

The magazine
for the energy transition

Media kit
Print + Digital
2024

ERNEUERBARE ENERGIEN

DAS MAGAZIN FÜR WIND-,
SOLAR- UND BIOENERGIE

Foto: Gettyimages

Page 3	Profile
Page 4	A powerful team
Page 5	Portrait
Page 6	Magazine: Reader demographics
Page 8	Magazine: Price list / formats
Page 12	Magazine: Schedule and editorial calendar
Page 14	Specials
Page 16	ERE Crossmedia
Page 17	Websites: Profiles
Page 18	Company directory
Page 19	Wind Energy Directory
Page 20	Websites: Prices / Formats
Page 21	Website/Mobile: Prices / Formats
Page 22	Newsletter: Prices / Formats
Page 23	Stand-Alone-Newsletter
Page 24	Content Marketing
Page 25	Lead generation: Dossier
Page 26	Video packages
Page 28	Webinars
Page 29	Digital company license
Page 30	Portfolio
Page 31	Contacts

Your Contacts

Head of Media Sales

Patrick Krumbach
Phone: +49 511 27047 17
krumbach@erneuerbareenergien.de

Order Management

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

Subscriptions

Phone: +49 711 63672-405
service@gentner.de

Editors

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

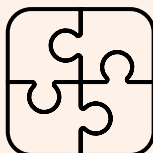
Sven Ullrich
Solar Energy
Phone: +49 30 92252671
ullrich@erneuerbareenergien.de

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



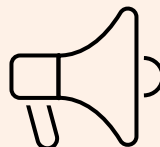
Information

For 35 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.



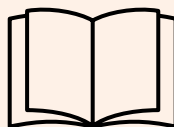
Target group

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



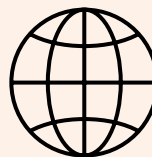
Focused

Top decision-maker level



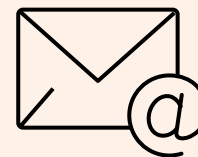
Print run

14,000 Copies¹



371.759

Page impressions, 205.440 visits per month²



9,364

Newsletter Recipients³





¹ 1 Copies per issue on average annually

² IWW online usage data, August 2023

³ Publisher's statement, shipping file July 2023

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.

				
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 371,759 page impressions monthly	www.photovoltaik.eu 373,671 Page Impressions monthly	www.pveurope.eu 102,551 Page impressions monthly	www.geb-info.de 238,163 page impressions monthly
Newsletter	9,364 receiver	12,192 receiver	6,907 receiver	17,309 receiver
Social Media Channels	3,965 Followers on Twitter 5,399 Followers on Facebook 4,405 Followers on LinkedIn	5,071 Follower on Twitter 4,376 Followers on Facebook 3,920 Followers on YouTube	3,490 Followers on Twitter 33,847 Followers on Facebook 9,747 Follower on LinkedIn	1,644 Follower on twitter 2,931 Follower on Facebook 495 Follower on Xing 862 Follower on YouTube 896 Follower on LinkedIn

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:	35. volume 2023
7 Subscription price:	Yearly subscription (domestic) 85,90 €
	Yearly subscription (foreign country)
	85,90 €
	Retail price 20,90 €

8 Organ:

–

**9 Membership/
Participation:**

IWW, AGOF

10 Publisher:

TFV Technischer Fachverlag GmbH
A company of the
Gentner Publishing Group
Postfach 10 48 36, 70042 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone: (0711) 6 36 72-0
Fax: (0711) 6 36 72-747
www.erneuerbareenergien.de

11 Editor:

TFV Technischer Fachverlag GmbH

12 Ads:

Patrick Krumbach
Phone: (0511) 2704717
krumbach@erneuerbareenergien.de

13 Editorial:

Nicole Weinhold
Editor in Chief (V.i.S.d.P.)
Phone: (030) 23 36 75 99
weinhold@erneuerbareenergien.de

Media kit 2024

1 Circulation auditing:



German Audit Bureau of Circulations
"Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern IVW"

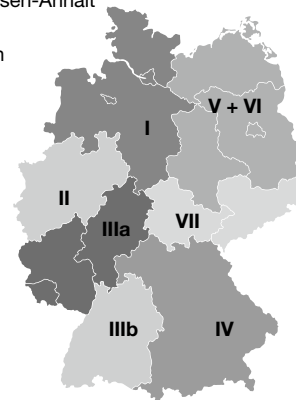
2 Circulation analysis: Copies per issue on annual average (01.07.2022 – 30.06.2023)

