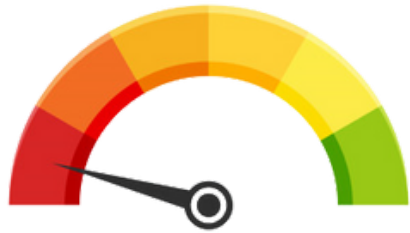


# www.hansa-yachts.com

## Online Advertising Media Kit 2024

### Starter packages



**SLOW steaming**

**SLOW steaming 90 days = 1/4 year**

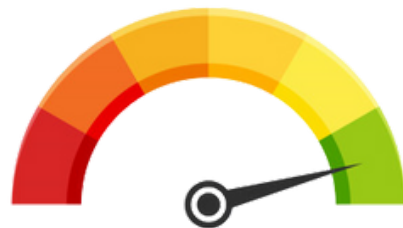
Website: Banner 740 x 150 px  
3 Banner in monthly Newsletter  
Package Rate: Euro 2,900



**HALF power**

**HALF power 180 days = 1/2 year**

Website: Banner 740 x 150 px  
6 Banner in monthly Newsletter  
Package Rate: Euro 4,500

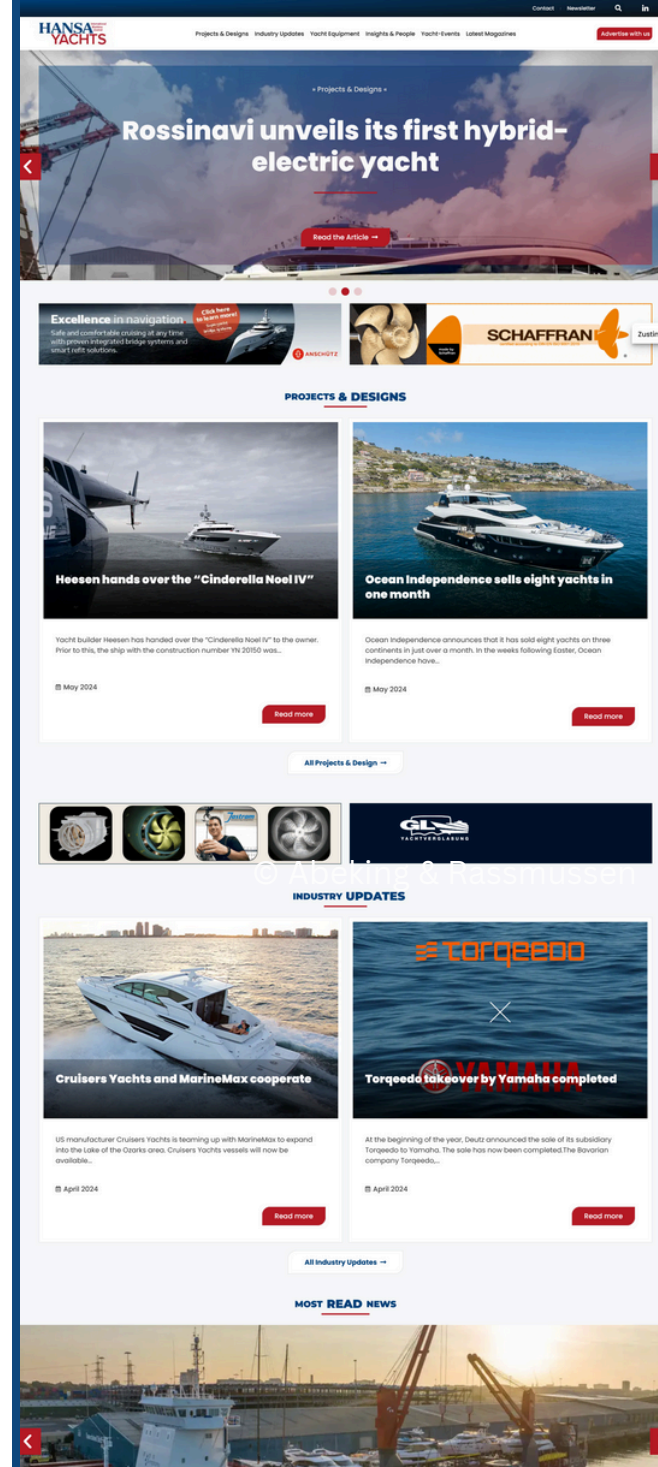


**FULL speed**

**FULL speed 360 days = full year**

Website: Banner 740 x 150 px  
12 Banner in monthly Newsletter  
Package Rate: Euro 7,800

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The screenshot shows the top navigation menu of the Hansa website. It features six main categories, each with an icon and a 'Read more' button:

- Projects & Designs:** The newest yacht designs and delve into the latest construction projects shaping the seascope.
- Industry Updates:** The latest developments and happenings in the world of sustainable yachting.
- Yacht Equipment:** Find out about the latest products that contribute to sustainable yacht building.
- Insights & People:** Stay informed with the latest developments and happenings in the world of sustainable yachting.
- Yacht Events:** Read news and reviews to upcoming and past events of the yachting and maritime industry.
- Latest Magazines:** Read the exclusive articles from the HANSA Yacht issue online and free of any costs.

Below the menu, there are three promotional banners for 'ROLEX PHILOSOPHIE', 'Likes won't help you in a storm', and 'HANSA news'.

The screenshot shows the 'YACHT EQUIPMENT' section of the Hansa website. It features two main articles:

- Anschütz: The 200th megayacht bridge in sight**  
The flat-based navigation specialist Anschütz will deliver its 200th integrated bridge system (BS) for megayachts in the coming months. According to the company, demand for...  
April 2024
- Silent Yacht 62 gets an upgrade**  
The solar-electric Silent Yacht 62 is set to achieve better efficiency and a longer range following its upgrade. According to Silent Yachts, the yacht is...  
April 2024

Each article has a 'Read more' button.

The screenshot shows the 'INSIGHTS & PEOPLE' section of the Hansa website. It features two main articles:

- Benetti appoints Daniela Petrozzi as new Sales Director**  
With effect from 1 June, Benetti has appointed Daniela Petrozzi as its new Sales Director. She succeeds Sebastiano Fanizza. In her new role, Daniela Petrozzi...  
May 2024
- German Naval Yards owner Saffa deceased**  
Iskandar Saffa, owner of the Kiel shipyard German Naval Yards, has passed away. Saffa died on Monday surrounded by his family in the south of...  
April 2024

Each article has a 'Read more' button.

The screenshot shows the 'YACHT EVENTS' section of the Hansa website. It features two main articles:

- Palma becomes the meeting place for the yachting industry**
- Superyacht Associations join METSTRADE**

Each article has a 'Read more' button.



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