

pv Europe – solar technology and applications

photovoltaik – Solartechnik für Installateure | Planer | Architekten

pv Europe

Media kit
Print + Digital
2024

photovoltaik

Gentner

www.photovoltaik.eu | www.pveurope.eu

Foto: Getty Images

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Head of Media Sales

Bettina Mayer
Phone: +49 711 63672-836
mayer@gentner.de



Intern. Business Development Manager

Oleksii Nekhaiev
Phone: +49 176 46104222
nekhaiev@gentner.de



Editors

Dipl.-Ing. Heiko Schwarzbürger MA
(Editor-in-Chief)
Phone: +49 30 24 53 65 49
schwarzbürger@photovoltaik.eu



Sven Ullrich
(Editor photovoltaik)
Phone: +49 30 24 53 65 49
ullrich@photovoltaik.eu



Niels Petersen
(Editor photovoltaik)
Phone: +49 30 24 53 65 49
petersen@photovoltaik.eu



Hans-Christoph Neidlein
(Senior Editor pv Europe)
Phone: +49 170 833 85 80
neidlein@pveurope.eu



Malte Forstater
(Junior Editor pv Europe)
Phone: +49 177 5 22 46 42
forstater@pveurope.eu

photovoltaik: Further acceleration and greater variety of products

2023 spurred global expansion of photovoltaics. Massive investments are going into the solarization of private, municipal, commercial and industrial supplies. The German-speaking markets in Europe promote the reduction of bureaucratic hurdles and significantly improved conditions. These trends will continue in 2024. In contrast, the prices for fossil and nuclear energy sources remain high, not least due to taxes on emissions.

Solar technology, electricity storage and e-mobility offer inexpensive prospects - for private households, for commerce and industry, for municipalities, for investors in the public and private financial sector. Investors in particular are becoming more important as a target group for photovoltaics.

Applications such as **Agri-PV, floating PV, urban PV or BIPV** have enormous potential in 2024. Storing solar power is becoming a commonplace in commercial applications. New financing models such as leasing or renting commercial storage systems will open up markets.

In addition, **solar-electric production of hot water, cold and cooling, heat pumps and infrared** heating are becoming increasingly important. **Bidirectional charging of electric cars and Power-to-X** are giving sector coupling a new boost.

In addition to the reporting in the printed edition, industry professionals receive up-to-date information and interviews via the photovoltaik website. Its role as the most important PV portal in Europe will expand our medium.

With over 370,000 page impressions per month (IVW certified), the website **www.photovoltaik.eu** is one of the most successful web platforms for professional users of photovoltaics, storage technology, electromobility and electrical heating technology. Our user community on social channels is growing significantly.

pv Europe: Europe is catching up with Asia and the USA

The markets in other European countries grew more than significantly across the board in 2023. They follow Germany as the lead market for innovations, products, regulations and business models. Solar power is also becoming a driver of the energy transition in other European countries.

pv Europe provides industry professionals with information about innovative products, business models and framework conditions in the **solar industry, storage technology, e-mobility, e-heat (Power2Heat) and green hydrogen (Power2Gas)**.

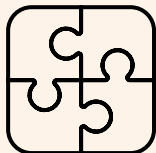
In addition, exemplary installations are presented and selected markets are analyzed. To this end, the editorial team works closely with national associations and with Solarpower Europe in Brussels.

Another focus in 2024 will be the **expansion of the European solar industry** as well as the **factories for storage batteries, electric cars and stationary storage systems. Agri-PV, floating PV and urban PV** are becoming increasingly important.

pv Europe relies exclusively on the online portal. In addition to current market trends, exciting projects and new products, videos are offered. The **YouTube channel** of the two specialist media (German and English) is one of the leading channels for the solar energy transition - specially prepared for professional players in our industry.

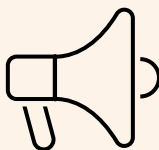
The website **www.pveurope.eu** has around 100,000 page impressions per month and a Facebook community with almost 34,000 followers. The rapid growth of the European and international photovoltaic markets is clearly reflected in the increase in users. This English-language portal has now achieved a leading position in Europe and beyond.

Media kit 2024



Topics

photovoltaics, solar, energy storage, self consumption, electric mobility, power2heat, PPA



Magazine

Leading magazine for solar professionals in the German-language region



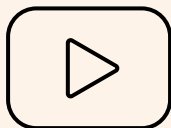
Special publications

German editions for agriculture, roofers, commercial enterprises and endconsumers



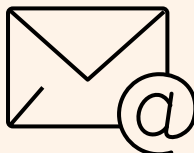
International

with the English-language website www.pveurope.eu and a strong Facebook community



Videos

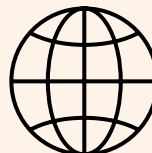
Video shots on site, at trade fairs and video publishing



Newsletters

photovoltaik: 12,192 subscribers¹
pv Europe: 6,907 subscribers¹
agriculture
German newsletter:
21,135 subscribers¹
English newsletter:
14,765 subscribers¹

NEW: newsletter for investors



Coverage online

photovoltaik.eu
373,671 page impressions/month²
206,418 visits/month²
pveurope.eu
102,551 page impressions/month³
60,753 visit/month³



Coverage Social Media

photovoltaik:
Facebook – 4,376 follower
Twitter – 5,071 follower
YouTube – 3,920 subscribers

pv Europe:
Facebook – 33,847 follower
Twitter – 3,490 follower
LinkedIn – 9,747 contacts





¹ Own count, August 2023

² IWW Online, August 2023

³ Google Analytics, September 2023

A powerful team for the energy transition

Use the coverage and expertise for your target group approach and benefit from our combination discounts. Contact us. We will be happy to create a tailor-made offer for you.

