

# MEDIA DATA 2024

SUT SHIPPING AND TECHNOLOGY  
The magazine for intermodal logistics - ports - rail  
[www.schiffahrtundtechnik.de](http://www.schiffahrtundtechnik.de)





## WHAT DOES SUT OFFER?

Eight issues yearly inform about latest topics of freight transport by all transportation modes in Europe. Practice-experienced journalists research on-location and write plain text. Main focus topics are transport and logistics in sea and inland ports, handling technology, coastal shipping and inland navigation, shipyards, shipbuilding and ship technology, railway, traffic politics, infrastructure planning, as well as port construction and marine works. The CONTAINERTICKER – unique in Europe – makes the rapid development in intermodal traffic between sea and inland terminal transparent.

In addition to our print magazine, we offer further content, information and features like newsletters, podcasts and social media films. As media partner of leading trade fairs in Europe, we organize specialist forums and congresses. Furthermore, we are partner of institutions and academies for education and training.

## THE BRAND SUT COMPRISES

- Magazine
- E-paper
- Online portal
- Newsletter
- Podcast and social media films
- Partner of academies for education and training





**monthly**

8 ISSUES

**43. year**

2024

**www.schiffahrtundtechnik.de**

WEB ADDRESS (URL)

**88.8 %** of B2B decision-makers use regularly or occasionally one or more trade magazines.

**52.6 %** of the users fall back on them on a regular basis.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2022



**PUBLISHING HOUSE:**

TECVIA GmbH  
Verlag Heinrich Vogel  
Aschauer Straße 30  
81549 Munich, Germany  
Phone +49 89 203043-0  
sales.vhv@tecvia.com  
www.tecvia.de

**PUBLISHER:** Hans-Wilhem Dünner  
Phone +49 171 3084346  
h.w.duenner@schiffahrtundtechnik.de



**MANAGING EDITOR:** Martin Heying  
Phone +49 151 62428491  
sut-redaktion@tecvia.com



**EDITOR:** Sarah Kuhn  
Phone +49 89 203043-0417  
sut-redaktion@tecvia.com



### WHO ARE THE READERS OF SUT?

The trade magazine is aimed at specialists and executives for intermodal logistics and transports. SUT provide information about topics concerning port-related freight transport.

Decision-makers in inland navigation and coastal shipping, railway undertakings, port industries, terminal operators, logistics service providers, shipbuilding and marine works, politics and administration inform themselves about freight transport by all transportation modes in Europe.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **56.6 %** use trade magazines, whereas above 40 the percentage is **51.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media)-Special Analysis – LAE 2022

### SUBSCRIPTION

ISSN 2190-9911

#### Annual subscription price

Inland: € 57.80 incl. packing/posting plus statutory VAT.

European countries: € 73.80 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail [vertriebsservice@tecvia.com](mailto:vertriebsservice@tecvia.com)

General conditions:

Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

Bank account:

UniCreditBank AG, Munich, Germany

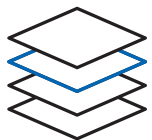
IBAN: DE02 7002 0270 1830 2092 00, BIC: HYVEDEMMXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 152942001



**4,700**

PRINT RUN SUT\*

PRINT

**4,692**

ACTUAL DISTRIBUTED CIRCULATION (ADC):\*

**655**

PAID CIRCULATION\*



DIGITAL

**2,581**

SESSIONS\*\*

(average of three months, January to March 2023)

**5,025**

PAGE IMPRESSIONS\*\*

(average of three months, January to March 2023)

**678**

NEWSLETTER SUBSCRIBERS\*\*

(August 2023)

Advertising is perceived as valuable content and information and serves the purpose of staying in the loop of what happens in the industry.

**78 %** agreed: „Advertising is a useful component in trade media“.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Association of Business Media) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019

## Further channels

SOCIAL MEDIA





## DISTRIBUTION

Find out more about the circulation distribution of your target group!

