

MEDIA DATA 2026

SUT SHIPPING AND TECHNOLOGY
The magazine for intermodal logistics - ports - rail
www.schiffahrtundtechnik.de



**WHAT DOES SUT OFFER?**

Eight issues yearly inform about latest topics of freight transport by all transportation modes in Europe. Practice-experienced journalists carry out on-site research and write plain text. The main topics are transportation and logistics in seaports and inland ports, cargo handling technology, sea and inland shipping, shipyards, shipbuilding and ship technology, railroads, transport policy, infrastructure planning and port and hydraulic engineering.

In addition to our print magazine, we offer further content, information and features like newsletters, podcasts and social media films. As media partner of leading trade fairs in Europe, we organize specialist forums and congresses. Furthermore, we are partner of institutions and academies for education and training.

THE BRAND SUT COMPRISES

- Magazine
- E-paper
- Online portal
- Newsletter
- Podcast and social media films
- Partner of academies for education and training





monthly

8 ISSUES

45th year

2026

www.schifffahrtundtechnik.de

WEB ADDRESS (URL)



PUBLISHING HOUSE:

TECVIA Media GmbH
Verlag Heinrich Vogel
Aschauer Straße 30
81549 Munich, Germany
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www.tecvia-media.de



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85.5 % of B2B decision-makers use regularly or occasionally one or more trade magazines.

48.2 % refer to them regularly.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024



WHO ARE THE READERS OF SUT?

The trade magazine is aimed at specialists and executives for intermodal logistics and transports. SUT informs about topics to port-related freight transport.

Decision-makers in inland navigation and coastal shipping, railway undertakings, port industries, terminal operators, logistics service providers, shipbuilding and marine works, politics and administration inform themselves about freight transport by all transportation modes in Europe.

Trade magazines are used by both younger and older B2B decision-makers, in printed form as well as e-papers.

Among the group under the age of 40, **36.8 %** use trade magazines, whereas above 40 the percentage is **47.6 %**.

Source: Deutsche Fachpresse (German Association of Business Media) Special Analysis – LAE 2024

SUBSCRIPTION

ISSN 2190-9911

Annual subscription price

Inland: € 60.70* incl. packing/posting plus statutory VAT.

European countries: € 76.70* incl. packing/posting plus statutory VAT.

Phone Subscription service: +49 89 203043-1100

E-mail vertriebsservice@tecvia.com

General conditions:

Please note the General Terms and Conditions you can find at www.tecvia-media.com.

Bank account:

Commerzbank Munich, Germany

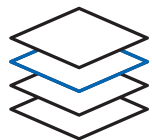
IBAN DE 05 7004 0041 0212 1135 00, BIC COBADEFFXXX

Payment terms:

within 10 days 2% prompt payment discount,

within 30 days from date of invoice net

VAT no. DE 453405511



PRINT

4,700
PRINT RUN SUT*

4,635
ACTUAL DISTRIBUTED CIRCULATION (ADC):*

591
PAID CIRCULATION*



DIGITAL

3,192
SESSIONS**
(average of six months, January to June 2025)

5,274
PAGE IMPRESSIONS**
(average of six months, January to June 2025)

791
NEWSLETTER SUBSCRIBERS**
(August 2025)

Trust through strong brand alliances:

45% of B2B companies rely on alliances with trusted brands to strengthen their own credibility.

64% of B2B companies see building trust as the biggest advantage of content marketing.

Source: CONTENT MARKETING TRENDSTUDIE 2025 von statista+ / CMCX

Further channels

SOCIAL MEDIA 



DISTRIBUTION

Find out more about the circulation distribution of your target group!

