

The magazine
for the energy transition

Media kit
Print + Digital
2025

ERNEUERBARE ENERGIEN

DAS MAGAZIN FÜR WIND-,
SOLAR- UND BIOENERGIE

Foto: Gettyimages



www.erneuerbareenergie.de

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Your Contacts

Head of Media Sales

Patrick Krumbach
Phone: +49 (0) 511 2704717
krumbach@erneuerbareenergien.de

Order Management

Carmen Welte
Phone: +49 (0) 711 636 72-828
welte@gentner.de

Subscriptions

Phone: +49 (0) 711 636 72-405
service@gentner.de

Editors

Nicole Weinhold
(Editor-in-Chief) (V.i.S.d.P.)
Phone: +49 (0) 30 23367599
weinhold@erneuerbareenergien.de

Sven Ullrich
Solar Energy
Phone: +49 (0) 30 92252671
ullrich@erneuerbareenergien.de

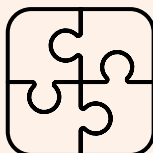
Tilman Weber
Energy Transition + Wind Energy
Phone: +49 (0) 511 2704706
weber@erneuerbareenergien.de

Fabian Kauschke
Hydrogen
Phone: +49 (0) 711 636 72-507
kauschke@erneuerbareenergien.de



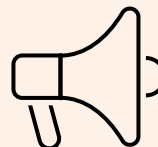
Information

For 36 years, the largest independent magazine for renewable energies in Germany



Topics

Wind power, solar and bioenergy, energy transition 2.0., clean mobility, storage, digitalisation



Industry info

Journalistic articles on political processes and decisions, internationally, at federal and municipal level.



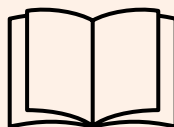
Target group

e. g. investors, project developers and operators of wind energy, solar and biogas projects (details on page 4)



Focused

Top decision-maker level



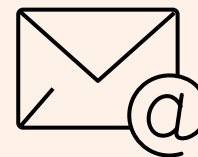
Print run

14,000 Copies¹



277,183

Page impressions, 144,566 visits per month²



10,005

Newsletter Recipients³





1 1 Copies per issue on average annually

2. IWV online usage data, June 2024

3. Publisher information, mailing file July 2024

A powerful team

Utilize the reach and expertise for your target audience approach and benefit from our combination discounts. Contact us. We would be happy to create a customized offer for you.

	 <p>DAS MAGAZIN FÜR WIND-, SOLAR- UND BIOENERGIE</p>	 <p>SOLARTECHNIK FÜR INSTALLATEURE PLANER ARCHITECTEN</p>		
Target groups	<ul style="list-style-type: none"> › Investors › Project developers and operators of wind energy, solar, and biogas projects › Municipalities › Municipal utilities and energy cooperatives as renewable energy planners › Service providers such as service providers, assessors, and financiers › Authorities › Universities and institutes 	<ul style="list-style-type: none"> › Solar installers, electrical and SHK installers and planners › Roofers › Municipal utilities › Energy providers › Wholesale trade › Operators › Property developers › Authorities › Housing companies › Engineering offices 	<ul style="list-style-type: none"> › EPCs › Project developers › Solar technicians/installers › Specialist planners › Manufacturers and suppliers › Municipal utilities › Energy providers › Wholesale › Operators › Property developers › Authorities and institutes 	<ul style="list-style-type: none"> › Energy consultants (self-employed or from architecture and planning offices, craftsmanship, etc.) › Energy auditors › Housing industry › Building authorities
Print issue	14,000 copies (publisher's statement)	9,300 copies (publisher's statement)	–	9,300 copies (publisher's statement)
Website	www.erneuerbareenergien.de 277,183 page impressions monthly (as of June 2024)	www.photovoltaik.eu 222,308 Page Impressions monthly	www.pveurope.eu 87,738 Page impressions monthly	www.geb-info.de 187,833 page impressions monthly
Newsletter	10,005 receiver	12,550 receiver	6,619 receiver	17,333 receiver
Social Media Channels	11,751 LinkedIn contacts 6,450 Meta (Facebook) follower 3,827 X (Twitter) follower	1,686 LinkedIn contacts 4,742 Meta (Facebook) follower 5,120 X (Twitter) follower	1,828 LinkedIn contacts 33,702 Meta (Facebook) follower 3,676 X (Twitter) follower	4,486 LinkedIn contacts 3,014 Meta (Facebook) follower 1,638 X (Twitter) follower 513 Xing follower 1,130 YouTube subscribers
		4,560 YouTube subscribers		

1 Titel: ERNEUERBARE ENERGIEN –
Das Magazin für die Energiewende

2 Brief summary:

ERNEUERBARE ENERGIEN informs in exciting journalistic magazine articles about the latest industry trends. The focus on new technical developments from the research laboratories and design and design offices of the industry. Technical articles and interesting facts around the topics are rounded off by products, people and companies in the renewable energy sector.

3 Target group:

Investors, project developers and operators of wind energy, solar and biogas projects municipalities. Public utilities and energy cooperatives as a regenerative planner. Service providers, appraiser and financier. Authorities, universities and institutes.

4 Publication frequency:	10 issues
5 Booklet format:	DIN A4
6 Volume:	36. volume 2024
7 Subscription price:	Yearly subscription (domestic) 98.90 €
	(2022 without postage) Yearly subscription (foreign country)
	98.90 €
	Retail price 20.90 €

8 Organ:

–

**9 Membership/
Participation:**

IWW, AGOF

10 Publisher:

Gentner Energy Media GmbH
A company of the
Gentner Publishing Group
PO Box 10 48 36, 70042 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone: +49 (0) 711 6 36 72-0
Fax: +49 (0) 711 6 36 72-747
www.erneuerbareenergien.de

11 Editor:

Gentner Energy Media GmbH

12 Ads:

Patrick Krumbach
Phone: +49 (0) 511 2704717
krumbach@erneuerbareenergien.de

13 Editorial:

Nicole Weinhold
Editor in Chief (V.i.S.d.P.)
Phone: +49 (0) 30 23 36 75 99
weinhold@erneuerbareenergien.de

Media kit 2025

1 Circulation auditing:



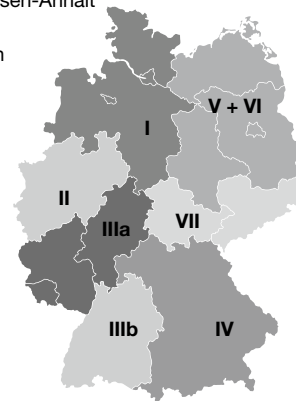
2 Circulation analysis: Copies per issue on annual average (01.07.2023–30.06.2024)

