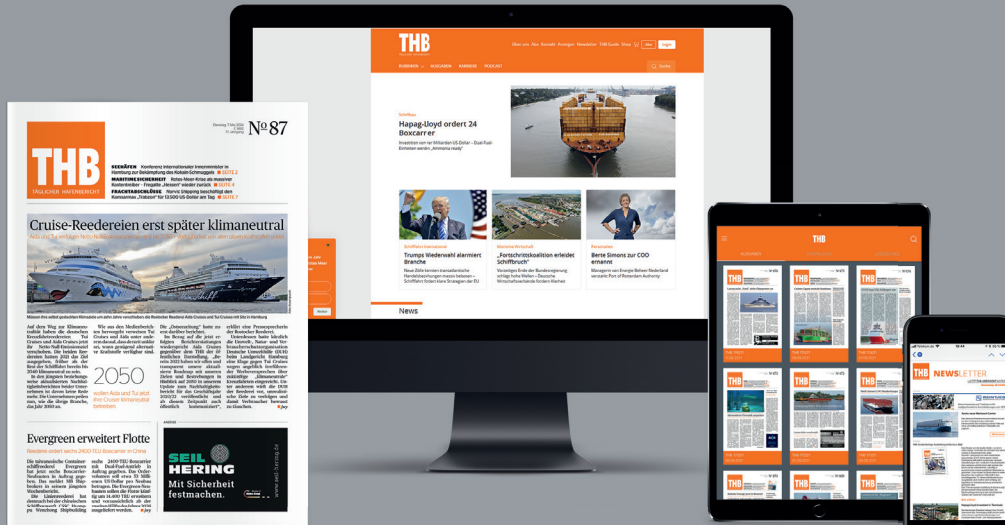


# MEDIA INFORMATION 2025

GERMANY'S ONLY DAILY  
PORT REPORT

KEY PUBLICATION FOR THE  
MARITIME INDUSTRY



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## Editorial Profile/Publisher

### 1 **Brief description:**

The THB is the only German daily published port report with daily updated specialist reports from all areas of shipping (e.g. Green Shipping, Maritim 4.0, shipbuilding, R, container shipping, accessories, equipment, port management) as well as from the transport industry, industry and trade. The editorial program is supplemented by regular sections about Cargo transactions and ship movements in all German ports and in the Kiel Canal. A large number of special supplements on maritime topics and events round off the editorial profile.

### 2 **THB – the leading medium of the maritime industrie:**

For over 76 years, the THB has been delivering news and information on a daily basis and is an indispensable companion for decision-makers and experts in the maritime industry.

### 3 **Memberships:** Media database of the Deutsche Fachpresse (German Business Media)

### 4 **Publisher:** DVV Media Group GmbH, Hamburg

### 5 **Editors:**

**Eckhard-Herbert Arndt** (Chief editor)

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**Benjamin Klare** (Deputy editor-in-chief)

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### 6 **Volume/Year:** Volume 78th, 2025

Frequency of publication: 5 days a week, Monday-Friday

### 7 **Publisher:** DVV Media Group GmbH, Hamburg, Germany

**postal address:** Postfach 10 16 09, D-20010 Hamburg

company address: Heidenkampsweg 73-79, D-20097 Hamburg

phone: +49/40/237 14 - 01 • fax: +49/40/237 14 - 256

### 8 **Reference prices:** [www.thb.info/abo](http://www.thb.info/abo)

### 9 **ISSN no.:** 2190-8753

# Advertising Rate Card No. 63

Effective starting 01-01-2025

Target Industries and Audience  
Port Industry / Port Technology  
Shipbuilding Industry / Shipbuilding Suppliers  
Shipping Companies / Agents  
Maritime Transport



- 1 **Magazine format:** 215 mm width, 305 mm height
- 2 **Type area:** 185 mm width, 285 mm height
- Number of columns:** 4 columns, column width: 35 mm

1-column	42 mm
2-column	88 mm
3-column	134 mm
4-column	185 mm

- 3 **Technical data:**  
Printing and binding processes: Digital printing, newspaper folding  
Paper type: Digi Gold IceWhite 100g  
Pressure profile: ISO Coated v2 330%  
Printing documents: Digital data in PDF, EPS or as TIF file; minimum 300 dpi in CMYK colour mode.
- 4 **Publication dates and ad submission deadline:**  
Frequency of publication: 5 days a week, Monday-Friday  
Publication dates of special supplements: see page 6+7  
Ad submission deadline: 11:00 pm on the day before publication
- 5 **Terms of payment:**  
Due and payable in full upon receipt of invoice  
Sales tax/VAT ID no.: DE 118619873  
**Bank account:**  
Deutsche Bank AG  
Account no.: 020 14 26 00 (BLZ 200 700 00)  
IBAN DE 83 2007 0000 0020 1426 00  
BIC (Swift) DEUTDEHH

## 6 Print-ready material format for bleed ads:

Format	Total
1/1 (full) page	215 x 305 mm
1/2 page, horizontal	215 x 152 mm
1/2 page, vertical	103 x 305 mm

plus 3 mm trim at all outer edges

## 7 Format surcharge

Bleed advertisement	10 % surcharge
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Surcharge for bleeds are not eligible for discounts!

