

Energie & Management

MEDIA FOR THE ENERGY MARKET



2022 Media Data
PRINT & ONLINE & DIGITAL

more than **12,306,228**
contacts in a year



289,850

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



203,723

annual views of our LinkedIn posts
Total views on LinkedIn from July 2020 to July 2021



3,353,620
visits in a year

IWW Online / Google Analytics
from August 2020 to July 2021
+ 63.2 % over previous year

17,395

contacts through Xing community

number of online members of
E&M groups in August 2021
+ 4.7 % over previous year



1,289,640

premium newsletter contacts in a year

online reach with year-round banner
advertising in all newsletters;
statistics from subscriber numbers and
newsletter releases
+ 0.8 % over previous year



7,152,000

views of our news on Twitter

Twitter data from August 2020 to August 2021
+ 0.7 % over previous year

General information

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Frequency of The Energie & Management newspaper prints	12 issues per year and compendia 3-4 times per year. Eleven issues are published monthly in newspaper format. The Energie & Management newspaper is available as an ePaper a day ahead of official publication of the print edition.	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 GmbH trurnit Publishers, Putzbrunner Str. 38, 85521 Ottobrunn, Germany.
Subscription rates	Single issue: EUR 19.95 (plus postage) Annual subscription in Germany: EUR 299.00. Annual subscription in other European countries: EUR 349.00 The subscription rate in Germany includes VAT. The subscription rate for students is 50 % of the full price.	Printer	sourc-e GmbH Hohenstaufenring 61, 50674 Cologne, Germany
Printing	We offset print on 80 g matte coated photo paper (100 % recycled paper) using computer-to-plate (CTP) technology.	Design	trurnit GmbH trurnit Publishers 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.

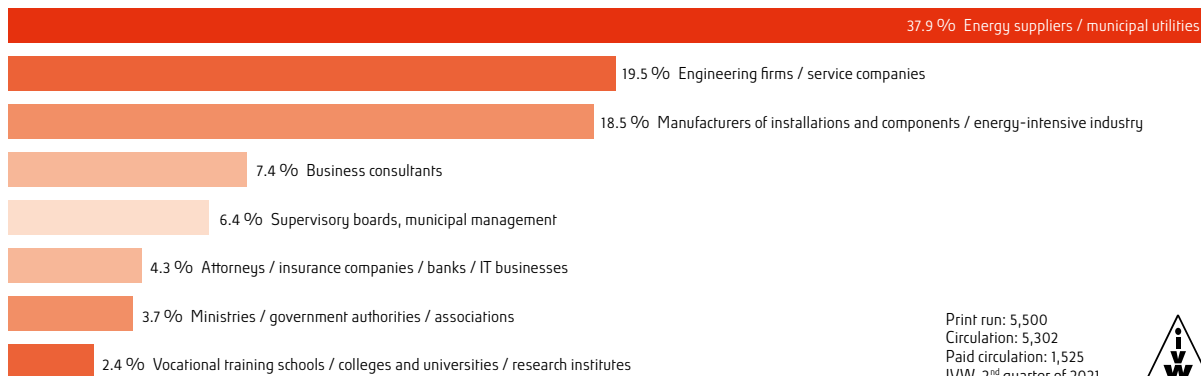
Energy & Management – a premium target group

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.

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.



Print run: 5,500
Circulation: 5,302
Paid circulation: 1,525
IVW, 2nd quarter of 2021



Understanding demographic changes

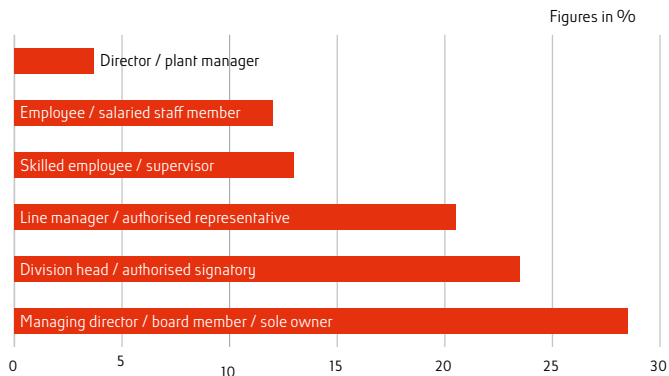
More and more readers are young and well qualified

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.

