

MEDIA INFORMATION 2022

THE INTERNATIONAL
TECHNICAL MARITIME
PUBLICATION



Your publishing partner



Markus Wenzel (Advertising Director)
phone: +49 40 237 14 - 117
email: markus.wenzel@dvvmedia.com



Vera Hermanns (Technical Department)
phone: +49/40/237 14 - 293
email: vera.hermanns@dvvmedia.com

Content

Editorial profile / publisher	3
Analysis	4
Advertisement rates	5
Special advertising forms	7
Buyer's Guide	8
Schedule and Subject Plan	9
Selected Editions	11
Online	12
Newsletter	13
Sponsored Content	14
Webinar	15
SMM	16

Representatives

UK / Ireland

Richard Johnson
34 Neylond Crescent
Hellesdon Norwich
Norfolk NR6 5QF England
phone: +44 1603 417765
mobile: + 44 7565 010217
email: richard.johnson.extern@dvvmedia.com

Scandinavia

ÖRN MARKETING AB
Roland Persson
P.O. Box 184
SE-27124 Ystad
phone: +46/4 11/18 40 0
fax: +46/4 11/10 53 1
email: marine.marketing@orn.nu

China

Mrs. Nana Wang
Ship Engineering
Editorial & Publishing House
No. 851 Zhong Shan Nan Er Road
CN-Shanghai 200032
phone: +86/21/64 71 72 23
fax: +86/21/54 59 57 66
email: cbsb2012@gmail.com

Singapore / Indonesia / Vietnam

Marimark Pte Ltd.
John Bodill
10 Anson Road, #10-11 International Plaza
Singapore 079903
phone: +65/67/19 80 22
email: john.bodill@marimark.com.sg

Editorial profile/publisher



Total circulation
5,824 copies
(IVW III/21)

Ship&Offshore

1 Editorial profile:

International, independent maritime publication on classic shipbuilding, marine equipment industry, offshore and marine technology.

Sister periodical of the German trade magazine Schiff&Hafen.

2 Special features:

- For the fourth time, Ship&Offshore will add a dedicated issue on digitalisation, autonomous shipping and smart technologies in the maritime industry to its portfolio. SmartShip will be distributed at all major trade fairs and conferences in 2022/2023.
- As usual, we are focusing on environmentally friendly and sustainable developments and technologies with a GreenTech Special Edition.
- What's more, Ship&Offshore Edition for Greece and China are published in the national language with the aim to inform local decision-makers about the latest trends in the maritime industry.

3 Editorial department:

Dr. Silke Sadowski (Editor-in-Chief),
phone: +49/40/237 14 - 143
email: silke.sadowski@dvvmedia.com

4 Publisher:

DVV Media Group GmbH, Hamburg

5 Frequency:

6x Ship&Offshore International,
1x Ship&Offshore Special SmartShip,
1x Ship&Offshore Special GreenTech,
1x Ship&Offshore Greece Edition,
1x Ship&Offshore China Edition

6 Publishing company:

DVV Media Group GmbH, Hamburg
postal address: P.O. Box 10 16 09, D-20010 Hamburg
company address: Heidenkampsweg 73-79, D-20097 Hamburg
phone: +49/40/237 14 - 100 • fax: +49/40/237 14 - 236

7 Subscription sales + marketing:

Markus Kukuk (Marketing Director)

8 Annual subscription:

www.shipandoffshore.net/subscriptions

9 ISSN-Nr.

0938-1643

10 Terms and conditions:

www.shipandoffshore.net/t&c

Analysis of circulation and business sector



Total circulation
5,824 copies
(IVW III/21)