## 8 Job advertisements:

Vacancies Print	mm-price 3,45 €
Job search print	mm-price 2,55 €

## 9 Supplements

Loosely inserted, format 205 x 290 mm, up to 25 g total weight,  
Price 495,- net (including digital print run), each additional 10 g, € 45 net

Shipping address inserts:  
Albert Bauer Companies GmbH & Co. KG,  
Conventstrasse 1-3, D-22089 Hamburg, Germany  
(Waybill note: For „THB“ – No. ...)




# Advertising Rate Card No. 63

Effective starting 01-01-2025

## 10a Advertisement formats and rates (b/w): (width x height in mm)

185 x 277mm 1/1 (full) page € 3,590, b/w € 4,128, 2c € 4,667, 3c € 5,026, 4c	88 x 254 mm 1/2 page vertical € 1,910, b/w € 2,195, 2c € 2,483, 3c € 2,674, 4c	185 x 128 mm 1/2 page horizontal € 1,910, b/w € 2,195, 2c € 2,483, 3c € 2,674, 4c	185 x 86 mm 1/3 page horizontal € 1,295, b/w € 1,495, 2c € 1,695, 3c € 1,895, 4c	88 x 128 mm 1/4 page vertical € 960, b/w € 1,160, 2c € 1,360, 3c € 1,560, 4c	185 x 64 mm 1/4 page horizontal € 960, b/w € 1,160, 2c € 1,360, 3c € 1,560, 4c	185 x 32 mm 1/8 page horizontal € 480, b/w € 680, 2c € 880, 3c € 1,080, 4c
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## 10b Advertisement sizes and rates for cover page: Examples of special formats - other formats on request

 42 x 208 mm Skyscraper € 1,360, 4c	 42 x 90 mm Poleposition € 1.130, 4c	 185 x 42 mm Footer € 1,190, 4c
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Millimetre price per column € 2,98

Please add the applicable statutory sales tax/VAT to all rates listed here.

**Color surcharges, special/preferred positions, bleeds and additional technical costs are not eligible for discounts.**

The General Terms and Conditions of Business are available online at: [www.THb.info/mediadaten/agb.html](http://www.THb.info/mediadaten/agb.html).

## 11 Preferred/special position (surcharge):

Binding position specifications	10% surcharge
Cover page of special supplements	10% surcharge

## 12 Color surcharges:

Per additional color	15% surcharge (min. € 200)
4C color surcharge	40% surcharge (min. € 600)

## 13 Discounts: Placements within 12 month period (advertising year)

Frequency discount	%	Quantity discount	%
Frequency/publication		Number of pages	
3 x	5	1	5
6 x	10	3	10
12 x	15	6	15
24 x	20	12	20
up 52 x	25	up 24	25

# THB Special Supplements 2025

Effective starting 01-01-2025

Month	Dates	Topics	Trade Fairs/Events
January 2025	Publishing Order 24.01.2025 17.01.2025	<b>Maritime Services</b>	
February 2025	Publishing Order 21.02.2025 14.02.2025	<b>Green Shipping</b>	
March 2025	Publishing Order 06.03.2025 27.02.2025	<b>Ports of Bremen</b>	<b>Kongressmesse LogisticsConnect</b> , 6-7 March 2025, Bremen
	Publishing Order 28.03.2025 21.03.2025	<b>Career &amp; Training</b>	
April 2025	Publishing Order 10.04.2025 03.04.2025	<b>Ports of Schleswig-Holstein</b>	<b>11. Schleswig-Holstein Ports Day, Wyk auf Föhr</b>
May 2025	Publishing Order 09.05.2025 02.05.2025	<b>Port of Hamburg</b>	<b>836th Harbour Anniversary</b> , Hamburg 9-11 May 2025
	Publishing Order 12.05.2025 05.05.2025	<b>National Maritime Conference</b>	<b>National Maritime Conference</b> , 12-13 May 2025, Emden
	Publishing Order 13.05.2025 06.05.2025	<b>Breakbulk</b>	<b>Breakbulk Europe</b> , May 13-15 May 2025, Rotterdam