				
Target groups	<ul style="list-style-type: none"> › Solar installers › electrical and HVAC installers and -planners › roofers › public utilities › energy suppliers › wholesalers › operator › developers › public authorities › housing associations › architects › building engineers 	<ul style="list-style-type: none"> › EPCs › project planners › Solar engineers/installers › specialist planners › manufacturers and suppliers › public utilities › energy suppliers › wholesalers › operators › developers › authorities and institutes 	<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 regenerative planners, service providers, assessors and financiers › public authorities › universities and institutes 	<ul style="list-style-type: none"> › Energy consultants (self-employed or from architecture and planning offices, trades, etc.) › energy auditors › housing industry › building authorities
Print issue	9,300 copies (IVW certified)	–	14,000 copies (IVW certified)	9,300 copies (IVW certified)
Website	www.photovoltaik.eu 373,671 page impressions monthly (IVW certified)	www.pveurope.eu 102,551 page impressions monthly	www.erneuerbareenergien.de 371,759 page impressions monthly (IVW certified)	www.geb-info.de 238,163 page impressions monthly
Newsletter	12,192 subscribers	6,907 subscribers	9,330 subscribers	17,309 subscribers
Social Media Channels	5,071 Follower on Twitter 4,376 Follower on Facebook 3,920 Follower on YouTube	3,490 Follower on Twitter 33,847 Follower on Facebook 9,747 Follower on LinkedIn	3,965 Follower on Twitter 5,399 Follower on Facebook 3,255 Follower on LinkedIn	1,644 Follower on Twitter 2,931 Follower on Facebook 495 Follower on Xing 862 Subscribers on YouTube 896 Follower on LinkedIn



1 Titel: photovoltaik – SOLARTECHNIK
FÜR INSTALLATEURE, PLANER UND ARCHITEKTEN

2 Brief summary:

photovoltaik is the leading PV trade magazine in German-speaking countries. In addition to the technology-focused, target group-specific reporting in the printed edition, the industry professional can find up-to-date information on the website and in our social media channels.

photovoltaik presents the essential data and innovations of the solar industry for B2B users. Technical and commercial details are conveyed in such a way that readers can immediately integrate useful information into their activities in the solar business.

3 Target group:

Experts for photovoltaic systems, decentralised energy systems and power grids in the trades as well as the industry, consulting, planning, design, maintenance and plant-operating sectors.

1 Circulation auditing:



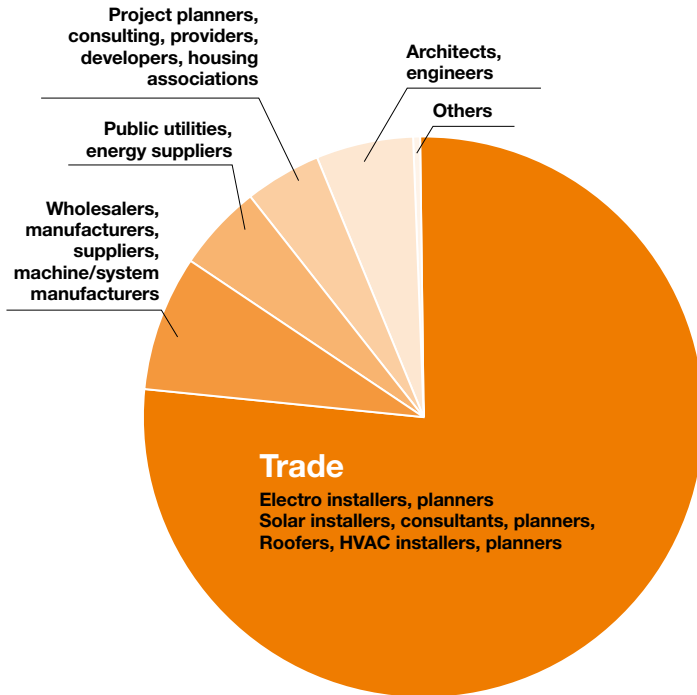
German Audit Bureau of Circulations
"Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern IWW"

2 Circulation analysis: Copies per issue on annual average
(July 1, 2022 - June 30, 2023)

Print run	9,300		
qualified circulation (TvA):	9,146	thereof abroad	314
Sold copies:	2,085		
Subscribed copies:	2,081	thereof member copies	0
Individual copies:	0		
Other sales:	4		
Free copies:	7,061	Permanent recipients:	352
Rest, archive and voucher copies	154	Changing recipients:	6,709
		Promotional copies:	0

3 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	96.56	8,832
Abroad	3.44	314
Qualified circulation	100	9,146



3 Distribution by industry sector:

	Amount of qualified circulation	
	%	copies
Trade	79.5	7,271
– Electro installers, planners	29.4	2,691
– Solar installers, consultants, planners	31.5	2,881
– Roofers	6.7	610
– HVAC installers, planners	11.9	1,089
Wholesalers, manufacturers, suppliers, machine/system manufacturers	6.9	631
Public utilities, energy suppliers	4.7	430
Project planners, consulting, providers, developers, housing associations	3.9	357
Architects, engineers	4.6	421
Others	0.4	37
Total	100	9,146



1 All prices exclude VAT.

Size	basis rates (b/w to 4c) in €		Print space format width × height in mm	Format in bleed* width × height in mm
1/1 page	3,490.–		187 × 265	210 × 297
3/4 page	3,320.–		139 × 265 187 × 189	151 × 297 210 × 203
2/3 page	2,250.–		123 × 265 187 × 170	135 × 297 210 × 184
Juniorpage	1,930.–		135 × 190	147 × 204
1/2 page	1,750.–		91 × 265 187 × 130	103 × 297 210 × 144

*excluding 3 mm bleed at the outside borders

Size	basis rates (b/w to 4c) in €		Print space format width × height in mm	Format in bleed* width × height in mm
1/3 page	1,180.–		59 × 265 187 × 85	71 × 297 210 × 99
1/4 page	880.–		1col. 43 × 265 2col. 91 × 130 4col. 187 × 63	55 × 297 103 × 144 210 × 77
1/8 page	445.–		1col. 43 × 130 2col. 91 × 63 4col. 187 × 30	55 × 144 103 × 77 210 × 44
4 th cover page	4,350.–		187 × 265	210 × 297
2 nd cover page	3,825.–		187 × 265	210 × 297
placement next to contents 1/2 page vertical	1,930.–		91 × 265	103 × 297
Advertorial 1/1 page 4c	3,490.–	Specification on request		
Advertorial 1/2 page 4c	1,750.–	Specification on request		

*excluding 3 mm bleed at the outside borders

Surcharge:

Guaranteed position add 10 % to the basic rate for ads	
Special colours, each colour	950.00 €

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 %

Special ads: on request

Bound insert (Discount by frequency):

2 pages 4,653 € 4 pages 5,618 €

Technical guidelines upon request. Paper quality up to 170g/m², more weights on request.

Inserts (no discount): Up to 25 g 255.00 € (per 1,000)

incl. postal rate; higher weight on request,

Minimum format: 105 mm width × 148 mm height

Maximum format: 200 mm width × 287 mm height

Split insert as of 1,000 copies possible.