Audited circulation

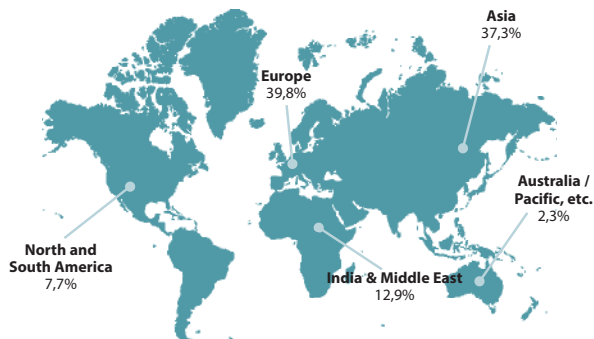
Ship&Offshore

1 Analysis of circulation – Ship&Offshore International Editions (Audited circulation – IVW III/21)

Total circulation:	5,824	100 %
Subscription and sales:	361	
Free circulation:	5,463	
Europe: Norway, Denmark, the Netherlands, Sweden, Finland, Germany, Spain, Italy, etc.	2,318	39,8 %
Asia: China, South Korea, Indonesia, Philippines, Vietnam, Malaysia, India, Russia, etc.	2,172	37,3 %
North and South America:	448	7,7 %
India & Middle East:	752	12,9 %
Australia/Pacific, etc.:	134	2,3 %

2 Sector/economic areas/specialisation/professional groups

According to readership groups based on classification code numbers	Share of actual circulated copies %
Actually circulated copies	100
Shipbuilding and supply industry	45.4
Shipping companies/shipping	20.7
Shipping sector/ports/port operators	7.2
Offshore/ocean technologies	18.3
Science/research	1.5
Associations/organisations	2.5
Others	4.4



Advertisement rate card no. 14

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship & Offshore

1 Magazine size: 210 (width) x 297 (height) mm, DIN A 4

2 Page size: 183 x 248 mm

Column number: 3 columns, column width: 58 mm
4 columns, column width: 42 mm

3 Printing and binding

Offset printing, adhesive binding

4 Technical specifications:

Printing material: preferably email EPS, PDF
(PDF-version minimum 1.3) or TIFF data

Picture resolution: minimum 300 dpi

Colour mode: ISO Coated v2 (ECI)

5 Publication schedules:

Publication: 10 editions per year

Publication schedule: see editorial programme

Advertising deadline: see editorial programme

6 Terms of payment:

Payment due immediately on receipt of invoice,
rates excluding VAT (19%), net without deductions.

VAT identification number: DE 118619873

Bank:

Deutsche Bank AG Account no. 020 14 26 00
(Sort-Code 200 700 00)

IBAN DE 8320 0700 0000 2014 2600

BIC (Swift) DEUTDEHH

7 Bleed advertisements:

Printing material formats for bleed advertisements:

Format	Dimensions (+ 3 mm all around)
1/1 page	210 x 297 mm
1/2 page horizontal	210 x 140 mm
1/2 page vertical	103 x 297 mm
1/3 page horizontal	210 x 98 mm
1/3 page vertical	71 x 297 mm
1/4 page horizontal	210 x 78 mm
1/4 page vertical	103 x 140 mm

8 Editorial profile:

Bleed advertisement	10 % surcharge
---------------------	----------------

9 Surcharges for special positions:

Cover 2, 3 and 4	10 % on basic price
------------------	---------------------

Advertisement rate card no. 14

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship & Offshore

11 Advertisement sizes and rates (4C): (width x height mm)

210 x 182 mm (+ 3 mm all around) Front page basic price 4C € 5,450	183 x 248 mm 1/1 page basic price 4C € 4,500	120 x 170 mm Junior page basic price 4C € 2,700	183 x 125 mm 1/2 page horizontal basic price 4C € 2,700	87 x 248 mm 1/2 page vertical basic price 4C € 2,700	183 x 83 mm 1/3 page horizontal basic price 4C € 1,950	58 x 248 mm 1/3 page vertical basic price 4C € 1,950
183 x 63 mm 1/4 page horizontal basic price 4C € 1,550	87 x 125 mm 1/4 page vertical basic price 4C € 1,550	120 x 90 mm 1/4 page vertical 2 colums basic price 4C € 1,550	183 x 30 mm 1/8 page horizontal basic price 4C € 990	87 x 63 mm 1/8 page vertical basic price 4C € 990	All rates excluding VAT 4C- Rate per millimeter of column (58mm) for classified ads € 7.95	

12 Surcharges for special positions:

Inside front-, Inside back - and Outside back-Cover Editorial	10% on basic price
---	--------------------

13 b/w advertisement and special colour:

per special colour (from HKS/Pantone)	€ 450
b/w advertisement*	20% discount on 4C rate

* All rates for fixed advertisement sizes are including 4C printing in CMYK. b/w bookings will be calculated with a 20% discount on the 4C-rate.