<b>DIVISIONS</b>	<b>IN %*</b>
<b>Port industries</b> Inland and the sea ports, handling companies, combi-terminals, warehousing, suppliers of port facilities, manufacturers of port handling equipment	32.21
<b>Inland navigation and coastal shipping</b> Shipping companies incl. self-employed drivers, captains, owner-operators, cooperatives, shipping banks and shipping insurances, ship brokers, marine equipment suppliers, bunker and service stations	31.25
<b>Shippers</b> Industry, logistics companies, forwarders, charterers, combi-operators	18.81
<b>Inland navigation and coastal shipbuilding</b> Shipbuilding, design offices, classification societies, supply industry, engine manufacturers, transmissions, propellers, steering gears, electronics and nautical equipment, pumps, interior fittings, services companies	6.31
<b>Authorities, associations, institutions</b> Waterways and shipping administrations, authorities, ministries, associations, associations of inland navigation and coastal shipping, testing laboratories, maritime damage specialists, appraisers, IHK (Chamber of Industry and Commerce)	5.54
<b>Railway undertakings</b> Private and public railway undertakings, locomotive and wagon manufacturers, suppliers	3.28
<b>Construction industries</b> Project management offices for infrastructure, marine works and railway construction companies, building authorities, waterways and shipping authorities	2.60
<b>Actual distributed circulation (ADC)</b>	100.00

\* own data collection

	<b>TOPICS</b>	<b>REGIO SPECIAL</b>	<b>SPECIAL</b>	<b>FAIRS</b>
<b>ISSUE 2</b>	Logistics locations: Brake, Bremen, Bremerhaven, Nordenham, Oldenburg, Wilhelmshaven, Minden Ship service Haren Growth market river cruises	Ems + Weser	E-mobility & e-fuels Market overview new constructions River cruisers	<b>boot</b> Düsseldorf, 20.01.-28.01.2024
AD 19.01.24 CD 25.01.24 PD <b>19.02.24</b>				
<b>ISSUE 3</b>	European routes in transition: Continental combined transports Large volume and heavy duty transport: transfer points and corridors French sea port connection Container transports	Intermodal transport in Europa	Large volume and heavy duty transport New Silk Road Market overview cargo ships 2024	
AD 01.03.24 CD 07.03.24 PD <b>02.04.24</b>				
<b>ISSUE 4</b>	Logistics locations: Basel, French Rhine ports, German Upper Rhine ports, Neckar ports	Upper Rhine + Neckar	Connection southern ports Rhine route (rail) + terminals Market overview reachstacker Fair preview reports Inland ports as hydrogen hubs	<b>Maritime Industry</b> Gorinchem, 28.05.-30.05.2024 <b>Breakbulk Europe</b> Rotterdam, 21.05.-23.05.2024 <b>TOC Europe</b> Rotterdam, 11.06.-13.06.2024
AD 10.04.24 CD 17.04.24 PD <b>13.05.24</b>				
<b>ISSUE 5</b>	Logistics locations: Berlin, Magdeburg, Braunschweig, Hanover, Hamburg, Brunsbüttel, Rostock Shipyards along the Elbe and the Baltic Sea	Elbe, Baltic Sea + Oder	Growth market Eastern Europe Connection Germany-Eastern Europe Market overview ship propulsions Remotorisation of the fleet and new drive concepts Large volume and heavy duty transport	
AD 24.05.24 CD 31.05.24 PD <b>24.06.24</b>				