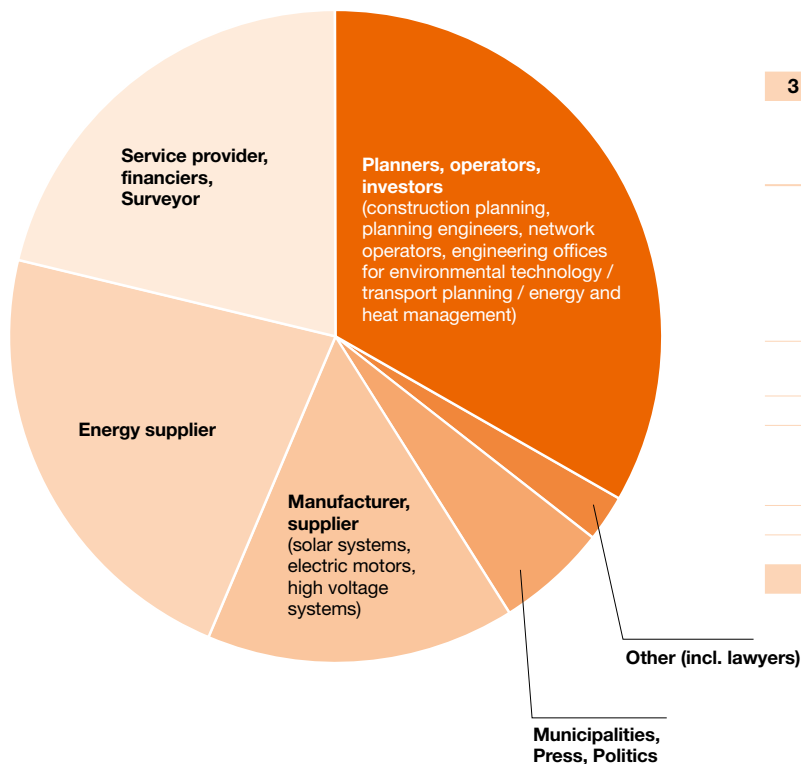
Print run	14,000		
qualified circulation (TvA):	13,772	thereof abroad	154
Sold copies:	1,803	thereof abroad:	130
Subscribed copies:	1,767	thereof member copies	0
Individual copies:	0		
Other sales:	36		
Free copies:	11,969		
Rest, archive and voucher copies	228		

3 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	98.88	13,618
Abroad	1.12	154
Qualified circulation	100	13,772

Nielsen-Gebiet I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	18.17 %	2,475 Ex,
Nielsen-Gebiet II Nordrhein-Westfalen	18.20 %	2,479 Ex,
Nielsen-Gebiet IIIa Hessen, Rheinland-Pfalz, Saarland	12.47 %	1,698 Ex,
Nielsen-Gebiet IIIb Baden-Württemberg	15.42 %	2,100 Ex,
Nielsen-Gebiet IV Bayern	19.69 %	2,681 Ex,
Nielsen-Gebiet V + VI Berlin, Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt	9.82 %	1,339 Ex,
Nielsen-Gebiet VII Thüringen, Sachsen	6.21 %	846 Ex,





3 Recipient groups:

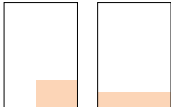
	Proportion of actual Circulation	
	%	copies
Planners, operators, investors (construction planning, planning engineers, network operators, engineering offices for environmental technology / transport planning / energy and heat management)	34.4	4,738
Service providers, financiers, appraisers	20.3	2,796
Energy supplier	22.2	3,057
Manufacturer, supplier (solar systems, electric motors, high voltage systems)	15.0	2,066
Municipalities, Press, Politics	5.9	813
Other (incl. lawyers)	2.2	3,3
total	100	13,772

1 Advertisement formats and prices: The applicable statutory VAT 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	4,324.–		175 × 248	210 × 297
Juniorpage	2,227.–		115 × 165	132 × 187
1/2 Page	2,162.–		85 × 248 175 × 121	100 × 297 210 × 148
1/3 Page	1,441.–		55 × 248 175 × 79	68 × 297 210 × 102
1/4 Page	1,080.–		1 col. 40 × 248 2 col. 85 × 121 4 col. 175 × 58	52 × 297 100 × 148 210 × 79

* Format in bleed plus 3 mm bleed on all sides.



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	568.–		2sp. 85 × 58 4sp. 175 × 26	100 × 79 210 × 45
4 th cover page	5,197.–		175 × 248	210 × 297
2 nd cover page	5,197.–		175 × 248	210 × 297
Advertorial 1/1 Page 4c	4,324.–		175 × 248	210 × 297
Advertorial 1/2 Page 4c	2,262.–		85 × 248	100 × 297
Double page	8,647.–			420 × 297

* Format in bleed plus 3 mm bleed on all sides.

Special advertising formats (cover pages), content advertisements cannot be cancelled.

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*, *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:

two titles: 5 % three titles: 8 % four titles: 10 % five titles: 15 %

Special advertising formats:

Bound inserts (discount according to the colour scale):

2 pages € 4,860.00 4 pages € 6,027.00

Please ask for trim allowances when delivering bound inserts.

Paper quality up to 170 g/m², higher weight on request.

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.

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.

USt ID Nr. DE147831738

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

PostFinance 91-623506-2

IBAN: CH82 0900 0000 9162 3506 2 / BIC: POFICHBEXX

Please note our General Terms and Conditions at
www.gentner.de/mediaservice/agb-anzeigen