Position within the company



Decision-makers at a glance

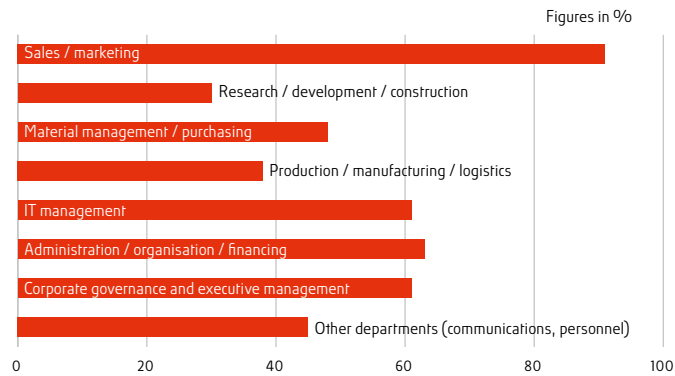
Across all company divisions

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.

Decision-makers by function



Expertise has many facets

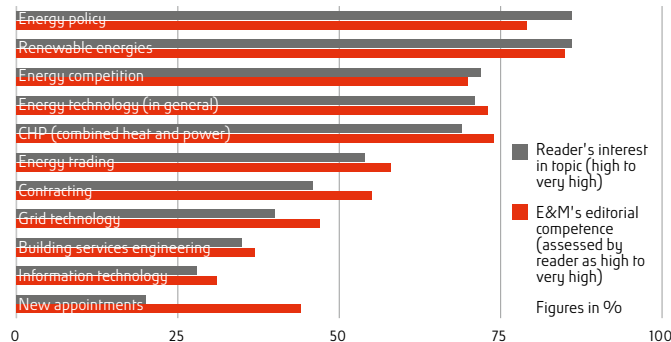
A balance of topics

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



Extensive use

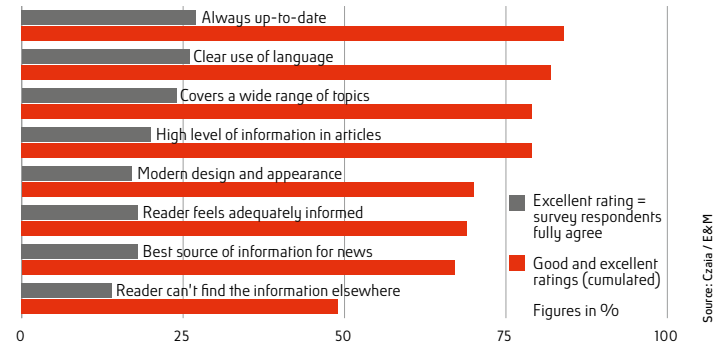
Readers take time to look through the newspaper

E&M readers' extensive use of the newspaper is impressive. Some 69 % of subscribers regularly read all issues 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




