

Media-Kit 2019

Advertising Rate Sheet No. 30
effective as from January 1, 2019

ERNEUERBARE ENERGIEN

DAS MAGAZIN FÜR WIND-,
SOLAR- UND BIOENERGIE



1 TITLE

ERNEUERBARE ENERGIEN

2 SHORT DESCRIPTION

The magazine for wind, sun and bioenergy

3 BRIEF CHARACTERIZATION

Since 1989 ERNEUERBARE ENERGIEN has addressed to investors, engineers and operators of plants covering the subjects wind, sun and bioenergy. Apart from classical target groups of investors, municipalities and municipal works today take an important role in the development of renewable energies. On top of that constructors of large-scale-objects such as prime contractors, project planners, and technical planners belong to our target groups.

ERNEUERBARE ENERGIEN detects new trends in the sector quite quickly, which the reader can find as exciting journalistic items in the issue. Most important to us are technical innovations from the industry's labs and design offices. Technical essays written by experts for expert readers discuss their topics in depth. Things to know all around products, people and companies round off our choice of subjects.

ERNEUERBARE ENERGIEN as an independent journalistic platform delivers undistorted information about items with respect to energy policy or economic developments and thus provides a firm basis for investors.

NEW – TARGETED TO INCREASE THE CIRCULATION IN:
Companies of Energy and Water and Companies in the municipal supply and waste management

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- 4 Publication frequency** eight issues a year
- 5 Volume** 30th Volume 2019
- 6 Web address** www.erneuerbareenergien.de
- 7 Memberships** none
- 8 Editor** SunMedia Verlags GmbH
- 9 Publisher** SunMedia Verlags GmbH
Hans-Böckler-Allee 7
30173 Hannover
Phone +49 511 8550-2560
Fax +49 511 8550-2500
www.erneuerbareenergien.de
- Managing director: Lutz Bandte
- SunMedia Verlags GmbH
Part of Schluetersche Media Group
www.schluetersche.de
- 10 Editors** Nicole Weinhold (EIC)
Phone +49 511 8550-2563
weinhold@schluetersche.de
- Tilman Weber
Phone +49 511 8550-2564
weber@schluetersche.de
- Sven Ullrich
redaktion-ere@schluetersche.de
- 11 Advertisements** anzeigen@erneuerbareenergien.de
- Kai Burkhardt (Key Account Manager)
Phone +49 511 8550-2566
burkhardt@schluetersche.de
- Ilona Adomat
Phone +49 511 8550-2560
adomat@schluetersche.de

ERNEUERBARE ENERGIEN

DAS MAGAZIN FÜR WIND-,
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- 12 Distribution** Christian Engelmann
Phone +49 511 8550-2424
Fax +49 511 8550-2405
vertrieb@schluetersche.de
- 13 Subscription rate**
(incl. postage and packing)
- | | in-country | abroad |
|---|------------|---------|
| Annual subscription (print + Epaper) | 58.20 € | 71.50 € |
| Retail sale (plus postage and packing) | 7.90 € | 7.90 € |
| Print + Epaper,
subscription for students annually | 32.- € | 45.- € |
- 14 ISSN** 1436-8773
- 15 Scope analysis 2017** (8 issues)
- | | |
|---------------------------------|-------------------|
| Size of the magazine | DIN A4 |
| Total number of pages | 672 pages = 100 % |
| Editorial section | 533 pages = 79 % |
| Advertisements | 139 pages = 21 % |
-
- Thereof
- | | |
|--|----------------|
| Casual advertisements | - |
| Trade directory | 56 pages = 8 % |
| pull-out supplements/stuffer mailers/
Bond-in inserts | - |
| advertisements by publishing and
printing companies | 14 pages = 2 % |
-
- inserts 9 pieces
partial inserts -



Foto: Jan Hoasm (fotografieris)

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1 Print run16,161 copies
Effectively published run:
Annual average (according to AMF scheme 2).....15,247 copies

2 Magazine format210 mm wide, 297 mm high, DIN A4

3 Printing and binding, print files
Offset printing; adhesive binding. Delivery of digital print files is required

4 Dates
Frequency.....eight issues per year
Publication dates, Closing date for ads and copy see topics and schedule...page 4

5 PublisherSunMedia Verlags-GmbH
Hans-Böckler-Allee 7, 30173 Hannover

6 Terms of payment
8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible.
VAT ID DE 191 460 944
Bank details for advertising invoices:
Commerzbank Hannover (sort code 250 400 66), account no. 150 507 200
IBAN: DE03 2504 0066 0150 5072 00, BIC: COBADEFFXXX

