

Energie & Management

THE NEWSPAPER FOR THE ENERGY MARKET



2019 Media Data
PRINT & ONLINE

more than **5,600,000**
contacts in a year



352,000

contacts with
decision-makers in a year
with year-round advertising in E&M;
data on reach from Czaia / E&M



1,706,720

visits in a year

IVW Online / Google Analytics
from July 2017 to July 2018



98,900

clicks on Facebook
advertorial posts in a year

from July 2017 to July 2018

14,557

contacts through Xing community

number of online members of
E&M groups in July 2018



1,224,450

premium newsletter contacts in a year

online reach with year-round banner
advertising in all newsletters;
statistics from subscriber numbers and
newsletter releases



2,219,000

views of our news on Twitter

from July 2017 to July 2018

General information

Publisher Energie & Management Verlagsgesellschaft mbH
Schloß Mühlfeld 20, 82211 Herrsching, Germany
Phone: +49 / (0)8152 / 9311-0
Fax: +49 / (0)8152 / 9311-22
Email: info@emvg.de
Web: www.energie-und-management.de

Managing directors Gisela Sendner; g.sendner@emvg.de
Timo Sendner; t.sendner@emvg.de

Publisher and editorial staff Helmut Sendner, publisher
h.sendner@emvg.de
Stefan Sagmeister, editor-in-chief
s.sagmeister@emvg.de
Fritz Wilhelm, deputy editor-in-chief
f.wilhelm@emvg.de

Media / advertisements Sebastian Lichtenberg
s.lichtenberg@emvg.de; +49 / (0)8152 / 9311-88
Dirk Kaufmann
d.kaufmann@emvg.de; +49 / (0)8152 / 9311-77
Karin Wiesner
k.wiesner@emvg.de; +49 / (0)8152 / 9311-55
Benjamin Rudolf
b.rudolf@emvg.de; +49 / (0)4293 / 89089-11
Antje Baraccani
a.baraccani@emvg.de; +49 / (0)4293 / 89089-13

Sales / subscriber services Sebastian Lichtenberg
s.lichtenberg@emvg.de
Dirk Kaufmann
d.kaufmann@emvg.de

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no reductions allowed.
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VAT ID No: DE 162 448 530

Bank account Bank: HypoVereinsbank Herrsching
IBAN: DE 88 7002 0270 3140 1569 56
BIC: HYVEDEMXXX



Energie & Management

PRINT MEDIA

The Energie & Management Verlagsgesellschaft mbH publisher specialises in news from the energy sector and prints the following publications:

Energie & Management newspaper

A leading newspaper in the German-speaking energy market since 1994, the independent Energie & Management comes out every two weeks (21 issues per year) and brings the latest news in the energy business.

E&M special and other magazines

The annual E&M special magazine is published regularly in December and covers a selected topic, and the Energie & Management IT magazine, published in June 2018, has now appeared for the fourth year in a row. Both publications have a high-quality A4 format and a higher print run.

We also publish supplements (as magazines) on key topics such as municipal utilities, energy storage systems and wind energy. These special issues are distributed at trade fairs and congresses together with the Energie & Management newspaper in exclusive cooperation arrangements.

All of Energie & Management's printed publications are also available as PDF downloads.



Frequency of publication	The Energie & Management newspaper prints 21 issues per year (of which four are double issues), while the E&M special magazine and other special issues / supplements are printed three to four times a year.	Print documents	Digital data must be transmitted to us as a high-resolution PDF file, with fonts / data saved in uncompressed form in CMYK mode. (Please refer to the instruction sheet for more details on transmitting ads.)
Place of publication	Herrsching, Germany	Data transmission	Please send your data per email to: anzeigen@trurnit.de or as a CD to: trurnit Publishers GmbH, Putzbrunner Str. 38, 85521 Ottobrunn, Germany.
Subscription rates	Single issue: EUR 11.00 (plus postage) Annual subscription in Germany: EUR 219.00 (this includes the ePaper, valued at EUR 4.40). Annual subscription in other European countries: EUR 285.69 The subscription rate in Germany includes VAT. The subscription rate for students is 50 % of the full price.	Printer	Druck-Kultur GmbH Pfarrweg 21, 81539 Munich, Germany
Printing	We offset print on 80 g matte coated photo paper (100 % recycled paper) using computer-to-plate (CTP) technology.	Design	trurnit Publishers GmbH Putzbrunner Str. 38, 85521 Ottobrunn, Germany
		Other information	Standard colour surcharges are based on Euroscale colours (CMYK). Costs for film production are charged separately.

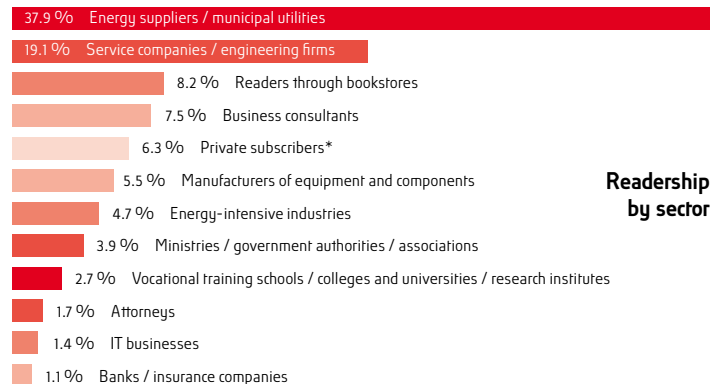
Readership and circulation

Energy & Management – a successful advertising vehicle

Energy & Management is an efficient advertising vehicle if you are looking to reach decision-makers in the energy industry. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your advertising in our digital media ensures that your business attracts even greater attention.

Energy & Management – a premium target group

E&M addresses the entire energy economy as well as energy-related industries, focusing on energy suppliers, municipal utilities, manufacturers of energy equipment and technology, and service providers.



