

# HANSA YACHTS

International  
Maritime  
Journal

# MEDIA KIT

*2026 Print & Online*



**HANSA YACHTS** is the specialized yacht technology brand of the esteemed »HANSA International Maritime Journal«, published by Tamm Media in Hamburg for over 150 years. We provide in-depth coverage of the yachting industry, including ship descriptions, technological innovations, shipyard stories, interviews, market reports, and industry news. Our focus is on the industry's transformation towards a greener future, embodying the ethos of „From the industry, for the industry.“



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# MEDIA CONTACTS



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# MAIN TOPICS

The yacht industry continues to evolve rapidly, driven by technological innovation, sustainability efforts, and shifting consumer preferences. HANSA YACHTS delves into the most important themes shaping the future of yachting.



Current and future systems and technologies



Engines, propulsion systems, machinery and components



S&P activities and price developments



New yacht projects



Innovative designs and equipment



Market transformations and trends



Legal and insurance matters



Main yachting and yacht technology events, conferences and exhibitions



# TOTAL AUDIENCE

more than  
**380,000**  
contacts

more than  
**22,000**  
magazine

more than  
**10 K**  
print copies

more than  
**10 K**  
ePaper

more than  
**2 K**  
at shows &  
exhibitions

more than  
**360,000**  
digital

more than  
**300 K**  
impressions  
per year

more than  
**5 K**  
subscribers  
monthly  
newsletter

# DEMOGRAPHICS

HANSA YACHTS will address the key trends, technologies, and best practices in the world of yachting. With the global market continuing to evolve, it is essential for stakeholders – from yacht manufacturers and designers to brokers and service providers– to stay ahead of the curve. Understanding the nuances of design, sustainability, and customer expectations is crucial for maintaining competitiveness in this prestigious market.

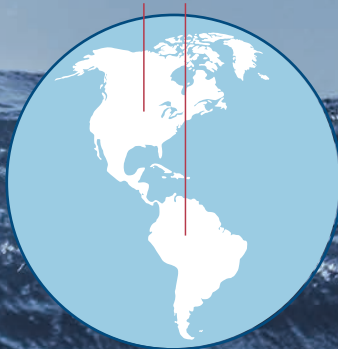
## Main target groups

- Yacht builders/Yards
- Constructors/Architects
- Designers
- Outfitters
- Charterers & Brokers
- Owners & Owner representatives

## Distribution

- Print: **10,000 copies**
- Digital: **10,000 e-papers**
- Sent by e-mail to personalised addresses in the TAMM MEDIA database
- Free e-paper download at [www.hansa-yachts.com](http://www.hansa-yachts.com)

15,8 %  
North- and Southamerica



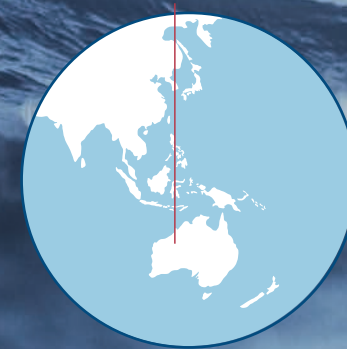
77,8 %  
Europe



2,6 %  
Asia



3,8 %  
Australia





# DEADLINES 2026

By advertising in HANSA YACHTS, you directly reach key decision-makers in the industry – precisely where they are: at work and at the world's most important industry events. Each issue is distributed to business addresses, offices, shipyards, design centers, family offices, and major events worldwide – from Monaco to Miami.

In addition to the print edition, HANSA YACHTS is also available as an e-paper, through a monthly newsletter, and, of course, anytime via the website. With HANSA YACHTS, you are in professional hands.

