

# MEDIA KIT 2023

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
- ePaper
- Online portal
- Newsletter
- Podcast and social media films
- Partner of academies for education and training





**monthly**

8 ISSUES

**42. year**

2023

**www.schiffahrtundtechnik.de**

WEB ADDRESS (URL)

In 2021, **75 %** of the b2b decision-makers oriented themselves through industry specific trade media and satisfied their desire for objective, interest-free information.

Source: Summary from the study „How B2b Advertising in Trade Magazines Works“, Deutsche Fachpresse (German Trade Press) Frankfurt am Main, LAE 2016-2021



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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 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.

Among the b2b decision makers, **63 %** of those up to the age of 39 and **55 %** of the age group 40 and above use trade magazines on a regular basis.

**40 %** of the age group above 39 already obtain information through digital offers.

Source: LAE 2019-2020/special analysis Deutsche Fachpresse (German Trade Press), Frankfurt am Main

## SUBSCRIPTION

ISSN 2190-9911

### Annual subscription price

Inland: € 55.00 incl. packing/posting plus statutory VAT.

European countries: € 71.00 incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

Fax Subscription service: +49 89 203043-2100

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

### General conditions:

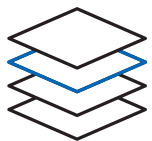
Please note the General Terms and Conditions you can find at [www.mediacentrum.de](http://www.mediacentrum.de).

### 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

## Website relaunch

VISITS

(average of three months 2022 not yet available)

## Website relaunch

PAGE IMPRESSIONS

(average of three months 2022 not yet available)

## Further channels

SOCIAL MEDIA



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 Trade Press) Frankfurt am Main – LAE 2020 and LAE decision-makers panel 2019



## 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 2023</b> Düsseldorf, 21.-29.01.2023
AD 24.01.23 CD 31.01.23 PD <b>20.02.23</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 SGKV combined transport- terminal cards Market overview cargo ships 2022 Fair preview reports	<b>Hanover Fair + Logistics 4.0</b> Hanover, 17.-21.04.2023 <b>transport logistic</b> Munich, 09.-12.05.2023
AD 08.03.23 CD 14.03.23 PD <b>03.04.23</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	<b>Maritime Industry</b> Gorinchem, 23.-25.05.2023 <b>Breakbulk Europe</b> Rotterdam, 06.-08.06.2023 <b>TOC Europe</b> Rotterdam, 13.-15.06.2023
AD 17.04.23 CD 21.04.23 PD <b>15.05.23</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 Large volume and heavy duty transport	
AD 30.05.23 CD 05.06.23 PD <b>26.06.23</b>				

	<b>TOPICS</b>	<b>REGIO SPECIAL</b>	<b>SPECIAL</b>	<b>FAIRS</b>
<b>ISSUE 6</b>	Logistics locations: Mannheim, Ludwigshafen, Trier, Luxembourg, Metz Middle Rhine ports Connection Belgium & North France	Middle Rhine, Mosel + Saar	Locks regime + locks technology Combined transport waterway-rail Ship certifiers Fair preview report	<b>Shipping Technics Logistics</b> Kalkar, September 2023
AD 25.07.23 CD 31.07.23 PD <b>21.08.23</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 chain to South-East Europe Private and state railways Market overview combined transport-operators Fair preview report	<b>Deutscher Logistik-Kongress (German Logistics Congress)</b> Berlin, October 2023
AD 04.09.23 CD 11.09.23 PD <b>02.10.23</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	City logistics by inland navigation vessels Chemical cluster Rhine Packaging logistics Green Shipping	<b>Antwerp XL</b> Antwerp, 2023
AD 09.10.23 CD 13.10.23 PD <b>06.11.23</b>				
<b>ISSUE 1/24</b>	Logistics locations: Hamburg, Bremen ports, seaports of Lower Saxony, Mecklenburg-Western Pomerania, Rotterdam, Antwerpen/Zeebrugge	German sea ports + hinterland (Lower Elbe)	Transport chains and freight lines from and to the German sea ports Trans-European networks Large volume and heavy duty transport Fair preview reports	<b>Breakbulk Europe</b> Rotterdam, 06.-08.06.2023 <b>TOC Europe</b> Rotterdam, 13.-15.06.2023
AD 24.11.23 CD 30.11.23 PD <b>20.12.23</b>				

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

This overview of planned topics for 2023 is intended to facilitate your advanced planning. The editor reserves the right to make changes.



## MAGAZINE FORMAT 210 X 279 MM

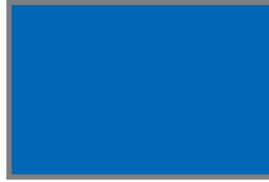
### MAIN MAGAZINE

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



### TITLE DISPLAY\*\*\*

—  
210 x 148 mm\*\*



### 2/1 PAGES ACROSS GUTTER

—  
420 x 279 mm\*



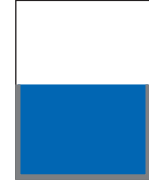
### 1/1 PAGE

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\*

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

### MAIN MAGAZINE

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



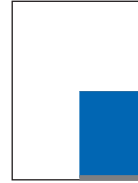
### 1/3 PAGE PORTRAIT

55 x 236 mm  
71 x 279 mm\*



### 1/3 PAGE LANDSCAPE

175 x 76 mm  
210 x 91 mm\*



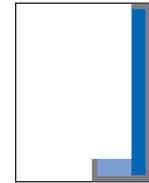
### 1/4 PAGE BLOC

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

\*\* 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-COLOURS IN €</b>
Title display	9,975.00
2. + 3. cover page	4,095.00
4. cover page	4,300.00
2/1 page	7,000.00
1/1 page	3,910.00
1/2 page	2,140.00
1/3 page	1,390.00
1/4 page	1,110.00
1/8 page	580.00

### 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	4 %	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>FORMAT</b>	<b>4-COLOURS IN €</b>
1/2 page	890.00	1,210.00
1/3 page	610.00	810.00
1/4 page	460.00	640.00
1/8 page	250.00	330.00
Box number fee	€ 13.00	

### 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 classified 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. The advertising order initially runs for one year and is automatically extended for an additional year unless it is cancelled no later than six weeks prior to the end of the current running time.