Readership by sector

* Supervisory boards / engineers / households

Source: E&M Research

Decision-makers and disseminators

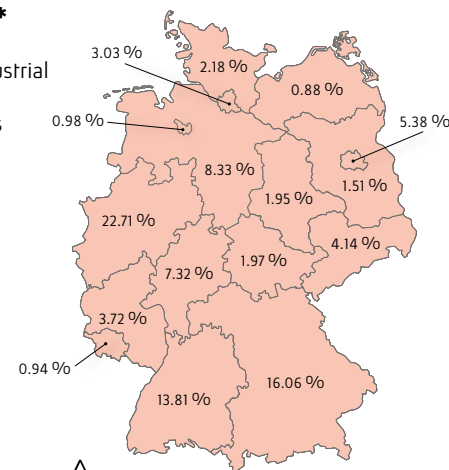
Readers and subscribers to our media

- work in top positions as managing directors, business owners, board members, division heads, line managers and skilled specialists.
- decide on product selection and services and / or have budget responsibility.
- belong to companies of all sizes, mainly SMEs in the energy sector.

Distribution and circulation*

E&M is present

- in the most important industrial locations in Germany.
- in major cities and regions involved in energy.
- in Germany, Austria, and Switzerland.



Print run: 5,500
Circulation: 5,261
Paid circulation: 1,582*
* Reported by IVW for
2nd quarter of 2018



Abroad: 5.08 %
+ retail sales + bookstores: 27.4 %

UNDERSTANDING DEMOGRAPHIC CHANGES

More and more readers are young and well qualified

E&M's readers are educated and skilled, averaging 43 years in age. About 56 % of our readers are between 40 and 59. The market segment of readers under the age of 40 is steadily growing, approaching 40 % of all readers. Some 17 % of our readers are young career-starters and not yet 30.

The typical E&M reader is male (87 %), employed (90 %), and a graduate (78 %). The share of subscribers with a college or university

degree is particularly impressive. You cannot overlook E&M if you want your ad to get attention in the energy sector. Some 82 % of our readers work for energy suppliers (power supply companies and municipal utilities), energy service providers, businesses in plant construction and technology, and in the renewable energy sector. Additionally, the target group of freelancers and self-employed in the energy market makes up nearly 15 % of our readership.

DECISION-MAKERS AT A GLANCE

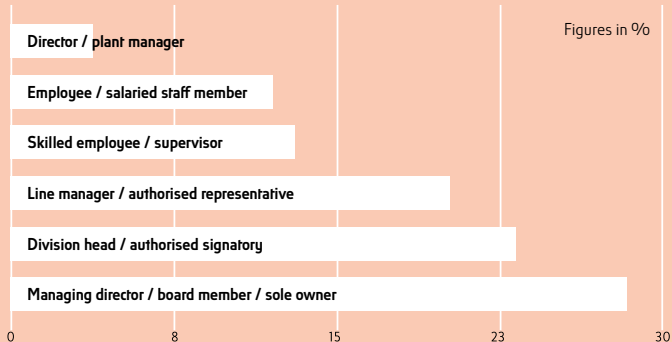
Across all company divisions

E&M addresses the high-earning reader with a gross annual income of more than 80,000 euros (33 %) in the very group that has purchasing power and decision-making authority. Some 28 % of our subscribers are in top management and 43 % are managers in energy companies – across all important company divisions.

Our newspaper is read particularly frequently in sales / marketing and IT departments, at the administrative and organisational levels, and in top management (company directors). About 19 % of

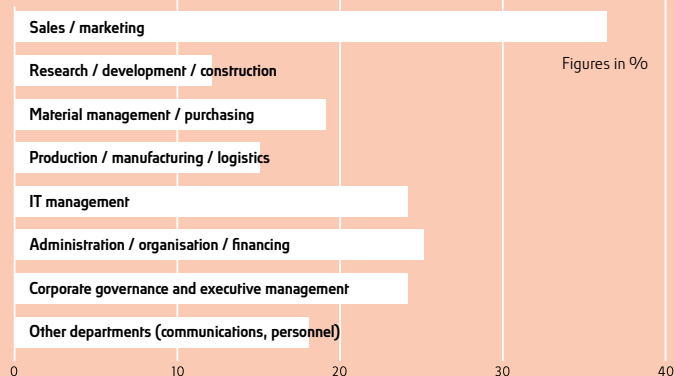
our readers make decisions on purchasing and materials management, while 15 % work in production, logistics and manufacturing, and nearly 12 % are involved in R&D and construction. This means that E&M enables you to present your products and services directly to decision-makers and target groups with relevant influence on their companies' purchasing strategies.

POSITION WITHIN THE COMPANY



Source: Caiaa / E&M

DECISION-MAKERS BY FUNCTION



Source: Caiaa / E&M

EXPERTISE HAS MANY FACETS

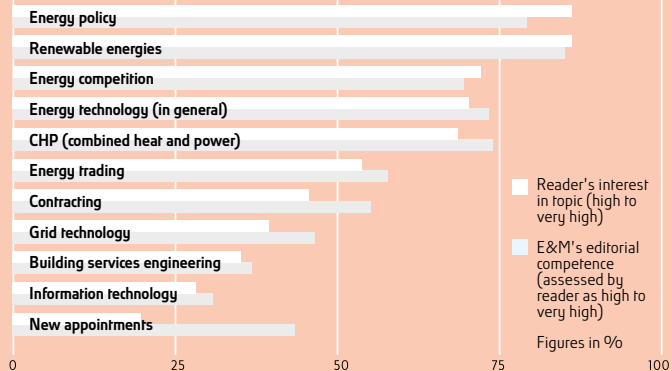
A balance of topics

E&M covers a broad and balanced range of topics. Some 39 % of respondents to our survey underlined this feature. The survey also gave a similarly positive evaluation to our editorial competence on all important energy topics. Our reporting on energy policy, energy technology, energy management and renewable energies leads the way – proof of our editorial skills in these areas.

According to 85 % of subscribers, our newspaper is often their first choice when it comes to finding out about trends, technological innovation and

changes in the market today. Some 50 % of target groups praised the exclusivity of articles and information, and 83 % applauded the newspaper's clear use of language. So it's no surprise that E&M's coverage is rated as good to excellent.