14 Discounts: for bookings within 12 months

Frequency discount	%	Volume discount	%
Frequency/forthcoming		number of pages	
3 insertions	5	3 pages	10
6 insertions	10	6 pages	15
more than 9 insertions	15	more than 9 pages	20

Bleed, surcharge, loose inserts, technical further costs do not qualify for a discount. Terms and conditions are given at www.shipandoffshore.net/termsoftrade

Special advertising forms

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship & Offshore

13 Bound inserts:*

2 pages € 2,600	4 pages € 3,850	6 pages € 5,100	8 pages € 6,500
--------------------	--------------------	--------------------	--------------------

For discounts see volume discount list. One page = one advertisement page.

Please deliver bound insert in untrimmed format of 216 mm width and 303 mm height (four pages and more should be folded). If the insert overlaps from the pages of the magazine on two corners, the German Post Office will levy an additional postal charge. Number of inserts given on application.

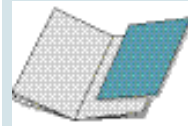
14 Loose inserts:* size 205 x 290 mm
Up to 25 g.p. % € 350 per thousands. Number of inserts given on application. Per additional 5 g.p. % € 30.

15 Postcards attached to page:* per thousand € 230
The German Post Office will levy an additional charge for postcard or samples of goods attached to an advertisement. Number of postcards/samples of goods given on application.

16 Delivery address for bound inserts, loose inserts and postcards:
A & O GmbH
Mrs Waltraud Zurek
Elisabeth-Selbert-Straße 5
D-63110 Rodgau-Dudenhofen
GERMANY

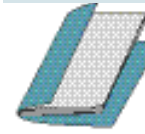
Please add an insert reference with the issue number on your delivery note.

Loose inserts



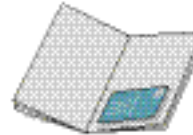
Loosely inserted;
205 x 290 mm;
Up to 25 g.p. %
€ 350 per thousand

Flying page



Cover page:
2 pages:
Front page 90 x 210 mm, Back cover 1/1 page
€ 16,800 incl. production & handling

Postcards attached to page



per thousand
€ 230
plus display area

Have we aroused your interest?

Please do not hesitate to contact us to receive more information on special advertisements.

Markus Wenzel (Advertising Director)
phone: +49/40/23714 - 117 • Fax: +49/40/2 37 14 - 236
email: markus.wenzel@dvvmedia.com

Buyer's Guide

effective from January 1st 2022

The **Buyer's Guide** provides a market overview and an index of supply sources. Every entry in the Buyer's Guide includes your company logo (4 colour), address and communications data plus a concise description of products or services offered.

Objects	Schiff&Hafen	Ship&Offshore
Target regions	Central Europe	Worldwide
Issues	January / February – March – May	January / February March / April Special SmartShip May / June
	– July / August	Specials Greece/China July / August
	– September	Special Green Tech
	– November	September / October
	–	November / December
	–	
	–	

Price per keyword per issue:

	Size I H 30/W 58 mm	Size II H 40/W 58 mm
1 Keyword	€ 95	€ 125
2 Keywords	each € 90	each € 120
3 Keywords	each € 85	each € 115
4 Keywords	each € 80	each € 110
5 Keywords	each € 75	each € 105
from 6 Keywords	each € 70	each € 100

Time span:

Minimum time span: one year

Online entry
is free of charge!

You can advertise in these categories:

- | | |
|-----------------------------------|--------------------------------|
| 1 Shipyards | 10 Ship's operation systems |
| 2 Propulsion systems | 11 Deck equipment |
| 3 Engine & engine components | 12 Construction & consulting |
| 4 Corrosion protection | 13 Cargo handling technology |
| 5 Ship's equipment | 14 Alarm & safety equipment |
| 6 Hydraulic & pneumatic equipment | 15 Port construction |
| 7 Onboard networks | 16 Offshore & ocean technology |
| 8 Measurement & control devices | 17 Maritime services |
| 9 Navigation & communications | |