- 1 Magazin format:** DIN A4, 210 mm wide × 297 mm high
Print space: 175 mm wide x 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 PDFX/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 72-825
The postal address for submitting data by mail and for proofs is:
TFV Technischer Fachverlag GmbH
Ein Unternehmen der Gentner Verlagsgruppe
z. Hd. Carmen Weite
Postfach 10 48 36, 70042 Stuttgart
Phone +49 711 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
PD CD	08.01.2024 13.12.2023	01.02.2024 16.01.2024	07.03.2024 20.02.2024	18.04.2024 02.04.2024	11.06.2024 23.05.2024
Energy market	Annual Survey 2024: <ul style="list-style-type: none"> Innovations in Wind and Solar Innovations in Hydrogen Innovations in Storage Legal Experts Provide Tips 	<ul style="list-style-type: none"> Installation figures for the wind, solar, and storage markets in Germany. Project development PV, storage, and wind financing 	<ul style="list-style-type: none"> Repowering Wind and Solar Energy Permits for Wind, Solar & Storage 	<ul style="list-style-type: none"> Offshore market Community solar installations Community wind energy installations Deployment figures for the global wind and PV market 	<ul style="list-style-type: none"> PPA contracts from the planner's perspective Land leasing Insurances
Technology		<ul style="list-style-type: none"> Wind Energy Condition Monitoring Cleaning and Winter Services in Solar Parks Solar Park Surveillance Wind Turbine Builders Use Recycling Materials 	<ul style="list-style-type: none"> PV Mounting Systems: Open-field, Parking Lots, Floating PV, Agri-PV Wind Service & Maintenance PV Park Management Wind Energy: Towers – Concepts, Construction, and Equipment 	<ul style="list-style-type: none"> Preliminary report Hannover Messe AI and Automation Drones for Wind and Solar 	<ul style="list-style-type: none"> Hybrid Special Edition Preliminary Report The smarter E Europe: Inverters, Storage, Modules, Installation Operations Management PV & Wind
Transformation		<ul style="list-style-type: none"> Power2Heat: Solar power for heating Flexible biogas 	<ul style="list-style-type: none"> Power2Gas: Wind and solar power to hydrogen Direct marketing 	<ul style="list-style-type: none"> Hydrogen in gas grids Substations for wind and PV 	<ul style="list-style-type: none"> Large-scale storage for the network Swarm storage
Energy supplier		<ul style="list-style-type: none"> Urban utilities for PV roofs Municipal heating concept Best Practice 	<ul style="list-style-type: none"> Cooperation Municipality & Project Developer Municipality Mobility Concept Best Practice 	<ul style="list-style-type: none"> Smart Metering Municipal Business Models 	<ul style="list-style-type: none"> E-Mobility: Opportunities for Energy Suppliers and Grid Operators Digitization for Municipal Utilities
Fairs and Exhibitions		<p>27. –29.02.2024 PV-SYMPOSIUM Bad Staffelstein</p> <p>20. –22.02.2024 E-World energy & water Essen</p> <p>29.02. –01.03.2024 GeoTHERM, Offenburg</p>	<p>20. –22.03.2024 Wind Europe, Bilbao</p>	<p>22. –26.04.2024 Hannover Messe</p> <p>13. –15.05.2024 World Hydrogen, Rotterdam</p> <p>04. –06.06.2024 Windforce Bremerhaven</p>	<p>13.06.2024 The Blue Beach, Hamburg</p> <p>19. –21.06.2024 The smarter E Europe, München</p>

Issue	06	07	08 SPECIAL ISSUE	09	10
PD CD	16.07.2024 28.06.2024	10.09.2024 23.08.2024	01.10.2024 13.09.2024	31.10.2024 15.10.2024	10.12.2024 22.11.2024
Energy market	<ul style="list-style-type: none"> › Negative electricity prices and direct marketing › Demand-driven night marking 	<ul style="list-style-type: none"> › Market Potential of Digitalization Wind + PV › Sustainability goals of Companies 	Wind, Solar, Storage, H2 facing upheavals: <ul style="list-style-type: none"> › Addressing skill shortages and supply chain bottlenecks creatively 	<ul style="list-style-type: none"> › PV neighborhood solutions and tenant electricity › Wind and solar experts under scrutiny › Insurances 	<ul style="list-style-type: none"> › Direct marketing › Energy market design
Technology	<ul style="list-style-type: none"> › Optimization of PV plant operation › Cyber Security › Industrial storage › Offshore technology, Report from Windforce 	<ul style="list-style-type: none"> › Preliminary Report Wind Energy Hamburg › Wind Energy Decommissioning and Recycling › Wind Energy Innovations › Solar Construction (BIPV for Corporate Buildings and Municipal Structures) 		<ul style="list-style-type: none"> › Attachment Spreewind Mirror › PV Park Plant Protection (Theft, Lightning, Surge, etc.) › New Turbine Technology 	<ul style="list-style-type: none"> › Ice detection › Snow-free PV (photovoltaic) › Revamping and Repowering
Transformation	<ul style="list-style-type: none"> › Vehicle-2-X › Hydrogen Success Models 	<ul style="list-style-type: none"> › Large Heat Pump › H2 Storage 		<ul style="list-style-type: none"> › Industrial Load Management › Storage Instead of Curtailing 	<ul style="list-style-type: none"> › Network storage › Wind-to-Gas
Energy supplier	<ul style="list-style-type: none"> › Green City Utility › Smart Grids 	<ul style="list-style-type: none"> › Municipal Heating Networks › Changing Supply – Lausitz 		<ul style="list-style-type: none"> › Best Practice city › Regional Eco-Provider 	<ul style="list-style-type: none"> › Renewables in the industrial area › Changing Supply – Rhenish Mining Area
Fairs and Exhibitions	07.08.2024 Rostock Wind 03.–04. September 2024 VKU-Kongress, Hannover	24.–27.09.2024 WindEnergy Hamburg	08.–09.10.2024 hy-cell, Stuttgart	05.–07.11.2024 Windenergietage Linstow 12.–15.11.2024 EnergyDecentral, Hannover November 2024 HeatExpo, Dortmund	

Special: Hybrid power plants (German & english edition)

Target group:	solar installers, electrical installers, planners as well as energy suppliers, grid operators, electricity industry, political actors, investors
Circulation Print DE:	24,000 copies
Circulation Print EN:	5,000 copies
Distribution print:	Insert in photovoltaik May issue (5/24) and in ERNEUERBARE ENERGIEN April issue (5/24)
Distribution PDF:	Additional distribution of the PDF for free download with registration
Publishing date:	June 11, 2024
Closing date:	May 08, 2024

Prices for advertisements/advertorials*:

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

Price plus 25%
for additional booking of the english print version.