Split run: 79.00 € one-off cost (without discount and agency commission)

Classified ads: (per mm height)

Basic price mm-ad	single-column line (43 wide)	4.60 €
Job offer	single-column line (43 wide)	2.45 €
Job applications	single-column line (43 wide)	1.50 €
Box number charge		12.00 €

Delivery address for special ads

The delivery address will be listed on the order confirmation.

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. DE147510257

Bank details:

Baden-Württembergische Bank

IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600

Deutsche Bank AG Stuttgart

IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS

Postbank Stuttgart

IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF

BAWAG Wien

IBAN: AT24 6000 0000 0161 2538 / BIC: OPSKATWW

PostFinance Zürich

IBAN: CH72 0900 0000 9182 6506 4 / BIC: POFICHXX

- 1 Magazine format:** DIN A4, 210 mm wide × 297 mm high
- Print space:** 187 mm wide × 265 mm high,
4 columns, each 43 mm wide
- 2 Printing and binding methods, print materials:** Binding, offset printing, supplied data shall be exposure capable, not separated, and 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 mail. 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 63672-861
- The postal address for submitting data by mail and for proofs is:
Alfons W. Gentner Verlag GmbH & Co. KG
Rudolf Beck
Postfach 10 17 42
70015 Stuttgart
Phone +49 (0) 711 63672-861
beck@photovoltaik.eu

Issue	01 – February	02 – March	03 – April
Publishing date	16.02.2024	14.03.2024	12.04.2024
Closing date	31.01.2024	27.02.2024	25.03.2024
Cover story	Maintenance	Hybrid systems	Mounting systems
Topic 1	Maintenance: monitoring, data logger, lightning protection, overvoltage protection, thermography, laser technology, system security, video surveillance, drones, theft protection, repowering	Hybrid generators: small wind power, CHP (gas), fuel cells, winter power	Mounting systems: pitched roofs, flat roofs, ground mount systems, work protection, agri PV, floating PV
Topic 2	Inverters: string inverters, micro inverters, energy management systems, cables, meter, grid connection	PV + heat: heating, warm water, heat pumps, solar thermal systems, tenant electricity	Planning: software, simulation, photo measurement, module plan
Topic 3	Solar modules: glass-glass modules, glass-foil modules, thin-film modules, solar cleaning, recycling	Energy storage: home storage, commercial storage	BIPV: balcony modules, solar facades, canopies, overhead glazing
Topic 4	Mounting systems: flat roof, ground mount systems, facades, work protection	E-mobility: e-cars, charging technology, solar carports, solar parking, billing, fleet management	DC/AC systems: cables, power optimizer, fuses, connectors, switches, grid connection, work safety

Trade fairs and events:

January

17. – 18.1.2024

InterSolution, Gent (Belgium)

23. – 24.1.2024

Solar Quality Summit, Barcelona (Spain)

February:

6. – 8.2.2024

Genera, Madrid (Spain)

20. – 22.2.2024

E-World energy & water, Essen (Germany)

27. – 29.2.2024

PV-Symposium, Bad Staffelstein (Germany)

March:

3. – 8.3.2024

Light + Building, Frankfurt (Germany)

5. – 8.3.2024

DACH + Holz, Stuttgart (Germany)

8. – 10.3.2024

WEBUILD, Wels (Austria)

19. – 21.3.2024

Solar Solutions, Amsterdam (Netherlands)

April:

4. – 6.4.2024

SOLAREX, Istanbul (Turkey)

17. – 18.4.2024

Solar Solutions, Bremen (Germany)

22. – 26.4.2024

Hanover Trade Fair (Germany)



Issue	04 – May	05 – June	06 – August
Publishing date Closing date	16.05.2024 26.04.2024	13.06.2024 27.05.2024	16.08.2024 31.07.2024
Cover story	The smarter E Europe: Solar modules	The smarter E Europe: Energy storage	The smarter E Europe: Intelligent power electronics
Topic 1	Solar modules: Innovations 2024	Energy storage: Innovations 2024	Inverters: Innovations 2024
Topic 2	Inverters: string inverters, micro inverters, energy management systems, cables, power optimizers	Solar modules: glass-glass modules, glass-foil modules, thin-film modules, solar cleaning	DC/AC systems: cables, power optimizer, fuses, connectors, switches, grid connection
Topic 3	Energy storage: home storage, commercial storage, industrial storage (utility scale)	Mounting systems: pitched roofs, facades, solar carports, solar canopies	Maintenance: monitoring, data logger, lightning protection, overvoltage protection, thermography, laser technology, system security, video surveillance, drones, theft protection, repowering, recycling
Topic 4	Mounting systems: pitched roof, flat roof, ground mount systems	Inverters: string inverters, micro inverters, energy management systems, cables, meter, grid connection	Mounting systems: pitched roofs, flat roofs, ground mount systems, work protection

incl. Special e-mobility
see page 17

Trade fairs and events:



Photo: Vorsatz Media

pv Guided Tours
@ The smarter E Europe
Our trade fair activities
can be found on page 32

June:

11.–13.6.2024
AgriVoltaics Conference, Denver (USA)

19.–21.6.2024
The smarter E Europe, München



Issue	07 – September	08 – October	09 – November	10 – December
Publishing date Closing date	19.09.2024 03.09.2024	18.10.2024 01.10.2024	19.11.2024 30.10.2024	17.12.2024 29.11.2024
Cover story	Electric mobility	BIPV & solar architecture	Commercial storage	Solar parks municipal utilities and industry (PPA)
Topic 1	Electric mobility: e-cars, charging technology, solar carports, solar parking, billing, fleet management	BIPV: solar architecture, solar facades, overhead glazing	Energy storage: home storage, commercial storage, applications for agriculture	Solar parks: ground mount systems, floating PV, hybrid wind power/PV parks, power2gas, park management, grid connection, solar cleaning
Topic 2	Energy storage: home storage, commercial storage	Mounting systems: facades, pitched roof, in-roof systems, solar tiles, canopies, work protection	Inverters: grid operation, islanding, emergency power, UPS, energy, management systems	Energy storage: commercial storage, industrial storage (utility scale)
Topic 3	Solar modules: glass-glass modules, glass-foil modules, thinfilm modules, solar cleaning	PV + heat: heating, warm water, heat pumps, IR heating systems, cooling, ventilation, solar thermal systems, tenant electricity	Hybrid generators: small wind power, CHP (gas), fuel cells, winter power	Maintenance: monitoring, data logger, lightning protection, overvoltage protection, thermography, system security, video surveillance, drones, theft protection, repowering, recycling
Topic 4	Inverters: grid operation, islanding, emergency power, UPS, energy, management systems	Planning: software, simulation, photo measurement, smart home, fire protection	E-mobility: e-cars, charging technology, solar carports, solar parking, billing, fleet management	DC/AC systems: cables, power optimizer, fuses, connectors, switches, grid connection, work security