## HANSA YACHTS 01/2026

### Topics:

- Yacht Transport and Insurance
- Yacht & Superyacht Equipment
- Green & Efficient yachting
- Repair & Retrofit
- Safety & Security

**Ad Close:** 16th February 2026  
**Material Close:** 2nd March 2026  
**Date of publication:** 23rd March 2026

### Bonus distribution at:

**Miami International Boat Show**  
From 11th to 15th February 2026  
[www.miamiboatshow.com](http://www.miamiboatshow.com)

**Dubai International Boat Show**  
From 8th to 12th April 2026  
[www.boatshowdubai.com](http://www.boatshowdubai.com)

**PIBS Palma International Boat Show**  
From 29th April to 2nd May 2026  
[www.palmainternationalboatshow.com](http://www.palmainternationalboatshow.com)

## HANSA YACHTS 02/2026

### Topics:

- Yacht Service, Supply & Management
- Trends in design and interior
- Navigation & Communication
- Alternative Propulsion
- Boardentertainment

**Ad Close:** 20th July 2026  
**Material Close:** 31st July 2026  
**Date of publication:** 17th August 2026

### Bonus distribution at:

**Cannes Yachting Festival**  
From 8th to 13th September 2026  
[www.cannesyachtingfestival.com](http://www.cannesyachtingfestival.com)

**Monaco Yacht Show**  
From 23rd to 26th September 2026  
[www.monacoyachtshow.com](http://www.monacoyachtshow.com)

**Fort Lauderdale Boat Show**  
From 28th October to 1st November 2026  
[www.flibs.com](http://www.flibs.com)

**METSTRADE**  
From 17th to 19th November 2026  
[www.metstrade.com](http://www.metstrade.com)

# ADVERTISING PRINT

HANSA YACHTS is unique.

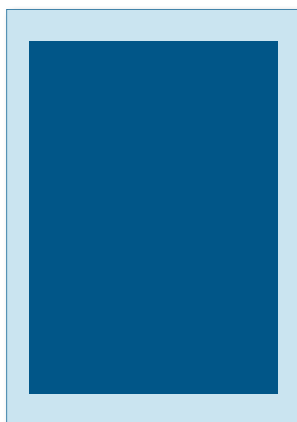
HANSA YACHTS is the technical magazine with detailed information from shipbuilding professionals for professionals in yacht building and yacht design.

Published twice a year with a print run of 10,000 copies and distributed digitally to a further 10,000 highly qualified decision-makers in the yachting industry. Your professional environment to promote highly professional products!



Latest Magazine

# ADVERTISING PRINT



## 1/1 PAGE

**Type area:**  
181 x 242 mm

**Bleed format:**  
210 x 297 mm

**€ 4,600**



## 1/2 JUNIOR PAGE

**Type area:**  
118 x 188 mm

**Bleed format:**  
135 x 213 mm

**€ 2,600**



## 1/2 PAGE horizontal

**Type area:**  
181 x 130 mm

**Bleed format:**  
210 x 155 mm

**€ 2,600**



## 1/2 PAGE vertikal

**Type area:**  
86 x 242 mm

**Bleed format:**  
103 x 297 mm

**€ 2,600**

### Bleed:

All formats plus 3 mm bleed on all sides. Text distance to trim at least 5 mm. Other formats on request.

### Inner Section:

**Printing method:** web offset, print screen 70

**Paper:** 80g OpakoSatin

### Cover:

**Printing method:** sheetfed offset, print screen 70

**Paper:** 170 g LuxoMagic

**Processing:** 1-sided cellophane wrapping with soft-touch film

**Data transfer:** Via e-mail to [anzeigen@hansa-online.de](mailto:anzeigen@hansa-online.de)

**For further inquiries:** Phone +49 (0)40 70 70 80-225

**Data formats:** Printable PDF files (pdf/x4) or open data files. In case of open data files please add all non-embedded fonts, images and other elements.