To coordinate the extensive presentation options, please contact us.

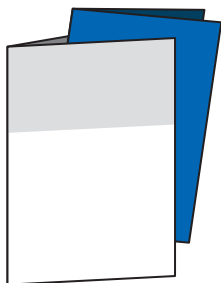


## CATERGORIES

- 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 companies
- Port construction and marine works
- Handling technologies
- Containers

AD FORM	PLACEMENT	RUN TIME	FORMAT W x H	PRICE IN € B/W	PRICE IN € 4-COLOURS
1 entry	SUT	8 issues	60 mm x indiv.	per mm 3.00	per mm 6.00
			60 mm x 20 mm	60.00	120.00
			60 mm x 40 mm	120.00	240.00

## 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

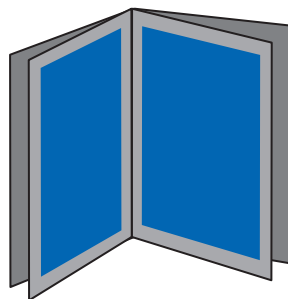
### FORMAT

- 200 mm width x 269 mm height

### PRICE

- Up to 25 g total weight per thou. **€ 345.00**
- 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

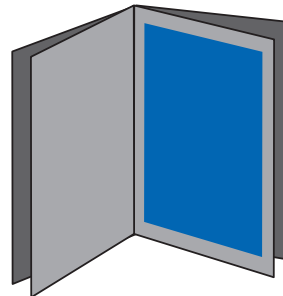
### FORMAT

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

### PRICE:

- 2/1 page: **€ 7,000.00**
- 1/1 page: **€ 3,910.00**
- 1/2 page: **€ 2,140.00**

## CONTAINERTICKER



### SPECIAL FEATURE

- Print and online

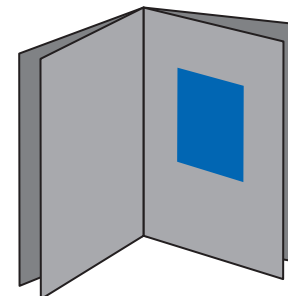
### FORMAT

- Advert formats (see page 9)

### PRICE

- Price according to the format of the magazine section (Format prices see page 10) **plus online € 550.00**

## ISLAND AD



### SPECIAL FEATURE

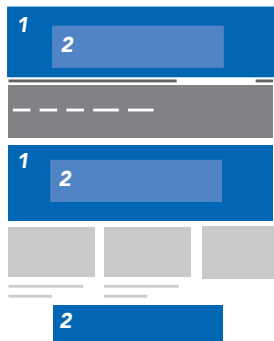
- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

### FORMAT

- 85 mm width x 25 mm height

### PRICE

- **€ 550.00**
- Further formats on request



## 1 BILLBOARD

### FORMAT

- 950 x 250 px (max. 80 KB)

### CPM\*

- € 105.00

## 2 SUPERBANNER

### FORMAT

- 728 x 90 px (max. 80 KB)

### CPM\*

- € 65.00



## 1 MEDIUM RECTANGLE or VIDEO MEDIUM RECTANGLE

### FORMAT

- 300 x 250 px (max. 80 KB)

### CPM\*

- € 65.00

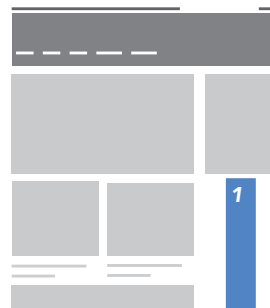
## 1 + 2 HALF PAGE

### FORMAT

- 300 x 600 px (max. 80 KB)

### CPM\*

- € 135.00



## 1 SKYSCRAPER

### FORMAT

- 160 x 600 px (max. 80 KB)

### CPM\*

- € 65.00

## 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.springerfachmedien-muenchen.de/sut](https://newsletter.springerfachmedien-muenchen.de/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	SIZE IN PX	PRICE PER NL IN €
Cross/Full-Size Banner	1	650 x 150	260.00
TextAd	2	130 x 80	260.00
Medium Rectangle	3	300 x 250	260.00



### TECHNICAL SPECIFICATIONS NEWSLETTER

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



## DIGITAL

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

### PRESENTATION:

- Lead picture (1,180 x 664 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline: max. 70 keystrokes  
Teaser: ca. 400 keystrokes
- Body text with about 3,000 keystrokes
- **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

Online advertorial

#### PLACEMENT

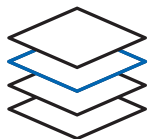
schiffahrtundtechnik.de

#### DURATION

4 weeks

#### PRICE IN €

1,650.00



## 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>	 1 week	 1 week	
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>	✓ 7 days	✓ 7 days	✓ 7 days
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



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