* Advertorials only 1/1 page or 1/2 page
Delivery of data for advertorials until May 3, 2024

Solar, wind, bioenergy, battery storage, and electrolyzers

The renewable energy industry recognized long before politics that integrating volatile renewables into the energy system requires intelligent technologies and storage to ensure supply and grid security. Consequently, developers worldwide now combine various technologies in diverse configurations - always with the aim of optimizing grid capacities while simultaneously ensuring a stable power supply.

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 agri-PV projects
- › Modules and mounting systems for agri-PV
- › Legal tips for planners of floating PV
- › Modules, inner-park cabling, grid connection and mounting systems for floating-PV – safe even in salt water.

Insert in photovoltaik and
ERNEUERBARE ENERGIEN
plus PDF for download



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 16, 2024
Closing date:	June 25, 2024

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 €

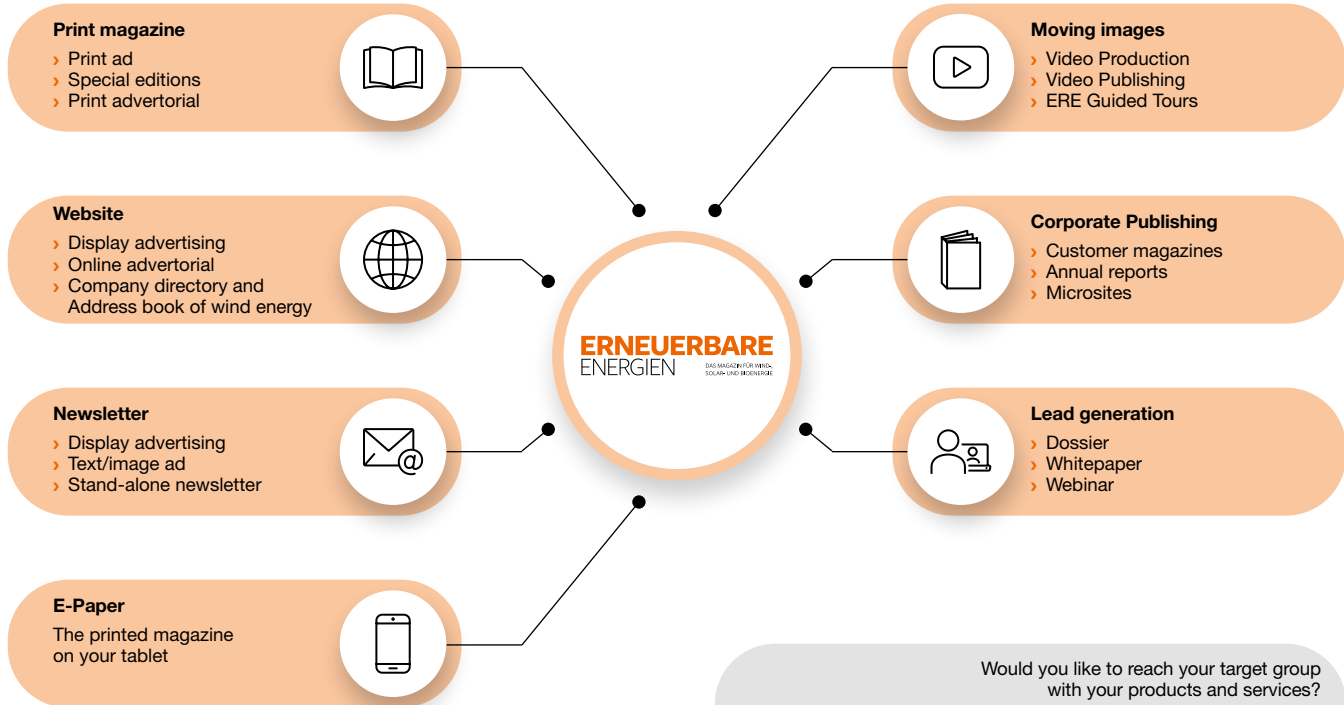
* Advertorials only 1/1 page or 1/2 page

Green hydrogen is a building block for the success of the energy transition in Germany. Interest in this trend technology has been growing since the National Hydrogen Strategy was adopted. Numerous real laboratories are gathering initial experience with the conversion of surplus regenerative electricity into hydrogen using electrolyzers. It serves as a storage medium and relieves the strain on the grids because it can be converted back into electricity and used whenever the need arises. But beyond that, hydrogen is also used by industry and, in the medium term, by the mobility sector when it comes to buses, trucks, trains and even ships, for which a battery would be too big and too heavy.