Schedule and Subject Plan 2022

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship & Offshore

Issue	Dates	Subjects / Topics	Exhibitions / Conferences / Events
January / February 2022 International – 1	Publishing: 05.01.2022 Order: 07.12.2021 Ad material: 14.12.2021	RoRo Vessels & Ferries Propulsion & Manoeuvring Technology Classification & Consulting Navigation, Communication & Fleet Management Smart Ships Nor-Shipping Previews International Buyer's Guide	
March / April 2022 International – 2	Publishing: 08.03.2022 Order: 08.02.2022 Ad material: 15.02.2022	Offshore Technology Cruise Ships & Mega Yachts Safety & Security Feature: Asian Maritime Industry International Buyer's Guide	Nor-Shipping , Oslo, Norway, 04 – 07.04.2022 APM Asia Pacific Maritime , Singapore, 16. - 18.03.2022 Sea Japan , Tokyo, Japan, 20. - 22.03.2022 Seatrade Cruise Global , Miami Beach, USA, 25. - 28.04.2022
Special SmartShip	Publishing: 10.05.2022 Order: 12.04.2022 Ad material: 19.04.2022	This Special Annual Publication revolves around Digitalisation, Autonomous Shipping and Smart Technologies in the Maritime industry. International Buyer's Guide	Bonus-distribution at all important exhibitions
May / June 2022 International – 3	Publishing: 17.05.2022 Order: 19.04.2022 Ad material: 26.04.2022	Propulsion & Manoeuvring Technology Future Fuels & Energy Solutions Offshore Technology Retrofit & Conversion Green Ship Technology Workboats Feature: Special Posidonia International Buyer's Guide	OTC , Houston, USA, 02. - 05.05.2022 OMAE , Hamburg, Germany, 05. - 10.06.2022 Posidonia , Athens, Greece, 06. - 10.06.2022 CIMAC World Congress , Busan, South Korea, 13 - 17.06.2022 TOC Europe , Rotterdam, the Netherlands, 14 - 16.06.2022 Windforce Conference , Bremerhaven, Germany, 21. – 22.06.2022 Electric & Hybrid Marine World Expo , Amsterdam, the Netherlands, 21. – 23.06.2022

<p>China Edition</p> 	<p>Publishing: 23.06.2022 Order: 11.05.2022 Ad material: 18.05.2022</p>	<p>Special Focus: Propulsion, Cruise, Green Ship Technology, Automation, Measurement & Control Technology, Offshore Technology International Buyer's Guide</p>	
<p>July / August 2022 International – 4</p>	<p>Publishing: 12.07.2022 Order: 14.06.2022 Ad material: 21.06.2022</p>	<p>HVAC (Heating, Ventilation & Air Conditioning) Electric & Onboard Networks Corrosion Protection & Surface Technology Pumps & Compressors Navigation, Communication & Fleet Management International Buyer's Guide</p>	
<p>Special GreenTech</p>	<p>Publishing: 16.08.2022 Order: 19.07.2022 Ad material: 26.07.2022</p>	<p>“Green Ship Technology” including Hull Optimisation, Ship Design, Environmentally Friendly Coatings, Ballast Water Treatment, Emissions Reduction, Propulsion Systems, Emission Control and Operational Optimisation International Buyer's Guide</p>	<p>Bonus-distribution at all important exhibitions</p>
<p>September / October 2022 International – 5</p>	<p>Publishing: 01.09.2022 Order: 02.08.2022 Ad material: 09.08.2022</p>	<p>SMM EDITION 2022 Comprising exhibitors' previews Special Windenergy International Buyer's Guide</p> 	<p>SMM, Hamburg, Germany, 06. - 09.09.2022 Wind Energy, Hamburg, Germany, 27. – 30.09.2022 Euronaval, Paris, France, 18. - 21.10.2022 Shiptec China, Dalian, China, October 2022</p>
<p>November / December 2022 International – 6</p>	<p>Publishing: 10.11.2022 Order: 13.10.2022 Ad material: 20.10.2022</p>	<p>Propulsion & Manoeuvring Technology Condition Monitoring Deck Equipment Smart Ships Ship Design Classification & Consulting International Buyer's Guide</p>	<p>Inmex China, Guangzhou, China, December 2022</p>

Special Editions

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship&Offshore



SmartShip
10.05.2022

1 Ship&Offshore SmartShip Edition

Total Circulation: 31,500 copies

Profile: After the successful start of Ship&Offshore SmartShip, the fourth edition on digitalisation, autonomous shipping and smart technologies in the maritime industry to its portfolio.