A BROAD RANGE OF TOPICS



Source: Caia / E&M

EXTENSIVE USE

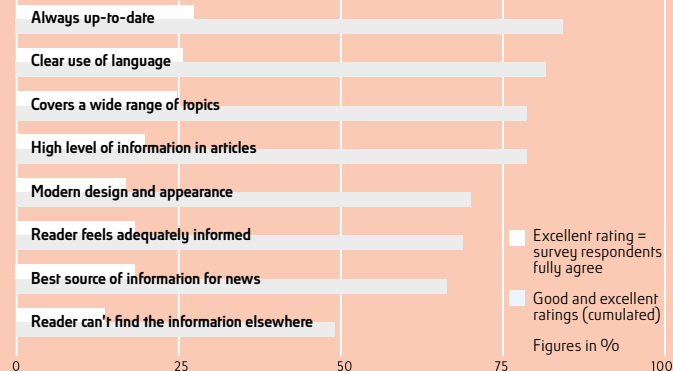
Readers take time to look through the newspaper

E&M readers' extensive use of the newspaper is impressive. Some 69 % of subscribers regularly read all 21 issues per year and look through the newspaper more than once. A typical E&M reader takes an average of 43 minutes to go through its pages. Some 72 % find the newspaper so interesting that they look at every article and every page gets their attention. About 26 % allow themselves an hour or more of reading time. Speed readers (11 %) take less than 15


minutes, but don't read more than a quarter of the articles.

Some 82 % of readers have a personal subscription, and nearly half of them pass the newspaper on to colleagues. This means that each issue has an average of 3.1 readers. Our many readers greatly appreciate our unflinching standards in editorial quality. E&M enjoys very high reader loyalty and some 58 % of survey participants would especially miss the newspaper.



UP-TO-DATE AND EXCLUSIVE






Source: Caia / E&M


Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
1/2	Publication date: 15 January 2019 Deadline for submitting ads: 6 December 2018 Deadline for submitting print material as insert: 14 December 2018	<i>HR / personnel in the energy industry</i> <i>Natural gas/ biogas</i> <i>Contracting: players and business models</i> Exhibition issue for 2019 E-world	E&M presents the latest developments in the natural gas and biomethane markets. Who are the most important players in the contracting market? Here are answers.	Handelsblatt: 2019 Energy Summit, Berlin 2019 E-world [energy and water], Essen InfraTech, Rotterdam
3	Publication date: 1 February 2019 Deadline for submitting ads: 21 January 2019 Deadline for submitting print material as insert: 23 January 2019	<i>Renewable energies and geothermal energy</i> <i>Direct marketing survey</i> <i>IT and smart grids</i> <i>Marketing / sales at municipal utilities and power supply companies</i> <i>Energy trading</i> Exhibition issue for 2019 E-world	Who has gained new customers—and who has lost them, and why? Our survey of direct marketing shows the full story. Plus: the latest trends and developments featured at 2019 E-world.	2019 E-world, Essen elektrotechnik, Dortmund GeoTHERM, Offenburg
4	Publication date: 15 February 2019 Deadline for submitting ads: 25 January 2019 Deadline for submitting print material as insert: 1 February 2019	<i>Renewable energy and business models</i> <i>Consulting in the energy industry</i> <i>CHP plants and equipment</i> Report: Austria and Switzerland	E&M presents the newest products in the CHP sector. Switzerland and Austria are also restructuring their energy supply systems. What we can learn from them?	euroforum: Straßenbeleuchtung [street lighting] congress, Hamburg
5	Publication date: 1 March 2019 Deadline for submitting ads: 14 February 2019 Deadline for submitting print material as insert: 20 February 2019	<i>Telecommunications and broadband</i> <i>Energy storage solutions</i> <i>Energy efficiency and business models</i> <i>Prosumers: future trends</i> <i>E-mobility</i> Exhibition issue for 2019 ENERGY STORAGE EUROPE	Many municipal utilities see telecommunications as a future business model. E&M features successful examples. Storage systems are finding their place in the energy economy. But which systems make sense?	ENERGY STORAGE EUROPE, Düsseldorf Power Days, Salzburg ISH [water and energy management in buildings], Frankfurt/Main Conference for Wind Power Drives, Aachen
Special issue: Store-Age	Publication date: 1 March 2019 Deadline for submitting ads: 14 February 2019 Deadline for submitting print material as insert: 20 February 2019	Store-Age magazine Exhibition issue for ENERGY STORAGE EUROPE We are the official media partner of the ENERGY STORAGE EUROPE trade fair, with an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.	Find out more about storage system manufacturers, new technologies, and applications in buildings and the industry from E&M's new Store-Age magazine. Highlights at ENERGY STORAGE EUROPE • Trends in the energy storage market • Overview of energy storage system suppliers • New energy storage technologies • Exclusive applications and projects • Ideas and developments in technology	

Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
6	<p>Publication date: 15 March 2019</p> <p>Deadline for submitting ads: 22 February 2019</p> <p>Deadline for submitting print material as insert: 1 March 2019</p>	<p><i>Digital energy world</i></p> <p><i>CHP</i></p> <p><i>Energy efficiency and management</i></p> <p><i>Wind energy, wind power, and services</i></p> <p>Exhibition issue for the Energy Hannover trade fair</p> <p>Exhibition issue for the New Energy Days event in Husum</p>	<p>The digital energy world—nothing in the energy economy works without IT.</p> <p>How municipal utilities can open a new line of business with CHP</p>	<p>Offshore Wind Days, Bad Doberan-Heiligendamm biogas expo & congress, Offenburg</p> <p>New Energy Days, Husum</p> <p>euroforum: Offshore Windparks conference, Hamburg</p> <p>WindEurope conference and exhibition, Bilbao</p> <p>Die Energiemesse, Osnabrück</p> <p>Energy Hannover trade fair, Hanover</p>
7	<p>Publication date: 2 April 2019</p> <p>Deadline for submitting ads: 7 March 2019</p> <p>Deadline for submitting print material as insert: 20 March 2019</p>	<p><i>Flexibility in the distribution grid</i></p> <p><i>Energy management and contracting</i></p> <p><i>Future trends for municipal utilities</i></p> <p><i>E-mobility: charging infrastructure</i></p>	<p>From smart meters to controllable local transformers: new applications are changing distribution networks.</p> <p>Plus: this issue features the latest innovations in charging station infrastructure.</p>	<p>Innovationsforum Energie, Zurich</p> <p>EN+Eff [heating, cooling, CHP], Frankfurt</p> <p>DENEFF annual conference (energy efficiency), Berlin</p> <p>BATTERY EXPERTS FORUM, Frankfurt/Main</p>
8	<p>Publication date: 15 April 2019</p> <p>Deadline for submitting ads: 21 March 2019</p> <p>Deadline for submitting print material as insert: 3 April 2019</p>	<p><i>Startups and smart innovations</i></p> <p><i>Legal consultation in the energy economy</i></p> <p><i>Germany's gas supply</i></p>	<p>E&M presents the most recent startups in the energy industry.</p> <p>How legal consultants can support municipal utilities in their daily work.</p>	<p>EPCON, Vienna</p> <p>Berliner Energietage [Germany's energy transition], Berlin</p>
9	<p>Publication date: 2 May 2019</p> <p>Deadline for submitting ads: 8 April 2019</p> <p>Deadline for submitting print material as insert: 15 April 2019</p>	<p><i>Energy storage solutions</i></p> <p><i>Smart metering and innovations</i></p> <p><i>Renewable energies</i></p> <p><i>E-mobility</i></p> <p>Conference issue for euroforum's annual Stadtwerke conference [municipal utilities]</p> <p>Exhibition issue for The Smarter E Europe trade fair</p>	<p>Storage systems are taking over the energy market. E&M presents the latest business models.</p> <p>Plus: the latest trends and developments at The Smarter E Europe.</p>	<p>PCIM Europe [power electronics, intelligent motion, renewable energy, and energy management], Nuremberg</p> <p>The Smarter E Europe [generation, storage, distribution, efficiency] trade fair, Munich</p> <p>FNN: ZMP congress [intelligent metering], Leipzig</p> <p>euroforum: annual Stadtwerke conference [municipal utilities], Berlin</p> <p>The Battery Show, Stuttgart</p>

