

MEDIA DATA

PORT OF HAMBURG
Magazine 2018

The official magazine of the Port of Hamburg

Interesting stories about the Port of Hamburg and the people behind the scenes there, fascinating background reports and interviews with the experts – Port of Hamburg Magazine shows its readers just what is being developed, planned and implemented in Germany's biggest seaport. Each issue from its publisher Port of Hamburg Marketing covers a single keynote theme, scrutinizing this from all angles. The package is rounded off by informative graphs on the latest trends and data. The topics covered reflect the versatility of the universal port itself: Shipping, digitalisation, mode of transport, logistics, commodities and much else. Port of Hamburg Magazine appears quarterly – whether for traditional insertions or supplements, this is an attractive advertising medium. It appears alongside news at www.portofhamburg.com and the Port of Hamburg's newsletter PORTnews.

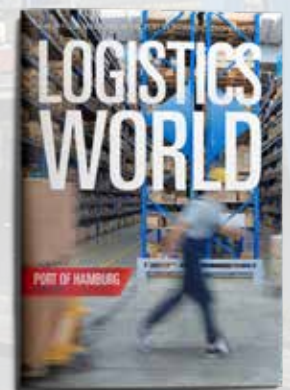
Topics 2018

Issue 1.2018: 50 Years of Container Handling in Hamburg

Issue 2.2018: Environment / Green Port

Issue 3.2018: Hinterland transport

Issue 4.2018: Cargo Services



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CIRCULATION

Print circulation: 8,500 copies

thereof: 7,000 in German / 1,500 in English

The combination of print edition and e-paper in German and English will increase the reach of the magazine.

Online circulation:

German and English e-paper versions at www.portofhamburg.com attract approx. 450,000 clicks per month.

Readership:

- Industrial companies
- Transport and port sector
- Trading and service companies
- Trade associations, societies, institutions
- Shipping and logistics sectors
- Trade press

TECHNICAL DETAILS

Frequency: 4 times per year, print order 8,500 copies

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Publication dates: March, June, September, December

Copy closing date: 4 weeks prior to publication

Printing process: 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 creation: Our production partner ELBREKLAME is happy to provide advice on request

RATES 2018

Per insertion	Format	Rate
4c EuroScala		
1/1 page	210 x 297 mm	3,000.00 EUR
1/2 page	210 x 145 mm	1,700.00 EUR
1/1 page inside front/back cover, outside back cover		
	210 x 297 mm	4,500.00 EUR

15% discount for HHM members

Insertions appear in the print edition and the e-paper.

Inserts:

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

Special promotion:

Price on request

Terms of payment:

Within 14 days, no discounts
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