7 Sizes and prices (only Bleed format)

Size	No. of columns	width x height (+ 3 mm trim on each side)	Four-colour in €
2/1-page	8 columns	420 x 297	7,920.-
1/1-page	4 columns	210 x 297	3,960.-
1/2-page	2 columns	100 x 297	1,980.-
	4 columns	210 x 148	
1/3-page	1 columns	68 x 297	1,320.-
	4 columns	210 x 102	
1/4-page	2 columns	100 x 148	990.-
	4 columns	210 x 79	

Base price per mm..... 4.- €

7.1 Premium positions / surcharges
Front page with flap..... 5,940.- €
2nd, 4th cover page..... 4,760.- €
3rd cover page 4,360.- €
Special advertisements.....on request

7.2 Typesetting and lithography costs
For costs incurred such as layout and proofreading the net cost price will be charged. A discount cannot be given.

8 Casual/Job opportunities per mm
sales, wanted to buy, vacancies, miscellaneous:
price per millimeter..... 3.40 €
box number ads 11.- €

9 Trade directory (print + online)
standard entry annually 228.- €
(confirm: company name, address, phone, fax, e-mail, www)
each additional line 56.- €
company logo 180.- €

10 Discounts and staggered repeat discount
from 3 ads 5% 3 pages 10%
from 6 ads 10% 6 pages 15%
from 8 ads 15% 8 pages 20%

Combinations
Discounts are also valid in combination with special publications and the digital products

Advertising agencies receive a 15% agency commission

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11 Inserts (no discount given)
Total circulation cost per thousand Total circulation cost per thousand
to 25 g 258.- € to 40 g 344.- €
to 30 g 284.- € to 45 g 378.- €
to 35 g 313.- € to 50 g 416.- €
Heavier inserts, partial inserts and postage upon request.
Maximum format: 205 x 290 mm. Time of delivery see number 20.

12 Stuffer mailer
Special sizes upon request. When placing the order a template is required. Delivery in uncut format: 216 mm width x 305 mm height (adhesive binding), stuffer mailer of several pages folded.
Exact delivery number 20.

Paper weight	130 g	170 g	over 170 g
2 pages	4,585.- €	5,040.- €	5,545.- €
4 pages	6,875.- €	7,560.- €	8,315.- €
8 pages	10,310.- €	11,340.- €	12,475.- €

13 Affixed advertising material
Postcards in connection with an advertisement or an insert

Charge for inserts formatted DIN A 6 to 5 g weight: 900.- €
Plus gluing costs per thousand..... upon request
Plus additional distribution costs..... upon request

Affixed samples, CDs, brochures:
Prices and gluing costs upon request including submission of a binding template.

A total number of 15,300 of items like inserts, stuffer mailers, postcards etc has to be delivered. An increase of the circulation by the publisher in case of a special occasion remains reserved.

14 Digital print documents
The following conditions have to be met for a correct processing of digital print documents:
Preferred data format
Printable PDF/X-3 or EPS files (with embedded fonts and image files).
Open Data (InDesign, QuarkXPress) should be avoided.
The file must be printable, all fonts used must be embedded.

15 Images files
Resolution of colour or grey scale images at least 300 ppi
Line drawing at least 600 ppi. For online advertising are .jpg and .png allowed.

Colour
CMYK (ISO 12647-2), no RGB or special colours

Print method
Web offset printing, adhesive binding

Data transfer
Email: anzeigendaten-ere@schluetersche.de
In case of larger data volume delivery via NextCloud. Please ask in advance.

16 File information
Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement.
Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

17 Advertisement order
These specifications do not substitute the written advertisement order.
Please send this directly to the advertisement department.

18 Receiving and processing check
The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

19 Delivery-address
Dierichs Druck+Media GmbH & Co. KG
receiving department / gate 2, Frankfurter Straße 168, D-34121 Kassel
Acceptance times: Monday to Friday, 7:00 am to 6:00 pm
or by special arrangement.
receiving department, Phone +49(0)561 60280-362

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Topics and dates 2019

Issue	1	2	3	4	5	6	7	8	1
Closing date	14.01.2019	19.02.2019	09.04.2019	22.05.2019	12.07.2019	16.08.2019	11.10.2019	02.12.2019	13.01.2020
Printing material deadline	18.01.2019	25.02.2019	15.04.2019	28.05.2019	18.07.2019	22.08.2019	17.10.2019	06.12.2019	17.01.2020
Date of publication	01.02.2019	11.03.2019	02.05.2019	13.06.2019	01.08.2019	05.09.2019	01.11.2019	20.12.2019	31.01.2020

wind energy	o&m	gearbox & bearings	sensors and monitoring (cms)	financing	forest wind power	Husum Wind, preview	maintenance	annual survey	world market figures
	financing	nature	rotor blade	o&m	direkt marketing	operation	foundations and towers	new markets	ice accumulation
	cms	repowering	lubricants	offshore market	utilites	suppliers	financing	foundations	old turbines