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





Would you like to reach your target group with your products and services?
Across all media and regardless of the device?
Let us work out your advertising campaign for you: mms@gentner.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:

TFV Technischer Fachverlag GmbH
Ein Unternehmen der Gentner Verlagsgruppe

Contact person online advertising:

Patrick Krumbach, Advertising management
Phone: +49 511 27 04 717, krumbach@erneuerbareenergien.de

Contact Ad Management:

Phone: +49 711 6 36 72-810/-811, datenanlieferung@gentner.de

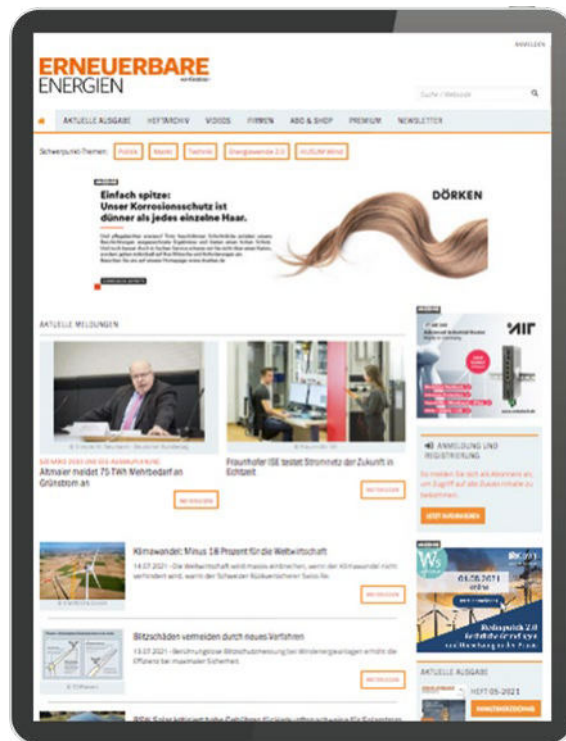
5 Auditing:



6 Usage data:

Total page impressions/month:	371,759
Visits total/month:	205,440

Source: IVW online usage data, August 2023



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

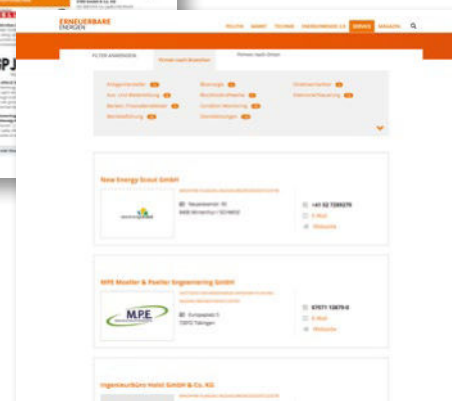
Preis / Ausgabe	75.– €
-----------------	--------

The entries are extended for a further year if they are not cancelled six weeks before the annual deadline.

Example print



Example online



Prices plus VAT.

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

The standard work for the wind industry for 26 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 2024
- › Subscription bonus for new subscribers to our trade magazine
- › Distribution to advertisers and subscribers of our magazine
- › Retail sales

Publication date: December 13, 2024

Advertising deadline: October 25, 2024

Print and online entries

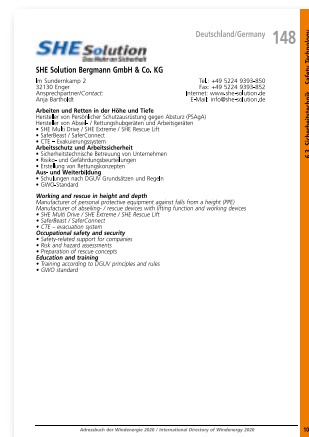
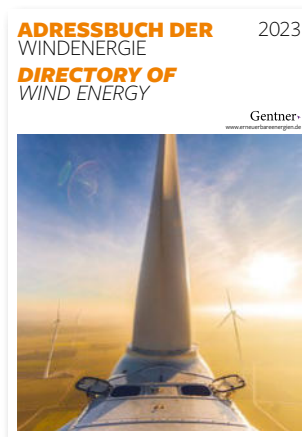
Standard entry print and online	124.00 €
Standard entry with logo print and online (The standard entry consists of an address field as well as a maximum of 600 characters of text).	309.00 €

Premium entry: (incl. logo, 600–1,200 characters text)	464.00 €
---	----------

Company profile (up to 2 500 characters text, image +logo if applicable)	876.00 €
---	----------

Professional article for rubric. incl. design (Headline + technical article with 2,000 characters plus 1–2 photos)	1,236.00 €
---	------------

Prices are per category and country plus VAT.



Ad formats and prices

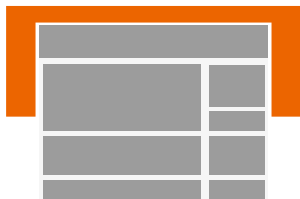
Cover pages 2/3 and 4	2,588.00 €
2/1 page (296 × 210)	3,250.00 €
1/1 page (148 × 210)	1,710.00 €
2/3 page (128 × 120)	1,370.00 €

The 1/1 formats + 3 mm bleed allowance

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

To the address book

Fireplace-Ad



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

Format: 1.240 x 90px
160 x 600px (2x)

CPM: 119 € Targeting: 130 €

Superbanner

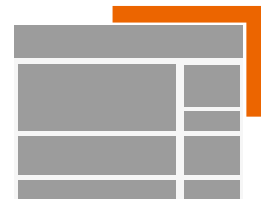


Upper screen edge,
appears on all pages, including the homepage.

Format: 728 x 90px

CPM: 61 € Targeting: 68 €

Wallpaper

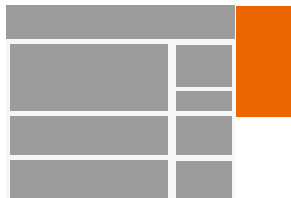


Upper screen edge and right next to the content;
cross-screen advertising format.

