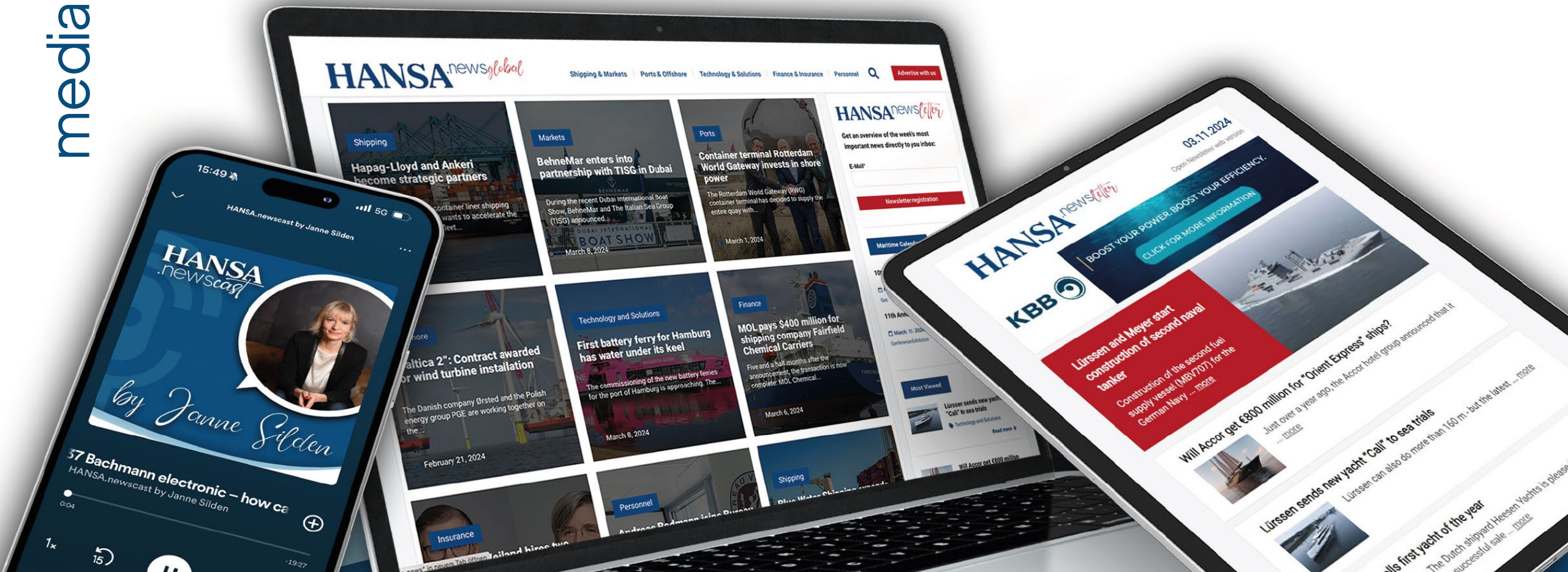


# HANSA .news *global*





## INTERNATIONAL MARITIME NEWS

website | newsletter | podcast



Shipping is global – and so are we...

HANSA.news global is the international flagship of TAMM Media and offers up-to-date, global news about all aspects of shipping, shipbuilding, offshore, technology, ports, research and development. The high-quality news portal, made in Germany, is supplemented by a weekly newsletter and a 14-daily podcast.

Visit: [www.hansa.news](http://www.hansa.news)

The new product family – made with maritime passion –  
from hamburg, in english for the global maritime community

**HANSA**  
.news*global*

... hourly up to date via the website [www.hansa.news](http://www.hansa.news)

**HANSA**  
.news*letter*

... weekly newsletter with an overview of the week's most important news.  
So you never miss an important topic again

**HANSA**  
.news*cast*

... every 14 days the "technical podcast" (powered by Janne Silden. A look at the people behind the products. listen for 20 minutes and you'll know more than just the standard facts about the company, the person and the latest product.

**HANSA**  
.news*global*

# Marketing via HANSA.news is simple and effective



## SLOW steaming 90 - 1/4 year global+letter > 90 days

- Website: 3 month / Banner size 600x125 pixel / Position shared\*
- Newsletter: 3 month = 12 Insertions / Banner: 600x125 pixel / Position: rotation within the news
- 1x Advertorial: 300 words + picture + link to your website / published: online + newsletter + linkedIn

**Package rate 2026: Euro 4,100**



## HALF power 180 - 1/2 year global+letter > 180 days

- Website: 6 month / Banner Size 600x125 pixel / Position shared\*
- Newsletter: 6 month = 24 Insertion dates / Banner: 600x125 pixel / Position: rotation within the news
- 2x Advertorial: 300 words + picture + link to your website / published: online + newsletter + linkedIn

