

pv Europe – solar technology and applications
photovoltaik – Solartechnik für Installateure | Planer | Architekten

pv Europe

Media kit
Print + Digital
2025

photovoltaik

Foto: Gettyimages

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www.photovoltaik.eu | www.pveurope.eu

Media kit 2025

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photovoltaik: Further acceleration and greater variety of products

2024 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 2025. In contrast, the prices for fossil and nuclear energy sources remain high, not least due to rising 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 220,000 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.

pv Europe: Regional markets in Europe are catching up

The markets in other European countries grew more than significantly across the board in 2024. 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)**.

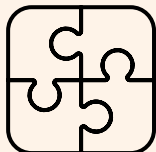
In addition, exemplary installations are presented and selected markets are analyzed. To this end, the editorial team works closely with national associations and with Solarpower Europe in Brussels.

One main focus in 2025 will be **investor's business** with bigger **solar projects for grid supply**. The new European framework is the Eltif regulation which offers very good conditions for private and public investments in renewable energies. **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.

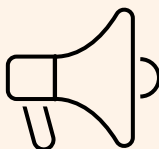
The website **www.pveurope.eu** has around 90,000 page impressions per month and a Facebook community with almost 34,000 followers. The rapid growth of the European and international photovoltaic markets is clearly reflected in the increase in users. This English-language portal has now achieved a leading position in Europe and beyond.

Media kit 2025



Topics

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



Magazine

Leading magazine for solar professionals in the German-language region



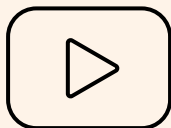
Special publications

German editions for investors, agriculture, roofers, commercial enterprises and end consumers



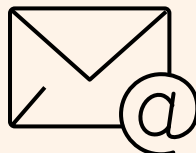
International

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



Videos

Video shots on site, at trade fairs and video publishing, 4,560 YouTube subscribers



Newsletters

photovoltaik: 12,550 subscribers¹
pv Europe: 6,619 subscribers¹
Monthly special newsletters:
- for investors
- for farmers



Coverage online

photovoltaik.eu
222,308 page impressions/month²
161,586 visits/month²
pveurope.eu
87,738 page impressions/month³
42,192 visit/month³



Coverage Social Media

photovoltaik:
LinkedIn – 1,686 contacts
Meta (Facebook) – 4,742 follower
X (Twitter) – 5,120 follower
YouTube – 4,560 subscribers
pv Europe:
LinkedIn – 1,828 contacts
Meta (Facebook) – 33,702 follower
X (Twitter) – 3,676 follower





¹ Own count, August 2024

² IWW Online, August 2024

³ Google Analytics, August 2024

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"> › Solar engineers/installers › specialist planners › EPCs › project 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 222,308 page impressions monthly	www.pveurope.eu 87,738 page impressions monthly	www.erneuerbareenergien.de 277,183 page impressions monthly (Source: June 2024)	www.geb-info.de 187,833 page impressions monthly
Newsletter	12,550 subscribers	6,619 subscribers	10,005 subscribers	17,333 subscribers
Social Media Channels	1,686 LinkedIn contacts 4,742 Meta (Facebook) follower 5,120 X (Twitter) follower 4,560 YouTube subscribers	1,828 LinkedIn contacts 33,702 Meta (Facebook) follower 3,676 X (Twitter) follower	11,751 LinkedIn contacts 6,450 Meta (Facebook) follower 3,827 X (Twitter) follower	4,486 LinkedIn contacts 3,014 Meta (Facebook) follower 1,638 X (Twitter) follower 513 Xing follower 1,130 YouTube subscribers



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:



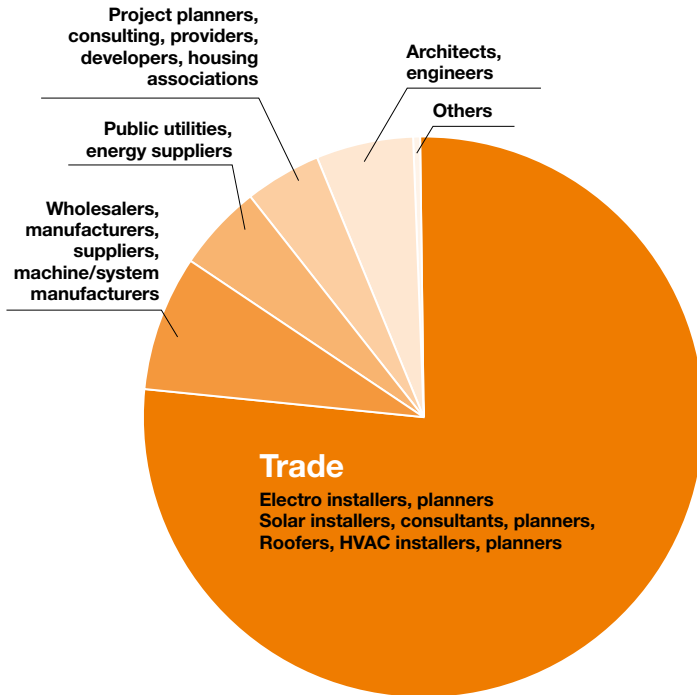
German Audit Bureau of Circulations
"Informationsgemeinschaft zur Feststellung
der Verbreitung von Werbeträgern IWW"

2 Circulation analysis: Copies per issue on annual average
(July 1, 2023 - June 30, 2024)

Print run	9,300		
qualified circulation (TvA):	9,160	thereof abroad	316
Sold copies:	2,309		
Subscribed copies:	2,293	thereof member copies	0
Individual copies:	0		
Other sales:	16		
Free copies:	6,851	Permanent recipients:	384
Rest, archive and voucher copies	140	Changing recipients:	6,468
		Promotional copies:	0

3 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	96.55	8,844
Abroad	3.45	316
Qualified circulation	100	9,160