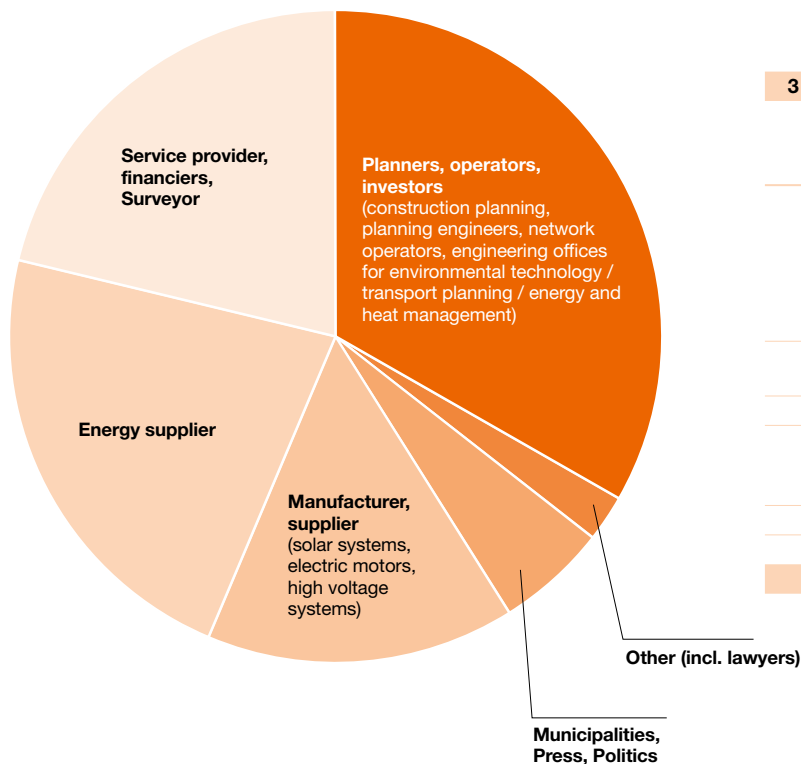
Print run	14,000		
qualified circulation (TvA):	13,772	thereof abroad	146
Sold copies:	1,836	thereof abroad:	121
Subscribed copies:	1,836	thereof member copies	0
Individual copies:	0		
Other sales:	36		
Free copies:	11,899		
Rest, archive and voucher copies	228		

3 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	98.94	13,626
Abroad	1.06	146
Qualified circulation	100	13,772

Nielsen-Gebiet I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	18.57 %	2,530 copies
Nielsen-Gebiet II Nordrhein-Westfalen	18.24 %	2,486 copies
Nielsen-Gebiet IIIa Hessen, Rheinland-Pfalz, Saarland	12.57 %	1,713 copies
Nielsen-Gebiet IIIb Baden-Württemberg	14.84 %	2,022 copies
Nielsen-Gebiet IV Bayern	19.85 %	2,705 copies
Nielsen-Gebiet V + VI Berlin, Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt	9.78 %	1,333 copies
Nielsen-Gebiet VII Thüringen, Sachsen	6.14 %	837 copies





3 Recipient groups:

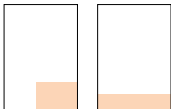
	Proportion of actual Circulation	
	%	copies
Planners, operators, investors (construction planning, planning engineers, network operators, engineering offices for environmental technology / transport planning / energy and heat management)	33.7	4,641
Service providers, financiers, appraisers	19.9	2,741
Energy supplier	22.6	3,112
Manufacturer, supplier (solar systems, electric motors, high voltage systems)	15.0	2,066
Municipalities, Press, Politics	6.9	950
Other (incl. lawyers)	1.9	262
total	100	13,772

1 Advertisement formats and prices: The applicable statutory Tax rate must be added to all prices.

Size	basis rates (b/w to 4c) in €		Print space format width × depth in mm	Format in bleed* width × depth in mm
1/1 Page	4,410.–		175 × 248	210 × 297
Juniorpage	2,271.–		115 × 165	132 × 187
1/2 Page	2,205.–		85 × 248 175 × 121	100 × 297 210 × 148
1/3 Page	1,469.–		55 × 248 175 × 79	68 × 297 210 × 102
1/4 Page	1,101.–		1 col. 40 × 248 2 col. 85 × 121 4 col. 175 × 58	52 × 297 100 × 148 210 × 79

* Format with bleed, plus an additional 3 mm trimming allowance on all sides.

In general, ads can be canceled until the ad deadline. Cancellations must be made in writing. Special ad formats such as cover pages and back covers are non-cancellable.

Size	basis rates (b/w to 4c) in €		Print space format width × depth in mm	Format in bleed* width × depth in mm
1/8 Page	579.–		2 col. 85 × 58 4 col. 175 × 26	100 × 79 210 × 45
4 th cover page	5,300.–		175 × 248	210 × 297
2 nd cover page	5,300.–		175 × 248	210 × 297
Advertorial 1/1 Page 4c	4,410.–		175 × 248	210 × 297
Advertorial 1/2 Page 4c	2,205.–		85 × 248	100 × 297
Double page	8,820.–			420 × 297

* Format with bleed, plus an additional 3 mm trimming allowance on all sides.

In general, ads can be canceled until the ad deadline. Cancellations must be made in writing. Special ad formats such as cover pages and back covers are non-cancellable.

Surcharge:

Placement:	Surcharge for mandatory placement regulations	10 % of the advertising price
Color:	Special colors, per color	928.00 €

Discounts: ads within 12 months

Discount by frequency		Discount by volume	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %

Combination discounts

As part of the Gentner combination, the titles *SBZ*, *TGA+E Fachplaner*, *Gebäude-Energieberater*, *KK DIE KÄLTE + Klimatechnik*, *GLASWELT*, *K&L Magazine*, *SKILLS Magazin*, *ERNEUERBARE ENERGIEN* and *photovoltaik* can be combined.

If at least two magazines will be booked within one calendar year results in the following discount – in addition to the regular discount:

2 titles: 5 %	4 titles: 10 %
3 titles: 8 %	5 titles: 15 %

Special advertising formats:

Bound inserts (discount according to the colour scale):

2 pages € 4,860.00	4 pages € 6,027.00
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Paper quality up to 170 g/m, higher weight on request. Please ask for trim allowances when delivering bound inserts. The information on the weight of bound-in inserts and five samples with front page must be submitted to us by the respective magazine advertising deadline.

Inserts (not discountable): up to 25g weight 281.00 €/thousand

Prices subject to machine processing.

including postage, higher weight on request

Minimum format: 105mm width × 148mm height

Maximum format: 200mm width × 287mm height

Partial insert from 1,000 copies possible

Selection costs: 79.00€ (one-time)

We will gladly inform you about the delivery conditions.

The information on the weight of five samples of the inserts must be available to us by the respective issue advertising deadline.

Glued-on advertising material and other special formats on request.

Contact: Delivery address for special advertising formats:

The delivery address for special forms of advertising can be found in your order confirmation, which you will receive after your booking.

Terms of payment:

2 % discount on payment within 8 days from date of invoice. No discount on classified ads, mail charge, classified box number charge, quotation mail charge. Net 30 days from date of invoice; advanced payment reserved.