Trade fairs and events:

September

23. – 27.9.2024

Solar & Storage Live,
Birmingham (UK)

23. – 27.9.2024

EU PVSEC, Wien (Austria)

25. – 26.9.2024

Solar Solutions, Kortrijk (Belgium)

October

7. – 9.10.2024

Expo Real, Munich (Germany)

22. – 24.10.2024

decarbXpo, Dusseldorf (Germany)

October 2024

eMove360, Munich (Germany)

November

5. – 7.11.2024

belektro, Berlin (Germany)

12. – 15.11.2024

EnergyDecentral, Hanover (Germany)

27. – 28.11.2024

Solar Solutions, Dusseldorf (Germany)

December

December 2024

Off-Grid, Augsburg (Germany)

Special PV for Roofers (German edition)

Photovoltaics is increasingly becoming part of the roofing trade's job description. Specialized roofing companies can open up a new field of business. Because the protective roof becomes a useful roof, generates valuable energy. In addition, solar energy is an important, future-oriented argument for young people to start an apprenticeship in the roofing trade. Or for installers from outside the trade to join professional roofing teams.

Photovoltaic modules on pitched roofs can generate high electricity yields, without the need for elevation. Both residential and commercial customers are discovering self-supply of inexpensive solar power to save on energy costs. The installation on the roof, its quality and stability, is of central importance.

Circulation print: 15,000 copies
Distribution print: Supplement in magazines of our media group sent to roofers, placed on the fair DACH + HOLZ, Stuttgart, March 5-8, 2024
Distribution e-paper: PDF for free download
Publication date: February/March 2024
Advertising deadline: January 15, 2024

Prices for advertisements/advertorials*:

1/1 page*	3,900 €
1/2 page*	2,000 €
1/3 page	1,300 €
1/4 page	1,000 €
1/8 page	500 €

* Advertorials only 1/1 page or 1/2 page
 Deadline advertorials by January 8, 2024

Range of topics:

- › Planning and installation of solar generators (on-roof and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass, lightweight modules)
- › Suitable mounting technology for pitched roofs
- › Inverters and connection technology / MLPE
- › Self-power supply through electricity storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Safety systems for installation and maintenance on the roof
- › Lightning, fire and surge protection
- › Historic preservation and solar technology
- › Commercial solar roofs for agriculture



Special: Hybrid power plants (Print edition in German and English)

- Target group:** Solar installers, electrical installers, planners as well as energy suppliers, grid operators, electricity industry, political actors, investors
- Circulation print German:** 24,000 copies
Circulation print English: 5,000 copies
- Distribution print German:** Insert in photovoltaik June issue (5/24) and in ERNEUERBARE ENERGIEN June issue (5/24)
- Distribution print English:** Spreading at our booth at The smarter E Europe
- Distribution e-paper:** Additional distribution of the PDF for free download
- Publishing date:** June 11, 2024
Closing date: May 8, 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 €

25% surcharge
for additional booking of the English print edition

* Advertorials only 1/1 page or 1/2 page
 Deadline advertorials by May 3, 2024

Solar, wind, bioenergy, battery storage and electrolyzers

The renewable energy industry realized long before politicians that feeding of volatile renewables into the energy system requires intelligent technologies and storage to ensure supply and network security. Accordingly, project planners around the world are combining in a wide variety of constellations - always with the aim of making optimal use of network capacities and at the same time ensuring a stable 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 and prepare data for the operator
- › Storage technologies for combined power plants
- › Planning and financing of agri-PV projects
- › Modules and mounting systems for agri-PV
- › Modules, inner-park cabling, grid connection and mounting systems for floating-PV - safe even in salt water.
- › Legal tips



Insert in photovoltaik and ERNEUERBARE ENERGIEN plus PDF for free download

Special: Electric mobility (German edition)

Target group:	Solar installers, electricians, planners, public utilities, energy suppliers, grid operators, electricity industry, political actors, investors
Circulation:	9,300 copies
Distribution print:	Integrated in photovoltaik June issue (5/24)
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	June 13, 2024
Closing date:	May 27, 2024

Prices for advertisements/advertorials*:

1/1 page*	3,490 €
1/2 page*	1,750 €
1/3 page	1,180 €
1/4 page	880 €
1/8 page	445 €

* Advertorials only 1/1 page or 1/2 page
Deadline advertorials by May 17, 2024

The magazine photovoltaik has been very successful in the market development of e-mobility for several years. This is because solar professionals, electrical tradesmen and system integrators from the solar industry are linking photovoltaics with energy storage and charging points for e-vehicles - for private and commercial customers. In addition, municipal utilities, energy providers and institutional investors are discovering this promising business field. We present the most important trends for the conversion of private, commercial and municipal fleets and vehicle fleets to solar-electric supply.

Range of topics:

- › Charging systems (single-phase and three-phase AC, DC)
- › Charging solutions for semi-public and public spaces
- › Solar carports and parking lot canopies
- › Energy storage systems as intermediate buffer (relief of grid connection point)
- › Software for planning and design
- › Services for e-mobility
- › E-vehicles and mobile machines (fully electric or plug-in hybrid)
- › Fuel cells

Integrated in
photovoltaik plus PDF
for free download



Media kit 2024

Special: PV for agriculture (Print issue, German edition)

Target groups:	Farmers and solar professionals
Circulation:	35,000 copies
Distribution print:	Supplement in DLG (German Agricultural Society) magazines
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	October 2024
Closing date:	September 2024

Prices for advertisements/advertorials*:

1/1 page*	5,500 €
1/2 page*	2,900 €
1/3 page	1,950 €
1/4 page	1,500 €

* Advertorials only 1/1 page or 1/2 page
delivery of data for advertorials 1 week before advertising deadline

In this special, we show what opportunities farmers have with photovoltaics, among other things - whether for on-farm self-consumption, activation or dual use of land, with which agricultural businesses can create a second source of income. This is possible with solar plants on fallow or agriculturally less usable land as well as on water surfaces.

Agriculture has been and continues to be a pacemaker in the energy transition. In the coming years, many agricultural photovoltaic systems will no longer be subsidized. Then the question arises - what to do? Repowering

or continuing to operate the plant, storing the electricity and consuming it yourself, or simply entering direct marketing?