	TOPICS	REGIO SPECIAL	SPECIAL	FAIRS
<b>ISSUE 6</b>	Logistics locations: Trier, Luxembourg, Metz, Middle Rhine ports Connection Belgium & North France	Middle Rhine, Mosel + Saar  <b>New Special: Large volume and heavy duty transport</b>	Locks regime + locks technology Combined transport waterway-rail Ship certifiers Fair preview report SGKV combined transport-terminal cards	<b>Shipping Technics Logistics</b> Kalkar, 24.09.-25.09.2024 <b>Inno-Trans</b> , Berlin, 24.-27.09.2024 <b>SMM-Shipbuilding, Machinery &amp; Marine Tech</b> , Hamburg, 03.-06.09.2024
AD 19.07.24 CD 25.07.24 PD <b>19.08.24</b>				
<b>ISSUE 7</b>	Logistics locations: Frankfurt a.M., Aschaffenburg, Nuremberg, Regensburg, Straubing, Passau, Enns, Vienna Hazardous cargo transports Shipbuilding on Main & Danube	Main + Danube	Inland ports as hinterland hubs Logistics chains to South-East Europe Private and state railways Market overview combined transport-operators Fair preview report	<b>Deutscher Logistik-Kongress</b> (German Logistics Congress) Berlin, 23.-25.10.2024
AD 06.09.24 CD 12.09.24 PD <b>07.10.24</b>				
<b>ISSUE 8</b>	Logistics locations: Bonn, Cologne, Neuss/Düsseldorf, Duisburg, Krefeld, Wesel/Emmerich, Ruhr area, Netherlands Shipbuilding on the Lower Rhine Preservation of the canal network	Lower Rhine + canal network  <b>New Special: Combined transport terminals</b>	City logistics by inland navigation vessels Chemical cluster Rhine Packaging logistics Green Shipping	
AD 01.10.24 CD 09.10.24 PD <b>04.11.24</b>				
<b>ISSUE 1/25</b>	Logistics locations: Hamburg, Bremen ports, seaports of Lower Saxony, Mecklenburg-Western Pomerania, Rotterdam, Antwerpen/Zeebrugge	German sea ports + hinterland (Lower Elbe)	Inland navigation: remote and/or autonomous Trans-European networks Large volume and heavy duty transport	
AD 22.11.24 CD 28.11.24 PD <b>20.12.24</b>				

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2024 is intended to facilitate your advanced planning. The editor reserves the right to make changes.



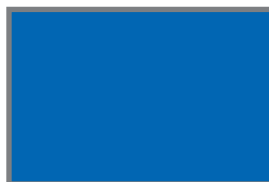
## MAGAZINE FORMAT

210 X 279 MM



**TITLE DISPLAY\*\*\***

—  
210 x 148 mm\*\*



**2/1 PAGES ACROSS GUTTER**

—  
420 x 279 mm\*



**1/1 PAGE**

175 x 236 mm  
210 x 279 mm\*



**1/2 PAGE PORTRAIT**

85 x 236 mm  
101 x 279 mm\*



**1/2 PAGE LANDSCAPE**

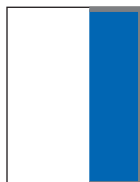
175 x 117 mm  
210 x 137 mm\*

### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

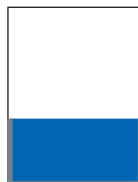
\* + 3 mm bleed

\*\* + 4 mm bleed  
on all edges



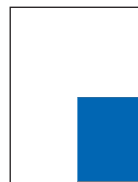
**1/3 PAGE PORTRAIT**

55 x 236 mm  
71 x 279 mm\*



**1/3 PAGE LANDSCAPE**

175 x 76 mm  
210 x 91 mm\*



**1/4 PAGE BLOC**

85 x 117 mm  
101 x 137 mm\*



**1/4 PAGE PORTRAIT/  
LANDSCAPE**

40 x 236 mm/175 x 56 mm  
56 x 279 mm/210 x 71 mm\*



**1/8 PAGE BLOC/  
LANDSCAPE**

85 x 56 mm/175 x 31 mm

### MAIN MAGAZINE

Type area (w x h)  
Bleed size (w x h)

\*\* Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding | Printing material delivery in digital form