3 Distribution by industry sector:

	Amount of qualified circulation	
	%	copies
Trade	78.0	7,144
– Electro installers, planners	26.7	2,442
– Solar installers, consultants, planners	30.1	2,759
– Roofers	10.0	915
– HVAC installers, planners	11.2	1,028
Wholesalers, manufacturers, suppliers, machine/system manufacturers	7.6	696
Public utilities, energy suppliers	4.5	412
Project planners, consulting, providers, developers, housing associations	4.5	413
Architects, engineers	5.0	458
Others	0.4	37
Total	100	9,160

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	3,560.–		187 × 265	210 × 297
3/4 page	3,390.–		139 × 265 187 × 189	151 × 297 210 × 203
2/3 page	2,300.–		123 × 265 187 × 170	135 × 297 210 × 184
Juniorpage	1,970.–		135 × 190	147 × 204
1/2 page	1,800.–		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	1,210.–				↓ 59 × 265 ↔ 187 × 85	↓ 71 × 297 ↔ 210 × 99
1/4 page	900.–				1col. 43 × 265 2col. 91 × 130 4col. 187 × 63	55 × 297 103 × 144 210 × 77
1/8 page	455.–				1col. 43 × 130 2col. 91 × 63 4col. 187 × 30	55 × 144 103 × 77 210 × 44
4 th cover page	4,430.–				187 × 265	210 × 297
2 nd cover page	3,900.–				187 × 265	210 × 297
placement next to contents 1/2 page vertical	1,970.–				91 × 265	103 × 297
Advertorial 1/1 page 4c	4,010.–	Specification on request				
Advertorial 1/2 page 4c	2,010.–	Specification on request				

*excluding 3 mm bleed at the outside borders

4 Job advertisements in the German print magazine

Size	width x height in mm	job offers
1/1 page	187 x 265	2,350.00€
1/2 page	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;"> ↑ 91 x 265 </div> <div style="text-align: center;"> → 187 x 130 </div> </div>	1,225.00€
1/4 page	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">1 col. 43 x 265</div> <div style="text-align: center;">2 col. 91 x 130</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 5px;"> <div style="text-align: center;">4 col. 187 x 63</div> </div>	620.00€
basic price mm ad	single-column line, 43 wide, 4c	2.50€

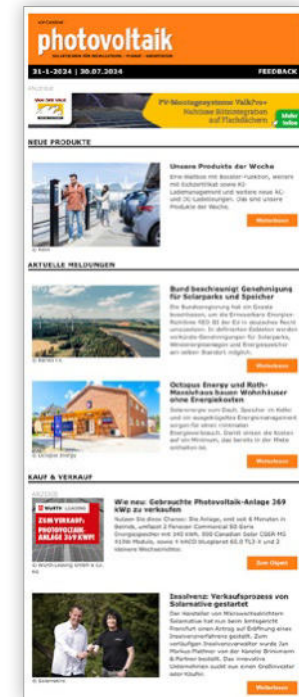
Job market in the German newsletter

Text/image ad, placement in the section jobs 475.00€

Adverts for buy and sales

Text/image ad, placement in the section buy | sale 475.00€

Specifications for newsletters see page 31





Surcharge:

Guaranteed position add 10 % to the basic rate for ads	
Special colours, each colour	980.00 €

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:

Bound insert (Discount by frequency):

2 pages 4,930 € 4 pages 5,970 €

The maximum paper weight is 170 g/sqm, higher weights on request. Please enquire about bleed allowances when delivering bound-in inserts. Information on the weight of bound-in inserts and five samples with details of the front page must be submitted by the respective copy deadline.

Inserts (no discount): Up to 25 g 260.00 € (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.

The weight information and five samples of the inserts must be submitted by the respective copy deadline.

We will be happy to inform you about further delivery conditions.

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.

VAT number DE327997831

Bank details:

Landesbank Baden-Württemberg

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

Postbank 3036702

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

- 1 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:
- Gentner Energy Media GmbH
Rudolf Beck
PO Box 10 17 42
70015 Stuttgart
Germany
Phone +49 (0) 711 63672-861
beck@photovoltaik.eu

Issue	01 – February	02 – March	03 – April
Publishing date Closing date	06.02.2025 20.01.2025	07.03.2025 18.02.2025	08.04.2025 20.03.2025
Cover story	Maintenance	Solar heat transition	The smarter E Europe: Solar modules
Topic 1	Maintenance: lightning protection, thermography, laser technology, security technology, video surveillance, drones, theft protection	PV + heat: heating, warm water, infrared heating systems, PV thermal systems, heat pumps	Solar modules: Innovations 2025
Topic 2	Inverters: string inverters, hybrid inverters, energy manager, cabling, meter, grid connection	Special Edition: 40 years anniversary PV Symposium: Review, trends and developments from the PV industry	Inverters: string inverters, hybrid inverters, micro inverters, DC optimizers
Topic 3	Solar modules, solar cleaning, repowering, recycling	Wholesale: prices, availability, supply chain, transport, emissions, internationalisation	Energy storage: home storage, commercial storage, industrial storage
Topic 4	Mounting systems: flat roof, ground mount systems, canopies, work protection	Energy storage: home storage, commercial storage	Mounting systems: pitched roofs, flat roofs, ground mount systems

Issue	04 – May	05 – June	06 – August
Publishing date Closing date	02.05.2025 10.04.2025	17.06.2025 27.05.2025	05.08.2025 17.07.2025
Cover story	The smarter E Europe: Energy storage	The smarter E Europe: Mounting systems	The smarter E Europe: Intelligent power electronics
Topic 1	Energy storage: Innovations 2025	Mounting systems: pitched roofs, flat roofs, ground mount systems, work protection, floating PV, agri PV, urban PV	Inverters: Innovations 2025
Topic 2	Electric mobility: e-cars, charging technology, solar carports, solar car parks, billing, fleet management	Planning: software, simulation, photo measurement, design, module plan, roof statics	DC/AC systems: cabling, DC optimizer, fuses, connectors, release switch, grid connection
Topic 3	Mounting systems: pitched roof, facades, canopies	BIPV: balcony solar modules, solar facades, canopies, overhead glazing	Maintenance: lightning protection, thermography, laser technology, security technology, video surveillance, drones, theft protection
Topic 4	Solar modules, solar cleaning, recycling	DC/AC systems: cabling, power optimizer, fuses, connectors, grid connection, work safety	Mounting systems: pitched roofs, flat roofs, ground mount systems, work protection