Range of topics:

Solar plants, ground mount systems, floating-PV, agri-PV, mounting systems, energy storage, conversion of grid-connected systems for self consumption, repowering, farmers as energy suppliers, uninterruptible power supply, integration of heat, cold, ventilation and electric mobility, and, and, and...



Monthly German special newsletter for farmers and solar professionals

Subscribers: 21,135 in total of which 12,159 are photovoltaik newsletter subscribers + 8,976 farmers from the DLG address database

Price for text image ad: 950 €

(Specifications see page 26 + 27)

Sending dates German special newsletter:

10.01.2024	10.04.2024	10.07.2024	09.10.2024
07.02.2024	08.05.2024	07.08.2024	06.11.2024
06.03.2024	05.06.2024	11.09.2024	11.12.2024

Special PV for Farmers (E-Paper-issue, english)

Target groups: Farmers and solar professionals
Distribution: PDF for free download. The promotion takes place via DLG, pveurope.eu as well as our social media channels
Publishing date: November 1, 2024
Closing date: October 10, 2024

Prices for advertisements/advertorials*:

1/1 page	1,900 €
1/1 page advertorial	plus newsletter ad for free
1/2 page	950 €
1/2 page advertorial	plus 50 % discount for newsletter ad
1/3 page	750 €
	plus 25 % discount for newsletter ad
1/4 page	500 €
	plus 10 % discount for newsletter ad

* Advertorials only 1/1 page or 1/2 page, delivery of data for advertorials 1 week before advertising deadline

Monthly English special newsletter for farmers and solar professionals

Subscribers: 17,765 in total of which
 6,883 are pv Europe newsletter subscribers +
 7,882 farmers from the DLG address database

Price for text image ad: 750 €

(Specifications see page 26 + 27)

Sending dates English special newsletter:

10.01.2024	06.03.2024	08.05.2024	10.07.2024	11.09.2024	06.11.2024
07.02.2024	10.04.2024	05.06.2024	07.08.2024	09.10.2024	11.12.2024



Special: Flat roofs (German edition)

Commercial roofs use for self-consumption of electricity and energy efficiency

With photovoltaics, sector coupling and structural measures to reduce energy consumption, companies are making themselves strong for international competition. Flat and slightly inclined roofs generate clean and cost-effective electricity. They play an essential role in the extraction of rainwater and the use of daylight. The active use of commercial roofs reduces operating costs, secures jobs and innovations.

- Target groups:** Commercial/trade companies, specialist planners and energy consultants, municipalities
- Circulation:** 25,000 copies
- Distribution print:** Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
- Distribution e-paper:** Additional distribution of the PDF for free download
- Publishing date:** November 1, 2024
- Closing date:** October 1, 2024

Prices for advertisements/advertorials*:

1/1 page*	4,300 €
1/2 page*	2,200 €
1/3 page	1,575 €
1/4 page	1,150 €
1/8 page	630 €

* Advertorials only 1/1 page or 1/2 page,
Deadline advertorials by May 3, 2024

Range of topics:

- › Mounting systems for solar generators (on- and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass)
- › Self-consumption through energy storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Correctly executed metal attic covers and other roof edge profile
- › Safety systems for installation and maintenance on the roof
- › Drainage systems for flat and slightly inclined roofs
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



Guide for end consumers and commercial customers (German edition)

200+ practical tips for autarky

The B2C guidebook provide private and commercial customers a wide range of tips for solar self-consumption. Readers receive expert information, written by photovoltaik editor-in-chief Heiko Schwarzburger, prepared for solar customers in a manner appropriate to the target group. An extensive installer directory makes it easier for customers to find and contact regional installers. In addition, we present current trends and outlooks for photovoltaics, storage technology and e-mobility in one chapter.

Topics:

- › photovoltaics
- › Solar power storage
- › Electric space heating and hot water
- › Cooling, ventilation and refrigeration
- › Electric mobility
- › Fuel cells and CHP
- › Price information
- › Quality of installation
- › Rights & duties
- › Tax tips
- › Evaluation of offers
- › Protection against lightning, surges and fires
- › Tips for plant operators
- › Guarantees and warranties
- › Installer and planner directory by postal code areas
- › trends and outlooks for photovoltaics, storage technology and e-mobility

Prices for advertisements/advertorials*:

1/1 page*	2,100 €
1/2 page*	1,100 €

* Specifications for advertorials on request
Deadline advertorials by November 25, 2024

Distribution:	PDF for free download with registration Target: minimum 10,000 downloads
Publishing date:	December 30, 2024
Closing date:	December 2, 2024



Download Guide 2024:
<https://www.photovoltaik.eu/b2c-ratgeber-2024>

Free entry for installers and planners from Germany, Austria and Switzerland at:
<https://www.photovoltaik.eu/ratgeber>

1 Web-Adresse: www.photovoltaik.eu

2 Brief description:

The **photovoltaik** website is the leading portal for PV professionals in Germany.

The website provides information on the latest trends in photovoltaics and power-storage sectors. Videos from our pv Guided Tours, product videos from manufacturers and browsable catalogs offer the users additional information. The extensive "archive" also contains all articles from previous issues, from product and market overviews to detailed topic dossiers that are available for downloading.

3 Target group:

Installers, planners, architects, roofers, wholesaler and retailers from the PV sector, public utilities, energy suppliers, project planners

4 Publisher:

Alfons W. Gentner Verlag GmbH & Co. KG

Contact person online advertising:

Bettina Mayer, Head of Media Sales

Phone: +49 711 63672-836, E-Mail: mayer@photovoltaik.eu

Ad Management

Phone.: +49 711 63672-501, E-Mail: datenanlieferung@gentner.de

5 Auditing:



6 Visitor statistic:

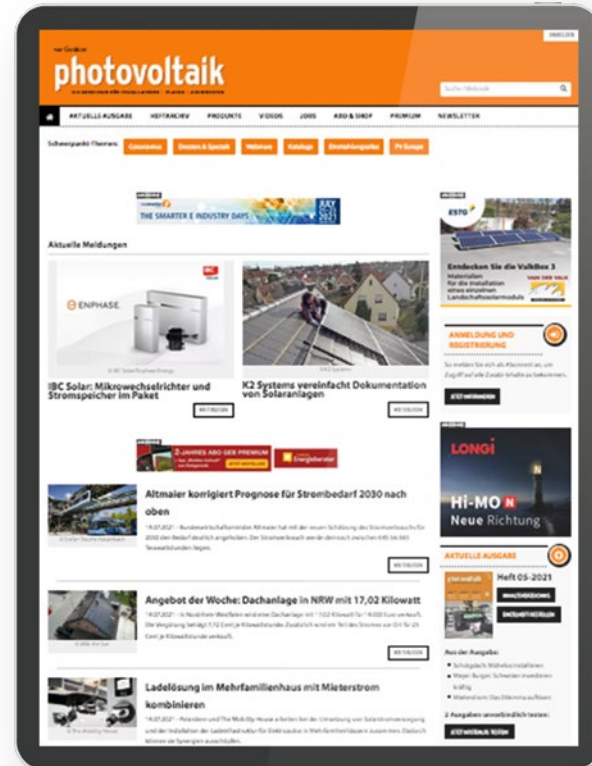
Page Impressions/month:

