

MEDIA DATA 2025

SUT SHIPPING AND TECHNOLOGY
The magazine for intermodal logistics - ports - rail
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 carry out on-site research and write in plain language. The main topics are transportation and logistics in seaports and inland ports, cargo handling technology, coastal and inland shipping, shipyards, shipbuilding and ship technology, railroads, transport policy, infrastructure planning and port and hydraulic engineering. Unique in Europe, the CONTAINERTICKER 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

44. year

2025

www.schiffahrtundtechnik.de

WEB ADDRESS (URL)

88.8 % of B2B decision-makers regularly or occasionally use 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:

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WHO ARE THE READERS OF SUT?

The trade magazine is aimed at specialists and executives for intermodal logistics and transports. SUT informs about topics to 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: € 60.70 incl. packing/posting plus statutory VAT.

European countries: € 76.70 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail vertriebsservice@tecvia.com

General conditions:

Please note the General Terms and Conditions you can find at www.mediacentrum.de.

Bank account:

Commerzbank Munich, Germany

IBAN: DE 05 7004 0041 0212 1135 00

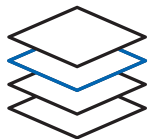
BIC: COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



4,700

PRINT RUN SUT*

PRINT

4,645

ACTUAL DISTRIBUTED CIRCULATION (ADC):*

622

PAID CIRCULATION*



DIGITAL

3,157

SESSIONS**

(average of three months, October to December 2024)

5,304

PAGE IMPRESSIONS**

(average of three months, October to December 2024)

701

NEWSLETTER SUBSCRIBERS**

(December 2024)

Further Channels

SOCIAL MEDIA

Specialist media are rated as more credible than social business networks or business magazines.

Two-thirds of the respondents rated specialist media as particularly credible. Advertisers can benefit from this trust.

Source: dfv White paper: How business-to-business advertising works in specialist media (2020)



DISTRIBUTION

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

DIVISIONS	IN %*
Port industries Inland and the sea ports, handling companies, combi-terminals, warehousing, suppliers of port facilities, manufacturers of port handling equipment	32.21
Inland navigation and coastal shipping 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
Shippers Industry, logistics companies, forwarders, charterers, combi-operators	18.81
Inland navigation and coastal shipbuilding Shipbuilding, design offices, classification societies, supply industry, engine manufacturers, transmissions, propellers, steering gears, electronics and nautical equipment, pumps, interior fittings, services companies	6.31
Authorities, associations, institutions 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
Railway undertakings Private and public railway undertakings, locomotive and wagon manufacturers, suppliers	3.28
Construction industries Project management offices for infrastructure, marine works and railway construction companies, building authorities, waterways and shipping authorities	2.60
Actual distributed circulation (ADC)	100.00

	TOPICS	REGIO SPECIAL	SPECIAL	FAIRS
ISSUE 2 AD 20.01.25 CD 24.01.25 PD 17.02.25	Logistics locations: Brake, Bremen, Bremerhaven, Nordenham, Oldenburg, Wilhelmshaven, Minden Ship service Haren River cruise ships	Ems + Weser	E-mobility & e-fuels Market overview new constructions Fair preview report	Hanover Fair + Logistics 4.0 Hanover, 31.03.-04.04.2025
ISSUE 3 AD 21.03.25 CD 27.03.25 PD 22.04.25	Logistics locations: Basel, French Rhine ports, German Upper Rhine ports, Neckar ports	Upper Rhine + Neckar	Connection southern ports Rhine routes (rail) + terminals Market overview reachstacker Fair preview reports	Breakbulk Europe Rotterdam, 13.-15.05.2025 Maritime Industry Gorinchem, 20.-22.05.2025
ISSUE 4 AD 25.04.25 CD 02.05.25 PD 26.05.25	European routes in transition: Continental combined transports French sea port connection Container transports	Intermodal transport in Europa	Growth market Eastern Europe New Silk Road SGKV combined transport- terminal cards Fair preview reports	transport logistic Munich, 02.-05.06.2025 TOC Europe Rotterdam, 17.-19.06.2025
ISSUE 5 AD 05.06.25 CD 12.06.24 PD 07.07.25	Logistics locations: Berlin, Magdeburg, Braunschweig, Hanover, Hamburg, Brunsbüttel, Rostock Shipyards along the Elbe and the Baltic Sea Large volume and heavy duty transport: transfer points and corridors	Elbe, Baltic Sea + Oder	Connection Germany-Eastern Europe Market overview ship propulsions Topic Special: Large volume and heavy duty transport	

