

MEDIA INFORMATION 2026

GERMANY'S ONLY DAILY
PORT REPORT

KEY PUBLICATION FOR THE
MARITIME INDUSTRY



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Editorial Profile/Publisher

1 Brief description:

THB is the only daily trade newspaper for the maritime industry. It offers up-to-date reports from all relevant areas such as green shipping, Maritime 4.0, shipbuilding, port and transport management. In addition, special supplements provide in-depth background information on important events and core topics in the industry

2 THB – The voice of the maritime industry

As a well-established leading medium, the THB has been accompanying the maritime industry for over 77 years with its daily news and information, it is an indispensable source for experts and decision-makers in the industry.

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

4 Publisher: DVV Media Group GmbH, Hamburg

5 Editors:

Benjamin Klare ((Chief editor)

Phone: 040 23714-256, Email: benjamin.klare@dvvmedia.com

Ralf Johanning (Deputy editor-in-chief)

Phone: 040 23714-178, Email: ralf.johanning@dvvmedia.com

6 Volume/Year: Volume 79th, 2026

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

7 Publisher: DVV Media Group GmbH, Hamburg, Germany

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

9 ISSN no.: 2190-8753

Advertising Rate Card No. 64

Effective starting 01-01-2026

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; minimum 300 dpi in CMYK colour mode.

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
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Surcharge for bleeds are not eligible for discounts!

8 Job advertisements:

Vacancies Print	mm-price €3.50
Job search print	mm-price €2.60

Advertising Rate Card No. 64

Effective starting 01-01-2026

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

185 x 277 mm 1/1 (full) page € 3,590, b/w € 4,128, 2c € 4,667, 3c € 5,026, 4c	88 x 254 mm 1/2 page vertical € 1,910, b/w € 2,195, 2c € 2,483, 3c € 2,674, 4c	185 x 128 mm 1/2 page horizontal € 1,910, b/w € 2,195, 2c € 2,483, 3c € 2,674, 4c	185 x 86 mm 1/3 page horizontal € 1,295, b/w € 1,495, 2c € 1,695, 3c € 1,895, 4c	88 x 128 mm 1/4 page vertical € 960, b/w € 1,160, 2c € 1,360, 3c € 1,560, 4c	185 x 64 mm 1/4 page horizontal € 960, b/w € 1,160, 2c € 1,360, 3c € 1,560, 4c	185 x 32 mm 1/8 page horizontal € 480, b/w € 680, 2c € 880, 3c € 1,080, 4c
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10b Advertisement sizes and rates for cover page: Examples of special formats - other formats on request

 42 x 208 mm Skyscraper € 1,360, 4c	 42 x 90 mm Poleposition € 1.130, 4c	 185 x 42 mm Footer € 1,190, 4c
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Millimetre price per column €3.00

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 Frequency/publication	%	Quantity discount 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 2026

Effective starting 01-01-2026

Month	Dates		Topics	Trade Fairs/Events
January 2026	Publishing Order	30/01/2026 23/01/2026	Maritime Services	
February 2025	Publishing Order	13/02/2026 06/02/2026	Shipbuilding & Propulsion Technology	
March 2026	Publishing Order	05/03/2026 25/02/2026	Bremen Ports	LogisticsConnect Conference and Exhibition , March 5-6 2026, Bremen
April 2026	Publishing Order	17/04/2026 10/04/2026	Careers & Training	
	Publishing Order	29/04/2026 22/04/2026	National Maritime Conference	National Maritime Conference , April 29–30 2026, Emden
May 2026	Publishing Order	08/05/2026 30/04/2026	Port of Hamburg	837th Hamburg Port Anniversary , May 8–10 2026
	Publishing Order	22/05/2026 15/05/2026	Green Shipping	
June 2026	Publishing Order	03/06/2026 27/05/2026	Ports of Schleswig-Holstein	12th Schleswig-Holstein Port Day , June 03 2026, Kiel
	Publishing Order	16/06/2026 10/06/2026	Breakbulk	Breakbulk Europe , June 16–18 2026, Rotterdam