DIVISIONS	IN %*
Port industries Inland and the sea ports, handling companies, combi-terminals, warehousing, suppliers of port facilities, manufacturers of port handling equipment	32.21
Inland navigation and coastal shipping Shipping companies incl. self-employed drivers, captains, owner-operators, cooperatives, shipping banks and shipping insurances, ship brokers, marine equipment suppliers, bunker and service stations	31.25
Shippers Industry, logistics companies, forwarders, charterers, combi-operators	18.81
Inland navigation and coastal shipbuilding Shipbuilding, design offices, classification societies, supply industry, engine manufacturers, transmissions, propellers, steering gears, electronics and nautical equipment, pumps, interior fittings, services companies	6.31
Authorities, associations, institutions Waterways and shipping administrations, authorities, ministries, associations, associations of inland navigation and coastal shipping, testing laboratories, maritime damage specialists, appraisers, IHK (Chamber of Industry and Commerce)	5.54
Railway undertakings Private and public railway undertakings, locomotive and wagon manufacturers, suppliers	3.28
Construction industries Project management offices for infrastructure, marine works and railway construction companies, building authorities, waterways and shipping authorities	2.60
Actual distributed circulation (ADC)	100.00

	TOPICS	REGIO SPECIAL	SPECIAL	FAIRS
ISSUE 2	Logistics locations: Brake, Bremen, Bremerhaven, Nordenham, Oldenburg, Wilhelmshaven, Minden Ship service Haren River cruise ships	Ems + Weser	E-mobility & e-fuels Market overview new constructions Special: New fuels and alternative drive systems (CD 16.01.2026)	
ISSUE 3	Logistics locations: Basel, French Rhine ports, German Upper Rhine ports, Neckar ports	Upper Rhine + Neckar	Connection southern ports Rhine routes (rail) + terminals Market overview reachstacker Circular economy Preliminary reports on trade fairs	Hanover Fair + Logistics 4.0 Hanover, 20.-24.04.2026 TOC Europe Hamburg, 19.-21.05.2026
ISSUE 4	European routes in transition: Continental combined transport French sea port connection Container transports	Intermodal transport in Europa	Growth market Eastern Europe Digitization New Silk Road SGKV combined transport- terminal card Preliminary reports on trade fairs Special: Large volume and heavy duty transport (CD 23.04.2026)	Maritime Industry Gorinchem, 02.-04.06.2026 Breakbulk Europe Rotterdam, 16.-18.06.2026
ISSUE 5	Logistics locations: Berlin, Magdeburg, Braunschweig, Hanover, Hamburg, Brunsbüttel, Rostock Shipyards along the Elbe and the Baltic Sea Large volume and heavy duty transport: transfer points and corridors	Elbe, Baltic Sea + Oder	Connection Germany-Eastern Europe Market overview ship propulsions	

AD: Ad Deadline | CD: Closing Date Printing Materials | PD: Publication Date

This overview of planned topics for 2026 is intended to facilitate your advanced planning. The editor reserves the right to make change

	TOPICS	REGIO SPECIAL	SPECIAL	FAIRS
ISSUE 6	Logistics locations: Trier, Luxembourg, Metz, Middle Rhine ports Connection Belgium & North France	Middle Rhine, Mosel + Saar	Locks regime + locks technology Ship certifiers Preliminary reports on trade fairs	SMM Shipbuilding, Machinery & Marine Tech. , Hamburg, 01.-04.09.2026 Shipping Technics Logistics Kalkar, September 2026 InnoTrans Berlin, 22.09.-25.09.2026
AD 20.07.26 CD 24.07.26 PD 17.08.26				
ISSUE 7	Logistics locations: Frankfurt a.M., Aschaffenburg, Nuremberg, Regensburg, Straubing, Passau, Enns, Vienna Hazardous cargo transports Shipbuilding on Main & Danube	Main + Danube	Inland ports as hinterland hubs Logistics chains to South-East Europe Private and state railroads Preliminary reports on trade fairs Topic Special: Trimodal terminals (CD 07.09.2026)	BVL Supply Chain CX Berlin, 22.-24.10.2026 Antwerpen XL Berlin, October 2026
AD 07.09.26 CD 11.09.26 PD 05.10.26				
ISSUE 8	Logistics locations: Bonn, Cologne, Neuss/Düsseldorf, Duisburg, Krefeld, Wesel/Emmerich, Ruhr area, Netherlands Shipbuilding on the Lower Rhine Preservation of the canal network	Lower Rhine + canal network	City logistics by inland navigation vessels Chemical cluster Rhine Packaging logistics Green Shipping	
AD 01.10.26 CD 08.10.26 PD 02.11.26				
ISSUE 1/27	Logistics locations: Hamburg, Bremen Ports, Seaports of Lower Saxony, Mecklenburg-Western Pomerania, Rotterdam, Antwerp/Zeebrugge	Sea ports + hinterland	Trans-European networks Large volume and heavy duty transport	
AD 20.11.26 CD 26.11.26 PD 18.12.26				