	TOPICS	REGIO SPECIAL	SPECIAL	FAIRS
ISSUE 6 AD 18.07.25 CD 24.07.25 PD 18.08.25	Logistics locations: Trier, Luxembourg, Metz, Middle Rhine ports Connection Belgium & North France	Middle Rhine, Mosel + Saar	Locks regime + locks technology Ship certifiers Fair preview report	Shipping Technics Logistics Kalkar, September 2025
ISSUE 7 AD 05.09.25 CD 11.09.25 PD 06.10.25	Logistics locations: Frankfurt a.M., Aschaffenburg, Nuremberg, Regensburg, Straubing, Passau, Enns Hazardous cargo transports Shipbuilding on Main & Danube	Main + Danube	Inland ports as hinterland hubs Logistics chains to South-East Europe Private and state railroads Fair preview report Topic Special: Trimodal terminals	BVL Supply Chain CX Berlin, October 2025
ISSUE 8 AD 30.09.25 CD 09.10.25 PD 03.11.25	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	City logistics by inland navigation vessels Chemical cluster Rhine Packaging logistics Green Shipping	
ISSUE 1/26 AD 21.11.25 CD 27.11.25 PD 19.12.25	Logistics locations: Hamburg, Bremen Ports, Seaports of Lower Saxo- ny, Mecklenburg-Western Pomerania, Rotterdam, Antwerp/Zeebrugge	Sea ports + hinterland	Trans-European networks Large volume and heavy duty transport	

MAGAZINE FORMAT

210 X 279 MM

MAIN MAGAZINE

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



TITLE DISPLAY***

—
210 x 148 mm**



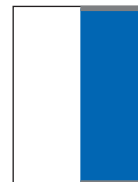
2/1 PAGE ACROSS GUTTER

—
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*

* + 3 mm bleed
** + 4 mm bleed
on all edges

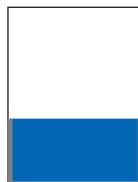
MAIN MAGAZINE

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



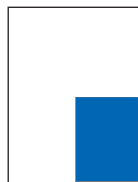
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



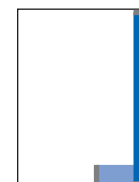
1/4 PAGE BLOC

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

*** Platzierung Adressaufkleber von unten 40 mm und von links 20 mm, Größe Adressaufkleber: 85 x 50 mm (B x H)



FORMAT MAGAZINE SECTION	4-COLORS IN €
Title display	10,990.00
2. + 3. cover page	4,510.00
4. cover page	4,740.00
2/1 page	7,710.00
1/1 page	4,310.00
1/2 page	2,360.00
1/3 page	1,530.00
1/4 page	1,210.00
1/8 page	640.00

DISCOUNTS FORMAT ADVERTS*

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

FREQUENCY SCALE

3 times	5 %
4 times	10 %
6 times	15 %
8 times	20 %

QUANTITY SCALE

2 pages	5 %
4 pages	10 %
6 pages	15 %
8 pages	20 %

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

CLASSIFIED ADS	B/W IN €	4-COLORS IN €
MARKET PLACE		
1/2 page	970.00	1,330.00
1/3 page	670.00	890.00
1/4 page	500.00	700.00
1/8 page	270.00	360.00
Box number fee	€ 15.00	

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 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.

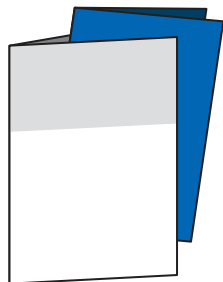


CATEGORIES

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

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 3.31	per mm 6.62
			60 mm x 20 mm	66.20	132.40
			60 mm x 40 mm	132.40	264.80

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

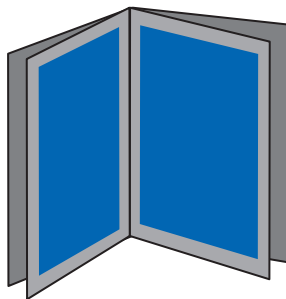
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 370.00**
- Per further 5 g total weight per thou. **€ 40.00**
- 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

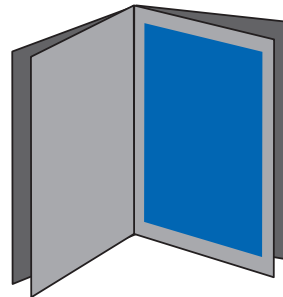
FORMAT

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

PRICE:

- 2/1 page: **€ 7,710.00**
- 1/1 page: **€ 4,310.00**
- 1/2 page: **€ 2,360.00**

CONTAINERTICKER



SPECIAL FEATURE

- Print and online

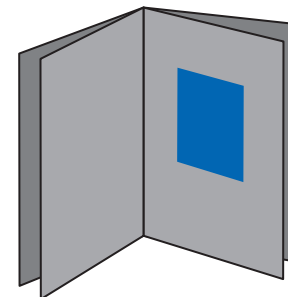
FORMAT

- Advert formats (see page 9)

