

# Media-Kit 2020

Advertising Rate Sheet No. 31  
effective as from January 1, 2020

# 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** . . . . . 31th Volume 2020
- 6 Web address** . . . . . [www.erneuerbareenergien.de](http://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 8550-0  
Fax +49 511 8550-2500  
[www.erneuerbareenergien.de](http://www.erneuerbareenergien.de)
- Managing director: Lutz Bandte
- SunMedia Verlags GmbH  
Part of Schluetersche Media Group  
[www.schluetersche.de](http://www.schluetersche.de)
- 10 Editors** . . . . . Nicole Weinhold (EIC)  
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- Sven Ullrich  
[redaktion-ere@schluetersche.de](mailto:redaktion-ere@schluetersche.de)
- 11 Advertisements** . . [anzeigen@erneuerbareenergien.de](mailto:anzeigen@erneuerbareenergien.de)
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- Ilona Adomat  
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- 12 Distribution** . . . . . Christian Engelmann  
Phone +49 511 8550-2424  
Fax +49 511 8550-2405  
[vertrieb@schluetersche.de](mailto: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,<br>subscription for students annually | 32.- €     | 45.- €  |
- 14 ISSN** . . . . . 1436-8773
- 15 Scope analysis 2018** (8 issues)
- |                                 |                   |
|---------------------------------|-------------------|
| Size of the magazine . . . . .  | DIN A4            |
| Total number of pages . . . . . | 672 pages = 100 % |
| Editorial section . . . . .     | 522 pages = 78 %  |
| Advertisements . . . . .        | 150 pages = 22 %  |
- 
- Thereof
- |  |                |
|--|----------------|
| Casual advertisements . . . . .                                    | -              |
| Trade directory . . . . .  | 48 pages = 7 % |
| pull-out supplements/stuffer mailers/<br>Bond-in inserts . . . . . | -              |
| advertisements by publishing and<br>printing companies . . . . .   | 10 pages = 1 % |
- 
- inserts . . . . . 5 pieces  
partial inserts . . . . . -



Foto: Servion

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- 1 Print run** .....16,639 copies  
Effectively published run:  
Annual average (according to AMF scheme 2).....16,509 copies
- 2 Magazine format** .....210 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 Publisher** .....SunMedia 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.-
Junior Page	3 columns	132 x 187	2,040.-
1/2-page	2 columns	100 x 297	1,980.-
	4 columns	210 x 148	
1/3-page	1 column	68 x 297	1,320.-
	4 columns	210 x 102	
1/4-page	1 column	52 x 297	990.-
	2 columns	100 x 148	
	4 columns	210 x 79	
1/8-page	2 columns	100 x 79	520.-
	4 columns	210 x 45	

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 16,500 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](mailto: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 2020

Issue	1	2	3	4	5	6	7	8	1
Closing date	15.01.2020	12.02.2020	23.03.2020	18.05.2020	15.07.2020	26.08.2020	14.10.2020	01.12.2020	13.01.2021
Printing material deadline	20.01.2020	17.02.2020	26.03.2020	22.05.2020	20.07.2020	31.08.2020	19.10.2020	04.12.2020	18.01.2021
Date of publication	03.02.2020	02.03.2020	09.04.2020	08.06.2020	03.08.2020	14.09.2020	02.11.2020	18.12.2020	01.02.2021

wind energy	o&m	gearbox & bearings	sensors and monitoring (cms)	financing	forest wind power	WindEnergy Hamburg, preview	maintenance	annual survey	world market figures
	financing	nature	grids and system services	o&m	direkt marketing	operation	further operation	new markets	ice accumulation
	cms	further operation	wind rights	offshore market	utilites	suppliers	financing	night identification	old turbines

solar energy	cost reduction	direct marketing	home storage systems	Intersolar preview	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		Hannover fair preview						

### Calender of fairs

2 / 11 to 13 / 2020	E-World energy & water, Essen	5 / 12 to 14 / 2020	30. Symposium Solarthermie, Bad Staffelstein
3 / 5 to 6 / 2020	GeoTHERM, Offenburg	6 / 17 to 19 / 2020	Intersolar
3 / 10 to 12 / 2020	Energy Storage, Düsseldorf	6 / 24 to 25 / 2020	Branchentag Windenergie NRW, Köln
3 / 17 to 19 / 2020	35. PV-Symposium, Bad Staffelstein	8 / 7 / 2020	Rostock Wind
4 / 20 to 24 / 2020	Hannover Messe Industrie	9 / 22 to 25 / 2020	WindEnergy, Hamburg
4 / 22 to 23 / 2020	9. Zukunftskonferenz Wind & Maritim, Rostock	11 / 10 to 12 / 2020	Spreewindtage, Linstow
5 / 12 to 13 / 2020	Windforce, Bremerhaven		