# THB Special Supplements 2025

Effective starting 01-01-2025

Month	Dates	Topics	Trade Fairs/Events
June 2025	Publishing Order 02.06.2025 26.05.2025	<b>Multimodal logistics</b>	<b>transport logistic 2025</b> , 2-5 June, München
	Publishing Order 02.06.2025 26.05.2025	<b>Shipbuilding &amp; Drive Technology</b>	<b>Nor Shipping 2025</b> , 2-6 June, Oslo
	Publishing Order 13.06.2025 06.06.2025	<b>Maritime environmental protection</b>	
August 2025	Publishing Order 07.08.2025 31.07.2025	<b>Maritime Location Rostock</b>	<b>34th Hanse Sail Rostock</b> , 7-10 August 2025
September 2025	Publishing Order 05.09.2025 29.08.2025	<b>Ports of Lower Saxony</b>	<b>33st Lower Saxony Port Day</b>
	Publishing Order 16.09.2025 09.09.2025	<b>Offshore Wind Energy</b>	<b>Husum Wind</b> , 16-19 September 2025
October 2025	Publishing Order 17.10.2025 10.10.2025	<b>Combined transports</b>	
November 2025	Publishing Order 05.11.2025 29.10.2025	<b>German-Finnish Harbour Day</b>	<b>10. German-Finnish Harbour Day</b> , Lübeck
	Publishing Order 07.11.2025 30.10.2025	<b>Kuckle of pork dinner 2025</b>	<b>75th Knuckle of pork dinner 2025</b> , Hamburg
	Publishing Order 19.11.2025 12.11.2025	<b>Baltic Sea   German Baltic Sea Ports</b>	<b>Central Association of German Seaport Operation</b>
December 2025	Publishing Order 19.12.2025 12.12.2025	<b>Annual chronicle 2025</b>	

# THB Job Market

Effective starting 01-01-2025

# THB Guide



## 1 Job market:

Are you looking for specialist or managerial staff in the maritime industry? With the maritime job market you can reach your potential new employees without wastage. Through the optimal combination of print and online, we offer a high reach. Address the actively and the latently searching applicants directly! Your job advertisement appears in THB on Fridays, online for 8 weeks in the job portals of THB and Schiff & Hafen port job portals and a total of 3 times in the weekly weekly newsletters of THB and Schiff & Hafen as well as in the daily THB newsletter „FOFFTEIN“.

### Job advertisements Print

Vacancies Print	mm-price EUR 3,45
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### Online Job Advert

8 weeks online presence in the job market at [www.thb.info](http://www.thb.info) and [www.schiffundhafen.de](http://www.schiffundhafen.de)

Online job advert	EUR 285
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(Only possible in conjunction with print advertisement!)

### Newsletter Job Advert

Your job advertisement will appear 3 times in each of the newsletters of THB, THB-FOFFTEIN and Schiff & Hafen newsletters (approx. 6,950 recipients )

Newsletter job advert	EUR 285
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(Only possible in conjunction with print and online ad placement)

## 2 THB Guide - Company Profile:

With the THB Guide we offer the possibility to present your company, your products and services to the decision makers and experts of the maritime industry on the homepage of the Daily Port Report!

6 Months	EUR 310
12 Months	EUR 465

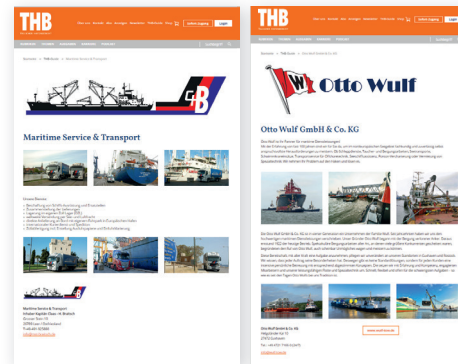
(further terms on request)

### Benefits at a glance:

Your company presence in the specialist portal for the maritime industry

With linking to your homepage (social media)

Update of your entry possible at any time





## 1 THB – Online:

Important and current industry news, the THB ticker, Information on key topics (THB special supplements), Job ads of the THB job market - find it all Decision makers from the maritime industry at www.THB.info. The ideal environment for your advertising campaign.

## 2 Facts:

**Access control (monthly):** Analytics  
**Page Impressions:** 48.762\*  
**Visits:** 33.418\*  
**Unique Visits:** 21.093\*

\* Average per month, September 2023 to September 2024 (Measurable range)

## 3 Note regarding rotation:

In case of high demand, it is possible that your banner will be placed in rotation. The rotation is limited to a maximum of three advertisers per Banner limited.