<b>FORMAT MAGAZINE SECTION</b>	<b>4-COLORS IN €</b>
Title display	10,470.00
2. + 3. cover page	4,300.00
4. cover page	4,520.00
2/1 page	7,350.00
1/1 page	4,110.00
1/2 page	2,250.00
1/3 page	1,460.00
1/4 page	1,170.00
1/8 page	610.00

### DISCOUNTS FORMAT ADVERTS\*

For insertions within one insertion year (begins with the publication of the first ad)

<b>FREQUENCY SCALE</b>		<b>QUANTITY SCALE</b>	
3 times	5 %	2 pages	5 %
4 times	10 %	4 pages	10 %
6 times	15 %	6 pages	15 %
8 times	20 %	8 pages	20 %

All surcharges do qualify for discounts. Title displays are not subject to discounts.

<b>CLASSIFIED ADS MARKET PLACE</b>	<b>B/W IN €</b>	<b>4-COLORS IN €</b>
1/2 page	930.00	1,270.00
1/3 page	640.00	850.00
1/4 page	480.00	670.00
1/8 page	260.00	350.00
Box number fee	14.00	

### TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.

The currently valid VAT must be added to all prices. Valid from January 1<sup>st</sup>, 2024.

\* Always only one scale of discount applies. Technical additional costs will not be discounted.



The Purchasing Market comes after the editorial main focus topics and is sorted by categories.

## PRESENTATION PRINT:

1 entry, sorted in categories, 8 issues, run time 1 year

The calculation is billed in advance on an annual or semi-annual basis or in case of debit authorisation after the publication of each issue.

To coordinate the extensive presentation options please contact us.

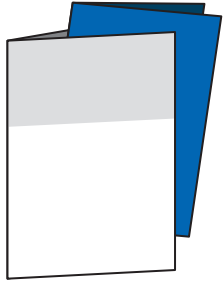


## CATEGORIES

- Shipyards
- Propulsion systems
- Marine suppliers
- Corrosion protection
- Hydraulics and pneumatics
- Navigation & communication technology
- Wiring systems
- Railway undertakings
- Construction & consulting
- Bunker services
- Ship brokers
- Ship financing
- Ship insurance
- Personnel services, piloting services
- Education and training
- Fairs and exhibitions
- Ship charterers
- Support of owner-operators
- Ports & handling operators
- Port construction and marine works
- Handling technologies
- Containers

AD FORM	PLACEMENT	RUN TIME	FORMAT W x H	PRICE IN € B/W	PRICE IN € 4-COLORS
1 entry	SUT	8 issues	60 mm x indiv.	per mm 3.15	per mm 6.30
			60 mm x 20 mm	63.00	126.00
			60 mm x 40 mm	126.00	252.00

## LOOSE INSERT



### SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in the entire print run

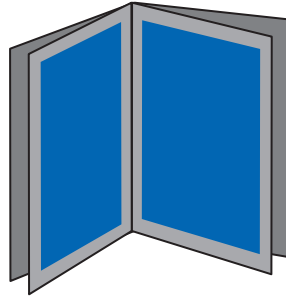
### FORMAT

- 200 mm width x 269 mm height

### PRICE

- Up to 25 g total weight per thou. **€ 360.00**
- Per further 5 g total weight per thou. **€ 39.00**
- Further formats on request
- Must be delivered in its finished form

## ADVERTORIAL



### SPECIAL FEATURE

- Content is editorially prepared and published
- Communication objective transported in a credible manner
- Alternative to a classic ad

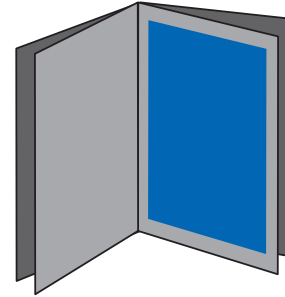
### FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header

