

HANSA International Maritime Journal

YACHTS

MEDIA KIT

2027 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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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

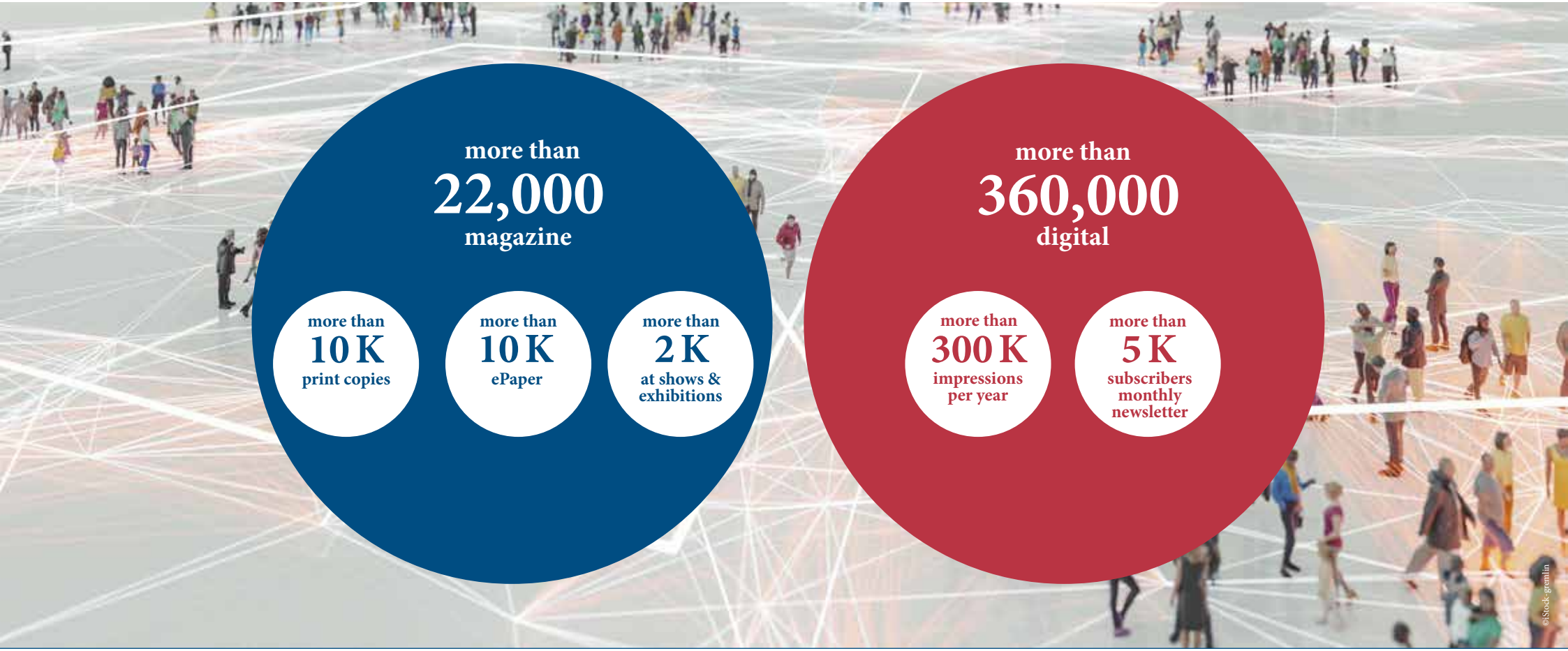
Legal and insurance matters

Main yachting and yacht technology events, conferences and exhibitions



TOTAL AUDIENCE

more than
380,000
contacts



DEMOGRAPHICS

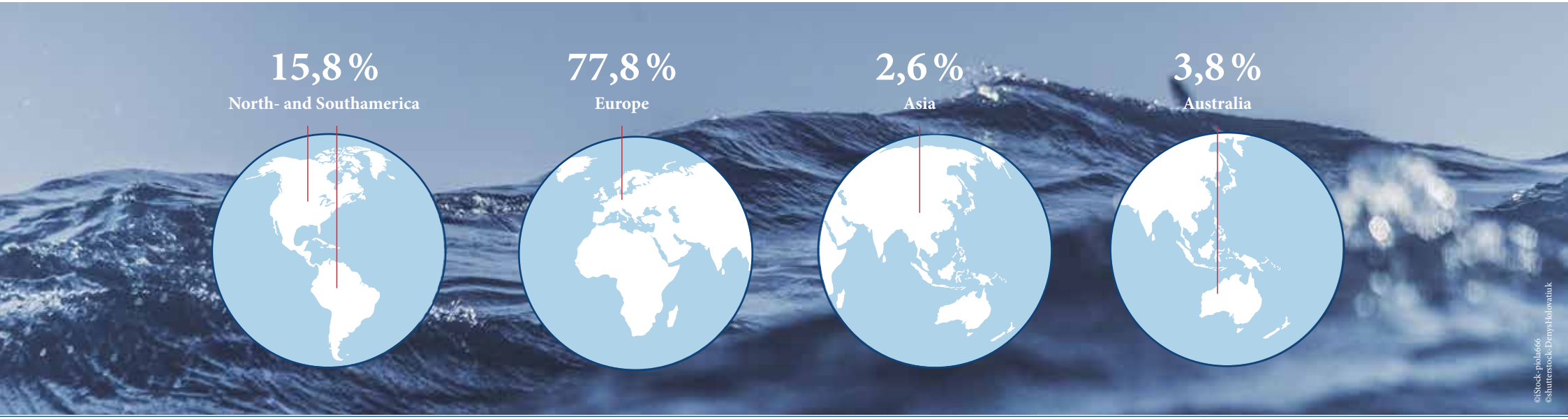
HANSA YACHTS will address the key trends, technologies, and best practices in the world of yachting. With the global market continuing to evolve, it is essential for stakeholders – from yacht manufacturers and designers to brokers and service providers– to stay ahead of the curve. Understanding the nuances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



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DEADLINES 2027

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 01/2027

Topics:

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

Ad Close: 15th February 2027
Material Close: 22nd February 2027
Date of publication: 8th March 2027

Bonus distribution at:

Palm Beach International Boat Show
Palm Beach, USA
From 17th to 21st March 2027
www.pbboatshow.com

PIBS Palma International Boat Show
Palma de Mallorca, Spain
From 28th April to 1st May 2027
www.palmainternationalboatshow.com

HANSA YACHTS 02/2027

Topics:

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

Ad Close: 26th July 2027
Material Close: 2nd August 2027
Date of publication: 16th August 2027

Bonus distribution at:

Cannes Yachting Festival
