

# MEDIA DATA

## PORT OF HAMBURG MAGAZINE 2022

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](http://www.hafen-hamburg.de) and in the Port of Hamburg newsletter PORTnews.

### THE TOPICS FOR 2022

Issue 1.2022: **WORKPLACE PORT**

Issue 2.2022: **CONTAINER PORT HAMBURG**

Issue 3.2022: **THE PORT AND CLIMATE**

Issue 4.2022: **DIGITALIZATION**



**BOOK NOW!**

Phone +49 (0)40-2530477-1

# PORT OF HAMBURG MAGAZINE 2022

## MEDIA DATA

### DISTRIBUTION

**Distribution: 8,500 copies**

**of which: 6,500 in German / 2,000 in English**

The combination of printed edition and e-paper in both versions boosts coverage within the readership.

### Online circulation:

E-paper version in German and English at [www.hafen-hamburg.de](http://www.hafen-hamburg.de) and [www.portofhamburg.com](http://www.portofhamburg.com) with over one million clicks per month.

### 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 8,500 copies thereof: 6,500 in German / 2,000 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 4c euro scale	Ad format	Rate
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% rebate 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

**Terms of payment:** Within 14 days, no deductions

Port of Hamburg Magazine is published by  
Port of Hamburg Marketing (HHM)

**Publisher:** Axel Mattern (HHM)  
**Editorial team:** Port of Hamburg Marketing (HHM)  
Bengt van Beuningen, Ralf Johanning, Lea Mentzel  
Phone: +49 (0)40-37709-0, [presse@hafen-hamburg.net](mailto:presse@hafen-hamburg.net)

**Production and distribution:** ELBREKLAME  
Marketing & Kommunikation EMK GmbH  
Holländische Reihe 8  
22765 Hamburg  
Phone: +49 (0)40-2530477-1

**Advertisements:** Holger Grabsch  
Phone: +49 (0)40-2530477-1  
[holger.grabsch@elbreklame.de](mailto:holger.grabsch@elbreklame.de)

**Bank details:** Hamburger Sparkasse  
IBAN: DE88 2005 0550 1048 2156 59  
BIC: HASPADEHXXX



Insertion 1/1 page  
210 x 297 mm  
3,000.00 euros



Insertion 1/2 page  
210 x 145 mm  
1,700.00 euros



Insertion 1/1 page U2/U3/U4,  
210 x 297 mm  
4,500 euros



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

# PORT OF HAMBURG MAGAZINE 2022

## THE TOPICS FOR 2022

### **Issue 1.2022: PORT AS WORKPLACE**

Over 600,000 jobs throughout Germany depend directly or indirectly on the Port of Hamburg – and the trend is upwards. The port offers attractive career choices in almost all sectors of the economy. To find and nurture the next generation is of immense importance for businesses there. From forwarders via ship pilots to shipping managers, the broad range of activities in the port is virtually unparalleled in any other field.

**Deadline for ads: Issue 1: 15.02.22**

### **Issue 2.2022: CONTAINER PORT HAMBURG**

The striking box has shaped world trade for over half a century. As before, in the Port of Hamburg it accounts for the bulk of all seaborne cargo throughput. The port performs essential functions at the land/sea transport interfaces. With high-performance 24/7 terminals, expanding infrastructure and improved processing of cargo-handling processes, the port is adapting to larger vessels, new technologies and special peak loads. Intelligent management ensures its success for the benefit of port customers, shipowners, forwarders and transport companies.

**Deadline for ads: Issue 2: 13.05.22**

### **Issue 3.2022: PORT AND CLIMATE**

Low-emission propulsion, new technologies and smart traffic management aim to protect the climate. A multitude of alternative and sustainable approaches beckon. Yet which one is correct? Shipping companies, terminal operators and also government agencies are working untiringly to make the Port of Hamburg fit for the future and to face competition, at the same time making it as 'green' as possible.

**Deadline for ads: Issue 3: 12.08.22**

### **Issue 4.2022: DIGITALIZATION**

Hamburg gained a lot from the ITS World Congress in 2021. Digitalization, transparency and networking are key features for the port of the future. Yet this trend also conceals risks for all involved. Along with intelligent solutions, cybersecurity takes highest priority.

**Deadline for ads: Issue 4: 14.11.22**