Format: 728 x 90px
160 x 600px

CPM: 98 € Targeting: 108 €

Halfpage Ad



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

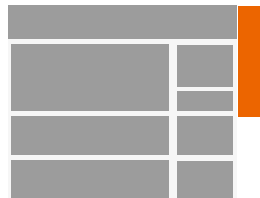
Format: 300 x 600px

CPM: 98 € Targeting: 108 €

Sticky Halfpage Ad

CPM: 133 € Targeting: 146 €

Wide Skyscraper



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

Format: 160 x 600px

CPM: 61 € Targeting: 68 €

Sticky Skyscraper

CPM: 80 € Targeting: 88 €

Medium Rectangle



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

Format: 300 x 250px

CPM: 77 € Targeting: 85 €

Enlarge
your range in
Combination with
photovoltaik.eu

Billboard



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

Format: 940 × 250px

CPM: 98 € Targeting: 108 €

Sticky Footer

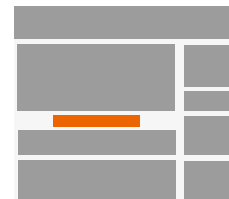


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125px

CPM: 82 € Targeting: 90 €

Fullbanner

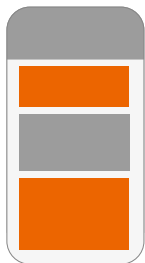


Between the articles, appears on all pages.

Format: 468 × 60px

CPM: 51 € Targeting: 56 €

Mobile Content-Ads: Ihr Werbeauftritt auf mobilen Endgeräten



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 × 150px

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

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

Addressing specific target groups in personalised, editorial newsletters is certainly one of the most effective advertising options in digital media. The newsletter offers real added value and suggestions for in-depth research possibilities.

Banner



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

Head
Price: 630 €

Between two articles
Price: 662 €

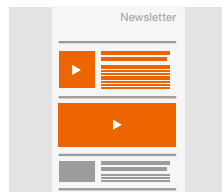
Text image ad standard



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: 662 €

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: 662 €

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: 386 €

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: 893 €

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: 893 €

- > **Subscribers:** 9,364
- > **Open rate (unique)** 35.38%
- > **Open rate (total)** 69.3%

Source: Publisher evaluation, mailing file september 2023



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. 80 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. 80 KB, JPG
Headline: 35 characters, Text: 350 characters; image linking possible.

Subscribers: 8.303 (Source: December 2023)

Price: 2.500,- €, zzgl. MwSt.

Data delivery: at least 12 working days before sending date

ERNEUERBARE ENERGIEN
DAS MAGAZIN FÜR WIND-, SOLAR- UND BIOENERGIE
wöchlicher Newsletter 18.01.2021

① **Leading image**

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

③ **Teaser-Text**

④ **Fullbanner**

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

⑥ **Image + text field, 1/3 to 2/3 ratio**

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

Headline „Stand-Alone-Newsletter“

Teasertext – Ique exero de ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis surt que excepta tiquationes quate si ullorum quatis es aliqui ni blabo. Parum sit quasi restis ea-tur? Accatis maiorestis cus nullo min exerum nullanum ut is icieitur, sequatis aborporem. Equam rehent vidunt quides dolestrum, sam sim dolore officabo (max. 350 Zeichen).

Reines Textfeld

Platzhaltertext – de ex et voluplat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tad quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.*

- Aufzählungspunkt 1 tilla borent, eum
- Aufzählungspunkt 2 quate si ullorum

⑤

Bild + Textfeld verhältnismäßig

Platzhaltertext – ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus ea-que 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 icieitur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) [mehr...](#)

⑥

Bild + Textfeld, Verhältnis 1/3 zu 2/3

Platzhaltertext – ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recueltilla borent, eum estis surt que excepta tiquationes quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestis cus nullo min exerum nullanum ut is icieitur, sequatis um aborporem. Equam rehent vidunt quides quate (350 Zeichen) [mehr...](#)

⑦

Content-Marketing-campagne incl. Social-Media-Push

More Reach in Your Target Audience

With the content marketing campaign, we generate additional reach within your target audience through additional actions across our social media channels. The basis of the campaign is a sponsored article (online advertorial) on www.erneuerbareenergien.de, resembling an editorial piece. This native advertising medium increases attention and credibility among the target audience. As part of this content marketing campaign, we offer an expanded audience targeting through our relevant social media channels. Consequently, you will gain more traffic and, consequently, more readers for your topic.

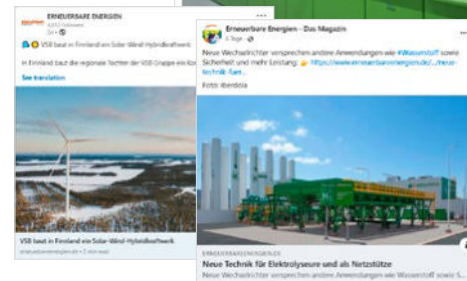
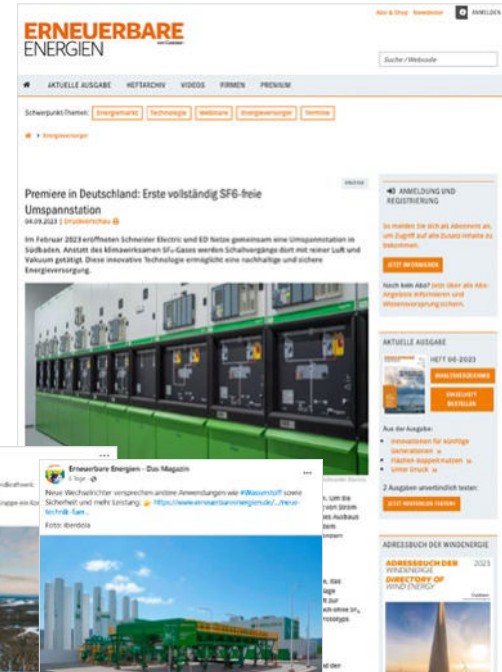
The advantage is that the sponsored article remains on the website even after the campaign ends and can be found by search engines (SEO-relevant).