373,671

Visits/month:

206,418

Reference month: August 2023



1 Web-Adresse: www.pveurope.eu

2 Brief description:

The **English-language website pv Europe** provides solar professionals in European markets with information about innovative products, business models and framework conditions in the solar industry, storage providers, e-mobility, electric heat (Power2Heat) and green hydrogen (Power2Gas).

Exemplary installations are presented and international markets are highlighted in which European and German players are active.

3 Target group:

EPCs, project planners, investors, installers, solar engineers, specialist planners, manufacturers and suppliers, public utilities, energy suppliers, wholesalers, operators, property developers, authorities and institutes

4 Publisher:

Alfons W. Gentner Verlag GmbH & Co. KG

Contact person online advertising:

Bettina Mayer, Head of Media Sales

Phone: +49 711 636 72-836, E-Mail: mayer@pveurope.eu

Ad Management

Phone.: +49 711 6 36 72-501, E-Mail: datenanlieferung@gentner.de

5 Visitor statistic:

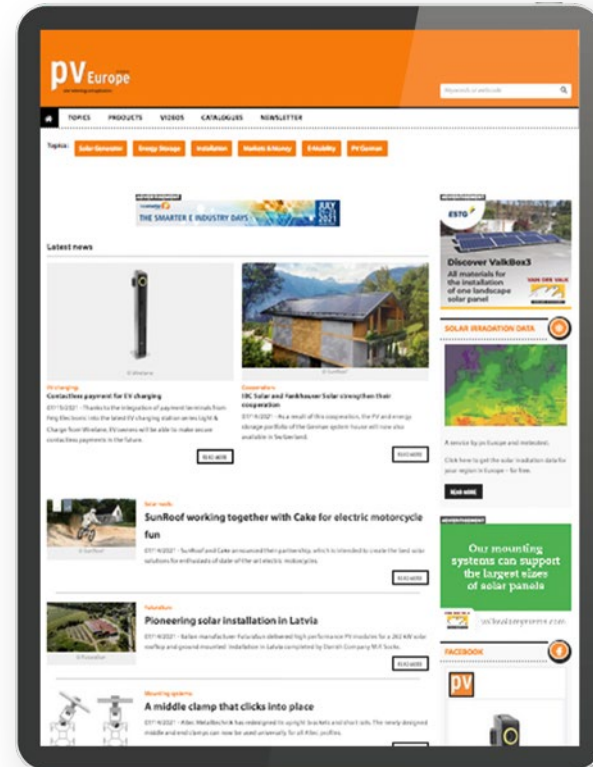
Page Impressions/month:

102,551

Visits/month:

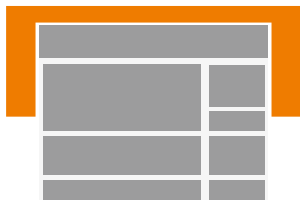
60,753

Source: Google Analytics, September 2023





Fireplace-Ad



Dimension: 1.240 × 90 px
160 × 600 px (2×), max. 100 kb per ad

CPM: 119 € Targeting: 130 €

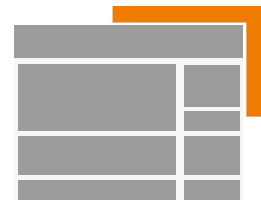
Superbanner



Dimension: 728 × 90 px, max. 100 kb

CPM: 61 € Targeting: 68 €

Wallpaper



Dimension: 728 × 90 px
160 × 600 px, max. 100 kb per ad

CPM: 98 € Targeting: 108 €

Halfpage Ad



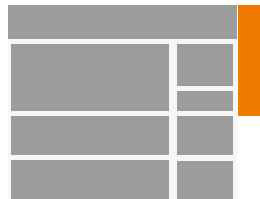
Dimension: 300 × 600 px, max. 100 kb

CPM: 98 € Targeting: 108 €

Sticky Halfpage Ad

CPM: 133 € Targeting: 146 €

Wide Skyscraper



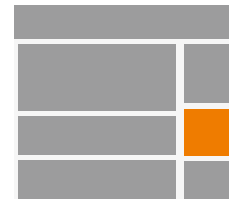
Dimension: 160 × 600 px, max. 100 kb

CPM: 61 € Targeting: 68 €

Sticky Skyscraper

CPM: 82 € Targeting: 90 €

Medium Rectangle



Dimension: 300 × 250 px, max. 100 kb

CPM: 77 € Targeting: 85 €



Billboard



Dimension: 940 × 250px, max. 150 kb

CPM: 98 € Targeting: 108 €

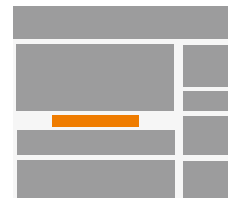
Sticky Footer



Dimension: 770 × 125px, max. 100 kb

CPM: 82 € Targeting: 90 €

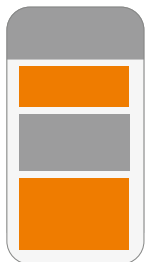
Fullbanner



Dimension: 468 × 60px, max. 100 kb

CPM: 51 € Targeting: 56 €

Mobile Content-Ads:



Mobile Content Ad 2:1

Dimension:
300 × 150px, max. 100 kb

**CPM: 72 €
Targeting: 79 €**

Mobile Medium Rectangle

Dimension:
300 × 250px, max. 100 kb

**TKP: 77 €
Targeting: 85 €**

1 Discounts for display ads incl. mobile:

50.000 ad impressions 5 %
75.000 ad impressions 10 %
100.000 ad impressions 15 %

2 Data deadline:

Five working days before campaign start by
email to datenanlieferung@gentner.de

photovoltaik newsletter (German)

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

Banner



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

Head
Price: 757 €

Between two articles
Price: 641 €

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: 454 €

Text image ad standard



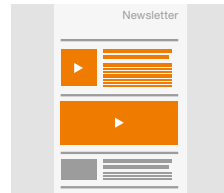
Display: 270 x max. 180px.
Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Text image ad XL