Photo: Vorsatz / dpa

pv Guided Tours
@ The smarter E Europe
 Our trade fair activities
 can be found on page 37

7.–9.5.2025
 The smarter E Europe, Munich (Germany)



Issue	07 – September	08 – October	09 – November	10 – December
Publishing date Closing date	02.09.2025 14.08.2025	09.10.2025 19.09.2025	06.11.2025 20.10.2025	16.12.2025 27.11.2025
Cover story	PV for municipalities	BIPV & architecture	Commercial storage	Solar parks municipal utilities and industry (PPA)
Topic 1	Urban PV: financing, planning, installation, special areas (sewage treatment plants, landfills, swimming pools, clinics and more)	BIPV: solar architecture, solar facades, overhead glazing	Energy storage: commercial storage, tenant electricity with energy storage, neighbourhood supply	Solar parks: ground mount systems, hybrid wind power/PV parks, power2gas, park management, grid connection
Topic 2	Energy storage: home storage, commercial storage	Mounting systems: facades, pitched roof, in-roof systems, solar tiles, work protection	Inverters: grid operation, islanding, emergency power, uninterruptible power supply (UPS), energy manager	Energy storage: industrial storage, grid storage
Topic 3	Solar modules, solar cleaning, repowering, recycling	PV + heat: heating, warm water, heat pumps, IR heating systems, cooling, ventilation, PV thermal systems, tenant electricity	Agriculture: agri PV, floating PV, self consumption for farms, sustainable gastronomy	Maintenance: lightning protection, thermography, laser technology, security technology, video surveillance, drones, theft protection
Topic 4	Inverters: grid operation, islanding, emergency power, uninterruptible power supply (UPS), energy manager	Planning: software, smart home, building automation, fire protection	E-mobility: e-cars, charging technology, solar carports, solar car parks, billing, fleet management	DC/AC sytems: cabling, power optimizer, fuses, connectors, release switch, grid connection, work security

incl. Special e-mobility see page 19

Media kit 2025

Trade fairs and events	2025
BAU, Munich (Germany)	13.–17.1.2025
Solar Energy Expo, Warsaw (Poland)	14.–16.1.2025
InterSolution, Gent (Belgium)	29.–30.1.2025
Solar Solutions, Leipzig (Germany)	29.–30.1.2025
Elmia Solar, Jönköping (Sweden)	4.–6.2.2025
E-World energy & water, Essen (Germany)	11.–13.2.2025
Intersolar, ees, Power2Drive India, Gujarat (India)	12.–14.2.2025
elektrotechnik, Dortmund (Germany)	12.–14.2.2025
Solar Quality Summit, Barcelona (Spain)	18.–19.2.2025
ENEX, Kielce (Poland)	18.–19.2.2025
VerdeTec, Athen (Greece)	21.–23.2.2025
Intersolar North America, San Diego (USA)	25.–27.2.2025
KEY - The Energy Transition Expo, Rimini (Italy)	5.–7.3.2025
WEBUILD, Wels (Austria)	7.–9.3.2025
Solar Solutions, Amsterdam (Netherlands)	11.–13.3.2025
PV-Symposium, Bad Staffelstein (Germany)	11.–13.3.2025
Renewable Energy Tech, Thessaloniki (Greece)	13.–15.3.2025
ISH, Frankfurt (Germany)	17.–20.3.2025
SOLAR ENERGY BUCHAREST SUMMIT, Bucharest (Romania)	19.–20.3.2025
Volta-X Energy Systems Expo, Stuttgart (Germany)	25.–27.3.2025
eltefa, Stuttgart (Germany)	25.–27.3.2025
SEAI Energy Show, Dublin (Ireland)	26.–27.3.2025
Solar Solutions, Bremen (Germany)	26.–27.3.2025
Hanover Trade fair, Hanover (Germany)	31.3.–4.4.2025
Solar & Storage Live, London (UK)	2.–3.4.2025
Construma, Budapest (Hungary)	9.–13.4.2025
SOLAREX, Istanbul (Turkey)	10.–12.4.2025

Trade fairs and events	2025
greenPOWER, Poznan (Poland)	14.–16.4.2025
The smarter E Europe, Munich (Germany)	7.–9.5.2025
NetZero Milan, Milano (Italy)	14.–16.5.2025
Battery Forum, Warsaw (Poland)	20.–22.5.2025
eltec, Frankfurt (Germany)	20.–22.5.2025
SNEC, Shanghai (China)	11.–13.6.2025
AgriVoltaics World Conference, Freiburg (Germany)	1.–3.7.2025
Floating Solar PV Forum, Amsterdam (Netherlands)	27.–28.8.2025
IAA Mobility, Munich (Germany)	9.–14.9.2025
Solar & Storage Live, Zurich (Switzerland)	16.–17.9.2025
EU PVSEC, Bilbao (Spain)	22.–26.9.2025
Solar Ireland, Dublin (Ireland)	1.10.2025
Solar Solutions, Torino (Italy)	1.–2.10.2025
Expo Real, Munich (Germany)	6.–8.10.2025
Solar Solutions, Kortrijk (Belgium)	8.–9.10.2025
Off-Grid, Augsburg (Germany)	30.–31.10.2025
CISOLAR, Bucharest (Romania)	October 2025
Greenbattery, Bucharest (Romania)	October 2025
eMove 360, Munich (Germany)	October 2025
agritechnica, Hanover (Germany)	9.–15.11.2025
Forum SolarPLUS, Berlin (Germany)	18.–19.11.2025
Genera, Madrid (Spain)	18.–20.11.2025
Matelec, Madrid (Spain)	18.–20.11.2025
belektro, Berlin (Germany)	November 2025
GET Nord, Hamburg (Germany)	November 2025
Solar Solutions, Dusseldorf (Germany)	3.–4.12.2025
EnerGaia, Montpellier (France)	December 2025

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 roofs – whether pitched or flat – can generate high electricity yields. Both residential and commercial customers are discovering self-supply of inexpensive solar power to save on energy costs. In combination with the green roof, the solar system can score double points. The installation on the roof, its quality and stability are of central importance.