Issue	Schedule	Focus	Trade fairs and events
1 / 2022	<p>Publication date: 11 January 2022</p> <p>Deadline for submitting ads: 9 December 2021</p> <p>Deadline for submitting print material as insert: 14 December 2021</p>	<p>Exhibition Issue for 2022 E-world energy & water</p> <p>CHP CHP in the smart city / load management with CHP / new technology and innovations / CHP management and new fuels</p> <p>Natural gas / biogas Market realignment from L-gas to H-gas / new opportunities in marketing and sales / gas as the key to climate neutrality</p> <p>HR / personnel in the energy sector Solutions for the skills shortage in the energy market / new recruitment paths / training staff in the age of digitising</p> <p>Contracting Benefits of contracting models for the industry, including the housing industry / examples of best practice</p> <p>Fuels of the future Synthetic fuels in the mobility sector / the race to find the most efficient method for synthesis</p> <p>Mobility and infrastructure Electric cars as storage for the energy transition / new trends in charging infrastructure / integrating e-mobility into distribution grids / alternative means of propulsion</p>	<p>Handelsblatt 2022 Annual Energy Summit</p> <p>Fuels of the Future</p> <p>2022 E-world energy & water</p>
2 / 2022	<p>Publication date: 1 February 2022</p> <p>Deadline for submitting ads: 13 January 2022</p> <p>Deadline for submitting print material as insert: 17 January 2022</p>	<p>Exhibition Issue for 2022 E-world energy & water</p> <p>Report from E-world trade fair</p> <p>E&M 2022 direct marketing survey Winners, losers, market overview, virtual power plants</p> <p>Energy trading Strategies to deal with price fluctuation / new trends in trading / future business in national emissions trading</p> <p>IT and smart grids Intelligent grid operation / smart metering / market communications in 2022 / challenges and opportunities</p> <p>Marketing/sales at municipal utilities and power supply companies Digital platforms / monitoring marketing and sales / new business models for competitive metering point operations / data-based business models</p> <p>CHP Preview of advances in engines / the new role of fuel cells in CHP</p> <p>Contracting / efficiency / energy management Integrated designs for city districts</p> <p>PPA (power purchase agreement) market overview</p>	<p>GeoTHERM</p> <p>Berliner ENERGIETAGE</p> <p>2022 E-world energy & water</p>

Issue	Schedule	Focus	Trade fairs and events
3 / 2022	<p>Publication date: 1 March 2022</p> <p>Deadline for submitting ads: 10 February 2022</p> <p>Deadline for submitting print material as insert: 15 February 2022</p>	<p>Automation in the energy industry New digital accelerators / opportunities and limitations in robotic process automation / AI as the key to automation</p> <p>CHP Technical highlights / CHP to mitigate climate change / hydrogen, natural gas and biofuels in CHP plants</p> <p>Renewable energies and business models Innovations to counter the downturn caused by uncertainty / repowering as a new hope / photovoltaics: a new star</p> <p>From smart home to smart city Sustainability in intelligent buildings / business models for the smart home / challenges of the energy transition in the smart city</p> <p>Contracting / efficiency / energy management Decarbonising process heat – sustainable solutions for commerce and industry</p> <p>Sector coupling Latest storage technology / gaining flexibility with sector coupling / current projects in the transport and heating sectors</p>	<p>Fachtagung Fernwärme (AGFW) [district heating]</p> <p>TWENTY2X (formerly CeBIT) Automatisierungstreff [IT & Automation]</p> <p>Battery Conference Light & Building</p>
	<p>Special issue E&M MEER WIND Printed in DIN A4 format, this magazine appears as an insert in the 3/2022 issue of E&M</p>	<p><i>We are the official media partner for the 2022 Zukunft Offshore trade fair, with an increased online readership of more than 19,000 recipients.</i></p> <p>Trends in offshore wind power Challenges facing the offshore wind sector/ digitising in offshore wind / latest foundation technology / report on advances in grid connection / floating wind turbines and projects / wind power and hydrogen</p>	 <p>Offshoretagung Boltzenhagen WINDFORCE Zukunft Offshore Berlin</p>
4 / 2022	<p>Publication date: 1 April 2022</p> <p>Deadline for submitting ads: 11 March 2022</p> <p>Deadline for submitting print material as insert: 16 March 2022</p>	<p>Gases of the future New marketing opportunities / sale of biomethane / how natural gas businesses become green / biomethane, hydrogen, biogas</p> <p>CHP Load management with CHP plants / CHP solutions in residential areas / opportunities for innovative CHP</p> <p>Wind energy services and marketing Maintenance as the key to cost efficiency / latest trends in PPA / marketing wind power</p> <p>Contracting / efficiency / energy management Industry 4.0 applies contracting for more flexibility and sustainability / examples of best practice</p> <p>Consulting in the energy industry and legal advisory Gaining transparency through advice / synergies arise from consultation / how new legislation changes legal advice</p>	<p>bioenergie expo & congress Hanover Energy Solutions BDEW [German Association of Energy and Water Industries] Congress: Treffpunkt Netze [power and gas network operators]</p>
	<p>Special section CHP EXTRA</p>	<p><i>We are the official media partner for the 2022 Hanover Energy Solutions trade fair, with an increased online readership of more than 19,000 recipients.</i></p> <p>Survey of latest developments in CHP CHP in sector coupling as an important component of power supply / new engine technology / decentralised cooling and heating supply systems / hydrogen as the new fuel in CHP plants</p>	<p>Hanover Energy Solutions</p>