PRICE

- Price according to the format of the magazine section (Format prices see page 10) **plus online € 605.00**

ISLAND AD



SPECIAL FEATURE

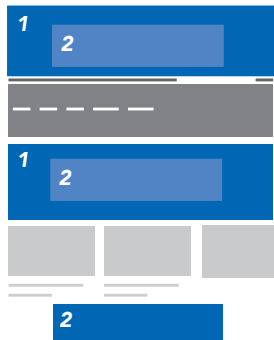
- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

FORMAT

- 85 mm width x 25 mm height

PRICE

- **€ 600.00**
- 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*

- € 115.00

2 SUPERBANNER

FORMAT

- 728 x 90 px (max. 120 KB)

CPM*

- € 75.00



1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 75.00

1 + 2 HALF PAGE

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 145.00



1 SKYSCRAPER

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 75.00

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

REGISTRATION:

newsletter.tecvia.com/sut

RUN TIME/OCCUPANCY:

The run time, number and timing of the advertising placement depend on availability and your wishes. It is not possible to select by zip code area or sector.

AD FORMAT	PLACEMENT	FORMAT IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	280.00
TextAd	2	650 x 366	280.00
Medium Rectangle	3	300 x 250	280.00



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 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
Teaser: ca. 400 characters
- Body text with about 3,000 characters
- **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 FORM

Online advertorial

PLACEMENT

schiffahrtundtechnik.de

RUN TIME

4 weeks

PRICE IN €

1,815.00



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.

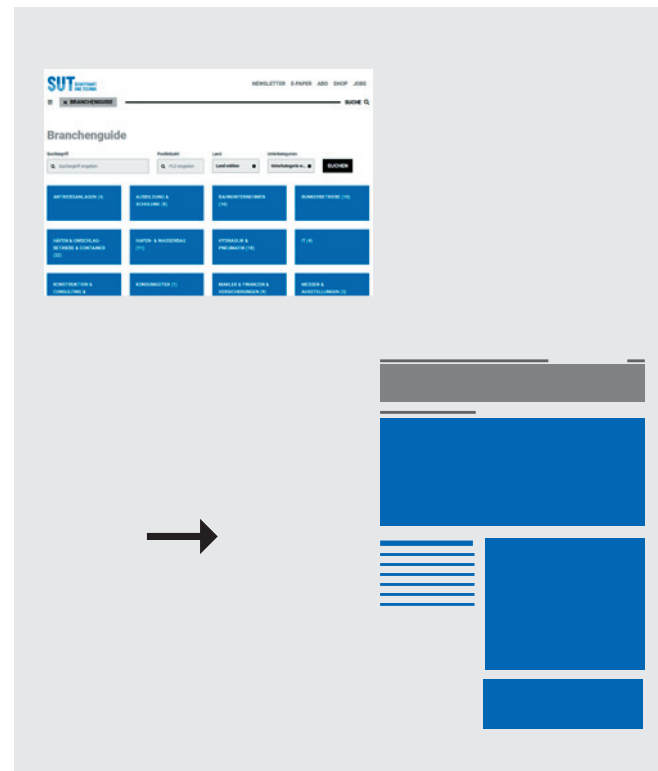
CATEGORIES:

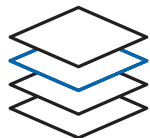
- Propulsion systems
- Education & training
- Railroad companies
- Bunker services
- Ports & handling operators & containers
- Port and water engineering
- Hydraulics and pneumatics
- IT
- Construction & consulting & support for private owner operators
- Consumer goods
- Brokers & finances & insurances
- 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 605.00





PRINT



DIGITAL

DO YOU HAVE MORE TO SAY THAN WILL 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** and **combined transport terminals**.

The specials are created on the basis of editorial research in cooperation with renowned experts, associations, providers and manufacturers.

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

You send us your text and images. **We** will take care of the design and make the entire appearance visually perfect.

The **planned topic specials for 2025** can be found in issues 5 (Large volume and heavy transports) and 7 (trimodal terminals).

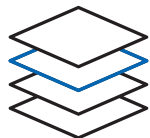


FORMAT

PRICE IN €

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

2,310.00
4,095.00



PRINT



DIGITAL

YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING





A print advertorial is a special editorial format designed in the style of an article.

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

In addition to your advertorial, choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

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

Prices on request



DIGITAL





NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

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

In addition to your online advertorial, choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

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

Prices on request

OMNIBUSREVUE



verkehrs RUNDschau

Sprit+

Autoflotte



Trucker

fokus GEFAHR/GUT

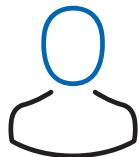
AUTOHAUS



VKU

FAHRSCHULE





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