Circulation print:	15,000 copies
Distribution print:	Supplement in magazines of our media group sent to roofers
Distribution e-paper:	PDF for free download
Publication date:	March 2025
Advertising deadline:	February 3, 2025

Prices for advertisements/advertorials*:

1/1 page*	4,000 €
1/2 page*	2,100 €
1/3 page	1,400 €
1/4 page	1,100 €
1/8 page	550 €

* Advertorials only 1/1 page or 1/2 page
Deadline advertorials by January 27, 2025

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
- › Roof connection for low load-bearing reserves
- › Lightning, fire and surge protection
- › Historic preservation and solar technology
- › Commercial solar roofs for agriculture



Special: Hybrid power plants (Print edition in German)

Target group:	Solar installers, electrical installers, planners as well as energy suppliers, grid operators, electricity industry, political actors, investors
Circulation print:	24,000 copies
Distribution print:	Supplement in photovoltaik May issue (4/25) and in ERNEUERBARE ENERGIEN April issue 4/25, placed at our booth at The smarter E Europe
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	April 24, 2025
Closing date:	April 1, 2025

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 €

* Advertorials only 1/1 page or 1/2 page
Deadline advertorials by March 23, 2025

Solar, wind, bioenergy, battery storage and electrolyzers

The feed-in of volatile solar and wind power into the electricity grid ensures supply and grid security by combining it with flexible technologies, battery storage and conversion into hydrogen.

Combined-cycle power plants are being realised around the world and are being funded in Germany through innovation tenders. Security of supply is also the focus of the more recent innovation tenders for agri PV, floating PV, solar systems on car parks and on peat soils. The focus here is on the sophisticated project planning of special areas that already have another function, such as agriculture, local recreation or CO2 storage.

Range of topics:

- › PV and energy storage from the planner's perspective: feasibility, economic efficiency, grid efficiency
- › How well do wind power and PV actually complement each other in terms of grid feed-in and land use?
- › Park management software and inverters that optimally combine wind, solar and storage 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.



Supplement 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 September issue (7/25)
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	September 2, 2025
Closing date:	August 14, 2025

Prices for advertisements/advertorials*:

1/1 page*	3,560 €
1/2 page*	1,800 €
1/3 page	1,210 €
1/4 page	900 €
1/8 page	455 €

* Advertorials only 1/1 page or 1/2 page
Deadline advertorials by August 7, 2025

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 7/25
plus e-paper for
free download



Media kit 2025

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, placed at the DLG booth at the fair agritechnica in Hanover
Distribution e-paper:	Additional distribution of the PDF for free download
Publishing date:	End of October 2025
Closing date:	September 19, 2025

Prices for advertisements/advertorials*:

1/1 page*	5,600 €
1/2 page*	3,000 €
1/3 page	2,000 €
1/4 page	1,600 €

* 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, uninterrupted power supply, integration of heat, cold, ventilation and electric mobility, and, and, and...



Monthly German special newsletter for farmers and solar professionals

Subscribers: 21,350 in total of which 12,550 are photovoltaik newsletter subscribers + 8,800 farmers from the DLG address database

Price for text image ad: 950 €

(Specifications see page 31 + 32)

Sending dates German special newsletter:

29.01.2025	23.04.2025	30.07.2025	15.10.2025
26.02.2025	28.05.2025	27.08.2025	05.11.2025
26.03.2025	25.06.2025	24.09.2025	17.12.2025

Special PV for Farmers (English e-paper edition)

Target groups: Farmers and solar professionals
Distribution: E-paper for free download. The promotion takes place via DLG, pveurope.eu as well as our social media channels
Publishing date: November 1, 2025
Closing date: October 10, 2025

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: 13,795 in total of which
 6,619 are pv Europe newsletter subscribers +
 7,176 farmers from the DLG address database

Price for text image ad: 750 €

(Specifications see page 32 + 33)

Sending dates English special newsletter:

29.01.2025	26.03.2025	28.05.2025	30.07.2025	24.09.2025	05.11.2025
26.02.2025	23.04.2025	25.06.2025	27.08.2025	15.10.2025	17.12.2025



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 3, 2025
Closing date:	October 1, 2025

Prices for advertisements/advertorials*:

1/1 page*	4,450 €
1/2 page*	2,300 €
1/3 page	1,650 €
1/4 page	1,300 €
1/8 page	650 €

* Advertorials only 1/1 page or 1/2 page,
Deadline advertorials by September 24, 2025

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
- › Roof connection for low load-bearing reserves
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



Guide for end consumers and commercial customers 2026 (German edition)

Over 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
- › trends and outlooks for photovoltaics, storage technology and e-mobility
- › Installer and planner directory by postal code areas

Prices for advertisements/advertorials*:

1/1 page	2,100 €
1/1 page advertorial	2,400 €
1/2 page	1,100 €
1/2 page advertorial	1,250 €

* Specifications for advertorials on request

Distribution: PDF for free download with registration

Target: minimum 10,000 downloads

Publishing date: December 30, 2025

Closing date: December 1, 2025



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>
(until December 20, 2024 the entry is for the guidebook 2025)

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

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

Webinar package in German or English

We organize your webinar. You demonstrate your expertise and present your own brand.

Services:

- › Advice on the selection of topics and the structure of the webinar
- › Your expert speakers guide through the content of the webinar
- › Moderation and Q&A session by our editorial team
- › Acquisition of participants via all channels
 - › Print advertisement
 - › Newsletter advertisements
 - › Stand-alone newsletter
 - › Website
 - › Social media
- › Your logo and your topic on the landing page for webinar registration
- › You receive all data protection compliant leads from the webinar participants for one-time use
- › Participant management, organization support, technical briefing & implementation by our webinar team
- › You will receive detailed reporting and the questions from the webinar
- › Follow-up report on the webinar by the editorial team

6,500.– €

Do you organize webinars, training courses or events yourself?