Issue	Schedule	Focus	Trade fairs and events
5 / 2022	<p>Publication date: 2 May 2022 Deadline for submitting ads: 11 April 2022 Deadline for submitting print material as insert: 14 April 2022</p>	<p>Smart city – smart lighting Internet of things / "Intelligent" urban areas are key to the energy transition / how start-ups change the city / how smart street lighting design makes cities safer and more attractive</p> <p>Innovation made in Lower Saxony and North Rhine-Westphalia Two German states are driving forces in the world of new energy / thinking ahead about energy supply – from research to practice</p> <p>IT and smart grids Experience with the smart meter rollout / new business models for competitive metering point operators / invoicing and meter-to-cash</p> <p>Contracting / efficiency / energy management Efficiency and business models / efficient networks: a success story / efficiency in street lighting management</p> <p>Renewable energies German companies become global players in the wind sector / PV as the new driver in the energy transition / new opportunities in green energy marketing and sales</p> <p>CHP plants and components</p>	<p>The smarter E EUROPE PCIM Europe [power electronics, intelligent motion, renewable energy, and energy management] Battery Experts Forum Powerstage polisMOBILITY</p>
	<p>Special section The smarter E EUROPE</p>	<p><i>We are the official media partner for the 2022 The smarter E EUROPE event with an increased online readership of more than 19,000 recipients.</i></p> <p>New highlights at The smarter E EUROPE trade fair</p> <p>Storage and mobility E-cars as storage for the energy transition / new trends in charging infrastructure / network integration of e-mobility / fuel cell versus battery</p> <p>Photovoltaics The situation today and prospects for Germany's solar market / PV: an instrument for customer retention / new applications: agro PV and floating solar farms</p>	<p>The smarter E EUROPE</p>
	<p>Digital special issue (as ePaper only) E&M KLEINWIND-JOURNAL [small wind turbines]</p>	<p><i>We are the official media partner for the 2022 EM-Power Europe trade fair. Online reader circulation addresses more than 19,000 recipients.</i></p> <p>Overview of new manufacturers / licencing challenges / latest trends in technology</p>	 <p>EM Power 2022</p>
	<p>Special issue E&M STADTWERKE-MAGAZIN [municipal utilities] Printed in DIN A4 format, this magazine appears as an insert in the 5/2022 issue of E&M</p>	<p><i>We are the official media partner for the Handelsblatt 2022 Jahrestagung Stadtwerke conference, with an increased online readership of more than 19,000 recipients.</i></p> <p>Latest trends for municipal utilities Digitising 3.0 / focus on marketing and sales / experience with the smart meter rollout / urban utilities in the age of digitising / e-mobility: bearer of hope</p>	 <p>Handelsblatt 2022 Jahrestagung Stadtwerke [annual municipal utilities conference]</p>