MAGAZINE FORMAT

210 X 279 MM



TITLE DISPLAY***

—
210 x 148 mm**



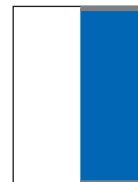
2/1 PAGE ACROSS GUTTER

—
420 x 279 mm*



1/1 PAGE

175 x 236 mm
210 x 279 mm*



1/2 PAGE PORTRAIT

85 x 236 mm
101 x 279 mm*



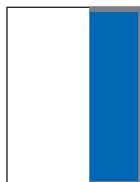
1/2 PAGE LANDSCAPE

175 x 117 mm
210 x 137 mm*

MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

* + 3 mm bleed
** + 4 mm bleed
on all edges



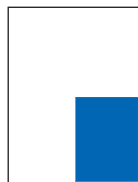
1/3 PAGE PORTRAIT

55 x 236 mm
71 x 279 mm*



1/3 PAGE LANDSCAPE

175 x 76 mm
210 x 91 mm*



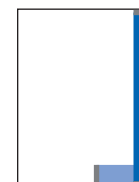
1/4 PAGE BLOC

85 x 117 mm
101 x 137 mm*



**1/4 PAGE PORTRAIT/
LANDSCAPE**

40 x 236 mm/175 x 56 mm
56 x 279 mm/210 x 71 mm*



**1/8 PAGE BLOC/
LANDSCAPE**

85 x 56 mm/175 x 31 mm

MAIN MAGAZINE

Type area (w x h)
Bleed size (w x h)

** Placement address label: from below 40 mm, from left 20 mm; size address label: 85 mm x 50 mm (width x height)

Printing and binding process: Offset print, staple binding, 70 line/cm screen | Printing material delivery in digital form


FORMAT MAGAZINE SECTION
4-COLORS IN €

Title display	11,425.00
2. + 3. cover page	4,690.00
4. cover page	4,925.00
2/1 page	8,015.00
1/1 page	4,480.00
1/2 page	2,450.00
1/3 page	1,590.00
1/4 page	1,255.00
1/8 page	665.00

DISCOUNTS FORMAT ADVERTS*

For insertions within one insertion year (begins with the publication of the first ad).

FREQUENCY SCALE
QUANTITY SCALE

3 times	5 %	2 pages	5 %
4 times	10 %	4 pages	10 %
6 times	15 %	6 pages	15 %
8 times	20 %	8 pages	20 %

All surcharges do qualify for discounts. Title displays are not subject to discounts.

**CLASSIFIED ADS
MARKET PLACE**
B/W IN €
4-COLORS IN €

1/2 page	1,005.00	1,380.00
1/3 page	695.00	925.00
1/4 page	520.00	725.00
1/8 page	280.00	370.00
Box number fee	€ 16.00	

TECHNICAL SPECIFICATIONS PRINT

In the case of supplying digital printing materials please note the information on our data ticket.

You can find all information summarized [here](#) in a PDF.



The Purchasing Market comes after the editorial main focus topics and is sorted by categories.

PRESENTATION PRINT:

1 entry, sorted in categories, 8 issues, run time 1 year

The calculation is billed in advance on an annual or semi-annual basis or in case of debit authorisation after the publication of each issue.

To coordinate the extensive presentation options please contact us.

CATEGORIES

- | | | |
|---|---|--------------------------------------|
| • Shipyards | • Construction & consulting | • Fairs and exhibitions |
| • Propulsion systems | • Bunker services | • Ship charterers |
| • Marine suppliers | • Ship brokers | • Support of owner-operators |
| • Corrosion protection | • Ship financing | • Ports & handling operators |
| • Hydraulics and pneumatics | • Ship insurance | • Port construction and marine works |
| • Navigation & communication technology | • Personnel services, piloting services | • Handling technologies |
| • Wiring systems | • Education and training | • Containers |
| • Railway undertakings | | |