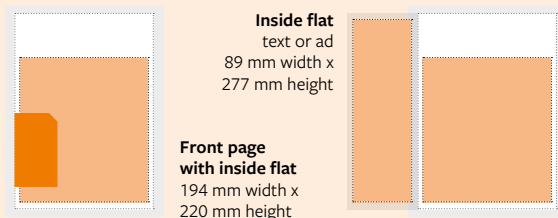
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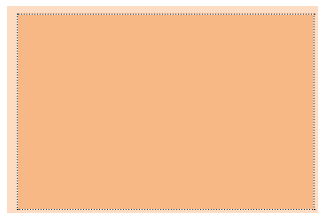
Size: A4 (210 x 297 mm)



Examples



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



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



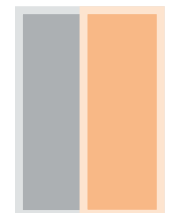
**1/1-page**  
S: –  
A: 216 x 303 mm



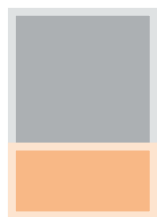
**Junior Page**  
S: 115 x 165 mm  
A: 138 x 193 mm



**1/2-page**  
S: 175 x 121 mm  
A: 216 x 154 mm



**1/2-page**  
S: 85 x 248 mm  
A: 106 x 303 mm



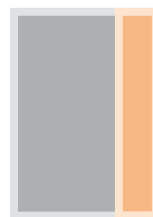
**1/3-page**  
S: 175 x 79 mm  
A: 216 x 108 mm



**1/3-page**  
S: 55 x 248 mm  
A: 74 x 303 mm



**1/4-page**  
S: 175 x 58 mm  
A: 216 x 85 mm



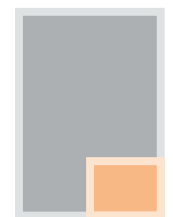
**1/4-page**  
S: 40 x 248 mm  
A: 58 x 303 mm



**1/4-page**  
S: 85 x 121 mm  
A: 106 x 154 mm



**1/8-page**  
S: 175 x 26 mm  
A: 216 x 51 mm



**1/8-page**  
S: 85 x 58 mm  
A: 106 x 85 mm

## Directory of Wind Energy 2021

### DISTRIBUTION

- Circulation: 3,000 copies
- Distribution: at fairs and events in the DACH-region and foreign countries in 2021
- 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](http://www.erneuerbareenergien.de)
- retail sale

For 23 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 2021" in November 2020. 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, 2020  
Closing date: October, 2020

### CONTACT

**Ilona Adomat**, Phone +49 511 8550-2560,  
[adomat@schluetersche.de](mailto:adomat@schluetersche.de)

### SIZES AND PRICES

#### Entries print and online

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

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

Premium entry (incl. logo, 600–1 200 characters) ..... 450.00 €

Company profile, 1/1 page  
(2 500 characters, picture and logo) ..... 850.00 €  
Specialist article for every section ..... incl. layout 1,200.00 €  
(Headline + article with 2,000 characters plus 1–2 photos)

#### 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 €

The fullpages are with 3 mm bleed.

Display data via mail to:  
[anzeigendaten-wab@schluetersche.de](mailto: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	€ 1,360 per month
Website / Medium Rectangle 300 x 250 pixel	€ 1,080 per month
Website / Wide Skyscraper 160 x 600 pixel	€ 1,280 per month
Website / Skyscraper 120 x 600 pixel	€ 1,060 per month
Website / Billboard-Ad 770-970 x 250 pixel	€ 1,360 per month
Website / Fullsizebanner 468 x 60 pixel	€ 1,000 per month
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](http://www.erneuerbareenergien.de)

<b>NEWSLETTER</b>	<b>Newsletter 8/2019</b>	<b>Recipients</b>	<b>Ø Opened</b>	<b>Ø Clicks</b>	<b>Frequency</b>
	Erneuerbare Energien	5,400	25 %	5,54 %	2 x per week
<b>WEBSITE</b>	<b>Website 2018/19</b>	<b>Ø Page impressions</b>	<b>Ø Unique Users</b>	<b>Ø Returning visitors</b>	<b>Duration of visit</b>
	erneuerbareenergien.de	55,216	19,770	20,175	1:57
<b>TARGET GROUP</b>	<b>Target group</b>	<b>%</b>			
	Public administration	30 %			
	Energy supply	25 %			
	Manufacturing	12 %			
	Others	30 %			

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](http://www.erneuerbareenergien.de)

Managing director: Lutz Bandte

SunMedia Verlags GmbH  
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[www.schluetersche.de](http://www.schluetersche.de)

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Ilona Adomat  
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### READER SERVICE:

Phone +49 511 8550-2424  
 Fax +49 511 8550-2405  
[vertrieb@schluetersche.de](mailto:vertrieb@schluetersche.de)

### PRINTING MATERIAL:

[anzeigendaten-ere@schluetersche.de](mailto:anzeigendaten-ere@schluetersche.de)  
 Phone +49 511 8550-2521  
 Fax +49 511 8550-2401