THB Special Supplements 2026

Effective starting 01-01-2026

Month	Dates		Topics	Trade Fairs/Events
August 2026	Publishing Order	06/08/2026 30/07/2026	Rostock Maritime Hub	35th Hanse Sail Rostock , August 6–10, 2026
September 2026	Publishing	01/09/2026	SMM Special Editions	SMM Hamburg , September 1–4, 2026
	Publishing	02/09/2026		
	Publishing	03/09/2026	Lower Saxony Ports	34th Lower Saxony Port Day , Papenburg, September 4, 2026
	Publishing	04/09/2026		
October 2026	Publishing Order	04/09/2026 28/08/2026	Maritime environmental protection	
	Publishing Order	02/10/2026 25/09/2026		
	Publishing Order	23/10/2026 16/10/2026		
	Publishing Order	28/10/2026 21/10/2026	Combined transports	11. German-Finnish Harbour Day 2026 , Lübeck, October 28, 2026
	Publishing Order		German-Finnish Port Day	
	Publishing Order			
November 2026	Publishing Order	06/11/2026 30/10/2026	Traditional Pork Knuckle Dinner	75th Knuckle of pork dinner 2026 , Hamburg, November 06, 2026
	Publishing Order	18/11/2026 11/11/2026	German Baltic Sea Ports	General Meeting Central Association of German Seaport Operation
December 2026	Publishing Order	18/12/2026 11/12/2026	Annual chronicle 2026	

THB Job Market

Effective starting 01-01-2026

1 The maritime job market:

Find top talent for the maritime industry! The maritime job market is the perfect solution for finding qualified specialists and executives. We intelligently combine print and online media to maximize your reach and minimize wastage. Your job advertisement reaches active and passive job seekers where they look for information:

Print job advertisement , price per mm - every Friday in the THB print / e-paper edition	EUR 3.50
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Online job advertisement / duration 8 weeks - on the online job portals of THB and Schiff & Hafen	EUR 300*
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Newsletter package / 11 publications - in the THB and Schiff & Hafen newsletters	EUR 300*
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*Price only applies in conjunction with the booking of a print job advertisement

New! Online/newsletter package (without print job advertisement)

Online job advertisement / Duration 8 weeks - on the online job portals of THB and Schiff & Hafen	EUR 600
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Newsletter package / 11 publications - in the newsletters of THB and Schiff & Hafen	EUR 400
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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

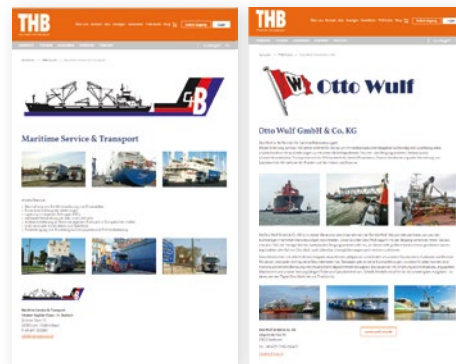
(further terms on request)

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:

Present your company, products, and services in a targeted way, right where the maritime industry gets its information. The THB website provides precise insights into industry news, logistics, and career topics, making it the perfect platform for your target audience.

2 Facts:

Access control (monthly):

Page Impressions: 35.853*

Visits: 28.304*

Unique Visits: 20.548*

* Average per month, March 2025 to August 2025 (Source: Matomo)

3 Note regarding rotation:

Due to high demand, banners may be placed in rotation. The rotation is limited to a maximum of three advertisers per banner.