**Package rate 2026: Euro 6,800**



## FULL speed 365 - FULL Year global+letter = 365 days

- Website: 12 month / Banner Size 600x125 pixel / Position shared\*
- Newsletter: 12 month = 50 Insertion dates / Banner: 600x125 pixel / Position: rotation within the news
- 4x Advertorial: 300 words + picture + link to your website / published: online + newsletter + linkedIn

**Package rate 2026: Euro 11,800**

Option for extension in 2027: Euro 12,800  
Option for extension in 2028: Euro 13,800

\*shared = shared position, position will rotate via full website, same share for each client

# Website Statistics



impressions per year: 2,6M  
impressions per month\*: 221.987



page-views per year: >500.000  
page-views per month\*: 41.877



average interaction time per user: 1,22

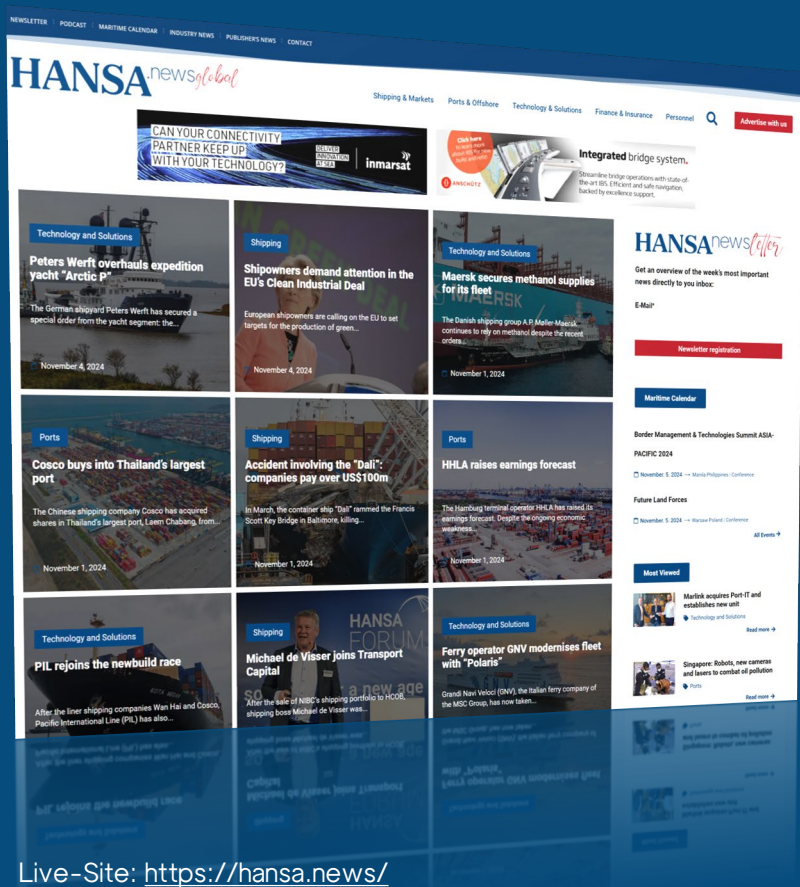


mobile: 66,3%  
desktop: 31,4%  
tablet: 2,4%  
smartTV: 0,1%



|                                      |     |         |    |
|--------------------------------------|-----|---------|----|
| Germany (incl. Austria, Switzerland) | 21% | Denmark | 7% |
| United States                        | 11% | Greece  | 7% |
| Netherlands                          | 10% | Spain   | 6% |
| Norway                               | 8%  | Poland  | 6% |
| UK                                   | 7%  | China   | 2% |
| France                               | 7%  | ROW     | 8% |

\*Analytics period: September 2024 to October 2025



Live-Site: <https://hansa.news/>

# Newsletter Statistics



Sample: <https://news.hansa-online.de/m/15710363>



delivered/receiver:

4.082 reader



opening rate:

> 35,6%\*\*



click-to-open rate:

10,11%\*



Clicks per active reader:

5,84%\*\*

\* per newsletter / key date 14 November 2025

\*\* on average in 2025



# Advertising on all channels – as simple as possible...

Ad planning on HANSA.news global is as simple as possible. You book one of the three packages "Full Speed", "Half Power" or "Slow Steaming" and provide us with just one advertising banner in the format 600px x 125px and you will always be present everywhere.

Your advertising material will appear on the website for the booked period. On the homepage and all subpages. All advertisers rotate in all positions and receive exactly the same number of impressions (100% share). The same advertising material appears automatically – also in weekly rotation, in alternating positions in the weekly newsletter – in every issue of the booked period.

Advertorial for website and newsletter included – of course, we will share your advertorial on LinkedIn.

One year booked = 365 days online + 50 issues of the newsletter!

# Contact

we are happy to answer any of your questions at any time.



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