Printed: 13,500 copies:

- ▶ **8,000** Regular distribution in May 2022
- ▶ **5,500** Bonus circulation at major worldwide events

Digital: 18,000 direct to personalised email addresses



GreenTech
16.08.2022

3 Ship&Offshore Greentech Edition

Total Circulation: 31,500 copies

Profile: Ship&Offshore will publish its eleventh special edition, focusing on environmentally friendly technologies in 2022.

Printed: 13,500 copies:

- ▶ **8,000** Regular distribution in August 2022
- ▶ **5,500** Bonus circulation at major worldwide events

Digital: 18,000 direct to personalised email addresses



China
Edition:
23.06.2022

4 Ship&Offshore China Edition

Total Circulation: 5,824 copies

Profile: The Ship&Offshore China Edition is published in cooperation with the Chinese Society of Naval Architects & Marine Engineers (CSNAME) and SHIP ENGINEERING. The controlled circulation to all relevant enterprises in the shipbuilding industry, shipping lines, maritime authorities, the navy, port authorities and research institutes is 5,824 copies.

Bonus Distribution: Marintec China

Digital distribution:* Via Email, download and app

1 Facts:

Access control:



Page Impressions*:

4,338*

Visits*:

2,657*

Unique Visits*:

1,612*

* Average per month between 1st October 2020 - 1st September 2021

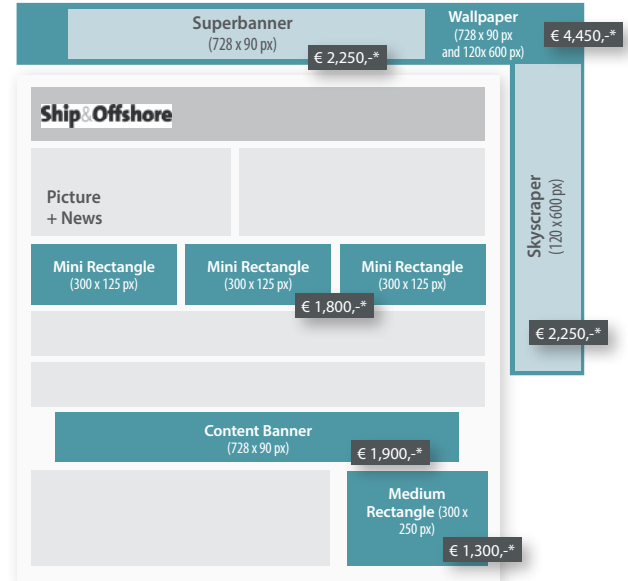
2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728 x 90	300 x 125	€ 2,250
Mini Rectangle	300 x 125		€ 1,800
Content Banner	728 x 90	300 x 125	€ 1,900
Medium Rectangle	300 x 250		€ 1,300
Skyscraper	120 x 600		€ 2,250
Wallpaper	728 x 90		€ 4,450
(Super Banner plus Skyscraper)	120 x 600		

4 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html and JavaScript) or third-party-provider tags.
- URLs have to be integrated in a html5-banner using html or a JavaScript enabled browser.
- JavaScript tags: Banner activation via Google AdManager. We kindly ask you to send only the JavaScript tag.



* 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 sabriyan.harun@dvvmedia.com

Newsletter

effective from January 1st 2022

The Ship&Offshore Email newsletter is published weekly and has subscribers of more than 7,900 readers. It offers the latest news on marine and offshore technology for the global maritime market.