Tax ID: DE327997831

Bank details:

Landesbank Baden-Württemberg

IBAN: DE66 6005 0101 0405 2408 12 / BIC: SOLADEST600

Postbank 3036702

IBAN: DE82 6001 0070 0003 0367 02 / BIC: PBNKDEFF



- 1 Magazin format:** DIN A4, 210 mm wide × 297 mm high
Print space: 175 mm wide × 248 mm high,
4 columns each 40 mm wide
- 2 Printing and binding methods, print materials:** Offset printing, adhesive binding, delivery exposable, unseparated data in PDF/X-3 format
- 3 Submitting data:** Please send us your print documents only as files: by email to datenanlieferung@gentner.de
- 4 Data format:** Un-separated PDF/X-3, CMYK mode.
- › Fonts, logos, and images are included.
 - › Resolution: Image components CT: 300 dpi, linework LW 1200 dpi.
 - › No transparencies and levels.
- If unsolicited printed documents are submitted, we reserve the right to charge the principal for the conversion of PDF files at cost.
- 5 Colors:** Euro scale
- Special colors and hues that cannot be attained by combining colors on the scale must be separately agreed with the publisher. Special colors are created from the Eurocolour scale for technical reasons. Minor deviations in the ink value remain within the tolerance range for offset printing. A spot color may only consist of two of the three additional primary colors (cyan, magenta, and yellow) in addition to black (and/or white).

- 6 Proof:** By sending us a proof, please consider that it has to be a genuine proof of the data sent by e-mail or CD. The name of the color parameter and proof designation must be printed on the proof. The Ugra/Fogra media wedge must also be included for comparison. Please send the proof by mail to our order management department (under no. 9).
- 7 Data storage:** Data will be archived. Unchanged rerun is generally possible. A guarantee is however not assumed.
- 8 Guarantee:** By sending incomplete or differing data (texts, colors or images) we do not assume any liabilities for the correct print.
- The publisher guarantees the common print quality for the respective title within the scope of possibilities the templates offer.
- 9 Contact:** If you are not able to provide data in the formats or by the means described above and are not able to convert them into the desired forms, contact our technical hotline:
- Phone +49 (0) 711 6 36 72 – 828
- The postal address for submitting data by mail and for proofs is:
- Gentner Energy Media GmbH
Carmen Welte
PO Box 10 48 36, 70042 Stuttgart
Phone +49 (0) 711 6 36 72–828

Please also note our information on data delivery
at <https://www.gentner.de/mediaservice/datenanlieferung>

Issue	01 SPECIAL ISSUE	02	03	04	05
Publication Date: Advertising deadline:	10.01.2025 11.12.2024	06.02.2025 20.01.2025	14.03.2025 25.02.2025	25.04.2025 04.04.2025	12.06.2025 22.05.2025
Energy market	Wind, Solar, Storage, H2 Facing upheavals: › Addressing skills shortages and supply chain bottlenecks with creativity.	› PV and Wind: Installed Capacity 2024 › Wind Service & Maintenance: Contracts and Insurance	› PV, Storage, and Wind – Financing	› Law for Renewable Energies / Tips from Lawyers	› Wind/PV: PPA/Direct Marketing
Technology		› PV Park Management › Corrosion Protection for Wind Turbines › Offshore Technology	› PV Recycling & Repowering › Condition Monitoring › Wind Towers, Concepts, etc. › Foundations	› Preliminary Report The smarter E Europe: Inverters, Modules, Mounting › Hybrid Special Issue: Innovation Tenders, PV & Stor- age, Agri-PV, Floating PV, PV in Peatlands › Wind Repowering / Continued Operation	› PV on Parking Lots › Wind Forecasting, Measurements (Lidar) › Drones for Wind and PV
Transformation		› Hydrogen Networks › Flexibility for the Electricity Grid	› Storage & Dynamic Electricity Prices › Bidirectional Charging	› The smarter E Europe: Storage, C&I, and Utility › The smarter E Europe: Charging Station Infrastructure	› Storage for a Stable Grid › Energy Management & Inverters for the Power Grid
Energy supplier		› Municipal Heat Networks	› Transformation of the Urban Energy System	› Green municipal mobility	› Business case for green municipal utilities
Fairs and Exhibitions		11.–13. 02 2025 E-World energy & water Essen 11.–13.03.2025 PV Symposium Bad Staffelstein	31.03.–04. 04.2025 Hannover Messe 08–10.04.2025 Wind Europe	07.–09.05.2025 The smarter E , München 21.–23.05.2025 World Hydrogen Summit, Rotterdam	26.06.2025 The Blue Beach Hamburg 16.06.–18.06.2025 Windforce Bremerhaven

Issue	06	07	08 SPECIAL ISSUE	09	10
Publication Date: Advertising deadline:	17.07.2025 30.06.2025	10.09.2025 22.08.2025	01.10.2025 12.09.2025	03.11.2025 15.10.2025	10.12.2025 21.11.2025
Energy market	› Offshore Financing	› Pre-report Husum Wind	› Wind, Solar, Storage, H2: Higher yield through optimized technical and commercial management.	› Tenants electricity	Annual Survey 2025: › Innovations in Wind and Solar › Innovations in Hydrogen › Innovations in Storage
Technology	› PV mounting systems (ground-mounted, rooftop) › Wind farm planning › Cybersecurity	› PV system protection › Dismantling, recovery, and recycling of wind turbines / assembly & disassembly		› Rotor technology › Gearboxes for wind turbines › Wind and PV: Electronics and control	› Urban PV › Digitalization & AI in the wind and solar industry › Wind energy in forests
Transformation	› Hydrogen Success Models › Hydrogen for Industry	› PV Neighborhood Solutions › Hydrogen Mobility		› Power2Heat › Renewable and large heat pumps	› Solutions for grid interconnection points
Energy supplier	› Municipal Heat Transition	› How do municipalities finance the transformation?		› Bochum: Citizens finance the energy and mobility transition	› How do we want to relieve distribution networks?
Fairs and Exhibitions	08.08.2025 Rostock Wind	EU PVSEC 30.09.–01.10.2025 VKU-Stadtwerkekongress, Mainz 16.–19.09.2025 Husum Wind	Hy-Cell Stuttgart	12.–14. 11.2025 Windenergietage Potsdam	

Special: Hybrid power plants (German & english edition)

Target group: Project developers, solar installers, electrical contractors, energy suppliers, grid operators, the electricity sector, political actors, and investors.

Circulation Print DE: 24,000 copies
Distribution print: Included in the May issue of photovoltaik (4/25) and the April issue of ERNEUERBARE ENERGIEN (4/25), available at our trade fair booth at The Smarter E Europe.

E-Paper Distribution: Additional distribution of the PDF for free download.

Publishing date: April 24, 2025

Advertising deadline: April 1, 2025

Prices for advertisements or advertorials:
In the German print edition

1/1 page*	4,600 €
1/2 page*	2,400 €
1/3 page	1,600 €
1/4 page	1,300 €
1/8 page	700 €

* Advertorials only 1/1 page or 1/2 page
Delivery of data for advertorials until 24.03.2025

Solar, Wind, Bioenergy, Battery Storage, and Electrolyzers

The integration of volatile solar and wind energy into the power grid, combined with flexible technologies, battery storage, and conversion into hydrogen, ensures supply and grid stability.

Worldwide, corresponding hybrid power plants are being implemented, supported in Germany through innovation tenders. Supply security is also a focus of the newer innovation tenders for agrivoltaics (Agri-PV), floating PV, solar systems in parking lots, and on peatlands. The emphasis is on the challenging development of special areas that already serve a different purpose, such as agriculture, local recreation, or CO₂ storage.