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

Event Promotion

photovoltaik:

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

Price: 475 €

pv Europe:

- › 6.619 newsletter subscribers
- › Text/image display in the Events section, Seminars, Webinars“ *

Price: 361 €

* Specifications see pages 31–34

Podcast: Solar Investor's Guide

The editors of photovoltaik and pV Europe analyze the opportunities and pitfalls of the solar market for investors in podcasts with leading experts. The **podcasts** are produced **in German or English**. They bring the solar industry together with the capital market.

Among other things, the podcasts cover forms of investment in photovoltaics and the refinancing of solar projects. This includes solar projects on industrial roofs and on open land, the expansion of the solar industry in Europe and modern forms of financing such as crowdfunding, tax depreciation, funds and stocks.

Feel free to listen in:
www.photovoltaik.eu/podcast
www.pveurope.eu/podcast

Title: Solar Investor's Guide
Channels: Spotify, Apple Podcast, YouTube
Promotion: Via our German print edition, websites photovoltaik.eu | pveurope.eu, newsletters and social media channels with mentioning the sponsor

Are you interested in being interviewed for a Solar Investor's Guide podcast?

Feel free to contact us.



Package Solar Investor's Guide

The solar sector, the storage sector, e-mobility and other branches of renewable energies are becoming increasingly interesting for private and institutional investors. The energy transition is attracting capital on a growing scale.

With our English-language medium pv Europe, we focus on the investment business:

- › Solar parks
- › Hybrid systems with wind power and large-scale batteries
- › Large solar roofs for commercial and industrial use
- › PV for agriculture (agri PV)
- › Floating systems (floating PV)
- › Expansion of the European industry with factories for PV components, energy storage systems and batteries for electric vehicles and stationary storage solutions

The European framework is set by the new Ertif Directive. It facilitates solar projects for financial investment and grid supply. Massive flows of capital are now flowing into the expansion of renewable energy infrastructure.

Use our package for your investor communications. It includes:

- › **Webinars**
- › **Specials for investors (in English):**
 - › **Solar parks with PPA**
Closing date: 16.1.2025 | publishing date: 28.1.2025
 - › **Energy Storage Systems (ESS) for Industry/Utilities**
Closing date: 16.2.2025 | Erscheinungstermin: 4.3.2025
 - › **Innovation Hub: The smarter E Europe**
Closing date: 8.4.2025 | publishing date: 23.4.2025
 - › **Agri/Floating/Urban-PV**
Closing date: 15.7.2025 | publishing date: 28.7.2025
 - › **Solarize parking lots**
Closing date: 15.9.2025 | publishing date: 29.9.2025
 - › **Minimizing risks in project business**
Closing date: 25.11.2025 | publishing date: 8.12.2025
- › **Podcasts Solar Investor's Guide**

- › **Monthly special newsletter for investors**
Sending dates

15.01.2025	09.04.2025	09.07.2025	22.10.2025
12.02.2025	14.05.2025	13.08.2025	19.11.2025
12.03.2025	11.06.2025	10.09.2025	10.12.2025

Get in touch with us.
We will be happy to prepare an attractive package offer for you.



1 Web-Adresse: www.photovoltaik.eu

2 Brief description:

The **photovoltaik** website is one of the leading portals 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 webinar recordings offer the users additional information. The extensive “archive” also contains all articles from previous issues, from product and market overviews, webinar recordings to special issues for free download.

3 Target group:

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

4 Publisher:

Gentner Energy Media GmbH

Contact person online advertising:

Bettina Mayer, Head of Media Sales

Phone: +49 711 6 36 72-836, E-Mail: mayer@photovoltaik.eu

Ad Management

Phone.: +49 711 6 36 72-501,-503, -810,

E-Mail: datenanlieferung@gentner.de

5 Auditing:



6 Visitor statistic:

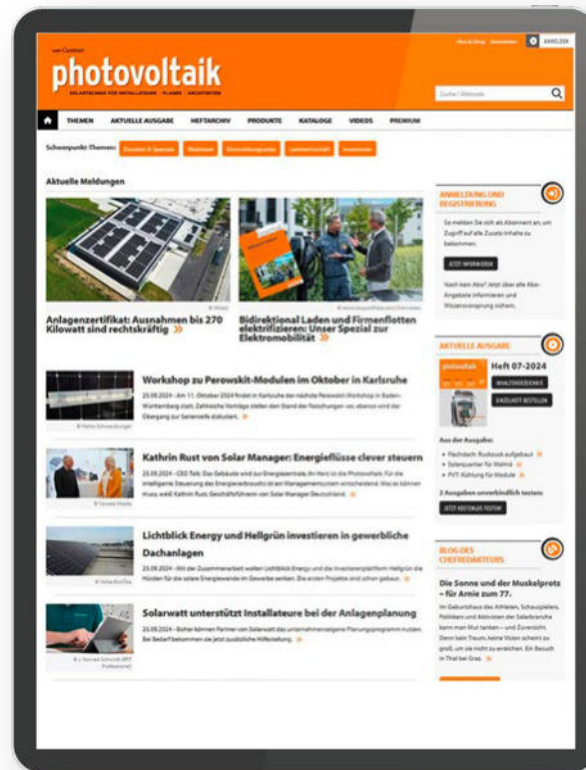
Page Impressions/month:

222,308

Visits/month:

161,586

Reference month: August 2024



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 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:

Gentner Energy Media GmbH

Contact person online advertising:

