 Job advertisements:**

| | |
|---|---------|
| Job announcement per mm (1-column, 42 mm width) | € 3.15 |
| Job wanted ad per mm (1-column, 42 mm width) | € 1.55 |
| Box service fee | € 15.00 |

Online job market

Possible in conjunction with a printed job advertisement! Job advertisements will run for six weeks on the job board at www.THB.info and www.schiffundhafen.de. **Price € 170.**

- 9 Inserts**

Loose insert, size 205 x 290 mm, up to a total weight of 25 g, total circulation. Rate: € 990, € 95 for each additional 10 g, total circulation

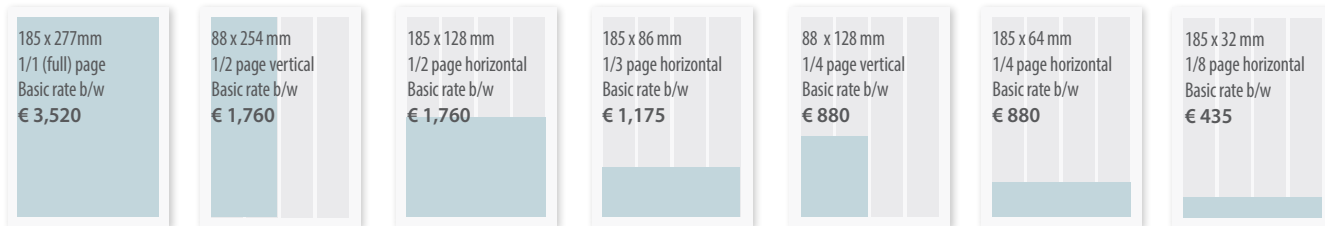
Mailing address for Inserts:

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

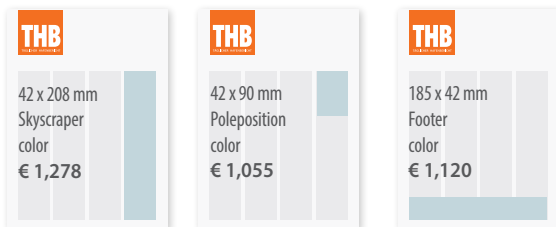
Advertising Rate Card No. 57

Effective starting 01-01-2019

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



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



Millimetre price per column € 2,75

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.

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

Effective starting 01-01-2019



| Month | Dates | Topics | Trade Fairs/Events |
|---------------|---|---|--|
| January 2019 | Publishing: 14.01.2019 Order: 04.01.2019 | Ports of Bremen | 5. Fachforum Projektlogistik , Bremen, Germany, 14.01.2019 |
| February 2019 | Publishing: 06.02.2019 Order: 25.01.2019 | High Value Cargo | Fruit Logistica , Berlin, Germany, 06.-08.02.2019 |
| April 2019 | Publishing: 02.04.2019 Order: 20.03.2019 | Green Shipping | 2nd Green Maritime Forum , Hamburg, 02. – 03.04.2019 |
| May 2019 | Publishing: 10.05.2019 Order: 29.04.2019 | Port of Hamburg | Harbour Anniversary , Hamburg, Germany, 10. – 12.05.2019 |
| | Publishing: 21.05.2019 Order: 09.05.2019 | Break Bulk Europe | Break Bulk , Bremen, Germany 21. – 23.05.2019 |
| June 2019 | Publishing: 04.06.2019 Order: 22.05.2019 | Container Traffic & Port Logistics | Transport Logistic , Munich, Germany, 04. – 07.06.2019 |
| | Publishing: 21.06.2019 Order: 07.06.2019 | Career & Education | |
| August 2019 | Publishing: 08.08.2019 Order: 26.07.2019 | Rostock: a centre for maritime trade | Hanse Sail , Rostock, Germany, 08. – 11.08.2019 |
| | Publishing: 23.08.2019 Order: 12.08.2019 | Ports of Lower Saxony | Lower Saxony Harbour Day , Wilhelmshaven Germany, 23.08.2019 |