AD FORM

PLACEMENT

RUN TIME

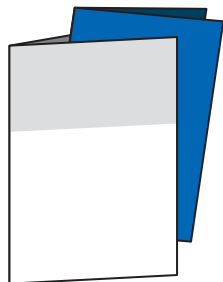
FORMAT W x H

PRICE IN € B/W

PRICE IN € 4-COLORS

1 entry	SUT	8 issues	60 mm x indiv.	per mm 3.44	per mm 6.88
			60 mm x 20 mm	68.80	137.60
			60 mm x 40 mm	137.60	275.20

LOOSE INSERT



SPECIAL FEATURE

- Individual layout
- Generous space for product information
- Inserted loosely, making it independent from the magazine
- Supplement only possible in the entire print run

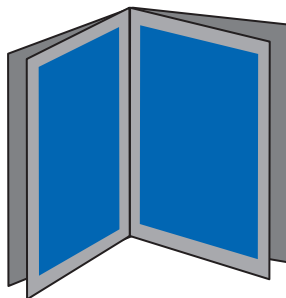
FORMAT

- 200 mm width x 269 mm height

PRICE

- Up to 25 g total weight per thou. **€ 395.00**
- Every additional 5 g per thou. **€ 40.00**
- Different formats on request
- Must be delivered in its finished form

ADVERTORIAL



SPECIAL FEATURE

- Content is editorially prepared and published
- Communication objective transported in a credible manner
- Alternative to the traditional advertisement

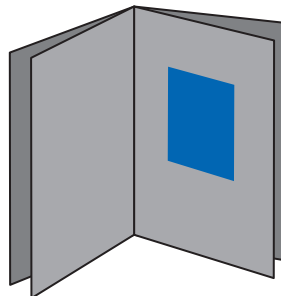
FORMAT

- 2/1 or 1/1 page, 4c, incl. photos, text and logo
- Annotation „Advert“ in header

PRICE:

- 2/1 page: **€ 8,015.00**
- 1/1 page: **€ 4,480.00**
- 1/2 page: **€ 2,450.00**

ISLAND AD



SPECIAL FEATURE

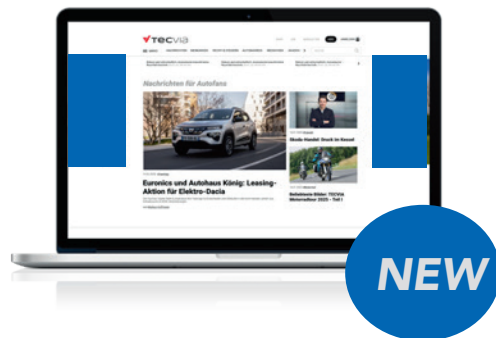
- Successful eyecatcher due to its prominent placement in the middle of the editorial content
- Logo or URL – the motto is: short and concise

FORMAT

- 85 mm width x 25 mm height

PRICE

- **€ 620.00**
- Different formats on request



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY HALFPAGE

RIGHT OR LEFT

FORMAT

- 300 x 600 px (max. 120 KB)

CPM*

- € 185.00

RIGHT AND LEFT

FORMAT

- 2 x 300 x 600 px (max. 120 KB)

CPM*

- € 280.00



PLAYOUT ON ALL WEB PAGES (RoS)

STICKY-WIDE SKYSCRAPER

RIGHT OR LEFT

FORMAT

- 160 x 600 px (max. 120 KB)

CPM*

- € 120.00

RIGHT AND LEFT

FORMAT

- 2 x 160 x 600 px (max. 120 KB)

CPM*

- € 180.00



PLAYOUT DESKTOP

BILLBOARD

FORMAT

- 950 x 250 px (max. 120 KB)

CPM*

- € 185.00



PLAYOUT START PAGE

NATIVE AD

FORMAT

- Image format 16:9
- Headline 50 characters
- Bodytext 180 characters
- Cta 20 characters

FIXED PLACEMENT

- Preis on request

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF file.



MEDIUM RECTANGLE

FORMAT

- 300 x 250 px (max. 120 KB)

CPM*

- € 120,00



PARALLAX AD

FORMAT

- 300 x 600 px (max. 120 KB)
- visible 300 x 400 px

CPM*

- € 185.00

NEW: PARALLAX-AD

A parallax ad is an **interactive** online advertising format in which different layers of an advertising banner move at different speeds when the user scrolls.

