

MEDIA DATA

PORT OF HAMBURG MAGAZINE 2021

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 and in the Port of Hamburg's newsletter PORTnews.

THE TOPICS FOR 2021

Issue 1.2021: GREEN LOGISTICS

Issue 2.2021: BREAKBULK

Issue 3.2021: DIGITALIZATION

Issue 4.2021: WORLD TRADE



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CIRCULATION

Print circulation: 8,500 copies

thereof: 6,500 in German / 2,000 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 attract more than 1 million 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: 6,500 in German / 2,000 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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Inserts: Inserted loose
for example 210 x 105 mm, 6-Pager
(specifications on request)

THE TOPICS FOR 2021

Issue 1.2021: GREEN LOGISTICS

Alternative fuels such as LNG, hydrogen and electric power are of growing relevance for many modes of transport. The Port of Hamburg and the Metropolitan Region around the Hanseatic City offer scope for innovation and infrastructure. Brunsbüttel Ports should be Germany's first LNG hub. Hamburg companies like H&R Ölwerke Schindler and Heide Refinery are investing in hydrogen production. Becker Marine Systems is not only researching on the subject of LNG for ships, but is also promoting clean logistics by rebuilding a conventional truck as an H2 vehicle. The Hamburg municipal fleet of small craft, for example, shows that the new fuel has won acceptance. The company is in process of converting all its vessels.

Issue 2.2021: BREAKBULK

Bulk and project cargo business accounts for a considerable proportion of revenues in the universal Port of Hamburg. Some terminals and many companies have specialized in this, daily ensuring smooth handling of cargoes. Whether steel, coal, forestry products or such heavy cargoes as plant and transformers – these are all handled in the Port of Hamburg and its Metropolitan Region. The companies also offer customized shipments to and from the port hinterland.

Issue 3.2021: DIGITALIZATION

The international ITS Congress in Hamburg is coming up. The port is one of the players that live and breathe digitalization and in parallel digitally monitor physical goods on their journey. An intelligent infrastructure has been created in the City of Hamburg, directing the traffic so as to keep jams to a minimum. A high degree of cyber-security is essential if everything is to run smoothly.

Issue 4.2021: WORLD TRADE

Brexit, bilateral treaties, sanctions for Russia – and world trade stands before transformation. As a trade hub, the Port of Hamburg reacts flexibly to change. Being specialists in international regulations, companies in the Port of Hamburg can handle novel conditions to perfection. However world trade develops, the supply chain therefore remains stable.