

Deutsche Seeschifffahrt

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



CP
BEST OF
CORPORATE
PUBLISHING
2007



CP
BEST OF
CORPORATE
PUBLISHING
2008



KMA
2011 • 2012 • 2013
2014 • 2015 • 2016
2017 • 2018 • 2019



PREISTRÄGER
CP
BEST OF
CORPORATE
PUBLISHING
2009



CP
BEST OF
CORPORATE
PUBLISHING
2010



Designpreis
Deutschland
2023
NOMINIERT

MEDIA DATA 2024



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 6.000 copies *

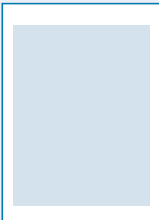
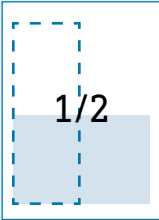
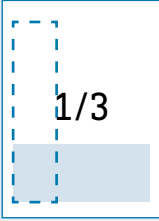
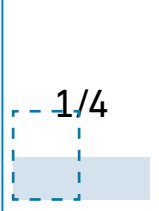
Target group **All German shipping companies
with their managers on land and at sea;
multipliers from industry, associations, media
and political decision-makers; students and
teachers at maritime training institutes**



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 2024

In every issue

- Shipowner portrait – Leaders in the shipping industry
- Finance & insurance
- Market report: Status overview of the shipping industry
- Safety & security
- Service & maintenance
- Smart Shipping & digitalisation
- News on maritime business, logistics and environment protection

ISSUE	DEADLINES	TOPICS
Q1/2024 January, February, March	PD: 26-02-2024 AD: 02-02-2024 CD: 09-02-2024	Key topic: Offshore Installation, maintenance, crew transfer – how German shipowners help drive the energy transition using their specialised and service vessels <ul style="list-style-type: none"> ■ LNG terminals: What is the current situation? ■ Newbuilds in 2024 ■ A clean deal: Ballast water treatment systems ■ Ship outfitters
Q2/2024 April, May, June	PD: 27-05-2024 AD: 03-05-2024 CD: 10-05-2024	Key topic: Training Careers in the maritime industry: Academic programmes, training pathways, personal experiences, advanced education (courses, seminars), career opportunities in IT <ul style="list-style-type: none"> ■ CII and EEXI: An initial assessment ■ Lubricants 4.0 ■ Wire rope & winches ■ Cruise industry on the upswing
Q3/2024 July, August, September	PD: 26-08-2024 AD: 02-08-2024 CD: 09-08-2024	Key topic: SMM 2024 “Driving the Maritime Transition” – Focus on the energy transition, alternative propulsion technologies, research & development, innovations, products, trends, conferences <ul style="list-style-type: none"> ■ Fuels: Learnings from IMO 2020 ■ Report: Search & Rescue Service (DGzRS) ■ Ship insurance: Popular policies
Q4/2024 October, November, December	PD: 25-11-2024 AD: 01-11-2024 CD: 08-11-2024	Key topic: Ship Management How does ship management work? German shipowners as world market leaders, future of the business model and industry-related issues <ul style="list-style-type: none"> ■ Smart Shipping: New approaches, current trends ■ Ship finance: Portfolio management ■ Flag states: Quality as a benchmark

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	ISO Coated V2 300%	
Printing process	Offset printing	
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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 %

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