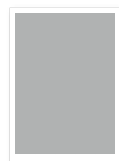
Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
Special issue on municipal utilities	Publication date: 2 May 2019 Deadline for submitting ads: 8 April 2019 Deadline for submitting print material as insert: 15 April 2019	2019 Stadtwerke [municipal utilities] magazine Official media partner of euroforum's Stadtwerke conference, with an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.	Find out about new diversity in the municipal utility market. The Stadtwerke magazine is published exclusively with the E&M newspaper. We are the official media partner of euroforum's annual Stadtwerke conference, with exclusive early reporting!	
Special issue: Store-Age	Publication date: 2 May 2019 Deadline for submitting ads: 8 April 2019 Deadline for submitting print material as insert: 15 April 2019	Store-Age special issue Exhibition issue for the ees Europe, Intersolar Europe, Power 2Drive Europe, and EM-Power events, now all part of The Smarter E trade fair. We are the official media partner of The Smarter E, with an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.	The latest information on storage system manufacturers, new technologies, and applications in buildings and the industry in E&M's new Store-Age special issue. Highlights at the ees Europe conference <ul style="list-style-type: none">• Trends in the energy storage market• Overview of energy storage system suppliers• New energy storage technologies• Exclusive applications and projects• Ideas and developments in technology	
10	Publication date: 15 May 2019 Deadline for submitting ads: 18 April 2019 Deadline for submitting print material as insert: 26 April 2019	<i>Wind energy, wind power, and services</i> <i>Special section focusing on CHP</i> <i>Energy efficiency service providers</i> <i>Advisors and consulting in the energy economy</i> <i>The future of biogas / biomethane</i>	Business in the wind power market is getting tougher. How are companies adapting? CHP: E&M presents the latest developments in installations and concepts	Biogas Innovationskongress, Osnabrück Energietage trade fair [electrical, energy, and automation industries], St. Gallen Handelsblatt: Digitale Energiewirtschaft [digitised energy economy], Bonn
11	Publication date: 3 June 2019 Deadline for submitting ads: 9 May 2019 Deadline for submitting print material as insert: 16 May 2019	<i>Leaders in the energy industry</i> <i>Banks / investments and financing</i> <i>Procuring power and gas</i> <i>Digitisation of sales and distribution</i>	Who's who in the energy industry? Here are the most important players. How energy suppliers procure power and gas the right way.	CeBIT, Hanover Branchentag [industry conference] Windenergie NRW [North Rhine-Westphalia], Cologne BDEW [German Association of Energy and Water Industries] congress, Berlin INservFM [facility management and industrial services], Frankfurt/Main

Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
12	<p>Publication date: 14 June 2019</p> <p>Deadline for submitting ads: 17 May 2019</p> <p>Deadline for submitting print material as insert: 3 June 2019</p>	<p>Anniversary issue: E&M celebrates 25 years</p> <p><i>The energy economy in transition</i></p> <p><i>Looking back / insights / looking ahead</i></p> <p><i>E-mobility and municipal utilities</i></p> <p><i>Renewable energies</i></p> <p><i>Telecommunications and broadband expansion</i></p>	<p>E&M marks its 25th anniversary with a special issue. Celebrating a quarter century of publishing, editors look back—and ahead.</p> <p>How did the energy economy get to where it is today?</p> <p>Publisher and founder Helmut Sendner and his editorial team analyse the facts, interview stakeholders, evaluate the situation—and make a forecast.</p>	
Special issue on IT	<p>Publication date: 28 June 2019</p> <p>Deadline for submitting ads: 31 May 2019</p> <p>Deadline for submitting print material as insert: 14 June 2019</p>	<p>IT magazine for the energy industry, with an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.</p>	<p>We describe solutions, give practical examples, and name the market players. Digitisation is another major challenge for the energy industry. Although many power suppliers and grid operators have long been aware of this, an acute need for action still exists in many areas. In the IT magazine, E&M reports on automation, flexibility, and efficiency in the energy market, presents innovative service providers and smart users, analyses political factors, and provides information on trends and topics in digitisation.</p>	
14	<p>Publication date: 15 July 2019</p> <p>Deadline for submitting ads: 14 June 2019</p> <p>Deadline for submitting print material as insert: 28 June 2019</p>	<p>2019 green power survey</p> <p><i>Decentralised power supply</i></p> <p><i>Renewable energy and business models</i></p> <p><i>Report: Bavaria</i></p>	<p>E&M presents high achievers and those less successful in green power sales and distribution in 2019</p> <p>Bavaria shows itself a driver of innovation in energy.</p>	
15 / 16	<p>Publication date: 15 August 2019</p> <p>Deadline for submitting ads: 17 July 2019</p> <p>Deadline for submitting print material as insert: 1 August 2019</p>	<p>Renewable energy and energy efficiency</p> <p><i>Municipal utilities and telecommunications</i></p> <p><i>Challenges in the power distribution grid</i></p> <p><i>Direct marketing survey</i></p>	<p>Who has gained new customers—and who has lost them, and why? A survey of direct marketing gives the full story.</p> <p>Municipal utilities view telecommunications as a future business model. E&M features successful examples.</p>	<p>EnergieEffizienz trade fair, Frankfurt/Main</p>
17	<p>Publication date: 2 September 2019</p> <p>Deadline for submitting ads: 6 August 2019</p> <p>Deadline for submitting print material as insert: 15 August 2019</p>	<p>Wind energy, wind power, and services</p> <p><i>Cooperation between municipal utilities and private enterprises</i></p> <p><i>Gas markets and trading</i></p> <p><i>Contracting in the energy industry</i></p> <p>Exhibition issue for the 2019 HUSUM Wind trade fair</p>	<p>E&M features the latest developments in the wind power market as presented at HUSUM Wind.</p> <p>Why it's worthwhile for municipal utilities to join private companies in cooperative enterprises.</p>	<p>VGB congress: Power Generation, Unterschleißheim</p> <p>HUSUM Wind trade fair, Husum</p> <p>Windcareer [job fair], Husum</p> <p>Handelsblatt: annual Gas conference, Berlin</p>

