

1 Facts:

Access control:



Page Impressions*:

17,870*

Visits*:

9,622*

Unique Visits*:

4,693*

* Average per month between September 2021 - July 2022

2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728x90	300 x 125	€ 2,350
Mini Rectangle	300x 125		€ 1,800
Content Banner	728x90	300 x 125	€ 1,950
Medium Rectangle	300x250		€ 1,300
Skyscraper	120x600		€ 2,350
Wallpaper	728x90		€ 4.450
(Super Banner plus Skyscraper)	120 x 600		

4 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html)
- URLs have to be integrated in a html5-banner using html browser.
- For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
- Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
- Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.

* All prices are valid for 30 days, plus VAT

5 Supply of advertising data:

At least three working days before ad is due to appear by email to frank.schnakenbeck@dvvmedia.com

Newsletter Advertising Forms

effective from January 1st 2023

The **Schiff&Hafen Email Newsletter** is published weekly and has a German-speaking audience of more than **3,900 readers**.

1 General facts:

- Circulation: 3,900 email addresses
- Language/Editorial: German
- Frequency: weekly

2 Facts and Figures:

- Opening rate: 24.66 %
- Unique click rate: 15.39 %
- Click-to-open rate: 62.2 %

(Average per months between January 6th 2022 and August 4th 2022)

3 Geographical analysis of distribution:

- 86.1 % Germany / Austria / Switzerland (DACH)
- 12.7 % Europe
- 1.2 % Others

4 Newsletter Advertising Forms:

■ Sponsoring

Placement: in the head of the newsletter and the advertorial after the second news report

Format header: 570 px width / 60 px high

Advertorial: max. 500 (blank-)letters, hyperlinks to the website and a picture (275 px width / 180 px high)

Alternative: banner (570 px width / 100 px high)

Price: € 1,800 (per newsletter)

■ Textlink + Picture (275 x 180 px)

Placement: after the sponsoring advertorial

Data format: 150 characters, picture as JPG or PNG

Price: € 2,600 (4 weeks)

■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

Price: € 2,200 (4 weeks)