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

Price: 1,022 €

Video post standard



Display: 270 x max. 180px.
Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Video post XL

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

Price: 1,022 €

- › **Subscribers:** 12,192
- › **Open rate (unique)** 34,6%
- › **Open rate (total)** 65,4%

Source: Publisher evaluation, delivery date August 2023



Frequency	Data deadline
twice a week (Tuesday and Thursday)	Five working days before newsletter distribution by email to datenanlieferung@gentner.de

Special newsletter / single-topic newsletter			
Sending date	Topics	Sending date	Topics
17.01.24	E-Mobilität, Ladetechnik	17.06.24	Messe-Neuheiten The smarter E Europe IV
28.02.24	PV für Dachdecker	18.06.24	Messe-Neuheiten The smarter E Europe V
13.03.24	Wechselrichter, Energiemanager, Smart Meter	17.07.24	Solarmodule, BIPV
17.04.24	PV und Wärme	14.08.24	Montagesysteme
15.05.24	Stromspeicher	18.09.24	PV und Wärme
12.06.24	Messe-Neuheiten The smarter E Europe I	16.10.24	Stromspeicher
13.06.24	Messe-Neuheiten The smarter E Europe II	13.11.24	E-Mobilität, Ladetechnik
14.06.24	Messe-Neuheiten The smarter E Europe III	25.11.24	Messe-Newsletter Solar Solutions, Dü.
		04.12.24	Wechselrichter, Energiemanager, Smart Meter

Discounts			
Ads within 12 months (calendar year)			
3 newsletter	5%	9 newsletter	15%
6 newsletter	10%	12 newsletter	20%

pv Europe newsletter (English)

The pv Europe newsletter is responsive and adapts its layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

Banner



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

Head
Price: 515 €

Between two articles
Price: 454 €

Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, ...
Display: 150 x max. 150 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 560 px.,
jpg, max. 200 KB, Copyright
Headline: max. 50 characters
Teaser: max. 350 characters
URL

Price: 361 €

Text image ad standard



Display: 270 x max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

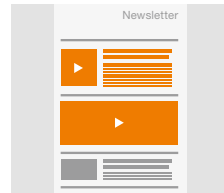
Preis: 608 €

Text image ad XL

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

Price: 820 €

Video post standard



Display: 270 x max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Preis: 608 €

Video post XL

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

Price: 820 €

- > **Subscribers:** 6,907
- > **Open rate (unique):** 21,6 %
- > **Open rate (total):** 34,8 %

Source: Publisher evaluation, delivery date August 2023



Frequency	Data deadline
twice a week (Tuesday and Thursday)	Five working days before newsletter distribution by email to daten-anlieferung@gentner.de

Special newsletter / single-topic newsletter			
Sending date	Topics	Sending date	Topics
16.01.24	E-Mobility, charging systems	18.06.24	Innovations The smarter E Europe III
12.03.24	Inverter, energy management, smart meter	16.07.24	Solar modules, BIPV
16.04.24	PV and heating	13.08.24	Mounting systems
14.05.24	Energy storage	17.09.24	PV and heating
14.06.24	Innovations The smarter E Europe I	15.10.24	Energy storage
17.06.24	Innovations The smarter E Europe II	12.11.24	E-Mobility, charging systems
		03.12.24	Inverter, energy management, smart meter

Discounts			
Ads within 12 months (calendar year)			
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**
700 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**
468 pixels wide; 60 pixels high;
banner is aligned on the left
 - 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 pixels 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 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters;
Image linking possible.
 - ⑧ **Integration of a video image**
Image: 560 pixels wide, height variable. The image is used to linked to the video. No integration of the video possible. Additional text can be added. Headline: 35 characters. Text: 350 characters
- Price photovoltaik: 3,000.– €**
Price pv Europe: 2,500.– €
Data delivery: at least 12 working days before sending date



Content marketing campaign incl. social media push

Even more coverage within your target group

With the content marketing campaign, we create even more coverage within your target group with additional actions via our social media channels. The basis of the campaign is a sponsored article (online advertorial) on photovoltaik.eu or pveurope.eu, which resembles an editorial article. Through this native advertising medium, we increase awareness and credibility among the target group. Through our relevant social media channels, we offer you extended target group targeting as part of this content marketing campaign. As a result, you will receive even more traffic with this package as well as even more readers for your topic.

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

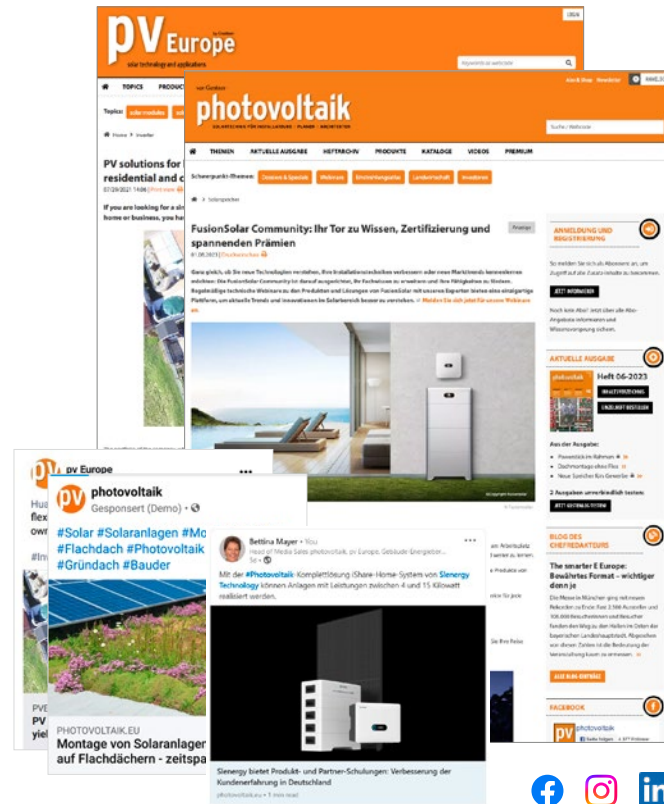
The structure of the sponsored article is flexible: In addition to informative text and images, videos or image galleries can also be integrated.

For international campaigns, geographic targeting by country is possible on some channels.