Issue	Schedule	Focus	Trade fairs and events
6 / 2022	<p>Publication date: 1 June 2022</p> <p>Deadline for submitting ads: 12 May 2022</p> <p>Deadline for submitting print material as insert: 17 May 2022</p>	<p>Sourcing of electricity and gas Digital markets / purchasing platforms as an alternative to traders / risk management as a key to secure buying</p> <p>Logistics in the energy industry Suppliers in national and international competition / logistics chains as a success factor in the energy transition / examples of best practice: how sourcing works today</p> <p>Financing Business financing / the pitfalls of crowdfunding / citizen participation in financing municipal utilities</p> <p>Contracting / efficiency / energy management Contracting: an overview of subsidy funding</p> <p>CHP How operators increase the profitability of CHP plants / lowering costs, improving revenues</p>	<p>BDEW [German Association of Energy and Water Industries]: Innovation Forum for Energy</p>
7 / 2022	<p>Publication date: 1 July 2022</p> <p>Deadline for submitting ads: 10 June 2022</p> <p>Deadline for submitting print material as insert: 15 June 2022</p>	<p>E&M 2022 green power survey E&M's unique survey of Germany's green power market / overview of winners and losers / the new players / interviews with experts and their assessments</p> <p>Renewable energies and business models Latest trends in the wind sector / underestimated solar thermal energy / the situation today for (small) hydropower plants</p> <p>Municipal utilities and telecommunications – fibre-optic expansion How the new 5G ensures quick data supply / gigabit internet as a new opportunity / when is broadband expansion right for municipal utilities? / telecommunications as a business segment for power utilities</p> <p>Contracting / efficiency / energy management Tendering practices and laws in contracting / energy management: comprehensive energy data collection</p> <p>Start-ups and smart innovation Start-ups as drivers of the energy transition / cooperate or buy up: the right way for energy suppliers to deal with innovation / profiles of selected start-ups</p> <p>CHP Integrating high-temperature heat pumps into CHP plants: pros and cons</p>	
	<p>Special issue E&M IT & DIGITAL TRANSFORMATION Printed in DIN A4 format, this magazine appears as an insert in the 7/2022 issue of E&M</p>	<p><i>With an increased online readership of more than 19,000 recipients</i></p> <p>Strategies and solutions from smart energy service providers for smart cities Challenges facing measuring point operations / smart meter gateways for the smart city / focus on smart meter gateway administration</p>	

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8 / 2022	<p>Publication date: 1 August 2022</p> <p>Deadline for submitting ads: 11 July 2022</p> <p>Deadline for submitting print material as insert: 15 July 2022</p>	<p>E&M 2022 PPA (power purchase agreements) barometer Survey of what's heading up or down in the PPA market / PPA isn't just PPA: the latest trends / expert assessments</p> <p>E&M 2022 survey of direct marketing Broad survey of Germany's direct marketers / winners and losers / expert assessments</p> <p>Mobility and infrastructure Platform-based mobility (digital plans, networking, invoicing / integrating e-mobility into distribution grids / advancing the transport transition via sector coupling</p> <p>Municipal utilities in competition New approaches in marketing and sales / ideas for products / analysing customer behaviour with software</p> <p>Contracting / efficiency / energy management Efficient and green supply of cooling and heating in cities / using waste heat more efficiently / the heating transition at the local community level</p> <p>CHP Summers are getting hotter: modern building technology can sustainably and efficiently keep buildings cool with CHP</p>	<p>Jahrestagung Gas Vertriebsleitertagung Energie</p>

