

MEDIA DATA

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PORT OF HAMBURG MAGAZINE 2023

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 2023

Issue 1.2022: GATEWAY HAMBURG (Special: transport logistic)

Issue 2.2022: VIA HAMBURG

Issue 3.2022: DIRECT INTO HINTERLAND

Issue 4.2022: PORTS AS ENERGY HUBS FOR GERMANY



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DISTRIBUTION

Distribution: 6,000 copies

of which: 4,500 in German / 1,500 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 6,000 copies thereof: 4,500 in German / 1,500 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 2022

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:

<https://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

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THE TOPICS FOR 2023

Issue 1.2023: GATEWAY HAMBURG

Special: transport logistic

Terminal operators, the port industry, shipping companies and public bodies are tirelessly working to make the Port of Hamburg competitive and fit for the future, at the same time structuring it to become as 'green' as possible.

Copy deadline: Issue 1: 15.02.23

Issue 2.2023: VIA HAMBURG

The Port of Hamburg is connected with over 1,000 ports worldwide. New links are continuously being forged with the new or existing markets that are so vital for export-oriented Germany. This issue reveals which freight is being despatched, and where to.

Copy deadline: Issue 2: 15.05.23

Issue 3.2023: DIRECT INTO HINTERLAND

Hamburg is especially well positioned as a multimodal port. Superb barge, train and truck services ensure that shipments very rapidly reach their destination - whether inland or in a port.

Copy deadline: Issue 3: 14.08.23

Issue 4.2023: PORTS AS ENERGY HUBS FOR GERMANY

The energy crisis has shown us how vulnerable Germany is. Right now, we need solutions fit for the future. Ports have a crucial role to play in stable energy supply.

Copy deadline: Issue 4: 14.11.23