## 4 Size und pricing:

Size	Desktop	Mobile	weekly*
Super Banner (Leaderboard)	728x90 Pixel	300 x 125 px	€ 561,-
	980x90 Pixel		
Content Banner	728x90 Pixel	300 x 125 px	€ 328,-
Medium Rectangle	300x250 Pixel	300 x 250 px	€ 297,-
Skyscraper	120x600 Pixel	120 x 600 px	€ 695,-
	160x600 Pixel	160 x 600 px	
	200x600 Pixel	200x 600 px	
Wallpaper (Super Banner M plus Skyscraper)	728x90 Pixel	not suitable for mobile	€ 957,-
	120x600 Pixel		

## 5 Deadline for submitting data:

at least 3 business days prior to placement, by e-mail to nicole.junge@dvmmedia.com

## 6 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html and JavaScript) or third-party-provider tags.
- URLs have to be integrated in a html5-banner using html or a JavaScript enabled browser.
- File size: maximal 100KB (with regard to html5-banners this refers to the total size of all integrated images).
- JavaScript tags: Banner activation via Google DoubleClick for Publishers (DFP). We kindly ask you to send only the JavaScript tag. The tag starts with "<script>" and ends with "</noscript>".

\* all prices are for 7 days

# THB-Newsletter

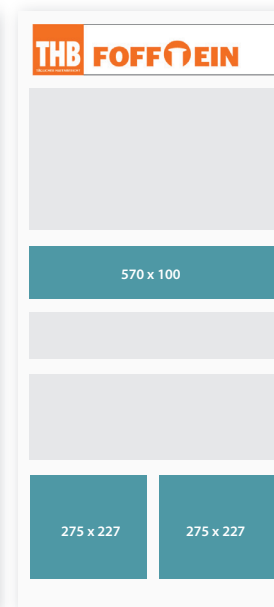
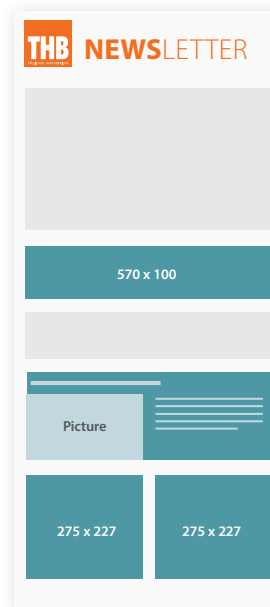
Effective starting 01-01-2025

## The THB Newsletter. Your guide through the maritime economy

The new digital information offering “Fofftein”, which the THB publishes every day of the week at 12 p.m. sharp, offers a real Information advantage for all subscribers with compact short messages on important industry topics (approx. 1,500 recipients, exclusive only for THB subscribers). The weekly THB newsletter provides the most important ones News of the week. The newsletter is published every Thursday on approx. 2,500 registered newsletter subscribers sent.

## 2 Your Advertising Possibilities

	THB NEWSLETTER	THB FOFFTEIN
<b>Premium placement</b>	<i>weekly</i>	<i>daily (for 5 publications) *</i>
	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 360 per issue</b>	Size: 570 x 100 px Placement: Before first report File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 610,- (for 5 publications)</b>
<b>Text advertisement with image</b>		
	Placement: After second report No. of characters: max 500 (blank-)letters Picture size: 275 x 180 px <b>Pricing: EUR 400 per issue</b>	<i>not bookable</i>
<b>Medium-Rectangle</b>		
	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB <b>Pricing: EUR 230 per issue</b>	Size: 275 x 227 px Placement: at foot File Size: JPG or PNG File volume: max 150 KB <b>Price: EUR 345,- (for 5 publications)</b>



### 3 Discounts:

Volume	Discount
4 weeks	10 %
8 weeks	15 %
12 weeks	20 %

\*Other booking periods on request.

Cannot be used with existing discounts.

#### Booking deadline

Each Monday of week before

#### Data delivery

Tuesday before publication  
to: [anzeigen@dvvmedia.com](mailto:anzeigen@dvvmedia.com)  
Changing advertising every week possible

# Circulation and Distribution Analysis

## 1 Circulation:

<b>Circulation</b>	<b>2,524</b>
Digital user licences	<b>1.938</b>
Single subscriptions	<b>450</b>
Free licences	<b>136</b>

(status: 4nd quarter /2024)

## 2 Industries / Sectors / Fields / Professions

Reader groups	Proportional share of circulation
	Percent
Building and repairing of ships and boats (shipbuilding industry and shipbuilding suppliers)	19.0
Sea and coastal water transport (shipping companies)	43.0
Associations	6.0
Sea ports, operation of sea harbor facilities	6.0
Service providers (port suppliers, ship chandlers, freight forwarders)	14.0
Authorities and institutions	7.0
Energy	2.0
Other	3.0

Source: Reader structure analysis (Status 2023)