Range of topics:

- › PV and energy storage from the planner's perspective: feasibility, economic efficiency, grid efficiency
- › How well do wind power and PV actually complement each other in terms of grid feed-in and land use?
- › Park management software and inverters that optimally combine wind, solar and storage optimally together, as well as consolidating data and prepared for the operator
- › Storage technologies for combined power plants
- › Planning and financing of parking-, floating- or agri-PV projects
- › Modules and Mounting Systems for Parking Lot, Floating, or Agri-PV.
- › Modules, inner-park cabling, grid connection and mounting systems for floating-PV – safe even in salt water.



Print edition
Supplement in the trade fair
issues of photovoltaik and
ERNEUERBARE ENERGIEN

Special: Hydrogen

Target group:	Investors, public utilities, project developers/ planners, research and development
Circulation:	14,000 copies in ERNEUERBARE ENERGIEN plus PDF for free download at photovoltaik
Distribution print:	Integrated in ERNEUERBARE ENERGIEN 6/24 (July issue)
Distribution PDF:	Additional distribution of the PDF for free download with registration
Publishing date:	July 17, 2025
Advertising deadline:	June 30, 2025

Prices for advertisements/advertorials*:

1/1 page	3,360 €
1/2 page	1,622 €
1/3 page	1,134 €
1/4 page	848 €
1/8 page	424 €

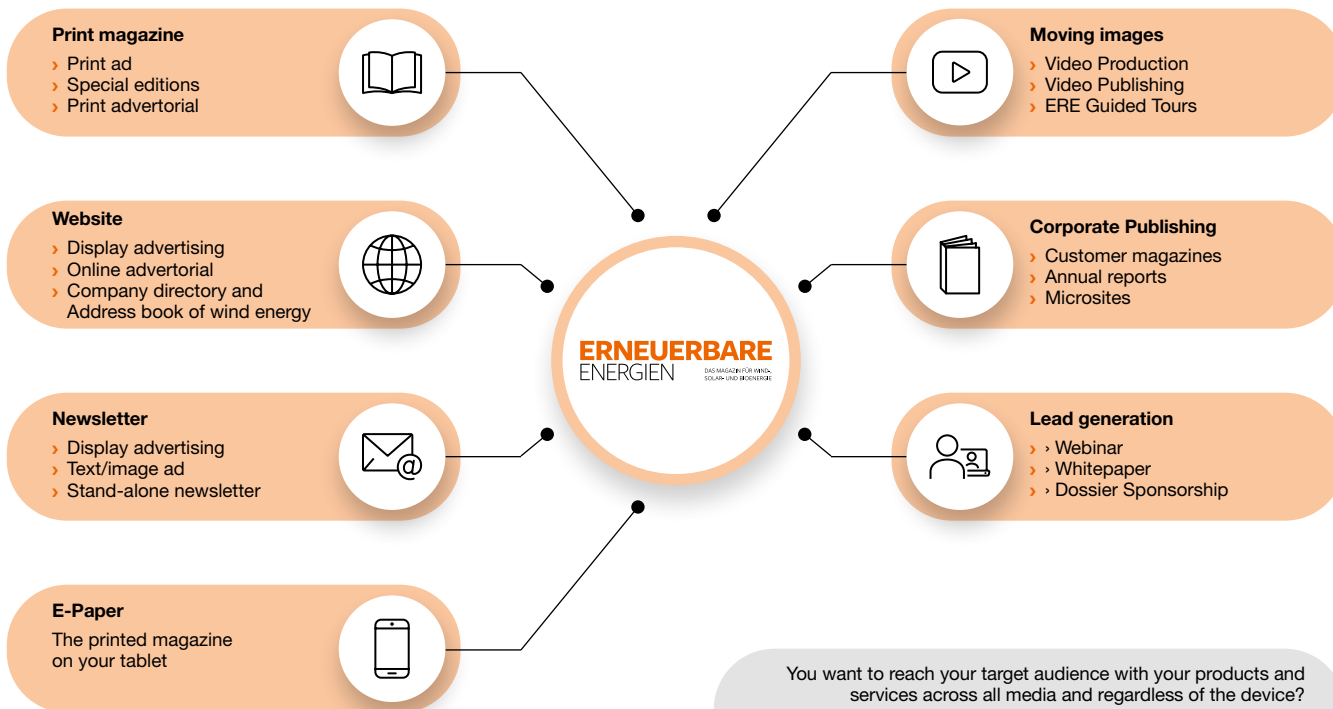
* Advertorials only 1/1 page or 1/2 page

Green hydrogen is a building block that is to be used for the success of the energy transition in Germany along the entire value chain. Companies are planning and building electrolysis plants in the 100 megawatt range. The hydrogen core network is boosting widespread availability and is supported by a wide range of storage solutions. Factories in emission-intensive steel or chemical plants are switching their energy supply to climate-friendly hydrogen and its derivatives. Nevertheless, large-scale projects have so far often been based on subsidies from the German government or the European Union. Questions therefore remain about market regulations or how Germany positions itself internationally as an importing country.

Range of topics:

- › Hydrogen regions
- › West coast hydrogen network
- › Local production of green hydrogen with the Fronius Solhub
- › E-farm principle
- › Financing of hydrogen projects
- › Electrolyser technology
- › Power-to-gas
- › Power-to-heat
- › Power-to-Liquid
- › Digitalization for efficient hydrogen use
- › Green hydrogen produced decentrally
- › Green hydrogen offshore
- › Green hydrogen from Africa
- › Hydrogen pipelines
- › Hydrogen transport
- › Hydrogen for the Industry
- › Hydrogen mobility
- › Hydrogen refueling station
- › Large capacity refueling at the APEX Group





You want to reach your target audience with your products and services across all media and regardless of the device?
Let us develop your advertising campaign:
krumbach@erneuerbareenergien.de

1 Web-Adresse: www.erneuerbareenergien.de

2 Brief description:

The website erneuerbareenergien.de reports on a daily basis on the following topics of wind power, solar energy and bioenergy on the energy turnaround 2.0. In addition to sector coupling, clean mobility, storage and digitalisation, we inform about current political processes and decisions at international, federal and local level.

3 Target group:

Investors, project developers and operators of wind energy, solar and Municipalities, public utilities and energy cooperatives as regenerative planners, service providers, Experts and financiers Authorities, universities and institutes

4 Publisher:

Gentner Energy Media GmbH

A Company of the Gentner Publishing Group

Contact person online advertising:

Patrick Krumbach, Advertising management

Phone: +49 (0) 511 27 04 717, krumbach@erneuerbareenergien.de

Contact Ad Management:

Phone: + 49 (0) 711 6 36 72-501, -503, -810,
datenanlieferung@gentner.de

5 Auditing:



6 Usage data:

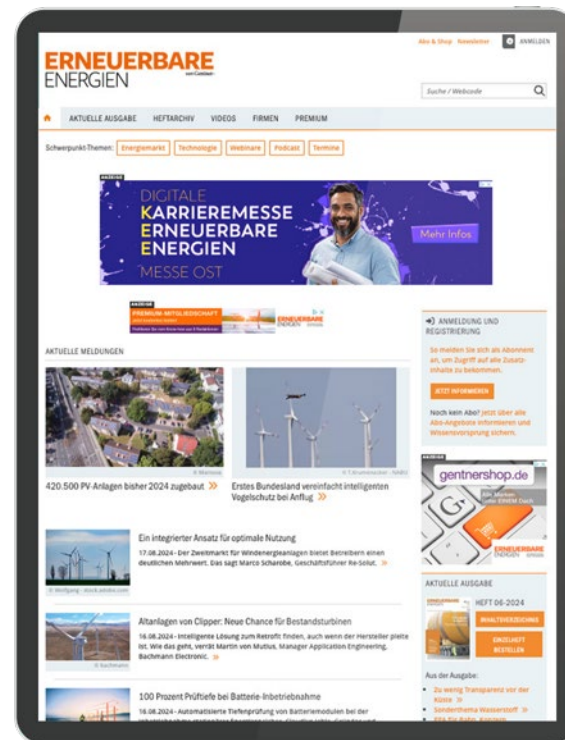
Total page impressions/month:

277,183

Visits total/month:

144,566

Source: IVW Online Usage Data, June 2024



With your entry in the company directory, you are right there, where your customers are looking for you.