1 Concept & facts you should know:

- Language: **English**
- Frequency: weekly (Tuesday)
- Circulation: 7,900 email addresses

2 Performance values:

- Opening rate: 14.48 %
- Unique click rate: 1.74 %
- Click-to-open rate: 12.01 %

(Average per newsletter between January 1st - September 2021)

3 Geographical analysis of distribution:

- 33.8 % Germany/Austria/Switzerland
- 19.0 % Asia
- 6.3 % North and South America
- 27.47 % Rest of Europe
- 12.3 % Middle East
- 0.9 % Other countries

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)

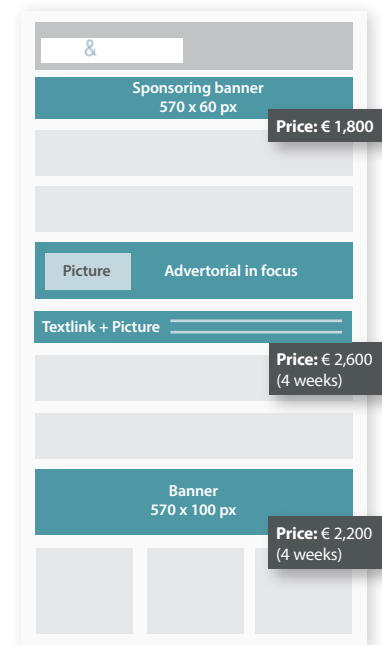
■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

File size: max. 150 KB

Price: € 2,200 (4 weeks)



Sponsored Content

effective from January 1st 2022

Your sponsored content will be delivered via the regular editorial system and published for a period of six months in an appropriate section of the website. Benefit from this offer and present your products and services in an editorial outfit. You may provide us with up to 300 words and an image width of 1920 px.

Of course you can also set a direct web link to your website.

1 Occasion:

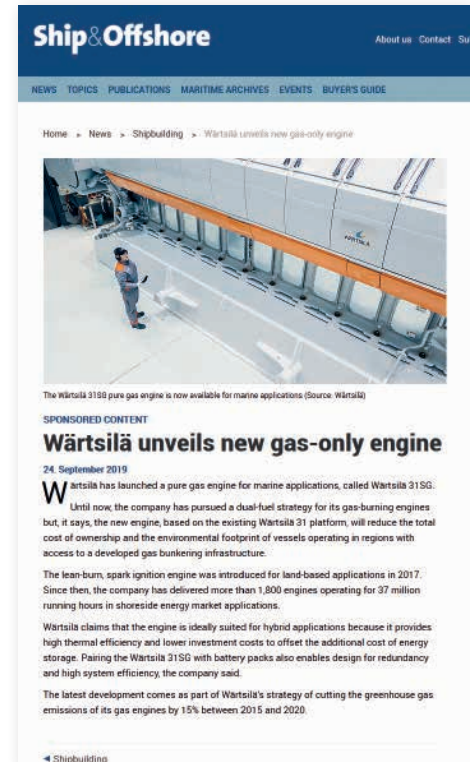
- Product-Service-Presentation
- Brand Communication
- Pre-Exhibition Communication

2 Visualisation:

- Image Size: 1920 px wide
- Textrate: 300 words
- Duration: 6 months
- Duration on Homepage: 1 month
- Advertisement Identification as Advertorial

3 Price:


- € 1,800



Ship&Offshore About us Contact Us

NEWS TOPICS PUBLICATIONS MARITIME ARCHIVES EVENTS BUYER'S GUIDE

Home > News > Shipbuilding > Wärtsilä unveils new gas-only engine



The Wärtsilä 31SG pure gas engine is now available for marine applications (Source: Wärtsilä)

SPONSORED CONTENT

Wärtsilä unveils new gas-only engine

24 September 2019

Wärtsilä has launched a pure gas engine for marine applications, called Wärtsilä 31SG.

Until now, the company has pursued a dual-fuel strategy for its gas-burning engines but, it says, the new engine, based on the existing Wärtsilä 31 platform, will reduce the total cost of ownership and the environmental footprint of vessels operating in regions with access to a developed gas bunkering infrastructure.

The lean-burn, spark ignition engine was introduced for land-based applications in 2017. Since then, the company has delivered more than 1,800 engines operating for 37 million running hours in shoreside energy market applications.

Wärtsilä claims that the engine is ideally suited for hybrid applications because it provides high thermal efficiency and lower investment costs to offset the additional cost of energy storage. Pairing the Wärtsilä 31SG with battery packs also enables design for redundancy and high system efficiency, the company said.

The latest development comes as part of Wärtsilä's strategy of cutting the greenhouse gas emissions of its gas engines by 15% between 2015 and 2020.

← Shipbuilding

Webinar – Go online with us together!