4 Size und pricing:

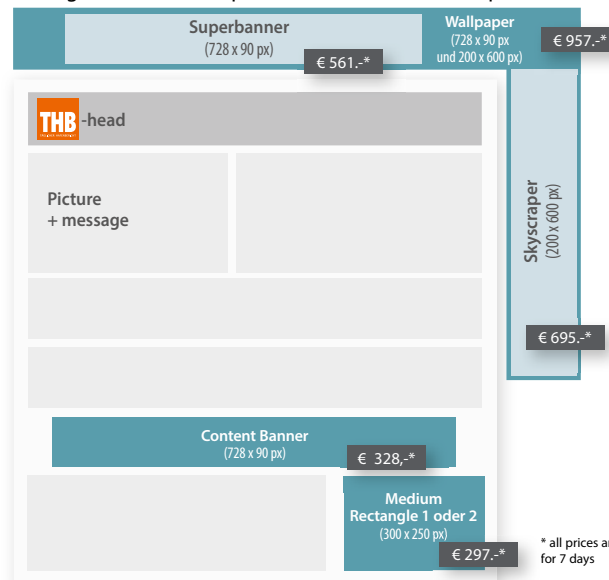
Size	Desktop	Mobile	weekly*
Super Banner (Leaderboard)	728 x 90 Pixel 980 x 90 Pixel	300 x 125 px	€ 561,-
Content Banner	728 x 90 Pixel	300 x 125 px	€ 328,-
Medium Rectangle	300 x 250 Pixel	300 x 250 px	€ 297,-
Skyscraper	120 x 600 Pixel 160 x 600 Pixel 200 x 600 Pixel	120 x 600 px 160 x 600 px 200 x 600 px	€ 695,-
Wallpaper (Super Banner M plus Skyscraper)	728 x 90 Pixel 120 x 600 Pixel	not suitable for mobile	€ 957,-

5 Deadline for submitting data:

at least 3 business days prior to placement, by e-mail to nicole.junge@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 01-01-2026



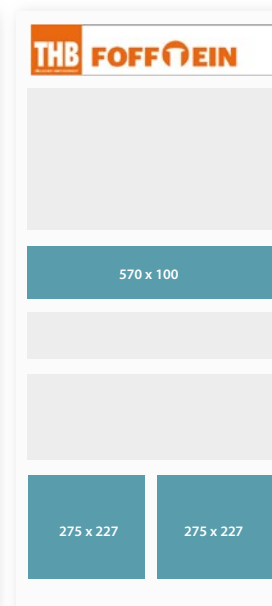
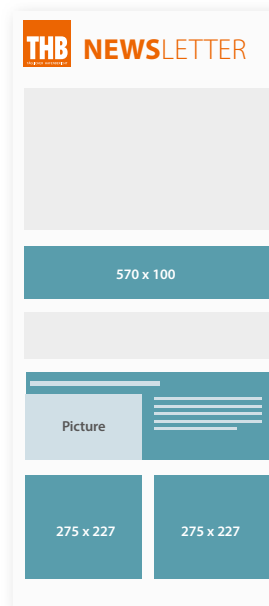
The THB Newsletter. Your guide through the maritime economy

The daily newsletter „FOFFTEIN“ delivers the latest news from the maritime industry at midday. For a weekly review, subscribers also receive the THB newsletter every Thursday, which features the most important news of the week.

Both newsletters offer you a unique editorial environment to place your advertising in a targeted way with no wasted reach.

2 Your Advertising Possibilities

	THB NEWSLETTER	THB FOFFTEIN
Premium placement	weekly	daily (for 5 publications) *
	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB Pricing: €360 per issue	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB Pricing: €610,- (for 5 publications)
Text advertisement with image	Placement: After second report No. of characters: max 500 (blank-)letters Picture size: 275 x 180 px Pricing: €400 per issue	<i>not bookable</i>
Medium-Rectangle	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB Pricing: €230 per issue	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB Price: €345,- (for 5 publications)



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: anzeigentechnik@dvvmedia.com
Changing advertising every week possible

Circulation and Distribution Analysis

1 Circulation:

Circulation	2.529
Digital user licences	1.938
Single subscriptions	412
Free licences	154

(status: 3rd quarter /2025)

2 Industries / Sectors / Fields / Occupational Groups

Reader groups	Proportional share of circulation
	Percent
Shipping Companies & Shipowners	35%
Port and Logistics Companies	19%
Shipbuilding & Supplier Industry	15%
Auditors, Consultants & Lawyers	8%
Authorities & Maritime Institutions	7%
Financial & Insurance Sector	6%
Engineering Firms & Technical Service Providers	5%
Other	2%

Source: Reader structure analysis (Status 2025)