Issue	Schedule	Focus	Trade fairs and events
9 / 2022	<p>Publication date: 1 September 2022</p> <p>Deadline for submitting ads: 11 August 2022</p> <p>Deadline for submitting print material as insert: 16 August 2022</p>	<p>Distribution grids and operators Integration of infrastructure for e-mobility / distribution grids: intelligence instead of copper / infrastructure for e-mobility</p> <p>Gas market and gas trading New digital marketplaces / the challenge of market realignment / natural gas and climate change / storage management</p> <p>Marketing and sales solutions for municipal utilities Digital marketing is key for reaching customers / best-practice examples for data-based business models / predictive analytics: better information for more effective marketing and sales</p> <p>HR / personnel in the energy industry Home office as the new normal / new trend: new work / personnel recruitment made easy</p> <p>CHP Intelligent controlling of CHP plants / CHP plants as part of sector coupling</p> <p>Contracting / efficiency / energy management Business models for communities and social facilities</p>	<p>VGB Congress</p> <p>Wind Energy</p>
	<p>Special section</p> <p>SMART METERING & DIENSTLEISTUNGEN [services]</p>	<p><i>With an increased online readership of more than 19,000 recipients.</i></p> <p>With SMART METERING & DIENSTLEISTUNGEN, we are the official media partner for the 2022 metering days congress</p> <p>Challenges facing measuring point operations / smart meter gateways for the smart city / focus on smart meter gateway administration</p>	<p>metering days</p>
	<p>Special issue</p> <p>E&M STARK IM WIND</p> <p>Printed in DIN A4 format, this magazine appears as an insert in the 9/2022 issue of E&M</p>	<p><i>We are the official media partner for the 2022 WindEnergy trade fair in Hamburg, with an increased online readership of more than 19,000 recipients.</i></p> <p>Wind power in the arena of profitability, supply security and environmental protection</p> <p>Higher, wider, stronger: the latest technology / selling power generated by turbines more than 20 years old / the challenge of licencing / service and maintenance of turbines / when will sector coupling come into play? / wind turbines in the forest / nature conservation</p>	<p>WindEnergy Hamburg</p> 

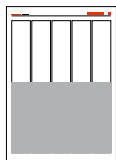
Issue	Schedule	Focus	Trade fairs and events
10 /2022	<p>Publication date: 4 October 2022</p> <p>Deadline for submitting ads: 9 September 2022</p> <p>Deadline for submitting print material as insert: 15 September 2022</p>	<p>Germany's contracting market Analysis of the contracting sector</p> <p>Mobility and charging infrastructure Will e-mobility really start now? / operating the charging grid as a business model / invoicing models for the energy industry</p> <p>Energy trading Portfolio management made easy / brokerage vs. the energy exchange / national emissions trading</p> <p>Financing in the energy sector Strategy development / green finance / opportunities in digitising</p> <p>Hydrogen as a business model for power suppliers Introducing reference projects / problems facing the redesign of natural gas infrastructure</p> <p>CHP CHP and climate change mitigation / the role of CHP in flexibility options and supply security</p>	<p>eMove 360° Europe</p> <p>Energy Storage Europe</p>
11 /2022	<p>Publication date: 2 November 2022</p> <p>Deadline for submitting ads: 12 October 2022</p> <p>Deadline for submitting print material as insert: 17 October 2022</p>	<p><i>Exhibition Issue for 2022 Energy Decentral</i></p> <p>E&M 2022 cogeneration ranking</p> <p>Decentralised power production and distribution Cogeneration (CHP) plants as suppliers of power and heating to industry and commerce / innovative CHP / biogas</p> <p>IT security in the energy industry Protecting crucial infrastructure / the internet of things as crucial infrastructure / cyber-attacks: how do we protect ourselves and best respond?</p> <p>Flexible options for stabilising the grid Market-based approaches for flexible options / management of decentralised power generators and consumer use to stabilise the power grid</p> <p>PPA and green power marketing and sales Latest developments / contract design / new digital platforms</p> <p>Contracting / efficiency / energy management Overview of energy efficiency networks and their work / successful examples in industry and municipalities</p> <p>Geothermal energy Geothermal energy in city districts / an opportunity for mitigating climate change / new technology in power generation</p> <p>Germany's gas market Market realignment from L-gas to H-gas / new opportunities in marketing and sales / gas as the key to climate neutrality</p>	<p>Biogas Convention & Energy Decentral</p> <p>SPS – Smart Production Solutions</p> <p>RENEXPO INTERHYDRO</p> <p>gat/wat</p> <p>VKU Digitalforum Netze</p> <p>Bundesverband Geothermie [German geothermal association]</p>