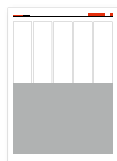
Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
Special issue on wind energy	Publication date: 2 September 2019 Deadline for submitting ads: 6 August 2019 Deadline for submitting print material as insert: 15 August 2019	2019 Stark im Wind magazine Exhibition issue for the 2019 HUSUM Wind trade fair We are the official media partner of the HUSUM Wind trade fair, with an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.	E&M's Stark im Wind magazine highlights Germany's politically complex objectives to attain economic efficiency, secure energy supply, and protect the environment—all at the same time. As the exhibition issue for the HUSUM Wind trade fair, our magazine guides participants and visitors alike, offering comprehensive reporting on exhibitors, the latest trends, and topics of interest to the entire wind power industry.	
18	Publication date: 16 September 2019 Deadline for submitting ads: 16 August 2019 Deadline for submitting print material as insert: 3 September 2019	<i>Personnel consultants and management</i> <i>CHP components and equipment</i> <i>Sustainability and the shift in urban heating (Wärmewende)</i> <i>Weather services and forecasting</i>	E&M presents the latest innovations in CHP plants and equipment. Why finding solutions for heating is worth it to energy suppliers.	HIVOLTEC, Leipzig efa [building services and electrical engineering], Leipzig
19	Publication date: 1 October 2019 Deadline for submitting ads: 3 September 2019 Deadline for submitting print material as insert: 13 September 2019	<i>Blockchain applications in the energy industry</i> <i>IT in the energy industry and IT security</i> <i>E-mobility</i> <i>Storage and solar batteries</i> <i>Report: Saxony</i>	Saying no to hackers: E&M explores the latest trends in IT security E-mobility is on the road, so how can municipal utilities benefit from it?	elect! exhibition and conference [e-mobility] (formerly BATTERY+STORAGE), Stuttgart it-sa: IT Security expo and congress, Nuremberg eMove360° Europe, Munich Kommunale [municipal needs], Nuremberg
20	Publication date: 15 October 2019 Deadline for submitting ads: 18 September 2019 Deadline for submitting print material as insert: 2 October 2019	<i>New business models for power supply companies</i> <i>Smart metering and services</i> <i>Mandatory declaration of primary energy sources</i>	Switching from liquid natural gas to hydrogen. Broadband, telecommunications or even e-mobility? The latest business models for utilities.	metering days, Fulda
21	Publication date: 1 November 2019 Deadline for submitting ads: 8 October 2019 Deadline for submitting print material as insert: 18 October 2019	<i>Wind power and services</i> <i>Use of liquefied natural gas</i> <i>Virtual power plants</i> <i>Contracting market in Germany + survey</i>	Is LNG making progress? E&M investigates. E&M sounds out the wind industry's ideas for the future. The contracting market in 2019: facts and figures on how it works.	Electrify Europe conference and exhibition, Paris Windenergie expo and congress, Offenburg STORENERGY congress, Offenburg

Issue	Schedule	Focus	Topics and special issues	Trade fairs and events
22	<p>Publication date: 15 November 2019</p> <p>Deadline for submitting ads: 22 October 2019</p> <p>Deadline for submitting print material as insert: 1 November 2019</p>	<p><i>Gas and water management</i></p> <p><i>Grid technology and grid system management</i></p> <p>2019 CHP RANKING</p> <p><i>Biogas plants and components</i></p> <p><i>Decentralised power production and distribution</i></p>	<p>How technical upgrading of the power grid boosts Germany's energy turnaround.</p> <p>Germany's CHP market at a glance.</p>	<p>WindEurope conference, Copenhagen</p> <p>BIOGAS convention and trade fair, Nuremberg</p> <p>SPS IPC DRIVES [electric automation], Nuremberg</p> <p>euroforum: annual Natural Gas conference, Berlin</p> <p>FNN: Netztechnik congress [grid technology], Nuremberg</p> <p>WindEurope Offshore, Copenhagen</p>
Annual E&M special issue	<p>Publication date: 2 December 2019</p> <p>Deadline for submitting ads: 4 November 2019</p> <p>Deadline for submitting print material as insert: 15 November 2019</p>	<p>The 2019 E&M special magazine has an increased online reach of 6,500 E&M app readers, plus 5,500 printed copies sent to regular E&M subscribers.</p>	<p>Review of the past year in the energy economy and preview of a constantly evolving market: the annual E&M special is THE editorial hot spot for leading players in the energy sector.</p>	
23 / 24	<p>Publication date: 16 December 2019</p> <p>Deadline for submitting ads: 20 November 2019</p> <p>Deadline for submitting print material as insert: 29 November 2019</p>	<p><i>Review of the 2019 year</i></p> <p><i>Digitisation of marketing / sales</i></p> <p><i>2019 CHP plant of the year</i></p> <p><i>Secure gas supply</i></p>	<p>We look back at the energy sector's highs and lows in 2019.</p> <p>E&M presents new plans for gas supply.</p>	<p>new energy world, Leipzig</p> 
1 / 2 - 2020	<p>Publication date: 15 January 2020</p> <p>Deadline for submitting ads: 5 December 2019</p> <p>Deadline for submitting print material as insert: 13 December 2019</p>	<p><i>Energy trading and marketing / sales</i></p> <p><i>Smart energy: networks, metering, strategies</i></p> <p><i>Contracting: players and business models</i></p> <p><i>Exhibition issue for 2020 E-world</i></p>	<p>What's important in energy marketing / sales.</p> <p>Plus: the latest trends and developments featured at 2020 E-world.</p>	<p>Handelsblatt: 2020 Energy Summit, Berlin</p> <p>2020 E-world [energy and water], Essen</p>