Bettina Mayer, Head of Media Sales

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

Ad Management

Phone.: +49 711 63672-501,-503, -810,

E-Mail: datenanlieferung@gentner.de

5 Visitor statistic:

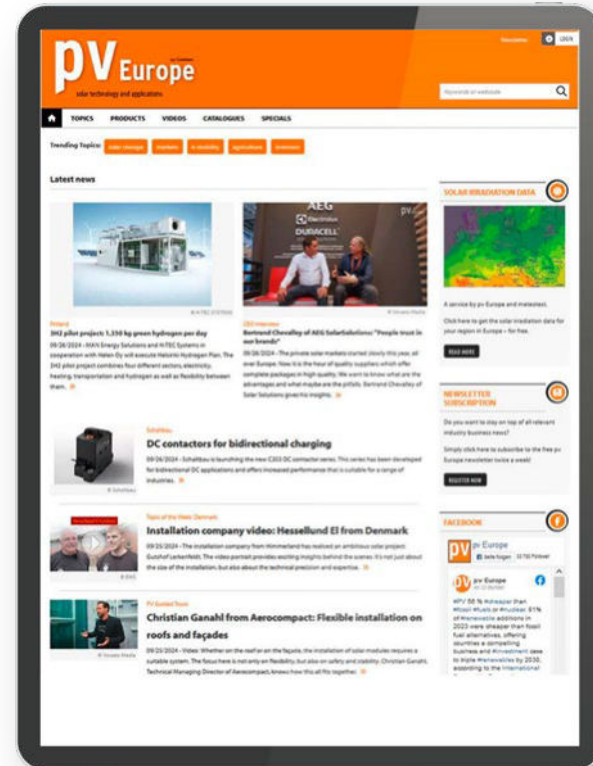
Page Impressions/month:

87,738

Visits/month:

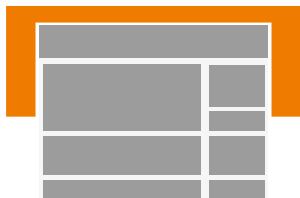
42,192

Source: Google Analytics, September 2024





Fireplace-Ad



Dimension: 1.240 × 90px + 160 × 600px (2×),
JPG, GIF or Redirect, max. 100kb per ad

CPM: 125 € Targeting: 137 €

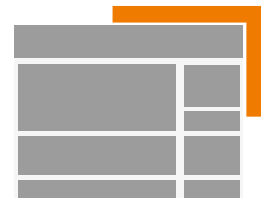
Superbanner



Dimension: 728 × 90px,
JPG, GIF or Redirect, max. 100kb

CPM: 64 € Targeting: 71 €

Wallpaper



Dimension: 728 × 90px + 160 × 600px,
JPG, GIF or Redirect (iframe), max. 100kb per ad

CPM: 103 € Targeting: 113 €

Halfpage Ad



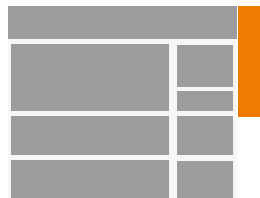
Dimension: 300 × 600px,
JPG, GIF or Redirect, max. 100kb

CPM: 103 € Targeting: 113 €

Sticky Halfpage Ad

CPM: 139 € Targeting: 153 €

Wide Skyscraper



Dimension: 160 × 600px,
JPG, GIF or Redirect, max. 100kb

CPM: 64 € Targeting: 71 €

Sticky Skyscraper

CPM: 86 € Targeting: 95 €

Medium Rectangle



Dimension: 300 × 250px,
JPG, GIF or Redirect, max. 100kb

CPM: 81 € Targeting: 89 €

Billboard



Dimension: 940 × 250 px,
JPG, GIF or Redirect, max. 150 kb

CPM: 103 € Targeting: 113 €

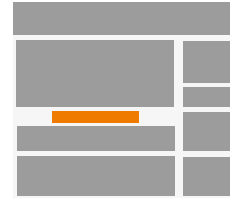
Sticky Footer



Dimension: 770 × 125 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 86 € Targeting: 95 €

Fullbanner



Dimension: 468 × 60 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 54 € Targeting: 59 €

Mobile Content-Ads:



Mobile Content Ad 2:1

Dimension:
300 × 150 px,
JPG or GIF, max. 100 kb

**CPM: 75 €
Targeting: 83 €**

Mobile Medium Rectangle

Dimension:
300 × 250 px,
JPG or GIF, max. 100 kb

**TKP: 81 €
Targeting: 89 €**

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.

- › **Subscribers:** 12,550
- › **Open rate (unique)** 34.9%
- › **Open rate (total)** 65.4%

Source: Publisher evaluation, delivery date August 2024



Banner



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

Head placement

Price: 795 €

Between two articles

Price: 675 €

Text image ad standard



Display: 270 × 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: 810 €

1st placement: : 885 €

Text image ad XL



Display: 560 × max. 373px.

Format to be supplied:

Width (fixed) 560px.,
Height max. 373px.,
jpg, max. 200 KB, Copyright

Headline: max. 120 characters

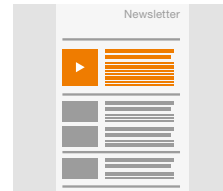
Teaser: max. 500 characters

URL

Price: 1,095 €

1st placement: : 1,195 €

Video post standard



Display: 270 × max. 180px.

Format to be supplied:

Width (fixed) 560px.,
Height max. 373px.,
jpg, max. 200KB, Copyright

Headline: max. 60 characters

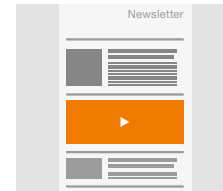
Teaser: max. 350 characters

URL

Price: 810 €

1st placement: : 885 €

Video post XL



Display: 560 × max. 373px.

