



# Schiff&Hafen | Ship&Offshore

# Daily News



Present your company in the SMM Daily News, the official trade fair newspaper of Schiff&Hafen and Ship&Offshore and generate even more attention!

- ▶ Daily circulation of 10,000 copies
- ▶ Already for breakfast: Additional distribution in the 20 largest hotels in Hamburg
- ▶ Distribution to every visitor at all fair entrances
- ▶ Distribution during the fair in the exhibition halls
- ▶ Issues for every exhibitor
- ▶ Digital distribution to subscribers of both Schiff&Hafen and Ship&Offshore

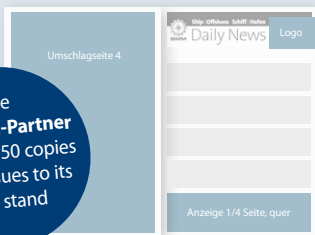


From September 3rd to 6th 2024, the maritime world will meet again at **SMM in Hamburg**. Once again, **Schiff&Hafen** and **Ship&Offshore** are – as they have been for more than 20 years – the publisher of the original trade fair newspaper **SMM Daily News**.

1/1-page 183 x 251 mm € 5,900.–	1/2-page, vertical 183 x 125 mm € 3,300.–	1/3-page, vertical 183 x 83 mm € 2,200.–	1/4-page, vertical 183 x 63 mm € 1,800.–	1/8-page, vertical 183 x 30 mm € 1,100.–
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4 C rate plus VAT

The Premium-Partner receives 350 copies of the issues to its SMM stand



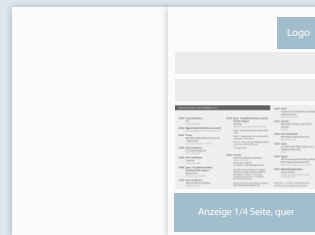
### SMM Daily News Premium-Partner:

- ▶ Placement of the company logo on the front cover
- ▶ 1/1 page advertisement on the back cover
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary, depending on date from € 8,000**



### SMM Daily News Floor Plan Sponsoring:

- ▶ Placement of the company logo on the page header
- ▶ Partner logo with stand reference
- ▶ 1/4 page image ad
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary, depending on date from € 5,500**



### SMM Daily News Event Diary Sponsoring:

- ▶ Placement of the company logo on the page header
- ▶ 1/4 page image ad
- ▶ Additionally, you will receive an advertisement in the format of 1/4 page on the three other days of the fair
- ▶ **Costs vary, depending on date from € 5,500**



### SMM Daily News Sponsored Content:

- ▶ Placement of the company logo on the page header
- ▶ 1/4 page image ad
- ▶ Present your detailed expertise in the key topics Digitalisation, Decarbonisation, Renewable Energy and NEW! the Repair, Retrofit and Maintenance Business
- ▶ **Costs vary, depending on date from € 5,500**



OFFICIAL MEDIA PARTNER OF SMM FOR MORE THAN 20 YEARS





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## ADDITIONAL FORMATS FOR SMM 2024

### SMM Countdown Newsletter

Our special SMM Countdown newsletter is published in the week prior to the show. With a preview of SMM and advance information on the exhibition, it offers the best opportunity to attract attention shortly before the fair. And with double reach: the SMM Countdown is sent to the distribution lists of both Schiff&Hafen and Ship&Offshore! There are only a limited number of advertising spaces, so book in good time.

**Publishing dates: daily from 26. until 30.08. and 02.09.2024**

### SMM Newsflash: The newsletter during the trade fair week

We will also prepare a special newsletter on the four days of the fair, the SMM Newsflash. This newsletter is published in the morning and distributes our show newspaper SMM Daily News as e-paper and our video format SMM Daily View. The SMM Newsflash is also sent to the distribution lists of both Schiff&Hafen and Ship&Offshore.

**Publishing dates: daily from 03. until 06.09.2024**

### SMM Daily View: The video format from the show

The SMM Daily View is the daily video format directly from the trade fair halls. In just over three minutes, we bring you news from exhibitors, extracts from the conferences and statements from exhibitors and visitors. In short: a compact overview of what's happening at the show. The videos will be distributed via the digital channels and social networks of Schiff&Hafen | Ship&Offshore and SMM. As a daily sponsor of SMM Daily View, you will appear with your clip in the opening and closing sequence of the video. You will also receive a banner placement in the SMM Newsflash newsletter, which will be used to distribute the video. You also have the opportunity to be featured in a short interview.

**Publishing dates: daily from 03. until 06.09.2024 | Sponsorship for one video: € 4,900.–**

SMM Countdown / Newsflash	
Sponsorship: Header banner at the top plus textlink on 1 day, banner or textlink in the remaining 5 days Countdown or 3 days Newsflash (570 x 100 px)	
	Preis: € 3,500.–
Textlink + Image	
	Preis: € 2,900.–
Banner 570 x 100 px	
	Preis: € 2,500.–

All prices apply for 6 issues of SMM Countdown or for 4 issues of SMM Newsflash.



### SMM issues of Schiff&Hafen and Ship&Offshore

In the run-up to SMM, the magazine issues of Ship&Offshore (issue 8/24) and Schiff&Hafen (issue 9/24) will be published as show issues featuring SMM and its exhibitors in detail. Both issues will also be available at SMM: In the media display and at our exhibition stand, as well as distributed to exhibitors and selected hotels. For your advert in the magazine issues and the digital formats, the regular rates from the media kit apply.

**Publishing dates: Ship&Offshore 8/24 on 05.08.2024 Schiff&Hafen 9/24 on 29.08.2024**

**➤ PACKAGE OFFER FOR BOOKINGS UNTIL 07.06.2024: FOR THE 31ST SMM NOW 3+1 PLACEMENTS**  
 For short time only: If you book **3 placements** in our SMM media (SMM Daily News, SMM Daily View, SMM Countdown, SMM Newsflash, SMM editions of Schiff&Hafen and Ship&Offshore), you will receive **1 placement** on the website (one month), in the regular newsletter (two issues) or in the e-paper format Schiff&Hafen Kompakt (two issues) free of charge! This package offer is limited until 07.06. – so get your personalised offer quickly!

Contact your local representative now to arrange your customised marketing package for SMM 2024

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