Standard entry (8 issues) in one category, print and online, incl. company name, address, telephone, fax, URL and e-mail,

Price / Issue*	29.– €
Price / issue incl. logo (15 mm height)	51.– €
Each additional line	7.– €

Premium entry incl. standard entry with logo, online company profile and video

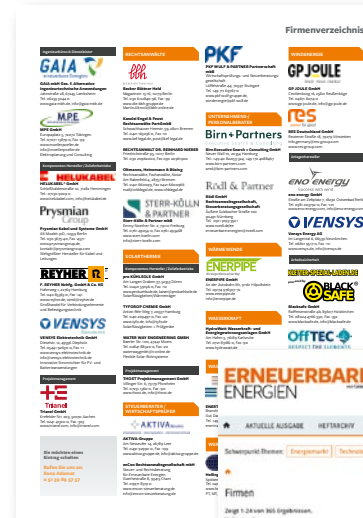
Preis / Ausgabe	75.– €
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The entries are extended for a further year if they are not cancelled six weeks before the annual deadline.

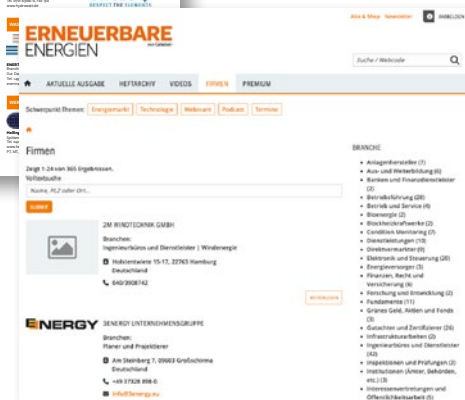
Prices plus Tax.

* Up to 600 characters of text can be published in the online entry.

Example print



Example online



The standard work for the wind industry for 27 years

With address, personal and company data at home and abroad from plant manufacturers, planners, component suppliers, financial and legal service providers and legal service providers to certification companies. In German and English, it is an indispensable reference work for many investors and operators.

- › Print run 3,000 copies
- › Display and distribution at trade fairs and events DACH region and abroad in 2025
- › Subscription bonus for new subscribers to our trade magazine
- › Distribution to advertisers and subscribers of our magazine
- › Retail sales

Publication date: December 12, 2025

Advertising deadline: October 24, 2025

Print and online entries

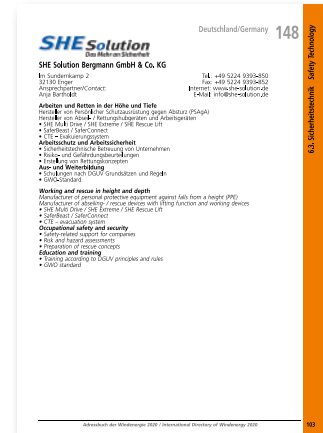
Standard entry print and online	124.00 €
Standard entry with logo print and online (The standard entry consists of an address field as well as a maximum of 600 characters of text).	309.00 €

Premium entry: (incl. logo, 600–1,200 characters text)	464.00 €
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Company profile (up to 2 500 characters text, image +logo if applicable)	876.00 €
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Professional article for rubric. incl. design (Headline + technical article with 2,000 characters plus 1–2 photos)	1,236.00 €
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Prices are per category and country plus Tax.



Ad formats and prices

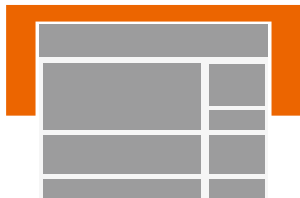
Cover pages 2/3 and 4	2,588.00 €
2/1 page (296 × 210)	3,250.00 €
1/1 page (148 × 210)	1,710.00 €
2/3 page (128 × 120)	1,370.00 €

The 1/1 formats + 3 mm bleed allowance

Texts and advertisement data by e-mail to: weinbrenner@erneubareenergien.de

To the address book

Fireplace-Ad



Upper screen edge, left and right next to the content; cross-screen advertising format.

Format: 1,240 × 90px + 160 × 600px (2 ×), JPG, GIF, or Redirect (iframe), max. 100 KB per advertising unit

CPM: 125 € Targeting: 137 €

Halfpage Ad



In addition to the content, it appears on all pages. Sticky: remains visible while scrolling.

Format: 300 × 600px, JPG, GIF, or Redirect, max. 100 KB

CPM: 103 € Targeting: 113 €

Sticky Halfpage Ad

CPM: 139 € Targeting: 153 €

Superbanner

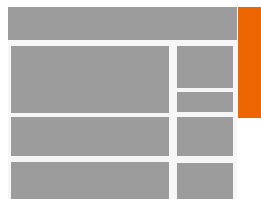


Upper screen edge, appears on all pages, including the homepage.

Format: 728 × 90px, JPG, GIF, or Redirect, max. 100 KB

CPM: 64 € Targeting: 71 €

Wide Skyscraper



In addition to the content, it appears on all pages. Sticky: Remains visible while scrolling.

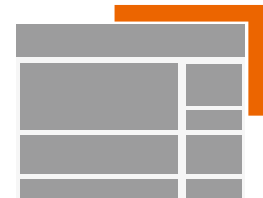
Format: 160 × 600px, JPG, GIF, or Redirect, max. 100 KB

CPM: 64 € Targeting: 71 €

Sticky Skyscraper

CPM: 86 € Targeting: 95 €

Wallpaper



Upper screen edge and right next to the content; cross-screen advertising format.

Format: 728 × 90px + 160 × 600px, JPG, GIF, or Redirect (iframe), max. 100 KB per advertisement

CPM: 103 € Targeting: 113 €

Medium Rectangle



In the right content column, it appears on all pages, including the homepage.

Format: 300 × 250px, JPG, GIF, or Redirect, max. 100 KB

CPM: 81 € Targeting: 89 €

Enlarge
your range in
Combination with
photovoltaik.eu

Billboard



Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 940 × 250px,
JPG, GIF or Redirect, max. 150KB

CPM: 103 € Targeting: 113 €

Sticky Footer

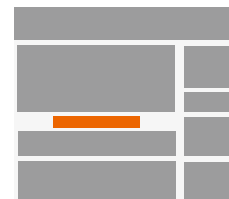


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125px,
JPG, GIF or Redirect, max. 100KB

CPM: 86 € Targeting: 95 €

Fullbanner

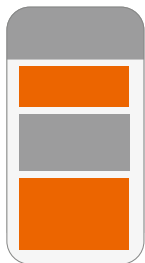


Between the articles, appears on all pages.