This creates a spatial, dynamic 3D effect that attracts the user's attention particularly strongly.

MORE FORMATS ON REQUEST.

We'll be happy to advise you!

TECHNICAL SPECIFICATIONS ONLINE

You can find all information summarized [here](#) in a PDF file.



DIGITAL

SUT weekly informs the deciders and managers with an up-to-date and informative online newsletter.

REGISTRATION:

newsletter.tecvia.com/sut

RUN TIME/OCCUPANCY:

The duration, number, and timing of the advertisement placement depend on availability and your preferences. Selection by zip code area or industry is not possible.

AD FORMAT	FORMAT IN PX	PRICE PER NL IN €
Cross/Full-size banner	650 x 150	290.00
Text ad	650 x 366	290.00
Medium rectangle	300 x 250	290.00



TECHNICAL SPECIFICATIONS NEWSLETTER

You can find all information summarized [here](#) in a PDF file.



DIGITAL

The online advertorial appears as an editorially designed article among the latest news items on the portal www.schiffahrtundtechnik.de.

The advertorial is promoted with a text ad in the newsletter and a teaser on the start page of www.schiffahrtundtechnik.de.

PRESENTATION:

- Featured image (1.920 x 1.080 px, .jpg)
- Company logo (372 x 90 px, .png)
- Headline max. 70 characters
Teaser ca. 400 characters
- Body text with max. 3,000 characters
- **OPTIONAL:** Text for short infobox, e.g. about your company
- **OPTIONAL:** Up to three highlight quotes
- **OPTIONAL:** Linking to websites or videos
- **OPTIONAL:** Images with captions for decoration or slideshows (1,920 x 1,080 px, .jpg)
- Note: This article is marked as an advertisement!

Teaser on start page



Advertorial



AD FORMAT	PLACEMENT	RUN TIME	PRICE IN €
Online advertorial	schiffahrtundtechnik.de	4 weeks	2,175.00



DIGITAL

EXCLUSIVE AND INNOVATIVE SURVEY TOOL:

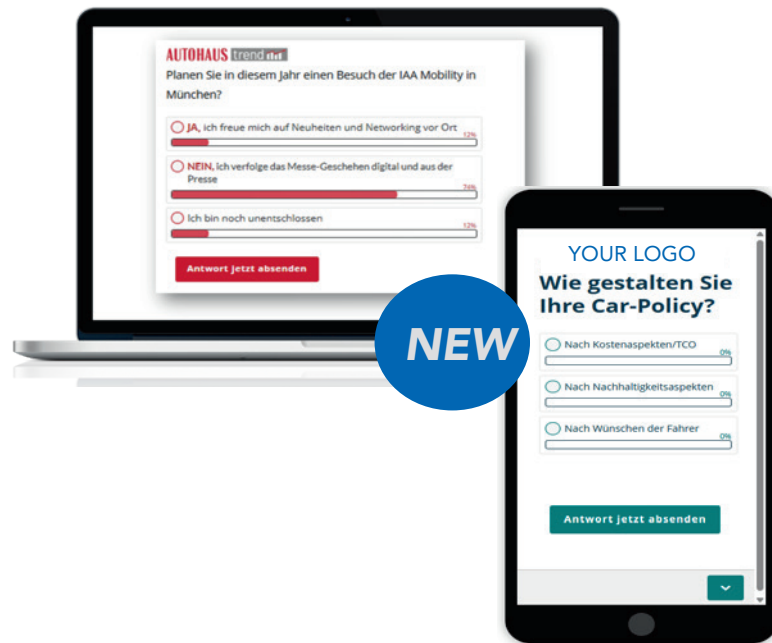
Use our innovative survey tool to attract visitors to your website. Position your brand effectively and benefit from meaningful survey results.

You can also use the survey to make your online advertorial even more interesting for readers.