Issue	Schedule	Focus	Trade fairs and events
12 / 2022	<p>Special annual issue 2022 E&M JAHRESMAGAZIN in DIN A4 magazine format Publication date: 1 December 2022 Deadline for submitting ads: 10 November 2022 Deadline for submitting print material as insert: 16 November 2022</p>	<p><i>With an increased online readership of more than 19,000 recipients</i></p> <p>The annual highlight for leading players in the energy sector! E&M's editorial staff presents the latest trends in the energy economy, covering e-mobility, distribution grids, marketing and sales, and smart cities. A special feature: the CHP plant of the year.</p> 	
1 / 2023	<p>Publication date: 11 January 2023 Deadline for submitting ads: 9 December 2022 Deadline for submitting print material as insert: 14 December 2022</p>	<p>Exhibition Issue for 2023 E-world</p> <p>Preview of E-world trade fair</p> <p>Biogas Biomethane: bearer of hope / biogas at the local community level / biogas as transport fuel / new trends in biogas plants</p> <p>Energy trading and energy marketing and sales Strategies to deal with volatile prices / algo trading: where is it heading? / brokerage vs. the energy exchange</p> <p>HR / personnel in the energy economy Digitising human resources management/ new forms of advanced training / the challenge of employee recruitment</p> <p>Contracting / efficiency / energy management Business models and players / examples of best practice</p> <p>Smart energy Grids, metering, strategies: how to supply energy the smart way</p> <p>CHP Hydrogen in CHP plants / overview of manufacturers of hydrogen CHP plants</p>	<p>Handelsblatt 2023 Annual Energy Summit 2023 E-world energy & water</p>

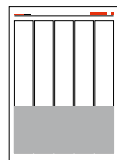
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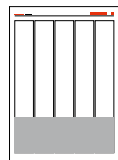
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1/2 A3 page
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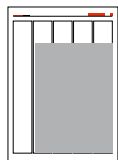


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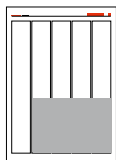


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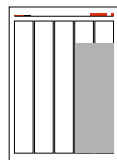
A4 sizes



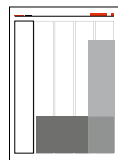
full A4 page
210 x 297 mm



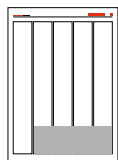
1/2 A4, horizontal
210 x 148.5 mm



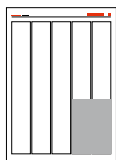
1/2 A4, vertical
105 x 297 mm



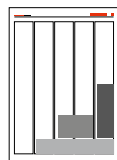
1/3 A4 page
210 x 99 mm
71 x 297 mm



1/4 A4, horizontal
210 x 75 mm

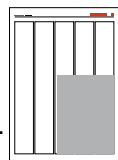


1/4 A4, vertical
105 x 148.5 mm



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	4,350.00	585.00	6,105.00
1/2 page horizontal	3,370.00	485.00	4,825.00
1/3 page horizontal	2,160.00	485.00	3,615.00
1/4 page horizontal	1,670.00	385.00	2,825.00
A4 sizes			
A4	3,535.00	485.00	4,990.00
1/2 page vertical / horizontal	1,795.00	385.00	2,950.00
1/3 page vertical / horizontal	1,155.00	285.00	2,010.00
1/4 page vertical / horizontal	850.00	285.00	1,705.00
1/8 page vertical / horizontal / rectangle	425.00	185.00	980.00
Special sizes and special placement**			
Junior page	1,790.00	385.00	2,990.00
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. 28) has been valid since 1 October 2021.

Enter your company in the right E&M business directory in print and online

The E&M business compass in every newspaper edition and the placement of your company's profile in the E&M Marketplace Energy business directory together give your enterprise a sustainable cross-media presence.