solar energy	cost reduction	direct marketing	Intersolar preview	home storage systems	new markets	insurances	direct marketing	annual survey	super cells
	auctions	world market	operation	inverter	utilities	solar for rent	inverters	operation	big storage systems

clean energy	virtual utilities	flexibility	direct marketing	e mobility	climate	power to gas	e mobility	yield optimising	direct marketing
	e mobility	green energy villages	heating concepts	smart regions	auctions	community heating	legal questions	annual survey	biogas refinery
	E-World preview		Hanover fair preview						

Calender of fairs			
2 / 5 to 7 / 2019	E-World energy & water, Essen		4 / 8 to 9 / 2019 8. Zukunftskonferenz Wind & Maritim, Rostock
3 / 12 to 14 / 2019	IRES I Energy Storage Europe, Düsseldorf		5 / 21 to 22 / 2019 Windforce, Bremen
			5 / 15 to 17 / 2019 Intersolar, München
3 / 19 to 21 / 2019	34. Symposium Photovoltaic, Bad Staffelstein		9 / 10 to 13 / 2019 Husum Wind fair
4 / 1 to 5 / 2019	Hannover Messe Industrie		11 / 5 to 7 / 2019 Spreewindtage, Linstow

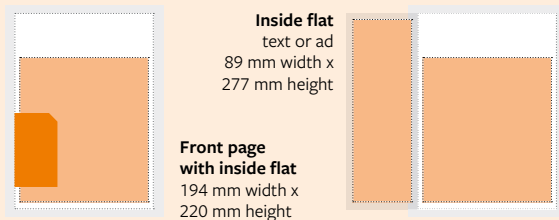
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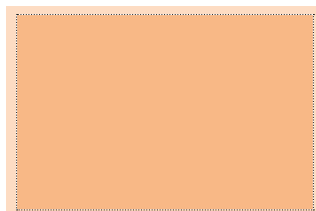
Size: A4 (210 x 297 mm)



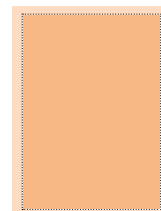
Examples



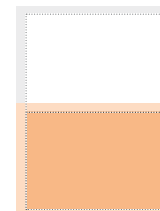
A = Sizes for bleed ads,
width x height in mm,
incl. bleed on each
side (3 mm)



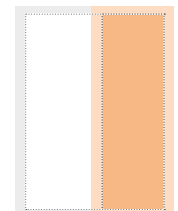
2/1-page
420 x 297
A: 426 x 303



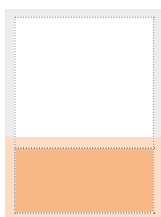
U2, U3, U4, 1/1-page
210 x 297
A: 216 x 303



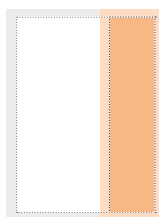
1/2-page
210 x 148
A: 216 x 154



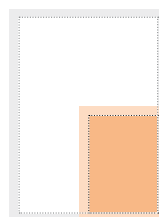
1/2-page
100 x 297
A: 106 x 303



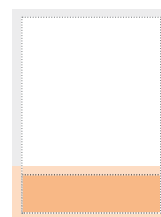
1/3-page
210 x 102
A: 216 x 108



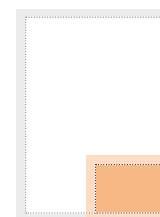
1/3-page
68 x 297
A: 74 x 303



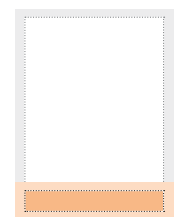
1/4-page
100 x 148
A: 106 x 154



1/4-page
210 x 79
A: 216 x 85



1/8-page
100 x 79
A: 106 x 85



1/8-page
210 x 45
A: 216 x 51

Directory of Wind Energy 2020

DISTRIBUTION

- Circulation: 3,000 copies
- Distribution: at fairs and events in the DACH-region and foreign countries in 2020
- Subscription premium for all new subscribers of ERNEUERBARE ENERGIEN, the magazine for wind, solar and bio-energy
- to advertisers and subscribers of ERNEUERBARE ENERGIEN
- raffles via facebook and www.erneuerbareenergien.de
- retail sale

For 22 years this standard work of the wind-industry has grown. Updated annually, the latest edition will be published with the title "Directory of Wind Energy 2020" in November 2019. It includes the data of people and companies both at home and abroad. It lists project planners, financial services providers as well as legal advisors. The directory is bilingual (German and English) and provides indispensable information to many investors and operators.