The term webinar is composed of the words web and seminar and describes the **modern form of an Online conference** or training, which can be transmitted to the Internet using various online tools.

The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection. We combine for you our decades of experience in the maritime industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.



We offer you:

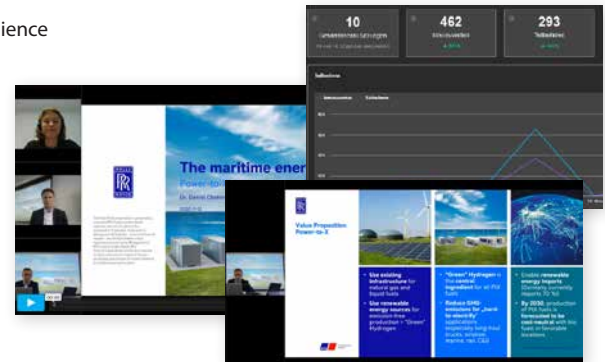
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the maritime industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

Your benefits:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!

SMM Daily News

effective from January 1st 2022



Total circulation
5,824 copies
(IVW III/21)

Ship & Offshore



SMM Daily News

The 30th Shipbuilding, Machinery & Marine Technology International (SMM) trade fair will be staged at Hamburg Exhibition Centre from 6th - 9th September 2022

The international maritime publications Schiff&Hafen | Ship&Offshore will once again be responsible for the **official show newspaper SMM Daily News 2022**.

Prices:

1/1 page 183 x 251 mm € 5,700	1/2 page horizontal 183 x 125 mm € 3,100	1/3 page horizontal 183 x 83 mm € 2,100	1/4 page horizontal 183 x 63 mm € 1,650	1/8 page horizontal 183 x 30 mm € 990
-------------------------------------	---	--	--	--

4C-prices + VAT

The SMM Daily News will be published every show day and will daily be distributed to visitors and exhibitors at SMM. It will provide the latest news from the maritime industry in English straight from the printers.

Total circulation: 10,000 copies (daily)

Distribution:

- Before and during the trade fair
- In the morning at 20 hotels accredited to the Hamburg trade fair
- To every booth
- In the press area

This is your way to reach 50,000 visitors and more than 2,200 exhibitors.

Bookable days are:

Tuesday, 6th September 2022
Wednesday, 7th September
Thursday, 8th September 2022
Friday, 9th September 2022

Contact

Markus Wenzel (Advertising Sales)

phone: +49/40/23714 - 117 • Fax: +49/40/2 37 14 - 236
email: markus.wenzel@dvvmedia.com

SMM Daily News Partnership Packages

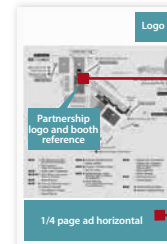
effective from January 1st 2022

SMM Daily News partners:



- Partnership logo placement at the top of the front page
- Full page back cover for advertisement
- To gain high-profile presence during the whole SMM, the package will be upgraded with three additional ¼-page-ads-one per remaining show-day
- The Premium Sponsor gets 350 copies of the respective issue to his SMM stand

SMM Daily News Hall Plan Partnership:



- Partnership logo placement at the top of the page.
- Partnership logo and booth reference
- Image-impact of a ¼-page-strip-advertisement
- To gain high-profile presence during the whole SMM, we will upgrade the package with three additional ¼-page-ads, one per remaining show-day

SMM Daily News Selected Diary Partnership:



- Company logo placement at the head of the page.
- Image-impact of a ¼-page-strip-advertisement
- To gain high-profile presence during the whole SMM, we will upgrade the package with three additional ¼-page-ads, one per remaining show-day

For the exclusive Partnership we will offer you a choice-of-the-day concept:

Partnership rates	
Day 1 on 6nd September 2022	€ 9,500
Day 2 on 7rd September 2022	€ 9,000
Day 3 on 8th September 2022	€ 8,500
Day 4 on 9th September 2022	€ 8,000

For the exclusive Hall Plan & Selected Diary Sponsorship we will offer you a choice-of-the-day concept:

Partnership rates	
Day 1 on 6nd September 2022	€ 7,100
Day 2 on 7rd September 2022	€ 6,600
Day 3 on 8th September 2022	€ 6,100
Day 4 on 9th September 2022	€ 5,400