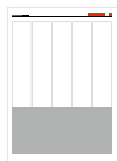
A3 sizes



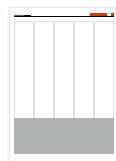
full A3 page
270 x 385 mm



1/2 A3 page
270 x 192 mm

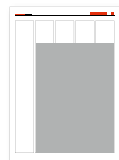


1/3 A3 page
270 x 128 mm

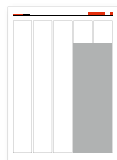


1/4 A3 page
270 x 95 mm

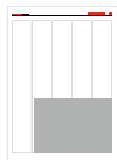
A4 sizes



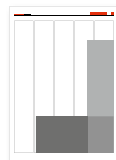
full A4 page
210 x 297 mm



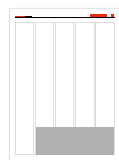
1/2 A4, vertical
105 x 297 mm



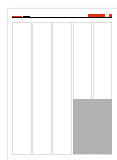
1/2 A4, horizontal
210 x 148.5 mm



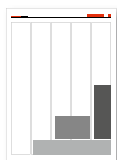
1/3 A4 page
210 x 99 mm
71 x 297 mm



1/4 A4, horizontal
210 x 75 mm

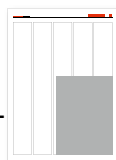


1/4 A4, vertical
105 x 148.5 mm



1/8 A4 page
210 x 38 mm
90 x 65 mm
43 x 133 mm

Special size



Junior page
148 x 210 mm

Issue sizes

Energie & Management

Newspaper size:

A3, 297 mm width x 420 mm height

Type area: 270 mm width x 385 mm height

Columns: 5 columns, each 50.8 mm

(Gutter width: 3.5 mm)

Bleed: 3 mm on each side

ePaper

The Energie & Management digital newspaper is available for download a day ahead of official publication of the print edition.

Magazines / special issues / supplements

Magazine size:

A4, 210 mm width x 297 mm height

Type area: 160 mm width x 244 mm height

Columns: 3 columns, each 50 mm

(Gutter width: 5 mm)

Bleed: 3 mm on each side

Advertising rates

A3 sizes	Base price (b/w) in EUR	Colour surcharge* in EUR	4c in EUR
full page	4,310.00	585.00	6,065.00
1/2 page horizontal	3,340.00	485.00	4,795.00
1/3 page horizontal	2,140.00	485.00	3,595.00
1/4 page horizontal	1,660.00	385.00	2,815.00
A4 sizes			
A4	3,500.00	485.00	4,955.00
1/2 page vertical / horizontal	1,775.00	385.00	2,930.00
1/3 page vertical / horizontal	1,145.00	285.00	2,000.00
1/4 page vertical / horizontal	840.00	285.00	1,695.00
1/8 page vertical / horizontal / rectangle	420.00	185.00	975.00
Special sizes and special placement**			
Junior page	1,775.00	385.00	2,930.00
Business profile			
1/2 A4 page; logo in 4c		1,620.00	
full A4 page; logo in 4c		2,930.00	
Profile insertion fee (incl. postage)			
up to 25 g weight	per 1,000 pieces	420.00	
each additional 5 g weight	per 1,000 pieces	25.00	

* per Euroscale colour

** Other special sizes, special placements, or double-page ad space are available on request. A banner ad across the bottom of two pages does not have exclusive placement on either page: further advertising space on both pages remains available for other ads.

Discount rates

Discounts for full-page ads: 3 ads = 10 %; 6 ads = 15 %; 9 ads = 20 %; 12 ads = 25 %

Discounts for frequently repeated ads: 3 ads = 5 %; 6 ads = 10 %; 9 ads = 13 %; 12 ads = 15 %

Discounts apply to ads accepted within twelve months from the date when the first ad is published.

Colour surcharges are not discounted.

Prices do not include statutory VAT.

Our current list of advertising rates (No. 25) has been valid since 1 October 2018.

Place your ad in the right section

Your ad under ENERGY EFFICIENCY

Under this heading readers learn more about the energy industry's activities to improve efficiency and about commendable projects run by businesses and public institutions showing how in practice energy needs can be noticeably reduced and great savings can be made in energy costs. Be inspired by the "Energy Efficiency Project of the Month"!

Your ad under COGENERATION (CHP)

Generating power and heat in a single, interconnected process – the scope of CHPs is wide, ranging from decentralised mini and micro CHP plants, and larger CHP plants supplying heat and power to companies and whole residential estates, to district heating in urban centres. Under this heading, the reader finds out more about the CHP market, innovative technologies, and manufacturers and suppliers, and there is a detailed description of the highlight CHP project of the month.

Your ad under CONTRACTING / HEATING SERVICES

Learn more about contracting solutions for residential properties, buildings and industry – ranging from energy saving and supply contracting, and operational management contracting, to financing contracting. This heading covers the widespread use of energy contracting for heating, cooling, compressed air and electricity, providing information on trends and technologies in the market and presenting companies and their projects. It also features the contracting project of the month.

Your ad under ENERGY STORAGE

Are you significantly involved as a client, contractor, supplier or operator in activities and projects in energy storage? Would you like to introduce your energy storage project to the industry in detail? Under this E&M heading, readers find what they are looking for! In collaboration with the German Energy Storage Association (BVES), every second issue brings independent reporting on the latest in storage.

We print ads under these specific headings in a standard size of 50 x 60 mm (larger sizes are available on request).