Format: 468 × 60px,
JPG, GIF or Redirect, max. 100KB

CPM: 54 € Targeting: 59 €

Mobile Content-Ads: your advertising presence at mobile devices



Mobile Content Ad 2:1

The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:
300 × 250px, JPG, GIF, max. 100 KB

CPM: 72 € Targeting: 79 €

Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format placed in the content area, providing high mobile visibility.

Format:
300 × 250px, JPG, GIF, max. 100 KB

CPM: 77 € Targeting: 85 €

1 Discounts for display advertising including mobile:

50,000 ad impressions 5 %
75,000 ad impressions 10 %
100,000 ad impressions 15 %

2 Payment terms:

See page 10

3 Data delivery:

Five working days before the start of the campaign via email to:
datenanlieferung@gentner.de

4 Special advertising formats:

Upon request

ERNEUERBARE ENERGIEN-Newsletter

The ERNEUERBARE ENERGIEN newsletter is responsive and adjusts its layout individually to the respective device. This ensures that your advertising is displayed optimally on all screen sizes and formats.

Banner



Format: 560 x 72px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head

Price: 760 €

Between two articles

Price: 695 €

Text image ad standard

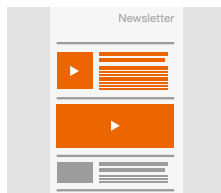


Display: 270 x max. 180px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 695 €

Video post standard



Display: 270 x max. 180px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 695 €

Event promotion / jobs Text image ad

Placement in the section jobs or
events, dates, webinars, ...
Display: 150 x max. 150px.

Format to be supplied:

Width (fixed) 560px.;
Height max. 560px.,
jpg, max. 200KB, Copyright
Headline: max. 50 characters
Teaser: max. 350 characters
URL

Price: 405 €

Text image ad XL

Display: 560 x max. 373px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price: 940 €

Video post XL

Display: 560 x max. 373px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Optional: Headline with
max. 120 characters
Teaser: max. 350 characters
URL

Price: 940 €

- > **Subscribers:** 10,005
- > **Open rate (unique)** 43.7 %
- > **Open rate (total)** 86.1 %

Source: Publisher's evaluation, shipping file August 2024



Publication frequency

Weekly,
Monday and Thursday

Delivery of the data

5 working days before dispatch date
to datenanlieferung@gentner.de

Discounts

Decrease within 12 months (calendar year): Scale of times

3 newsletter	5 %	9 newsletter	15 %
6 newsletter	10 %	12 newsletter	20 %

Place your message individually and flexibly – you decide „what“, „how much“ and „when“ is sent!

Are you looking for a platform to get your message across individually and flexibly in terms of timing? Our „**Stand-Alone-Newsletter**“ with the look & feel of the editorial newsletter (but without editorial content) brings only your advertising messages and images directly and exclusively to our newsletter subscribers. Due to the exclusivity of your advertising presence, your message reaches the attention is otherwise difficult to achieve.

Technical possibilities

You can set up and design your „**Stand-Alone-Newsletter**“ in a variety of ways. To do this, simply send us your text and image files as well as desired links according to the specifications below.

Individual design options for „Stand-Alone-Newsletter“

Basically, all elements can be placed as often as desired and also at the preferred positions

- ① **Leading image**
560 pixels wide; height variable. Image goes over the entire width of the newsletter.
- ② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters
- ③ **Teaser-Text**
max. 350 characters incl. blank characters
- ④ **Fullbanner**
560 pixel wide; height variable
- ⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options::
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

- ⑥ **Image + text field, proportionate**
Image: 560 pixel wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, Text: 350 characters; image linking possible.

- ⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixel wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, Text: 350 characters; image linking possible.

Subscribers: 10,005 (as of August 2024)

Price: 2,550.– €, plus Tax

Data delivery: at least 12 working days before sending date

**ERNEUERBARE
ENERGIEN**
DAS MAGAZIN FÜR WIND-,
SOLAR- UND BIOENERGIE
wöchlicher Newsletter 30.09.2024

① **Leading image**

② **Headline „Stand-Alone-Newsletter“**

③ **Teaser-Text**

④ **Fullbanner**

Reines Textfeld
Platzhaltertext – de ex et voluptat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis sunt que excepta tiquationes quate si ullorum quatis es aliqui ni blabo. Parum sit quasi rhestis estur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestrum, sam sim dolore officabo (max. 350 Zeichen).

⑤ **Pure text field extends across the entire width of the newsletter**

⑥ **Image + text field, proportionate**

Bild + Textfeld verhältnismäßig
Platzhaltertext – ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam:
• Aufzählungspunkt 1 tilla borent, eum
• Aufzählungspunkt 2 quate si ullorum
Iqui ni blabo. Parum sit quasi rhestis estur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) [mehr...](#)

⑦ **Image + text field, 1/3 to 2/3 ratio**

Bild + Textfeld, Verhältnis 1/3 zu 2/3
Platzhaltertext – ex et voluptat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recubestilla borent, eum estis sunt que excepta tiquationes quate si ullorum quatis es aliqui ni blabo. Kursive Textpassagen. Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides quate (350 Zeichen) [mehr...](#)

Content Marketing Campaign

Online Advertorial including Social Media Push

Position yourself as an expert in your industry and convince your target audience with your message.

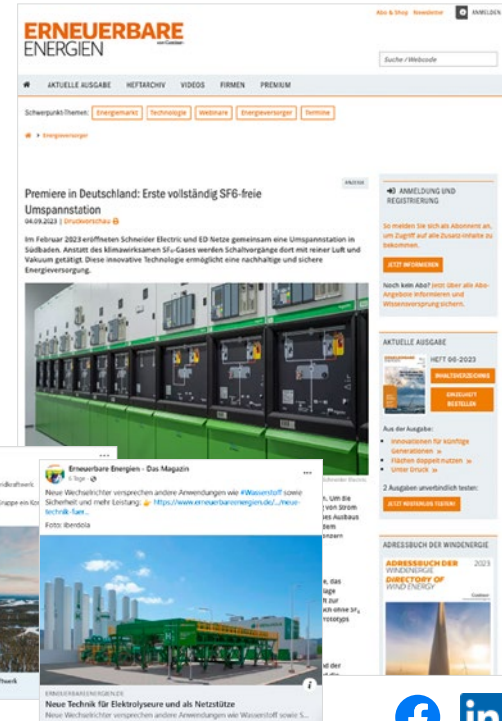
With the content marketing campaign, we combine the effectiveness of editorial content with targeted advertising language. The basis of the campaign is an online advertorial on www.erneuerbareenergien.de, resembling an editorial article. This increases attention and credibility among the target audience. To enhance the reach and visibility of the online advertorial, we utilize social media ads. These allow us to achieve precise and expanded targeting, ensuring your message reaches the right decision-makers. You benefit from sustainable impact and maximized performance.

The great thing is that the online advertorial remains on the website even after the campaign ends and can still be found by search engines. The structure of the online advertorial is flexible: in addition to informative text and images, videos or image galleries can also be integrated.