Date of publication: November, 2019
Closing date: October, 2019

CONTACT

Ilona Adomat, Phone +49 511 8550-2560,
adomat@schluetersche.de

SIZES AND PRICES

Company - Standard entry print and online

Standard entry print + online 120.00 €
Standard entry logo online only 265.00 €
Entry plus 4c-logo print + online 300.00 €

Portrait online incl. logo, video
and/or photogallery 550.00 €

The entry includes the address and a maximum of 600 characters of text. Longer texts will be charged accordingly.

Prices per category and country.

Advertising-sizes

Coverpage 2nd, 3rd, 4th 1,990.00 €
2/1 page (296 x 210) 3,155.00 €
1/1 page (148 x 210) 1,660.00 €
2/3 page (128 x 120) 1,330.00 €

Specialist article for every section incl. layout 1,200.00 €
(Headline + article with 2,000 characters plus 1-2 photos)

The fullpages are with 3 mm bleed.

Display data via mail to:

anzeigendaten-wab@schluetersche.de



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Online

Size	Price*
Newsletter / Text Display**	€ 600 per newsletter
Newsletter / Medium Rectangle Fullsizebanner	€ 600 per newsletter
Newsletter / Stand-Alone extra day	€ 2,500 per newsletter
Website / Wallpaper 728 x 90 pixel; 160 x 600 pixel	€ 340 per week
Website / Medium Rectangle 300 x 250 pixel	€ 270 per week
Website / Wide Skyscraper 160 x 600 pixel	€ 320 per week
Website / Skyscraper 120 x 600 pixel	€ 265 per week
Website / Billboard-Ad 770-970 x 250 pixel	€ 340 per week
Website / Fullsizebanner 468 x 60 pixel	€ 190 per week
Website / Sponsored Post***	€ 600 per week

Duration	discount
6 weeks	5 %
10 weeks	10 %
15 weeks	15 %
18 weeks	20 %

- * net prices
 ** The text display are thawed as our messages and market with the word „advertisement“. They contain 1 picture (150 x 120 pixel) 1 Headline, 1 teaser (ca 300 characters) with a link to the full text (ca 2,500 to 3,000 characters plus pictures) or to a microsite.
 *** editorial content on behalf of a customer, behaves like a normal article, no obstruction by ad blocker. Content in consultation with the editors.

COVERAGE DIGITAL – www.erneuerbareenergien.de

NEWSLETTER	Newsletter 8/2018	Recipients	Ø Opened	Ø Clicks	Frequency
	Erneuerbare Energien	5,500	25 %	5,54 %	2 x per week
WEBSITE	Website 2017/18	Ø Page impressions	Ø Unique Users	Ø Returning visitors	Duration of visit
	erneuerbareenergien.de	56,200	21,000	13,900	2:11
FACEBOOK		Follower	Engaged User per month¹	Total coverage per month²	
	Facebook	4,100	29,000	87,000	
TARGET GROUP	Target group	%			
	Public administration	30 %			
	Energy supply	25 %			
	Manufacturing	12 %			
	Others	30 %			

- ¹ Facebook Unique Users, visiting the page or seeing a post in the newsfeed (median)
² Post views in newsfeed or ticker (median)

Data delivery: one week before starting of the campaign. Please let us know the link for the desired URL.
 Data size: GIF, JPG: max 40 KB; Flash: max. 80 KB; HTML5: max 400 KB. (Please supply all elements in a zip file and please supply a fallback solution for incompatible browsers.)

Contact

PUBLISHER:

SunMedia Verlags GmbH
 Hans-Böckler-Allee 7
 30173 Hannover
 Phone +49 511 8550-2560
 Fax +49 511 8550-2500
www.erneuerbareenergien.de

Managing director: Lutz Bandte

SunMedia Verlags GmbH
 Part of Schluetersche Media Group
www.schluetersche.de

EDITOR:

Nicole Weinhold (EIC)
 Phone +49 511 8550-2563
weinhold@schluetersche.de

Tilman Weber
 Phone +49 511 8550-2564
weber@schluetersche.de

Sven Ullrich
redaktion-ere@schluetersche.de

ADVERTISING DEPARTMENT:

Kai Burkhardt (Key Account Manager)
 Phone +49 511 8550-2566
burkhardt@schluetersche.de

Ilona Adomat
 Phone +49 511 8550-2560
adomat@schluetersche.de

READER SERVICE:

Phone +49 511 8550-2424
 Fax +49 511 8550-2405
vertrieb@schluetersche.de

PRINTING MATERIAL:

anzeigendaten-ere@schluetersche.de
 Phone +49 511 8550-2521
 Fax +49 511 8550-2401