Cannes, France
From 7th to 12th September 2027
www.cannesyachtingfestival.com

Monaco Yacht Show
Monaco
From 22nd to 25th September 2027
www.monacoyachtshow.com

Seatrade Cruise Europe+Marine Interiors
Hamburg
From 15th to 17th September 2027
www.seatrade-europe.com

METSTRADE, Amsterdam
Netherlands
From 16th to 18th September 2027
www.metstrade.com

ADVERTISING PRINT

HANSA YACHTS is unique.

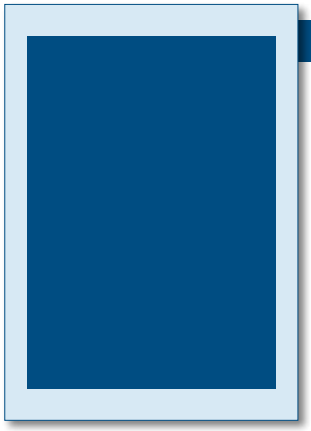
HANSA YACHTS is the technical magazine with detailed information from shipbuilding professionals for professionals in yacht building and yacht design.

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

€ 4,700



1/2 JUNIOR PAGE

Type area:
118 x 188 mm

Bleed format:
135 x 213 mm

€ 2,800



1/2 PAGE *horizontal*

Type area:
181 x 130 mm

Bleed format:
210 x 155 mm

€ 2,800



1/2 PAGE *vertikal*

Type area:
86 x 242 mm

Bleed format:
103 x 297 mm

€ 2,800

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

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

Website

PACKAGES DIGITAL

Website: www.hansa-yachts.com
Banner & newsletter format: 740 x 150 px
Data size: max. 80 kb
Data format: JPEG-, TIF or GIF-format

PACKAGE 1: SLOW STEAMING



Period: 90 days = 1/4 year

Package:

+ 3 month banner at 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
+ 6 banners in monthly newsletter

€ 4,500

PACKAGE 3: FULL SPEED



Period: 365 days = full year

Package:

+ 12 month banner at www.hansa-yachts.com
+ 12 banners in monthly newsletter

€ 7,800





See you soon!

HANSA YACHTS

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