

MEDIA DATA

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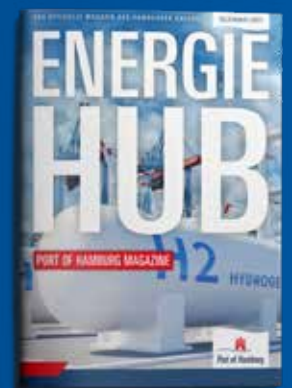
PORT OF HAMBURG MAGAZINE 2024

The Port of Hamburg's official magazine

Fascinating stories about the Port of Hamburg and the people behind the scenes there, interesting background reports and expert round tables – Port of Hamburg Magazine covers what is contemplated, planned and achieved in Germany's largest seaport. For each issue, publisher Port of Hamburg Marketing selects a keynote topic that is then scrutinized from all angles. Revealing diagrams plus the latest data and trends complete this information package. The subjects covered are as varied as the universal port itself: Shipping, digitalization, modes of transport, logistics, commodities, and many more. Port of Hamburg Magazine appears quarterly and is an attractive vehicle for traditional advertising and supplements. It completes the coverage of current news and everyday political topics on www.hafen-hamburg.de and in the Port of Hamburg newsletter PORTnews.

THE TOPICS FOR 2024

- Issue 1.2024: Jobs in the port
- Issue 2.2024: Universal Port Hamburg
- Issue 3.2024: Alternative Energies
- Issue 4.2024: Port Services



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PORT OF HAMBURG MAGAZINE 2024

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DISTRIBUTION

Distribution: 5,000 copies

of which: 4,250 in German / 750 in English

The combination of printed edition and e-paper in both versions boosts coverage within the readership.

Online distribution:

E-paper version in German and English at www.hafen-hamburg.de and www.portofhamburg.com with **more than one million clicks per month**. Stay up to date on the developments in the port and read the latest reports and articles digitally on your mobile device.
www.hafen-hamburg.de/de/port-of-hamburg-magazine/

Readership:

- Industrial companies
- Port and transport industry
- Trading and services companies
- Trade associations, clubs, institutions
- Shipping and logistics
- Trade press

TECHNICAL DETAILS

Frequency: 4 times per year, print order 5,000 copies thereof: 4,250 in German / 750 in English

Publication dates: March, June, September, December

Ad booking deadline: 4 weeks prior to publication

Printing: Sheet-fed offset

Colours/screen: EuroScala, up to 60 screen

Printing material: High-resolution print-pdf in 4c

Format: 210 x 297 mm (bleed: + 3 mm)

Ad production: On request, our production partner ELBREKLAME is happy to assist.

RATES 2024

Per insertion	Ad format	Rate
4c euro scale		
1/1 page	210 x 297 mm	3,000.00 euros
1/2 page	210 x 145 mm	1,700.00 euros
1/1 page U2/U3/U4	210 x 297 mm	4,500.00 euros

15% discount for members of Port of Hamburg Marketing
Insertions appear in the print edition and the e-paper.

Inserts: loose inserts

Up to 30 g per 1,000: 400.00 euros (specifications on request)
ELBREKLAME is happy to advise on formats and possibilities.

Special promotion: Rates on request.

For online advertising on hafen-hamburg.de, please inform yourself at:

www.hafen-hamburg.de/de/presse/mediadaten/

Separate Online advertising in the web version: Price on request

Terms of payment: Within 14 days, no deductions. Insertion bookings are handled by our partner Elbreklame, whose Terms and Conditions of Business apply.

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Inserts: Inserted loose
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THE TOPICS FOR 2024

Issue 1.2024: Jobs in the port

The Port of Hamburg is anything but boring. A mass of fascinating and demanding jobs exist there. The Port of Hamburg Magazine reports on 'The port as an attractive employer' and presents a selection of the jobs and the employers involved.

Closing date for bookings: Issue 1: 15.02.24

Issue 2.2024: Universal Port Hamburg

From wheat to electronic products to gigantic generators: The Universal Port of Hamburg offers the ideal solution for every transport requirement. Numerous handling terminals, but also hundreds of companies based around the port, are your guarantee of that.

Closing date for bookings: Issue 2: 15.05.24

Issue 3.2024: Alternative Energies

Energy transformation in the Port of Hamburg is increasingly taking shape. Shore-power units are live, opportunities for importing energy resources are being further developed, and energy production in the port is progressing. In parallel, more and more offshore wind parks are being constructed and operated. Ports play a crucial role there in their installation and supply.

Closing date for bookings: Issue 3: 14.08.24

Issue 4.2024: Port Services

The Port of Hamburg and companies there offer innumerable services, from packing via software to Customs clearance. These ensure efficient processes around the maritime supply chain.

Closing date for bookings: Issue 4: 14.11.24