

# MEDIA DATA

## PORT OF HAMBURG MAGAZINE 2019

### 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. Published by Port of Hamburg Marketing, each issue of the magazine covers a single keynote theme, scrutinizing it 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, modes of transport, logistics, commodities and much else. Port of Hamburg Magazine appears quarterly. This is an attractive advertising medium – whether for traditional advertisements or inserts. It supplements the news and current topics found at [www.portofhamburg.com](http://www.portofhamburg.com) and in the Port of Hamburg's newsletter PORTnews.

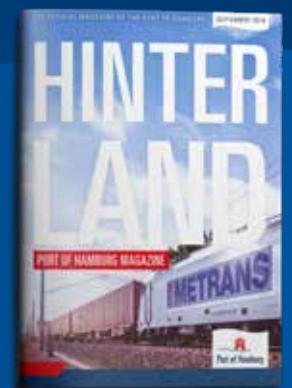
#### Topics 2019

Issue 1, 2019: **THE PORT IN THE FUTURE**

Issue 2, 2019: **HAMBURG and CHINA – The New Silk Road**

Issue 3, 2019: **HAMBURG'S MARKETS**

Issue 4, 2019: **CHEMICALS**



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### CIRCULATION

**Print circulation: 8,500 copies**

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

The combination of the print edition and e-paper in German and English increases the magazine's reach.

### Online circulation:

German and English e-paper versions at [www.portofhamburg.com](http://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  
thereof: 7,000 in German / 1,500 in English

**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 advise you about options and formats.

### RATES 2019

Per insertion 4c EuroScala	Format	Rate
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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Insertion 1/1 page  
210 x 297 mm  
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Insertion 1/2 page  
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1,700.00 EUR



Insertion 1/1 page inside front/back cover,  
outside back cover  
210 x 297 mm  
4,500 EUR



Inserts: Inserted loose  
for example 210 x 105 mm, 6-Page  
(specifications on request)

## TOPICS IN 2019

### **Issue 1, 2019: THE PORT IN THE FUTURE**

With a focus on innovation in the port, modernisation and extension of the infrastructure, and digitalisation in the Port of Hamburg, this issue starts off the year with an overview of interesting developments. The port and the companies in the port have set course for the future. The digitalisation strategies of the city and the port authority could also be interesting topics here.

### **Issue 2, 2019: HAMBURG and CHINA – The New Silk Road**

Hamburg is Germany's leading location for trade with China. The Port of Hamburg has excellent connections to the economic centres, regions, and ports in China through all modes of transport (shipping for seaborne cargo, rail connections landside, and air freight through the Hamburg Airport). The many activities around the New Silk Road provide for a lot of fascinating topics. Hamburg is showcased as the European hub for Chinese trade.

### **Issue 3, 2019: HAMBURG'S MARKETS**

Liner services link the Port of Hamburg with all the major economic regions worldwide. Its excellent hinterland connections, intermodal transport, and inland waterway and shortsea connections provide Germany's largest universal port with access to important markets. This issue will deal with markets and business regions in Europe and overseas, which – because of the dominance of China as Hamburg's most important trade partner by far – sometimes receive too little attention.

### **Issue 4, 2019: CHEMICALS**

The Port of Hamburg together with its neighbours Stade and Brunsbüttel plays an important role as a central region for the chemical industry in Northern Germany and is one of the leading sites for this industry in general. This issue will focus on the broad range of services for logistics and for all kinds of import/export goods in the area of chemicals and pharmaceuticals. The special requirements in regard to safety and security will also be discussed.