Format to be supplied:

Width (fixed) 560px.,
Height max. 373px.,
jpg, max. 200 KB, Copyright

Optional: Headline with
max. 120 characters

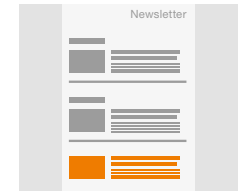
Teaser: max. 350 characters

URL

Price: 1,095 €

1st placement: : 1,195 €

Events, jobs, buy/sale



Placement in the section jobs or
events or buy/sale
Display: 150 × 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: 475 €

Regular newsletter

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

Discounts

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

photovoltaik special newsletter/single-topic newsletter (German)

Dates	topics
08.01.2025	BIPV, Solarmodule (Dach + Fassade)
22.01.2025	Wechselrichter, Energiemanager, Smart Meter
05.02.2025	Solarmodule + Montagesysteme (Freiland, Agri-PV, Floating-PV, Urban-PV)
19.02.2025	PV für Dachdecker
05.03.2025	PV und Wärme
19.03.2025	Stromspeicher (Wohngebäude + Gewerbe)
02.04.2025	Solarmodule + Montagesysteme (Dach + Fassade)
16.04.2025	E-Mobilität, Ladetechnik
28.04.2025	Messe-Neuheiten The smarter E Europe I
29.04.2025	Messe-Neuheiten The smarter E Europe II
30.04.2025	Messe-Neuheiten The smarter E Europe III
02.05.2025	Messe-Neuheiten The smarter E Europe IV
05.05.2025	Messe-Neuheiten The smarter E Europe V
06.05.2025	Messe-Neuheiten The smarter E Europe VI
04.06.2025	AC-/DC-Technik
18.06.2025	Stromspeicher (Gewerbe, Industrie, Energieversorger/Netzbetreiber)
02.07.2025	BIPV, Solarmodule (Dach + Fassade)
23.07.2025	Wechselrichter, Energiemanager, Smart Meter
06.08.2025	PV für Dachdecker
20.08.2025	Stromspeicher (Wohngebäude + Gewerbe)
03.09.2025	PV und Wärme
17.09.2025	Solarmodule + Montagesysteme (Freiland, Agri-PV, Floating-PV, Urban-PV)

Dates	topics
01.10.2025	Stromspeicher (Gewerbe, Industrie, Energieversorger/Netzbetreiber)
22.10.2025	E-Mobilität, Ladetechnik
12.11.2025	Solarmodule + Montagesysteme (Dach + Fassade)
27.11.2025	Messe-Newsletter Solar Solutions, Düsseldorf I
28.11.2025	Messe-Newsletter Solar Solutions, Düsseldorf II

Prices and specifications on page 31

photovoltaik special newsletter PV for Farmers (German)

29.01.2025	23.04.2025	30.07.2025	15.10.2025
26.02.2025	28.05.2025	27.08.2025	05.11.2025
26.03.2025	25.06.2025	24.09.2025	17.12.2025

Price for text image ad
in the German special newsletter PV for Farmers 950 €

photovoltaik special newsletter for investors (German)

15.01.2025	09.04.2025	09.07.2025	22.10.2025
12.02.2025	14.05.2025	13.08.2025	19.11.2025
12.03.2025	11.06.2025	10.09.2025	10.12.2025

Price special newsletter for investors on request

pv Europe newsletter (English)

The pv Europe newsletter is responsive and adapts its layout individually to the respective end device.

- › **Subscribers:** 6,619
- › **Open rate (unique)** 28.3 %
- › **Open rate (total)** 45.3 %

Source: Publisher evaluation, delivery date August 2024



Banner



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

Head placement

Price: 540 €

Between two articles

Price: 464 €

Text image ad standard

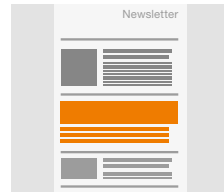


Display: 270 × max. 180px.

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: 608 €
1st placement: : 640 €

Text image ad XL

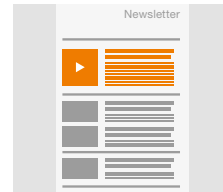


Display: 560 × max. 373px.

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

Price: 820 €
1st placement: : 860 €

Video post standard

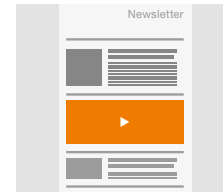


Display: 270 × max. 180px.

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

Price: 608 €
1st placement: : 885 €

Video post XL

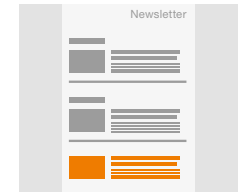


Display: 560 × max. 373px.

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: 820 €
1st placement: : 860 €

Events, jobs, buy/sale



Placement in the section jobs or events or buy/sale
Display: 150 × 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: 361 €

Regular newsletter

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

Discounts

Ads within 12 months (calendar year)

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

pv Europe special newsletter/single-topic newsletter (English)

Dates	topics
10.01.2025	BIPV, Solar modules (roofs + facades)
22.01.2025	Inverter, energy management, smart meter
07.02.2025	Solar modules + mounting systems (ground-mounted solar plants, agri-PV, floating-PV, urban-PV)
19.02.2025	PV and heating
28.02.2025	Innovations KEY – The Energy Transition Expo, Rimini
07.03.2025	Innovations Solar Solutions, Amsterdam
19.03.2025	Energy storage (residential + commercial)
04.04.2025	Solar modules + mounting systems (roofs + facades)
16.04.2025	E-Mobility, charging systems
29.04.2025	Innovations The smarter E Europe I
30.04.2025	Innovations The smarter E Europe II
02.05.2025	Innovations The smarter E Europe III
05.05.2025	Innovations The smarter E Europe IV
06.06.2025	DC/AC systems
18.06.2025	Energy storage (commercial, industrial, energy suppliers/grid operators)
04.07.2025	BIPV, Solar modules (roofs + facades)
23.07.2025	Inverter, energy management, smart meter
08.08.2025	PV for roofers
20.08.2025	Energy storage (residential + commercial)
05.09.2025	PV and heating
17.09.2025	Solar modules + mounting systems (ground-mounted solar plants, agri-PV, floating-PV, urban-PV)
08.10.2025	Energy storage (commercial, industrial, energy suppliers/grid operators)