The structure of the sponsored article is flexible: In addition to informative text and images, videos or image galleries can also be integrated.

Scope of 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: 2.500 €



Dossiersponsoring

The ERNEUERBARE ENERGIEN dossier supports you in lead generation. As an exclusive advertising partner of the dossier, you will receive qualified leads from potential customers who have a concrete interest in your product segment. Your expenditure is low and you save your sales department the cold acquisition.

The online dossier (PDF) is produced by us on a specific topic, e.g. operational management, from ERNEUERBARE ENERGIEN articles with a of 20 - 30 pages and provided with a linkable table of contents.

Services:

- › Exclusive advertising partner
- › Cover picture can be used from the sponsor (optional)
- › Logo incl. link to dossier landing page
- › Exclusive display before or after the table of contents (1/1 page 4c)
- › 50 Leads (data protection compliant)

Price: 5,145 € plus VAT

(additional leads bookable – 50 € per lead)



You would like to
Company-white paper
for download
for download?
Please contact us!

Ihre Adresse:

Herr Frau

Titel

Vorname

Nachname

Büroname

Position

Straße

Postleitzahl

Ort

Deutschland

E-Mail

Telefon-Nr.

Branche

ERNEUERBARE ENERGIEN VIDEOS

ERE-Videos 2024

Video shots on site incl. distribution to the target group

We skilfully stage your product innovations on your location. To do 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 good look. We support you with the content and technical preparation. The goal is videos in German and English that are technically sophisticated, editorially sound and visually attractive. With a comprehensive service package, we also bring these product videos to your target group.

Trade fair videos

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

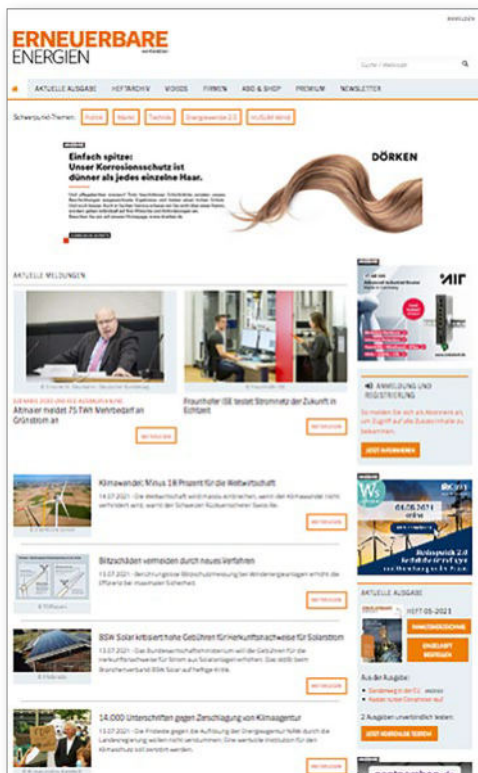
- › Your speaker presents the innovations/info.
- › The videos are edited afterwards
- › Streaming of the videos via our YouTube channel
- › Total video speaking time max. 10–15 min (via microphone), from which up to 3 short videos with question/answer with your desired content.

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 € 3,500

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 VAT.



Demonstrate your company's expertise with a virtual technical lecture.

We organise and host your webinar (CLASSIC) with support from our editorial team (PREMIUM).

		WEBINAR PREMIUM	WEBINAR CLASSIC
		We organise your webinar	
Webinar-Organisation	Advice on the choice of topics and the structure of the webinar	X	X
	Your expert speakers will guide through the webinar	X	X
	we support you through checklists and a storyboard	X	X
	Technical briefing + moderation by our webinar team	X	X
	Moderation + Q&A session by our specialist editorial team	X	-
	Include presentations, videos, sound files and/or surveys	X	X
participant advertising	Participant management by our webinar team	X	X
	Your logo on our landing page for webinar registration	X	X
	Print advertisement to promote the webinar	X	X
	Newsletter ads to promote the webinar	X	X
	Stand-alone newsletter to promote the webinar	X	X
Webinar follow-up	Compliant leads from live transmission and the recording	X	X
	Detailed reporting	X	X
	Submitting the questions from the webinar	X	X
		6,500.- €	6,000.- €

Event promotion

You conduct webinars yourself, seminars, training or events? Use our newsletter for your application.

› 9,364 newsletter Subscribers

› newsletter ad in the section "Events & Dates"*

Price: 368.- €

* Specifications see page 21

Knowledge advantage with our digital company license for your entire company

For companies, libraries and craft businesses, etc.

With our digital ERE company license, you are always well informed and up to date in your field of expertise.