### PRICE:

- 2/1 page: **€ 7,350.00**
- 1/1 page: **€ 4,110.00**
- 1/2 page: **€ 2,250.00**

## CONTAINERTICKER



### SPECIAL FEATURE

- Print and online

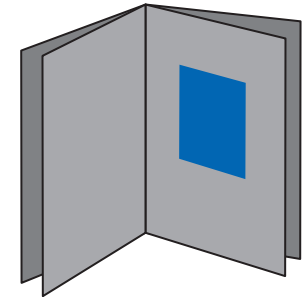
### FORMAT

- Advert formats (see page 9)

### PRICE

- Price according to the format of the magazine section (Format prices see page 10) **plus online € 580.00**

## ISLAND AD



### SPECIAL FEATURE

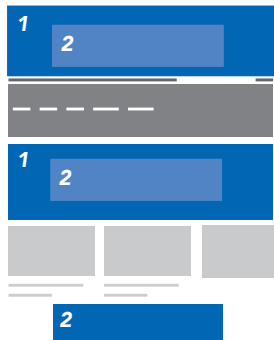
- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

### FORMAT

- 85 mm width x 25 mm height

### PRICE

- **€ 580.00**
- Further formats on request



## 1 BILLBOARD

### FORMAT DESKTOP

- 950 x 250 px (max. 120 KB)

### FORMAT SMARTPHONE

- 320 x 150 px (max. 120 KB)

### CPM\*

- € 110.00

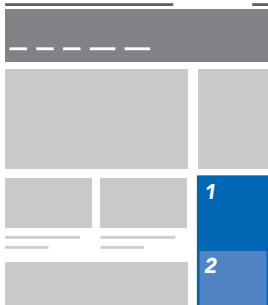
## 2 SUPERBANNER

### FORMAT

- 728 x 90 px (max. 120 KB)

### CPM\*

- € 70.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 120 KB)

### CPM\*

- € 70.00

## 1 + 2 HALF PAGE

### FORMAT

- 300 x 600 px (max. 120 KB)

### CPM\*

- € 140.00



## 1 SKYSCRAPER

### FORMAT

- 160 x 600 px (max. 120 KB)

### CPM\*

- € 70.00

## MORE FORMATS ON REQUEST.

We'll be happy to advise you!

### TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF.



## DIGITAL

SUT informs weekly the deciders and managers with an up-to-date and informative online newsletter.

### REGISTRATION:

[newsletter.tecvia.com/sut](https://newsletter.tecvia.com/sut)

### DURATION/PLACEMENT:

Duration, number and date of the advert placement can be varied according to your needs and are subject to availability. A selection by postcode areas or industry sectors is not possible.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	270.00
TextAd	2	650 x 366	270.00
Medium Rectangle	3	300 x 250	270.00



### TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF.



## DIGITAL

The online advertorial appears among the current news on the portal of [www.schiffahrtundtechnik.de](http://www.schiffahrtundtechnik.de) as an editorially designed article.

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 characters incl. all blanks  
Teaser: ca. 400 characters incl. all blanks
- Body text with about 3,000 characters incl. all blanks
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Pictures with captions for deco or a slideshow (1,180 x 664 px, .jpg)
- Note: Article is marked as an advert!



AD FORMAT	PLACEMENT	DURATION	PRICE IN €
Online advertorial	schiffahrtundtechnik.de	4 weeks	1,730.00



## DIGITAL

The industry guide serves both as market overview and source of supply. Clearly arranged according to keywords, you will find the offers of the international shipbuilding and supply industry in the following categories. Here you can present yourself as a company around the topic of shipping and technology. They appear for 12 months on [www.schiffahrtundtechnik.de/branchenguide](http://www.schiffahrtundtechnik.de/branchenguide).