Prices: EUR 155 for a black / white ad;
EUR 230 for a four-colour ad

Examples of
ad pages with
headings:



Publication dates for sections

Heading / issue no.	1 / 2	3	4	5	6	7	8	9	10	11	12	13/14	15/16	17	18	19	20	21	22	23/24
Cogeneration of heat and power	•		•		•		•		•		•	•	•		•		•		•	•
Energy efficiency	•		•		•		•		•		•	•	•		•		•		•	•
Contracting / heating services	•	•		•		•		•		•		•	•	•		•		•		•
Energy storage		•		•		•		•		•		•	•	•		•		•		•
Renewable energies			•	•		•	•			•	•	•			•			•	•	

Inserts and tip-on cards

Insert specifications

Minimum size: A6 (105 mm x 148 mm)

Maximum size: A4 (210 mm x 297 mm)

Guidelines

Folded inserts must have either a cross fold, roll fold or half fold format. One side must be closed and machine processing must be guaranteed. If you wish to use any special formats for inserts, this must be clarified in any case with us in advance.

Samples

Authentic samples (three copies) must be presented before we accept the order.

Delivery

Inserts must be delivered to the printer free of charge no later than four days before the publication date. Accompanying paperwork must indicate the quantity involved and the correct Energie & Management issue number for insertion.

Insert prices

up to 25 g weight	per 1,000 pieces	EUR 420, includes postage
each additional 5 g weight	per 1,000 pieces	EUR 25, includes postage

Prices are valid from 1 October 2017 and do not include VAT.

Tip-on cards

Additional processing and postage costs are charged for tip-on postcards (price on request).

Data transmission

Printing / paper

E&M is printed on 80 g matte coated photo paper (100 % recycled paper) in a 70 mm raster using CTP (computer-to-plate) technology.

Digital data transmission

Data for printing must be delivered as a PDF/X-3 (ISO standard 15930-3:2002). For information on the PDF/X-3 standard, please visit: <http://www.eci.org/en/start>.

Colours

We cannot print spot colours. Colours and images must be created in CMYK; special colours (HKS and Pantone) and two-colour or three-colour images must be converted to CMYK. The standard colour setting for printing is ISO Coated v2 (ECI) (see: <http://www.eci.org/en/start>).

Images / fonts

TIF and JPEG images must have a minimum resolution of 300 dpi.

Please do not use RGB images in any file!

Fonts must be embedded.

File name

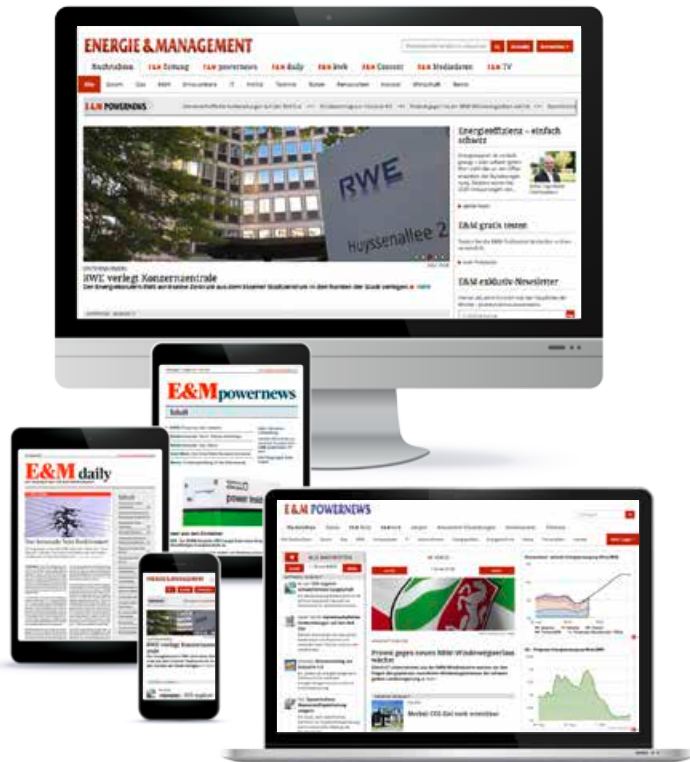
Please assign a name to the file as follows: publication (for example, Energie & Management = E&M), number of issue, name of ad, and subject (if possible).

Data transmission

Via email: anzeigen@trurnit.de

As a CD: trurnit Publishers GmbH, Putzbrunner Str. 38, 85521 Ottobrunn, Germany

The deadlines for data transmission are on pages 9 to 11.



Energie & Management

Our ONLINE media and services

Media

E&M online

Everything you need to know about the energy market on one website.
www.energie-und-management.de

E&M daily

The most important news of the day every morning in a PDF.

E&M powernews

The information gateway for top decision-makers.

E&M newsletter

Your news from the energy business twice a day in an email.

E&M mobile

Energy news while you are on the go.

E&M kwk

The newsletter for the decentralised energy sector.

E&M exklusiv

The free newsletter for the energy market.

Services

E&M B2B content

Professional content for your website.

E&M ad retargeting

Reach your target group with E&M.

Our profile

Web address

www.energie-und-management.de

What we do

energie-und-management.de provides premium content on business, technology and policy in the energy sector for present and future decision-makers and managers. Our editorial staff delivers the most important news quickly and reliably every working day, bringing topicality and background information with top-level journalism.

Target groups

We address managing directors, owners, board members, specialists and managers in the energy sector and manufacturers / suppliers and service companies.

Reach

energie-und-management.de has been online for twenty years and its reach has continuously expanded. Our website boasted more than 628,000 pageviews in 2016.

Publisher

Energie & Management Verlagsgesellschaft mbH
Schloß Mühlfeld 20, 82211 Herrsching, Germany
Phone: +49 / (0)8152 / 9311-0
Fax: +49 / (0)8152 / 9311-22
Email: info@emvg.de

Contact for online advertising

Sebastian Lichtenberg
Email: s.lichtenberg@emvg.de
Phone: +49 / (0)8152 / 9311-88
Fax: +49 / (0)8152 / 9311-11

Access control

Certified by IVW Online!