Dates	topics
24.10.2025	E-Mobility, charging systems
11.11.2025	Innovations Genera, Madrid
12.11.2025	Solar modules + mounting systems (roofs + facades)
28.11.2025	Inverter, energy management, smart meter
03.12.2025	Solar modules + mounting systems (ground-mounted solar plants, agri-PV, floating-PV, urban-PV)

Prices and specifications on page 33

pv Europe special newsletter PV for Farmers (English)

29.01.2025	23.04.2025	30.07.2025	15.10.2025
26.02.2025	28.05.2025	27.08.2025	05.11.2025
26.03.2025	25.06.2025	24.09.2025	17.12.2025

Price for text image ad
in the English special newsletter PV for Farmers 750 €

pv Europe special newsletter for investors (English)

15.01.2025	09.04.2025	09.07.2025	22.10.2025
12.02.2025	14.05.2025	13.08.2025	19.11.2025
12.03.2025	11.06.2025	10.09.2025	10.12.2025

Price special newsletter for investors on request

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: 3,150.– €

Price pv Europe: 2,500.– €

Data delivery: at least 12 working days before sending date



Content marketing campaign

Online advertorial incl. social media push

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

With the content marketing campaign, we combine the impact of editorial content with a targeted advertising approach. The campaign is based on an online advertorial on www.photovoltaik.eu | www.pveurope.eu, which resembles an editorial article.

This increases awareness and credibility among the target group. We use social media ads to increase the reach and visibility of the online advertorial. These allow us to achieve an extended targeting, ensuring that your message is delivered to the right decision-makers. You benefit from a lasting impact and maximised performance.

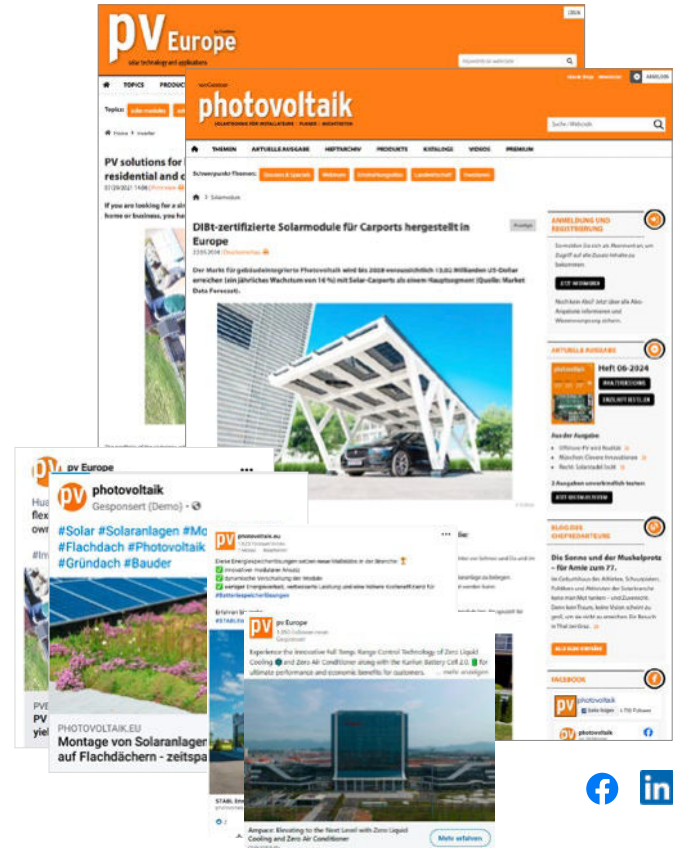
The good thing is that the online advertorial remains on the website even after the campaign has ended and can still be found by search engines.

The structure of the online advertorial is flexible: in addition to informative text and images, videos or image galleries can also be integrated.

Service:

- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on www.photovoltaik.eu | www.pveurope.eu (marked with advertisement)
- create measures via relevant social media channels
- take over monitoring and optimisation
- prepare a report on the online advertorial at the end of the runtime
- The content marketing campaign runs for 4 weeks

Price: 2,700 EUR per website



Media kit 2025

PV on Tour

Video shots on site incl. distribution to the target group

Whether it's a case story, user video or product innovation - we skilfully stage your message at your premises. 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.



Foto: alosolar



Foto: Hottgenroth

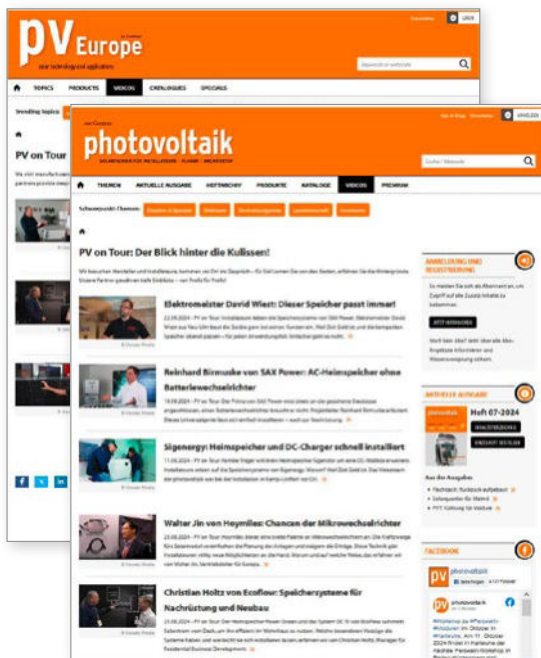


Foto: Sven Ullrich



Foto: Vorsatz Media

Moving images are essential to modern-day communications.



Video publishing

Do you have videos that you want to promote to installers and planners?

With our video channels on www.photovoltaik.eu and www.pveurope.eu, we offer you the relevant target group and the corresponding reach.

Use the trust and credibility of our media to strengthen your brand.

Let us put together a customized package for the distribution of your video(s) via our channels.

Services and Price on request

Video production

There are many ways to put your message into moving images. Take advantage of the experience of our video experts.

We will work with you to develop the ideal product for your needs – from product videos to case stories.

Price: Detailed calculation on request

* All prices exclude VAT.



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



Media kit 2025

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