The corporate digital license includes:

- › Unlimited access to all ERE content.
- › E-paper issues
- › Online archive
- › Market overviews, issue PDFs focus and editions.
- › Discounted webinar participation (limited to number of licenses)
- › Discounts on continuing education offerings

We have the right license for your company size!

Call me at 0711/ 63 67 28 17 or
send me an e-mail at detzel@gentner.de.



Jörg Detzel
Marketing- und Vertriebsleiter Alfons W. Gentner Verlag



Media kit 2024



BAUMETALL

Klempnertechnik
im Hochbau

baumetall.de



ERNEUERBARE ENERGIEN

Das Magazin für die
Energiewende

erneuerbareenergien.de



Gebäude- Energieberater

Das Magazin für den
entscheidenden
Energie-Experten

geb-info.de



GLASWELT

Fassade, Fenster, Glas
und Sonnenschutz

glaswelt.de
gw-news.eu (Englisch)



haustec.de

Das größte redaktionelle
Portal rund um die
Gebäudetechnik

haustec.de



KK DIE KÄLTE + Klimatechnik

Fachzeitschrift
Kälte-, Klima- und
Lüftungstechnik

diekaelte.de



K&L Magazin

Fachzeitschrift für
den Kachelofen- und
Luftheizungsbau

kl-magazin.de



photovoltaik

Solartechnik für
Installateure | Planer |
Architekten

photovoltaik.eu
pveurope.eu (Englisch)



SBZ Das SHK-Magazin

Sanitär-, Heizungs-,
Klima- und
Lüftungstechnik

sbz-online.de
sbz-monteur.de



smartLiving

Das Magazin rund um
die Immobilienwelt in
der Region Stuttgart

smartliving-magazin.de



TGA+E-Fachplaner

Magazin für Technische
Gebäudeausrüstung
und Elektrotechnik

tga-fachplaner.de

Redaktion



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

Nicole Weinhold

Phone (030) 23 36 75 99

weinhold@erneuerbareenergien.de



Energy transition + wind energy

Tilman Weber

Phone (0511) 2704706

weber@erneuerbareenergien.de



Solar energy

Sven Ullrich

Phone (030) 922 52 671

ullrich@erneuerbareenergien.de

Auftragsbearbeitung



Auftragsmanagement

Carmen Welte

Phone (0711) 6 36 72-828

welte@erneuerbareenergien.de



Ad-Management

Katharina Nitzsche

Phone (0711) 6 36 72-501

nitzsche@gentner.de



Ad-Management

Jennifer Assmus

Phone (0711) 6 36 72-810

assmus@gentner.de



Ad-Management

Bettina Springmann

Phone (0711) 6 36 72-504

springmann@gentner.de



Head of Market and Media Service

Maximilian Paulus

Phone (0711) 6 36 72-8211

paulus@gentner.de



Customer Content Management

Lea Alonso Schwarz

Phone (0711) 6 36 72-857

alonsoschwarz@gentner.de



Customer Content Management

Antje Bussinger

Phone (0711) 6 36 72-870

bussinger@gentner.de

Verkauf / Sales



Head of Media Sales ERE

Patrick Krumbach

Phone (0511) 2704717

krumbach@erneuerbareenergien.de



ERE Media Consultancy, Solar Energy Division

Bettina Mayer

Phone (0711) 6 36 72-836

mayer@erneuerbareenergien.de



Media consulting ERE

Ilona Adomat

Phone (05139) 89 57 57

adomat@

erneuerbareenergien.de



Head of Key Accounts

Carsten Schübeler

Phone (0711) 6 36 72-837

schuebeler@gentner.de

Hessen, Rheinland-Pfalz, Saarland, NRW (Süden und Westen)



Medienquartier

Martin Fettig

Gretelweg 1a, 76199 Karlsruhe

Phone (0721) 145080-44

martin.fettig@gentner.de



Medienquartier

Dina Fettig

Phone (0721) 145080-42

dina.fettig@gentner.de



Medienquartier

Lutz Roloff

Phone (07 11) 25 60 015

roloff@gentner.de



Medienquartier

Peter Hüller

Phone (07151) 92 220

hueller@gentner.de

Nordrhein-Westfalen (Norden und Osten)



Gentner Verlag

Birgit Merz

Breslauer Str. 3, 42781 Haan

Phone (07 11) 6 36 72-815

merz@gentner.de

Bayern, Österreich



Verlagsbüro Felchner

Andrea Dyck

Alte Steige 26, 87600 Kaufbeuren

Telefon (08341) 96 617-84

dyck@gentner.de

Berlin, Brandenburg, Mecklenburg- Vorpommern, Sachsen-Anhalt, Thüringen, Sachsen, Hamburg, Bremen, Schleswig Holstein, Niedersachsen



G+S Medienservice

Dirk Struwe

Mühlenkamp 21 a, 22303 Hamburg

22301 Hamburg

Phone (040) 280 580-70

struwe@gentner.de

Baden-Württemberg, Schweiz



MedienService Michael Fuhrmann

Waiblinger Straße 6, 71404 Korb

Michael Fuhrmann

Phone (07151) 20 55 4-20

fuhrmann@gentner.de



MedienService Michael Fuhrmann

Babette Nagel

Phone (07151) 20 55 4-23

babette.nagel@gentner.de



MedienService Michael Fuhrmann

Kerstin Schmid

Phone (07151) 20 55 4-21

schmid@gentner.de



MedienService Michael Fuhrmann

Alena Messer-Aboulatif

Phone (07151) 20 55 4-22

messer-aboulatif@gentner.de