**Colours:** CMYK printing inks, special colours with surcharge only on request.

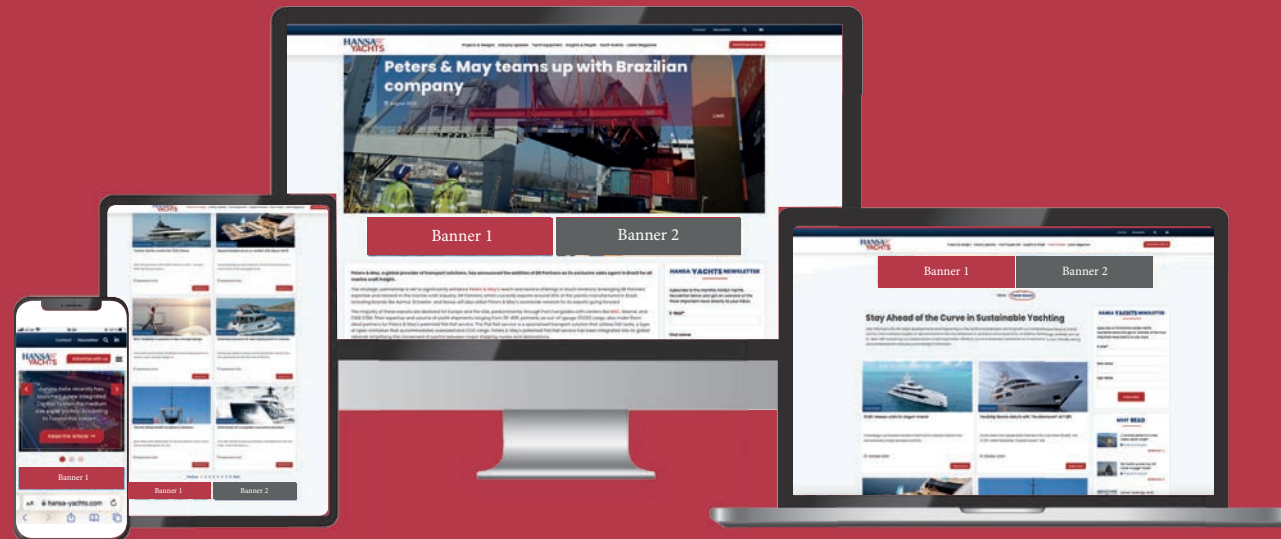
**Data archiving:** No data will be archived.

**Warranty:** We assume no liability for the delivery of incomplete or deviating data.

# PACKAGES DIGITAL

With our straightforward flat-rate packages, reaching professional decision-makers via our website and newsletter has never been easier. You have the flexibility to choose your campaign duration – quarterly, semi-annually, or annually. Once your campaign is live, your brand is prominently featured in every newsletter and continuously rotated across our website, ensuring consistent visibility. Every customer receives equal attention, effortlessly and efficiently. It's that simple.

Simplifying  
Digital Marketing



[www.hansa-yachts.com](http://www.hansa-yachts.com)



Website

# PACKAGES DIGITAL

**Website:** [www.hansa-yachts.com](http://www.hansa-yachts.com)

**Banner & newsletter format:** 740 x 150 px

**Data size:** max. 80 kb

**Data format:** JPEG-, TIF, GIF- or SWF-format

## PACKAGE 1: SLOW STEAMING



**Period:** 90 days = 1/4 year

**Package:**

+ 3 month banner at [www.hansa-yachts.com](http://www.hansa-yachts.com)

+ 3 banners in monthly newsletter

**€ 2,900**

## PACKAGE 2: HALF POWER



**Period:** 180 days = 1/2 year

**Package:**

+ 6 month banner at [www.hansa-yachts.com](http://www.hansa-yachts.com)

+ 6 banners in monthly newsletter

**€ 4,500**

## PACKAGE 3: FULL SPEED



**Period:** 360 days = full year

**Package:**

+ 12 month banner at [www.hansa-yachts.com](http://www.hansa-yachts.com)

+ 12 banners in monthly newsletter

**€ 7,800**



| *See you soon!*

## HANSA YACHTS

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