ADVANTAGE:

- Generate maximum clicks - every response means a click
- Get an impression of readers' moods
- The survey takes place exclusively in an editorial and otherwise advertising-free environment
- Ad blockers cannot suppress this form of advertising
- Customizable - with your logo and in your corporate colors
- Meaningful reporting tool

PRICE ON REQUEST



**GO FOR INTERACTIVE ADVERTISING!
YOUR SURVEY, YOUR CLICK MACHINE.
MORE TRAFFIC, MORE SUCCESS.**



DIGITAL

The industry guide serves as a market overview and directory of suppliers. Clearly arranged by keyword, you will find the offers of the international shipbuilding and supply industry in the following categories. Here you can present yourself as a company around the topic of shipping and technology. You will appear on www.schiffahrtundtechnik.de/branchenguide for 12 months.

CATEGORIES:

- Propulsion systems
- Education & training
- Railroad companies
- Bunker services
- Ports & handling operators & containers
- Port and water engineering
- Hydraulics and pneumatics
- IT
- Construction & consulting & support for private owner operators
- Consumer goods
- Brokers & finances & insurances
- Fairs & exhibitions
- Navigation & communication technology & wiring systems
- Shipping companies
- Marine equipment
- Ship charterers
- Handling technology
- Associations & ministries
- Shipyards & shipbuilders

ENTRIES

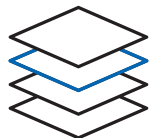
Basic (address)

free

Premium (address + URL + portrait: products and services, references, image gallery, contact form)

per year 625.00





PRINT



DIGITAL

DO YOU HAVE MORE TO SAY THAN FITS IN AN AD?

Some topics are worth investigating in more detail from different perspectives. To that end, the SUT editorial team publishes specials in the form of a “**magazine-within-a-magazine**”, covering areas such as **large volume and heavy transports** and **combined transport terminals**.

The specials are created on the basis of editorial research in cooperation with renowned experts, associations, providers and manufacturers.

You have the opportunity to present yourself in the form of a **company contribution** (interview, best practice report or company portrait) in these topic specials.

You send us your text and images. **We** will take care of the design and make the entire appearance visually perfect.

The **planned topic specials for 2026** will be covered in the issues 2 (new fuels and alternative drive systems), 4 (large volume and heavy transports) and 7 (trimodal terminals).



FORMAT

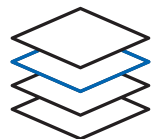
PRICE IN €

1/1 page company contribution

2,400.00

2/1 page company contribution

4,255.00



PRINT



DIGITAL

YOUR MESSAGE IN EDITORIAL STYLE: THE STAGE FOR YOUR NATIVE ADVERTISING

A print advertorial is a special editorial format designed in the style of an article.

The ideal complement is the accompanying publication of this content as a digital advertorial on the trade magazine portal.

In addition to your advertorial, choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE PRINT & ONLINE	PREMIUM PRINT & ONLINE	BASIC+ PRINT & ONLINE
Publikation magazine Print	✓ 1 x	✓ 1 x	✓ 1 x
PDF for your own use Online-PDF	✓ Web PDF	✓ Web PDF	✓ Web PDF
Publication as Online advertorial	 4 weeks	 4 weeks	
Newsletter placement Text ad	 3 x	 2 x	
4 pages digital print Special print	✓ 1,000 copies		
Prices on request			



DIGITAL

NATIVE CONTENT IN TOP FORM: SPECIAL EDITORIAL FORMATS ON THE ONLINE PORTAL OF THE TRADE MAGAZINE

An online advertorial places your message in the style of native advertising in the layout of an online article.

In addition to your online advertorial, choose your advertising material package!

MEDIA PACKAGES

ADVERTISING MEANS

	ULTIMATE	PREMIUM	BASIC+
Online Advertorial Start page	✓ 4 weeks	✓ 4 weeks	✓ 4 weeks
Newsletter placement Text ad	✓ 5 x	✓ 4 x	✓ 1 x
Social media placement Posting	✓ 3 x	✓ 2 x	✓ 1 x
Browser placement Clever push	 2 x	 1 x	
Banner placement Skyscraper	 Pls depen- ding on availability	 Pls depen- ding on availability	
Social media ad service Promotion	✓		

Prices on request

OMNIBUSREVUE



verkehrs 
RUNDSCHAU

Sprit+

Autoflotte



Trucker

fokus GEFAHR/GUT

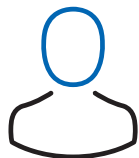
AUTOHAUS

VKU

VD
VERKEHRSDIENST

FAHRSCHULE





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