### CATEGORIES:

- Propulsion systems
- Education & training
- Railroad companies
- Bunker services
- Ports & handling operators & containers
- Port and water engineering
- Hydraulics and pneumatics
- IT
- Construction & consulting & support for private owner operators
- Consumer goods
- Brokers & finances & insurances
- Fairs & exhibitions
- Navigation & communication technology & wiring systems
- Shipping companies
- Marine equipment
- Ship charterers
- Handling technology
- Associations & ministries
- Shipyards & shipbuilders

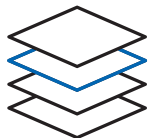
### ENTRIES

### PRICE IN €

Basic (address)	free
Premium (address + URL + portrait: products and services, references, image gallery, contact form)	per year 580.00







**GOT MORE TO SAY THAN YOU CAN FIT  
IN AN AD?**

Some topics are worth investigating in more detail from different perspectives. To that end, the SUT editorial team publishes specials in the form of a “**magazine-within-a-magazine**”, covering areas such as large volume and heavy transports (6/2024) and combined transport terminals (8/2024). The specials are based on editorial research conducted in cooperation with leading experts in the respective field, industry associations, vendors and manufacturers.

You have got the opportunity to present yourself in the form of a **company contribution** (interview, best-practice-report or a company portrait) in these topic specials.

Send us your text and photographic material. We take over the design and therefore make your entire appearance visually perfect.

You can find the **planned topic specials for 2024** on page 8 in our time schedule.

**PRINT**



**DIGITAL**

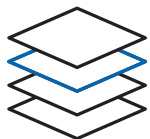


**FORMAT**

- 1/1 page company contribution
- 2/1 page company contribution

**PRICE IN €**

- 2.200,00
- 3.900,00



## PRINT



## DIGITAL

### YOUR MESSAGE IN EDITORIAL STYLE: THE PLATFORM FOR YOUR NATIVE ADVERTISING





In a print advertorial, a special editorial format (full page or double page) is styled like an article.

The ideal complement is the accompanying publication of the content as a digital advertorial on the trade magazine portal.

**In addition to your advertorial, choose your preference package of advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	<b>ULTIMATE</b> <i>PRINT &amp; ONLINE</i>	<b>PREMIUM</b> <i>PRINT &amp; ONLINE</i>	<b>BASIC+</b> <i>PRINT &amp; ONLINE</i>
Publikation magazine <b>Print</b>	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use <b>Online-PDF</b>	✓ Web-PDF	✓ Web-PDF	✓ Web-PDF
Publication as <b>Online advertorial</b>	 4 weeks	 4 weeks	
Newsletter placement <b>TextAd</b>	 3 x	 2 x	
4 pages digital print <b>Special print</b>	✓ 1,000 copies		
<b>Prices on request</b>			



## DIGITAL





### NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE TRADE MAGAZINE'S ONLINE PORTAL

An online advertorial places your message in the style of native advertising, with the layout of an online article.

**In addition to your online advertorial,  
choose your preference package of  
advertising means!**

## MEDIA PACKAGES

### ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial <b>Start page</b>	✓ 4 weeks	✓ 4 weeks	✓ 4 weeks
Newsletter placement <b>TextAd</b>	✓ 5 x	✓ 4 x	✓ 1 x
SocialMedia placement <b>Posting</b>	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement <b>CleverPush</b>	 2 x	 1 x	
Banner placement <b>Rectangle</b>	 Pls depen- ding on availability	 Pls depen- ding on availability	
SocialMedia ad service <b>Promotion</b>	✓		

Prices on request



**ANDREA VOLZ**

Head of Sales  
TECVIA GmbH

andrea.volz@tecvia.com  
Phone +49 89 203043-2124  
Mobile phone +49 151 14054007



**CHRISTINA WAGNER**

Account Manager

christina.wagner@tecvia.com  
Phone +49 89 203043-2221  
Mobile phone +49 172 6913228



**SYLVIA AFFELD**

Advertising Service Print

anzeigen.sut@tecvia.com  
Phone +49 89 203043-1132



**ULRIKE VOLK**

Campaign Manager

ulrike.volk@tecvia.com  
Phone +49 89 203043-1623