Services:

- We discuss with you the objective and target group of the campaign
- create the sponsored article on photovoltaik.eu or pveurope.eu (marked with „advertisement“)
- create measures via relevant social media channels
- take over monitoring and optimization
- create a reporting about the sponsored article at the end of the campaign runtime
- The runtime of the content marketing campaign is 4 weeks

Price: 2,500 EUR per website



Media kit 2024

Dossier

The photovoltaik or pv Europe 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.

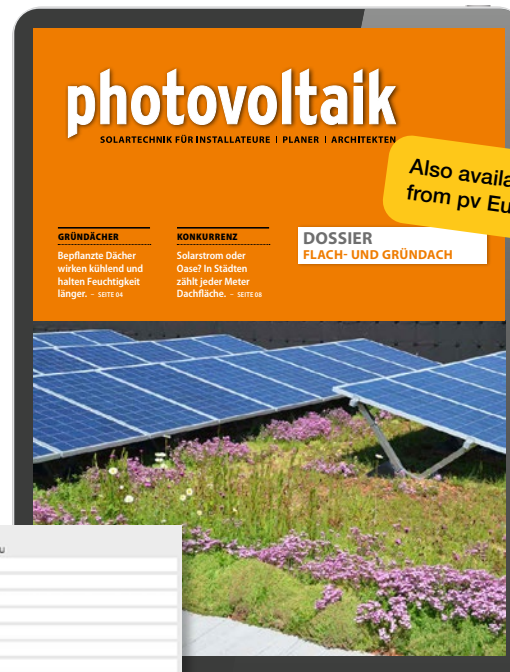
The online dossier (PDF) is prepared by us for a specific topic, e.g. inverters, from photovoltaik or pv Europe articles with a scope of 20–30 pages and provide them with a linkable table of contents.

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 €

(additional leads bookable – 50 € per lead)



Ihre Adresse:

Herr Frau

Titel

Vorname

Nachname

Büroname

Position

Straße

Postleitzahl

Ort

Deutschland

E-Mail

Telefon-Nr.

Branche

Media kit 2024

pv GUIDED TOURS



pv Guided Tours 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 during The smarter E Europe

pv Guided Tours @ The smarter E Europe
Show your innovations at the booth - and we will broadcast the videos LIVE FROM THE FAIR



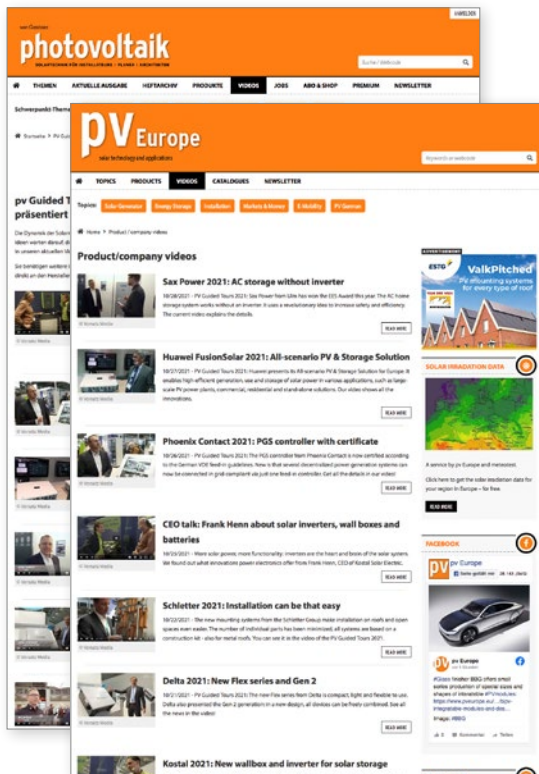
Our editor visits your company with a professional video team at the booth. In the usual manner, your speaker presents the innovations in German and English. We increase the reach of your trade fair visit and publish the videos via LIVE streaming via our channels. The comprehensive service package also includes video publishing and further promotional activities of the videos for several months.

CEO-Talk @ The smarter E Europe

In a short video interview (5 questions, 5 minutes), we present your company's innovative strength and market strategy in German and English. The interview partners are the executive of your company and an expert member of the editorial team.

Send your video message on the day of the trade fair. Via LIVE streaming, we provide you the relevant target group and reach - even beyond the days of the trade fair.

Moving images are essential to modern-day communications.



Video publishing

You possess videos that you want installers and designers to know about?

We are able to deliver the relevant target groups and corresponding ranges through our video channels on www.photovoltaik.eu and www.pveurope.eu.

Utilise the credibility of our media and the trust in it to strengthen your brand.

Services:

- › Video channel: minimum for one year
- › Website: announcement on the landing page
- › Newsletter: teaser with link to the video
- › Social media: Twitter, Facebook, YouTube
- › Reporting

Price: 2,200 €* per video

Video production

There are many ways to pack your message into moving images. Benefit from the experience of our video experts. We will work with you to develop the optimum product for your needs.

Price: Detailed calculation on request

* All prices exclude VAT.



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

We organize and host your webinar with support from our expert editorial team.

		WEBINAR German	WEBINAR English
		We organize 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	X
	Include presentations, videos, sound files and/or surveys	X	X
Teilnehmerwerbung	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-Nachbereitung	Compliant leads from live webinar	X	X
	Detailed reporting	X	X
	Submitting the questions from the webinar	X	X
		6.500,- €	6.500,- €

You conduct webinars yourself, seminars, trainings or events?

Use the newsletter from photovoltaik and pv Europe for your application and participant acquisition.

Event Promotion

photovoltaik:

- › 12,192 newsletter subscribers
- › Text/image ad in the section „Events & Dates“

Price: 454 €

pv Europe:

- › 6,907 newsletter Subscribers
- › Text/image display in the Events section, Seminars, Webinars“ *

Price: 361 €

* Specifications see pages 26 and 27

Media kit 2024

General terms and conditions

You will find our general terms and conditions for advertisements and external supplements as well as our on-line media advertising business at:

www.gentner.de/mediaservice/agb-anzeigen

Contacts:



Head of Media Sales
Bettina Mayer
Phone +49 711/6 36 72-836
mayer@gentner.de



Intern. Business Development Manager
Oleksii Nekhaiev
Phone +49 (176) 46104222
nekhaiiev@gentner.de



Order Management
Rudolf Beck
Phone +49 711/6 36 72-861
beck@gentner.de



Ad-Management
Katharina Nitzsche
Phone +49 711/6 36 72-501
nitzsche@gentner.de



Ad-Management
Jennifer Assmus
Phone +49 711/6 36 72-810
assmus@gentner.de



Customer Content Management
Antje Bussinger
Phone +49 711/6 36 72-870
bussinger@gentner.de