Services:

- We discuss the objectives and target audience of the campaign with you.
- Create the sponsored article on www.erneuerbareenergien.de (marked as an advertisement).
- Implement measures across relevant social media channels.
- Handle monitoring and optimization.
- Provide a report on the sponsored article at the end of the campaign duration.
- The duration of the content marketing campaign is 4 weeks.

Price: 2,700.– €



ERNEUERBARE ENERGIEN
VIDEOS

ERE-Videos 2025

On-Site Video Recordings

including distribution to the target audience

We skillfully showcase your product innovations on-site. To achieve this, we visit you with an editor, an experienced director, and a cameraman trained in advertising films and TV productions. Professional filming and lighting technology ensure a great look. We assist you with both the content and technical preparation. The goal is to create videos that are technically sophisticated, editorially sound, and visually attractive. With a comprehensive service package, we also deliver these product videos to your target audience.

Trade fair videos

Our film team visits your company at the stand, accompanied by an editor

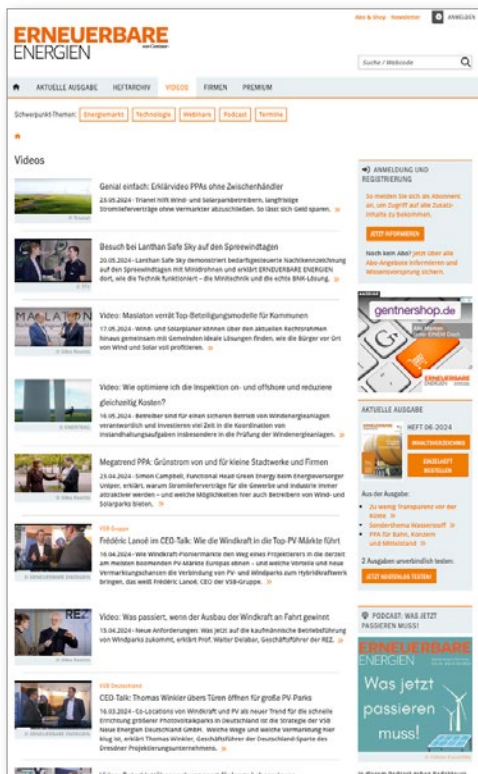
- › Your speaker presents the innovations/info.
- › The videos are edited afterwards
- › Streaming of the videos via our YouTube channel
- › Total video speaking time max. 10–15 min (via microphone), from which up to 3 short videos with question/answer with your desired content.

Scope of services:

- › Video incl. rights of use
- › Post-production (prelims and credits, belly bands etc.)
- › credits, belly bands etc.)
- › Streaming of the videos via our YouTube-channel*, websites and social media channels
- › Posting in the video section of the websites, running time min. 1 year
- › Publication via numerous via numerous channels (newsletter, social media, etc.)

Price: from € 2,500

Moving images are essential to modern-day communications.



Video publishing

You possess videos that you want Project planners and operators of wind energy, solar, and biogas projects, municipalities, or municipal utilities to know about? We are able to reach the relevant target groups and corresponding ranges through our video channels on www.erneuerbareenergien.de. Utilise the credibility of our media and the trust in it to strengthen your brand.

Services:

- › Term of at least 1 year
- › Website: Announcement on the homepage
- › Video channel on the erneuerbareenergien.de with linking to your video
- › Adding the original video to our YouTube-Playlist
- › Optional: Posting of your original video in our YouTube-channel
- › Newsletter: Teaser with link to the video
- › Social Media: LinkedIn, Facebook, YouTube
- › Reporting

Price: 2,200 €* per video

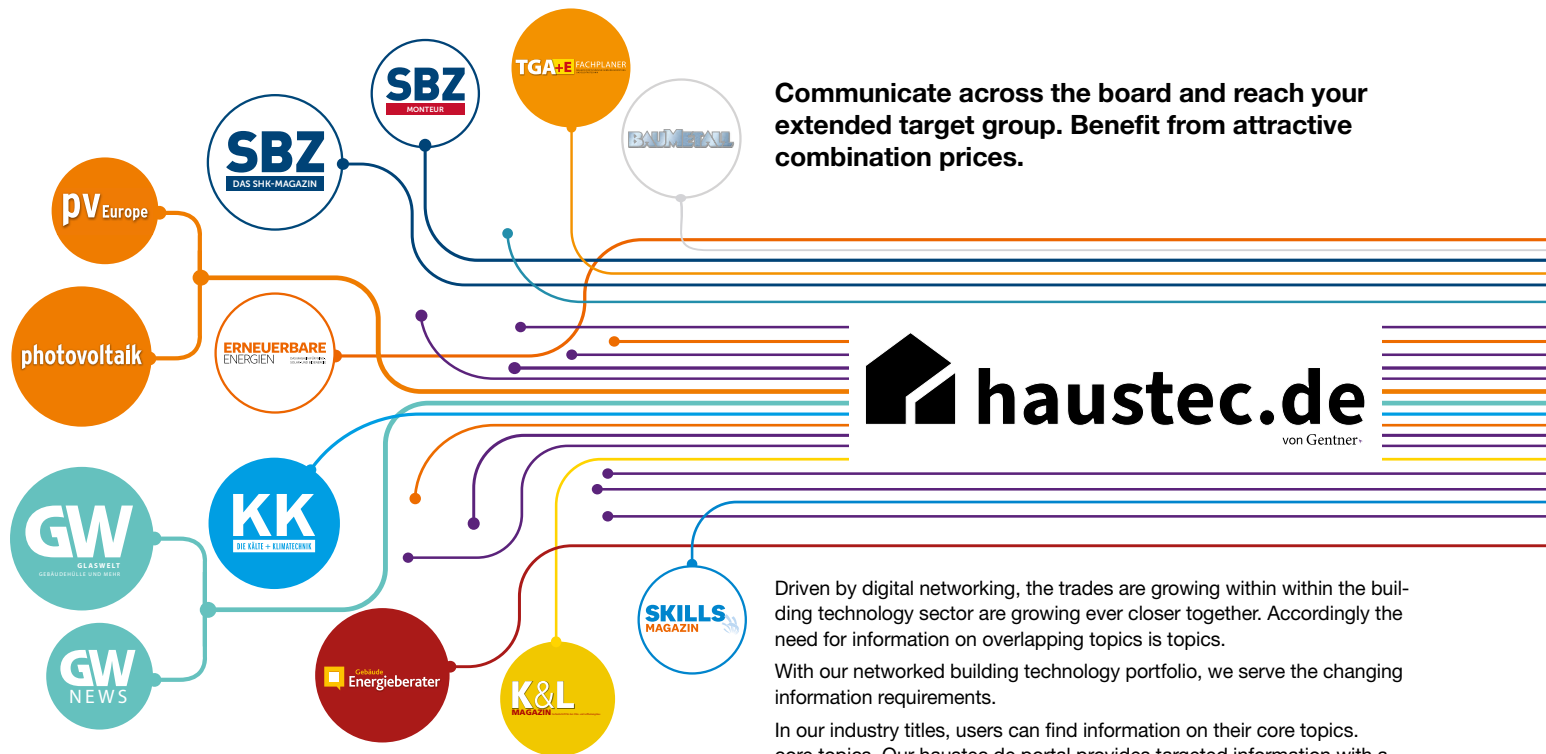
* All prices exclude Tax.