| | | | | |
|-------------------|-----------------------|----------------------------|---------------------------------------|---|
| September 2019 | Publishing: Order: | 11.09.2019 30.08.2019 | Cruise Industry | Seatrade Europe , Hamburg, Germany, 11. – 13.09.2019 |
| | Publishing: Order: | 25.09.2019 13.09.2019 | Trimodale Logistic | Shipping Technics Logistics , Kalkar, Germany, 24. – 25.09.2019 |
| October 2019 | Publishing: Order: | 11.10.2019 30.09.2019 | Maritime Services | |
| | Publishing: Order: | *25.10.2019 *14.10.2019 | Ports of Schleswig-Holstein | Schleswig-Holstein Harbour Day , Husum, Germany, October 2019 |
| November 2019 | Publishing: Order: | 05.11.2019 24.10.2019 | Shipbuilding & Propulsion | Europort Rotterdam , Rotterdam, Netherlands, 05.– 08.11.2019 |
| | Publishing: Order: | 15.11.2019 04.11.2019 | Knuckle of Pork | Knuckle of Pork , Hamburg, Germany, 15.11.2019 |
| | Publishing: Order: | *20.11.2019 *08.11.2019 | Baltic Sea | „ZDS“ Membership Meeting , Hamburg, Germany, November 2019 |
| December 2019 | Publishing: Order: | 20.12.2019 09.12.2019 | THB Chronicle of the Year 2019 | |

*subject to alterations

Job Market – THB Company Profile

Effective starting 01-01-2019

1 Job market:

Every Friday publish your job ads in THB. THB - Deutsche Schifffahrtszeitung is the leading medium of the maritime industry and appeals to a wide range of potential, highly educated professional

Display advertising:

| | |
|---|---------|
| Job offers per mm (1-column, 35 mm wide) | € 3.15 |
| Jobs wanted per mm (1-column, 35 mm wide) | € 1.55 |
| Box fee | € 15.00 |

Online advertising:

The advertisement will be published for six weeks on www.thb.info and www.schiffundhafen.de on the job market pages.

Ad rate € 170. Only available in conjunction with print advertisement.

Newsletter:

The advertisement appears with company name, title and link twice - in the THB newsletter and in the Schiff und Hafen newsletter (you reach about 10,000 newsletter subscribers). The date of publication is every Thursday. **Ad rate € 200***

Job of the Week:

The advertisement appears with company name, title and link 6 weeks on the thb.info homepage. **Ad rate € 195***

Top Employer:

Logo and company name. Extra emphasis in the THB job market, **6 months: € 350, 1 year € 550***

* Only available in conjunction with a print and online advertisement.

2 Company Profile:

Provide users with information about your company, a link to your website, use our traffic for your site, and upgrade your profile with a business description + link

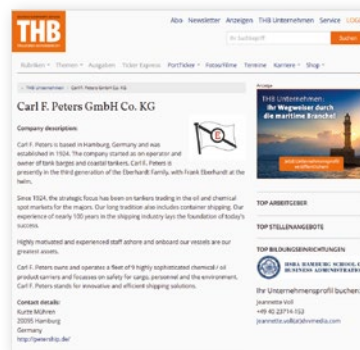
| | |
|----------|-------|
| 6 Months | € 250 |
| 1 Year | € 450 |

Benefits at a glance:

Exclusive profile design + Link + Contact details

Link to the THB editorial

Find your company profile in the Search and below your job ad



The screenshot shows a company profile on the THB website. The profile is for Carl F. Peters GmbH Co. KG, based in Hamburg, Germany. It includes a company description, contact details, and a list of services. The services listed are: TOP ARBEITSGEBER, TOP STÄLLENANGEBOTE, and TOP BILDUNGSBEREICHEN. The profile also features a logo and a link to the company website.

1 **THB – online:** The most important and current short news, the THB ticker, job advertisements and in-depth information about key topics (THB special supplements) – decision makers from the maritime industry and trade can find all of this at www.thb.info. Of course, we also provide our customers with the opportunity to use this attractive, highly topical environment for their advertisements.

2 **Facts:**

Access control a month:

Page Impressions:

Visits:

Unique Visits:



71.574*

42.756*

19.939*

* Effective: November 1st 2018 – October 1st 2018

3 **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.

