

Deutsche Seeschifffahrt

Magazine of the German Shipowners' Association
VDR – Verband Deutscher Reederei



MEDIA DATA 2025

VDR Verband
Deutscher
Reeder

CONCEPT & KEY FIGURES

CONCEPT

Maritime economy, maritime logistics, maritime life: More comprehensive than almost any other German-language medium, the traditional title „Deutsche Seeschiffahrt“ is dedicated to topics relating to transport by sea – in high editorial quality and with a design that has won several awards. It is published by German Shipowners' Association (VDR) as an important player in the shipping industry.

www.reederverband.de

FACTS & FIGURES

Frequency of publication Four issues (quarterly)

Print run 5,700 copies, printed on FSC-certified paper

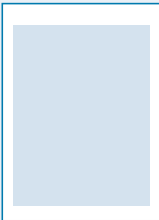
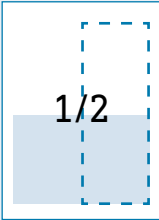
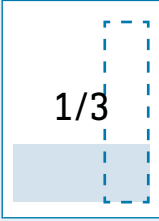
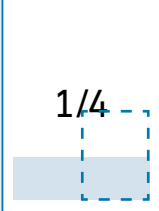
Target group **All German shipping companies with their managers on land and at sea; multipliers from industry, associations, media and political decision-makers; students and teachers at maritime training institutes**



Circulation audited

At the BCP - "Best of Corporate Publishing", "Deutsche Seeschiffahrt" was awarded a silver medal three times and a gold medal once. The magazine was nominated for the Design Award of the Federal Republic of Germany and won numerous „Awards of Excellence“ at the ICMA – International Corporate Media Award.

FORMATS & PRICES

	Prices excl. VAT 4-colour	Type area Width x height (mm)	Bleed Width x height (mm) + 3 mm trim
	→ 3,500 €	184 x 237	210 x 297
	→ 2,350 €	184 x 118.5 89 x 237	210 x 142 101 x 297
	→ 1,750 €	184 x 79 57 x 237	210 x 103 70 x 297
	→ 1,450 €	184 x 59 89 x 118.5	- -

SCHEDULE OF TOPICS 2025

In every issue

- Shipowner portrait – Leaders in the shipping industry
- Market report: Developments by shipping segments
- Interviews with maritime decision-makers
- Safety & Security
- Service & Maintenance
- Smart Shipping & digitalisation
- News on maritime business, logistics and environment protection

ISSUE	DEADLINES*	TOPICS*
Q1/2025	PD: 10/03/2025 AD: 14/02/2025 CD: 21/02/2025	<p>Key topic: Container shipping German shipowners – linchpin of global trade. Graphic of most important trade routes; statistics; expert interviews</p> <ul style="list-style-type: none"> ■ Port infrastructure: what should happen now ■ Technology drives progress: efficiency measures on board ■ Fleet Operations Center – safety for AIDA & Co.
Q2/2025	PD: 10/06/2025 AD: 16/05/2025 CD: 23/05/2025	<p>Key topic: Education Careers in the maritime industry: Academic programmes, educational careers, holiday seafarers, further education (training, seminars), IT career opportunities</p> <ul style="list-style-type: none"> ■ CII and EEXI: initial stocktaking ■ Ship catering: logistics for seafarers' meat and drink ■ Clean deal: ballast water management ■ National Maritime Conference in Emden
Q3/2025	PD: 08/09/2025 AD: 15/08/2025 CD: 22/08/2025	<p>Key topic: Federal elections What are the parties' plans for the maritime sector? What politics must do now. Party manifestos under scrutiny. In-depth interviews with political decision-makers.</p> <ul style="list-style-type: none"> ■ Fire prevention on board: smart solutions for more safety ■ Report: German Maritime Search and Rescue Association ■ Emission trading: curse or blessing for shipping? ■ Hatch covers
Q4/2025	PD: 08/12/2025 AD: 14/11/2025 CD: 21/11/2025	<p>Key topic: Managing crises How global hotspots and climate change are confronting the shipping industry with massive challenges. Interview with defence and climate protection politicians.</p> <ul style="list-style-type: none"> ■ Smart Shipping: new technologies, current trends ■ Flag states: quality as a benchmark ■ Wind-assisted propulsion: clean alternative energy source

TECHNICAL INFO

Magazine format	210 mm x 297 mm	
Type area	184 mm x 237 mm	
Frequency of publication	4 issues per year	
Colour profile	PSO Coated V3	
Printing process	Offset printing	
Print copy	PDF-X4 standard	
Prices for preferred placement	Second cover page + 10 % Third cover page + 5 % Fourth cover page + 15 %	
Payment terms	Payment due within 10 days net after invoice date	
Bank details	Hamburger Sparkasse IBAN DE32 2005 0550 1228 1328 49 BIC HASPDEHHXXX	
Agency commission	15 %	
Discount	Acceptance within 12 months (insertion year)	
	Frequency discount	Volume discount
	2 Ads 5 %	3 Pages 5 %
	4 Ads 10 %	4 Pages 10 %

CONTACTS

Volume

123th year, 2025

Editor and publisher

Verband Deutscher Reeder e.V.
Burchardstr. 24, 20095 Hamburg
Phone: +49 (0)40/350 97-0
Fax: +49 (0)40/350 97-211
vdr@reederverband.de
www.reederverband.de

Editor-in-chief

Carsten Duif
Verband Deutscher Reeder e.V.
Phone: +49 (0)40/350 97-238
presse@reederverband.de

Editorial office

printprojekt
Peter Lindemann and
Hanns-Stefan Grosch GbR
Schulterblatt 58
20357 Hamburg
Phone: +49 (0)40/43 21 34-12
vdr@print-projekt.de

Design

Lohrengel Mediendesign
Schulterblatt 58, 20357 Hamburg
Phone: +49 (0)40/43 21 34-20
lohrengel@58vier.de

Sales

DATA Service GmbH
Abonnentenbetreuung
Doris Krüger
Beethovenstr. 2 a
23617 Stockelsdorf
Phone: +49 (0)451/4900-168
Fax: +49 (0)451/4900-190
abo@deutsche-seeschiffahrt.de

Advertising agency

L.A.CH. Schulz GmbH
Mattentwiete 5
20457 Hamburg
Phone.: +49 (0)40/3698040
info@lachsulz.de
www.lachsulz.de