USER DATA / IVW DATA

Visits*: 78,000 / month
Pageviews*: 142,000 / month



(* average from July 2017 to July 2018)

Source: www.energie-und-management.de/IVW-Online.de

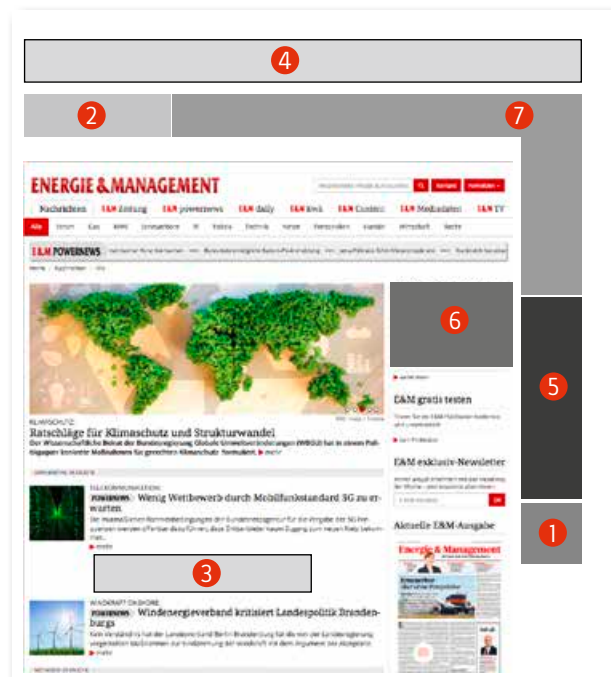
Broad appeal on our website: exclusively on our information gateway

Target your customers with your banner ad on E&M online! The online version of the Energie & Management newspaper provides the ideal platform – bringing current news, interesting facts from the energy business, job market information, an event calendar, archives and much more.

Advertising on www.energie-und-management.de

Banner type	Size in pixels	Placement	CPM in EUR
1. Standard banner	160 x 160	open area	45.00
2. Wide banner mini	322 x 90	open area	55.00
3. Full banner	468 x 60	open area	79.00
4. Wide banner super	1050 x 90	open area	89.00
5. Wide skyscraper	160 x 600	open area	95.00
6. Rectangle	300 x 250	open area	100.00
7. Wallpaper	728 x 90, 160 x 600	open area	135.00

Prices are calculated on a CPM basis (1,000 ad impressions / visual contacts per ad).



E&M exklusiv: the free newsletter for the energy market

Publication frequency

Weekly (on Wednesdays)

Subscribers

About 19,000 recipients (as of 24 August 2017)

E&M exklusiv covers all aspects of the energy sector:

- Energy industry and energy policy
- Energy production and distribution
- Energy technology and management
- Energy services
- Decentralised energy
- Renewable energies
- Energy and emissions trading



Ad types and prices

Ad type	Size in pixels	Data volume	Price per week in EUR
Mini banner	160 x 160	maximum 50 KB	635.00
Skyscraper	160 x 600	maximum 50 KB	910.00
Content ad	Online news (text + image + link)		1,100.00

Readership and circulation

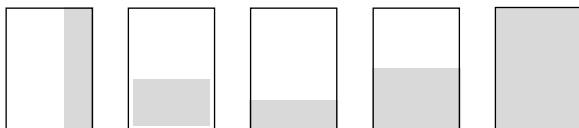
E&M exklusiv is an efficient advertising vehicle when you want to reach decision-makers in the energy business. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your ad in our digital media ensures that your business attracts even greater attention.

E&M daily: the online daily newspaper

E&M daily brings you up-to-date news from the world of energy, sent to you as a PDF email attachment every workday. E&M daily: up-to-date and everywhere.

Your ad in the E&M daily

	½ page vertical	⅓ page horizontal	¼ page horizontal	½ page horizontal	1/1 page
Size/mm	70 x 297	200 x 110	210 x 75	210 x 148	210 x 297.00
Per week in EUR	590.00	590.00	450.00	690.00	860.00
Per month in EUR	1,400.00	1,400.00	1,100.00	1,850.00	2,450.00



Deadline for submitting ads and documents

One week before the start of your ad campaign.

Data formats

PDF, EPS, TIF, and JPEG: minimum image resolution must be 200 dpi.

Formats must be exact with no crop marks.

Ad formats for the newspaper can also be used on pages in the E&M daily.



Technical information

File formats

GIF, JPEG: maximum 80 KB

HTML, Flash: maximum 80 KB

The KB figures given for each ad are maximum sizes and comprise the total sum of all data used in the ad (including files to be subsequently added, images, Flash, and the like).

Address for delivery

Please kindly send the advertising material for your campaign by email to: s.lichtenberg@emvg.de

Delivery deadline

Please deliver your ad at least five working days before the start of your ad campaign.

This gives us enough time together to test ad formats and ensure that your ad campaign is launched as desired. We do not take responsibility for delays caused by late deliveries.

General Terms and Conditions

The General Terms and Conditions of Energiemarkt GmbH apply.

You will find them under: <http://www.energie-und-management.de/agb-energie-management.html> nicht da, ist aber tatsächlich unter:

<https://www.energie-und-management.de/unternehmen/agb>

We require the following meta information on delivery:

- Name of customer
- Booking period
- Ad size
- Contact for further enquiries
- Click URL
- Alt text (optional)

Flash versions

Please submit GIF or JPEG files in the ad format you booked as a backup for our users who have not installed Flash.

Reporting

All banner campaigns run through our ad server system. We are happy to send you an evaluation on request. The period of time needed to attain the pageviews you book varies and depends on banner format because not all formats can be displayed consistently on all of energie-und-management.de's pages, which means that not every pageview includes all banners.

Contact

Sebastian Lichtenberg

Phone: +49 / (0)8152 / 9311-88

Fax: +49 / (0)8152 / 9311-22

s.lichtenberg@emvg.de

FROM ENERGY PROFESSIONALS FOR ENERGY PROFESSIONALS

For more than twenty years, Energie & Management has published up-to-date, market-driven and practical information for professionals in the energy sector. It is our declared aim to foster the success of experts – across all media and with top editorial quality. Our recognised and professional publications are written for top decision-makers in the energy business.

PRINT & ONLINE Media

Dirk Kaufmann

d.kaufmann@emvg.de
+49 / (0)8152 / 9311-77



Sebastian Lichtenberg

s.lichtenberg@emvg.de
+49 / (0)8152 / 9311-88



Karin Wiesner

k.wiesner@emvg.de
+49 / (0)8152 / 9311-55



Benjamin Rudolf

b.rudolf@emvg.de
+49 / (0)4293 / 89089-11



Antje Baraccani

a.baraccani@emvg.de
+49 / (0)4293 / 89089-13



Publisher and editorial staff

Energie & Management
Verlagsgesellschaft mbH
Schloß Mühlfeld 20
82211 Herrsching, Germany
Phone: +49 / (0)8152 / 9311-0
Fax: +49 / (0)8152 / 9311-22
Email: info@emvg.de
Web: www.energie-und-management.de