4 **Size und pricing:**

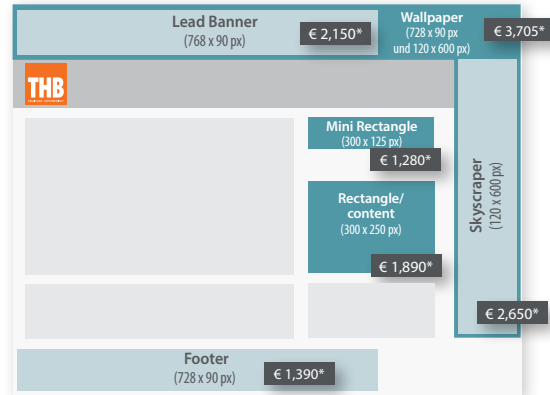
| Type of Ad | Size | Price per month |
|-------------------|----------------------------------|-----------------|
| Skyscraper | 120 x 600 Pixel | € 2,650 |
| Lead-Banner | 768 x 90 Pixel | € 2,150 |
| Rectangle/Content | 300 x 250 Pixel | € 1,890 |
| Footer | 728 x 90 Pixel | € 1,390 |
| Mini Retangle | 300 x 125 Pixel | € 1,280 |
| Wallpaper | 728 x 90 Pixel + 120 x 600 Pixel | € 3,705 |

5 **Deadline for submitting data:**

at least 3 business days prior to placement, by e-mail to vera.hermanns@dvmmedia.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>".



* Special formats, editorial special, promotions, crossmedia and advertorials on request.

THB-Newsletter

Effective starting 01-01-2019

The THB Newsletter. Your guide through the maritime economy

+++ You reach **3,552 Newsletter subscribers each week** +++

1 Frequency

The THB Newsletter reports by Email every Thursday on the latest developments in shipping and transport, trade. and industry.

Make use of THB's expertise and advertising efficiency and profit from a readership of 3,000 decision makers in the shipping industry every week.

2 Your Advertising Possibilities

Premium placement

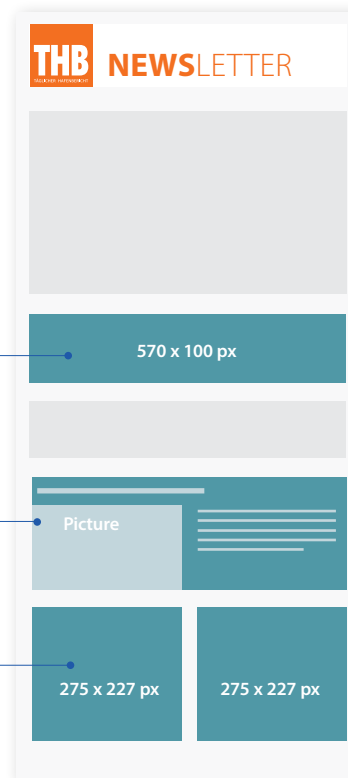
Size: 570 x 100 px
 Placement: Before first report
 File size: JPG or GIF (animated)
 File volume: max 150 KB
 Pricing: EUR 680 per issue

Text advertisement with image

Placement: After second report
 No. of characters: max 500 (blank-)letters
 Picture size: 275 x 180 px
 Pricing: EUR 580 per issue

Medium-Rectangle

Size: 275 x 227 px
 Placement: at foot
 File format: JPG or GIF (animated)
 File volume: max 150 KB
 Pricing: EUR 470 per issue



3 Discounts:

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

Cannot be used with existing discounts.

Booking deadline

Each Thursday of week before

Data delivery

Wednesday before publication to:

anzeigentechnik@dvvmedia.com

Changing advertising every week possible

Circulation and Distribution Analysis

1 Circulation analysis:

| | |
|-----------------------------------|--------------|
| Actual circulation: | 2,349 |
| subscribed copies: | 2,275 |
| free copies / other distribution: | 74 |

(status: third quarter/2018)

2 Industries / Sectors / Fields / Professions

| Class | Reader groups | Proportional share of actual circulation |
|-------|--|--|
| | | Percent |
| 35.1 | Building and repairing of ships and boats (shipbuilding industry and shipbuilding suppliers) | 17.0 |
| 61.1 | Sea and coastal water transport (shipping companies) | 31.0 |
| 61.2 | Inland water transport (shipping companies) | 2.0 |
| 63.1 | Maritime affairs | 2.0 |
| 63.2 | Sea ports, operation of sea harbor facilities | 4.0 |
| 63.4 | Service providers (port suppliers, ship chandlers, freight forwarders) | 24.0 |
| 65.1 | Banks and financial institutes | 5.0 |
| 66.1 | Insurance companies | 5.0 |
| - | Other | 10.0 |

Source: Reader survey