Demonstrate in-depth expertise and strengthen your brand: Our webinars as your stage!

Increase your visibility and reach with our webinar offering. Directly engage your target audience, present yourself as an expert, and generate valuable leads. We offer you the perfect platform to demonstrate in-depth expertise and effectively position your brand. Book your webinar package now!

Webinar Premium	Webinar Promotion
<p>We organize your webinar. You showcase your expertise and present your own brand.</p>	<p>We promote your webinars, training sessions, or events in our newsletter, thereby supporting you in attracting participants from the relevant target audience.</p>
<p>Services:</p> <ul style="list-style-type: none"> › Consultation on topic selection and the structure of the webinar › Your expert speakers lead the content of the webinar › Participant generation through relevant channels (Print ads, newsletter ads, and standalone newsletters to promote the webinar) › Your logo and topic on the landing page for webinar registration › You receive all GDPR-compliant leads of the webinar participants for one-time use › Participant management, support in organization, technical briefing, and implementation by our webinar team › Moderation and Q&A session by our editorial team › You receive a detailed report as well as the questions from the webinar 	<p>Services:</p> <ul style="list-style-type: none"> › We promote your webinars, training sessions, or events in our newsletter, thereby supporting you in attracting participants from the relevant target audience. › You receive a captivating text-image ad in the event section of the newsletter.
<p>6,500.– €</p>	<p>405.– €</p>



Communicate across the board and reach your extended target group. Benefit from attractive combination prices.

haustec.de
von Gentner

Driven by digital networking, the trades are growing within within the building technology sector are growing ever closer together. Accordingly the need for information on overlapping topics is topics.

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send me an e-mail at detzel@gentner.de.



Jörg Detzel
Head of marketing



Media kit 2025



BAUMETALL

Trade magazin for
tinsmith technology

baumetall.de



ERNEUERBARE ENERGIEN

The magazine for the
energy transition

erneuerbareenergien.de



Gebäude- Energieberater

The magazine for
energy experts who
provide decisive advice

geb-info.de



GLASWELT

Facade, windows, glass
and sun protection

glaswelt.de
gw-news.eu (English)



haustec.de

The largest editorial portal
about building services
engineering

haustec.de



KK DIE KÄLTE + Klimatechnik

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air conditioning and
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diekaelte.de



K&L Magazin

Trade journal for the tiled
stove and air heating
construction

kl-magazin.de



photovoltaik

Solar technology for
installers, planners and
architects

photovoltaik.eu
pveurope.eu (English)



SBZ Das SHK-Magazin

Sanitary-, Heating-,
air conditioning and
ventilation technology

sbz-online.de
sbz-monteur.de



SKILLS Magazin

Trade magazine for the
Competence develop-
ment in professional life

skills-magazin.de



TGA+E-Fachplaner

Magazine for technical
building services and
electrical engineering

tga-fachplaner.de

Gentner

Media kit 2025

Editors



Editor-in-Chief (V.i.S.d.P.)

Nicole Weinhold

Phone +49 (0) 30 23 36 75 99
weinhold@erneuerbareenergien.de



Energy transition + wind energy

Tilman Weber

Phone +49 (0) 511 2704706
weber@erneuerbareenergien.de



Solar energy

Sven Ullrich

Phone +49 (0) 30 922 52 671
ullrich@erneuerbareenergien.de



Hydrogen

Fabian Kauschke

Phone: +49 (0) 711 6 36 72-507
kauschke@erneuerbareenergien.de

Editorial on Energy Transition



Executive Editor

Tim Gessler

Phone +49 (0) 711 6 36 72-851
gessler@gentner.de

Order processing



Order management

Carmen Welte

Phone +49 (0) 711 6 36 72-828
welte@gentner.de



Ad-Management

Katharina Nitzsche

Phone +49 (0) 711 6 36 72-501
nitzsche@gentner.de



Ad-Management

Jennifer Assmus

Phone +49 (0) 711 6 36 72-810
assmus@gentner.de



Ad-Management

Bettina Springmann

Phone +49 (0) 711 6 36 72-504
springmann@gentner.de

Media-, event- & content-solutions



Head of Media-, event- & content-solutions

Maximilian Paulus

Phone +49 (0) 711 6 36 72-821
paulus@gentner.de



Events

Lea Alonso Schwarz

Phone +49 (0) 711 6 36 72-857
alonoschwarz@gentner.de



Events & Webinars

Antje Bussinger

Phone +49 (0) 711 6 36 72-870
bussinger@gentner.de



Media

Sarah Schliedermann

Phone +49 (0) 711 6 36 72-509
schliedermann@gentner.de

Sales



Head of Media Sales ERE
Patrick Krumbach
Phone +49 (0) 511 2 7047 17
krumbach@erneuerbareenergien.de



**ERE Media Consultancy,
Solar Energy Division**
Bettina Mayer
Phone +49 (0) 711 6 36 72-836
mayer@erneuerbareenergien.de



Media consulting ERE
Ilona Adomat
Phone +49 (0) 5139 89 57 57
adomat@
erneuerbareenergien.de

Hesse, Rhineland-Palatinate, Saarland, North Rhine-Westphalia (south and west)



Medienquartier
Martin Fettig
Gretelweg 1a, 76199 Karlsruhe
Phone +49 (0) 721 14 50 80-44
martin.fettig@gentner.de



Medienquartier
Dina Fettig
Phone +49 (0) 721 14 50 80-42
dina.fettig@gentner.de



Medienquartier
Lutz Roloff
Phone +49 (0) 711 25 60 015
roloff@gentner.de



Medienquartier
Peter Hüller
Phone +49 (0) 7151 92 220
hueller@gentner.de

North Rhine-Westphalia (north and east)



Gentner Verlag
Birgit Merz
Breslauer Str. 3, 42781 Haan
Phone +49 (0) 711 6 36 72-815
merz@gentner.de

Bavaria, Austria



Verlagsbüro Felchner
Andrea Dyck
Alte Steige 26, 87600 Kaufbeuren
Phone +49 (0) 8341 96 617-84
dyck@gentner.de

Berlin, Brandenburg, Mecklenburg-Western Pomerania, Saxony-Anhalt, Thuringia, Saxony, Hamburg, Bremen, Schleswig-Holstein, Lower Saxony



G+S Medienservice
Dirk Struwe
Mühlenkamp 21 a, 22303 Hamburg
22301 Hamburg
Phone +49 (0) 40 280 580-70
struwe@gentner.de

Baden-Württemberg, Switzerland



MedienService Michael Fuhrmann
Waiblinger Straße 6, 71404 Korb
Michael Fuhrmann
Phone +49 (0) 7151 20 55 4-20
fuhrmann@gentner.de



MedienService Michael Fuhrmann
Babette Nagel
Phone +49 (0) 7151 20 55 4-23
babette.nagel@gentner.de



MedienService Michael Fuhrmann
Kerstin Schmid
Phone +49 (0) 7151 20 55 4-21
schmid@gentner.de



MedienService Michael Fuhrmann
Alena Messer-Aboulatif
Phone +49 (0) 7151 20 55 4-22
messer-aboulatif@gentner.de