A four-colour ad costs **only EUR 230 per issue**. Take advantage of this offer starting any month.

+ BONUS: Your company is also profiled in the exclusive online E&M Marketplace Energy business directory.

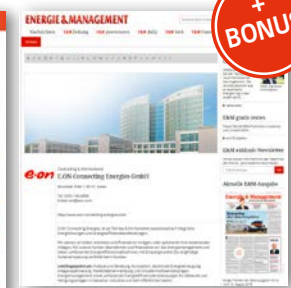
- **Professional** multiple contacts and **continuous** advertising presence.
- **Image enhancement and strengthening of your corporate brand:** your company and portfolio are presented in the context of high-quality editorial content and benefit from our positive image as an independent leading voice in the energy sector.
- **Sustainable SEO optimisation at low cost:** secondary synergy effects enhance your own web ranking thanks to the high domain authority of our website (+ DA 52) as well as skilled key wording and linking.

What we need from you:

Your customised ad (300 dpi resolution) in PDF format 50 x 60 mm or your company logo and address | Phone | Fax | Email | Web + maximum of 500 characters in text



Illustration shown in original size



The following ad categories appear in these issues.

Category / Issue No.	1	2	3	4	5	6	7	8	9	10	11	12
Cogeneration of heat and power	●	●	●	●	●	●	●	●	●	●	●	●
Contracting / heating services	●	●	●	●	●	●	●	●	●	●	●	●
Energy storage	●	●	●	●	●	●	●	●	●	●	●	●
Renewable energies	●	●	●	●	●	●	●	●	●	●	●	●

A larger selection of categories is available on request.

E&M posts your job ad for the energy market in print and online

Up-to-date and online

Posting your job ad in the Energie & Management newspaper means it is always in the right place at the right time! Twelve monthly issues of the newspaper provide a continuous overview of the latest job openings in the energy sector. All job ads can be optimised for online search engines to give your ad an even wider reach!

Get the maximum distribution of your job ad:

Print	Energie & Management newspaper for your job ad in the energy market. All 12 issues carry E&M's Job Market [Stellenmarkt] pages. Please refer to pages 9 to 16 below for publication schedules. More than 17,000 contacts per issue (3.1 readers per issue).
Online	energiejobs.online: This is the job market and career gateway for the entire energy sector. Here you will find job postings for specialist and management positions in the gas, water and energy industries.
Newsletter	Your job ad appears in the E&M Newsletter every day. More than 49,000 contacts each month.
Meta search engines	Job ads are placed in 60+ meta job search engines such as indeed.de + kalaydo.de
+ BONUS:	Each job ad at a price from € 1,728.00 in an E&M print edition includes free placement of the ad in E&M's above-mentioned online network.

Combinations of printed and online advertising are available at attractive prices.

Prices

Job ads
Print € 3.60 per mm height / per column 4c
A job ad in H&M printed editions for 60 days at a price from € 1,728 is posted at no extra charge on energiejobs.online and energie-und-management.de

Technical data

Type area 270 mm width / 385 mm height
Column width 5 columns, each 50.8 mm (gutter width: 3.5 mm)
Other features Quantity discounts and special formats are available on request.

Formatbeispiele Print

Weitere Formate und Sonderformate möglich

Height mm	2 columns 105 mm wide	3 columns 160 mm wide	4 columns 210 mm wide	5 columns 270 mm wide
120	€ 864.00	€ 1,296.00	€ 1,728.00	€ 2,160.00
150	€ 1,080.00	€ 1,620.00	€ 2,160.00	€ 2,700.00
160	€ 1,152.00	€ 1,728.00	€ 2,304.00	€ 2,880.00
180	€ 1,296.00	€ 1,944.00	€ 2,592.00	€ 3,240.00
190	€ 1,440.00	€ 2,052.00	€ 2,736.00	€ 3,420.00
200	€ 1,440.00	€ 2,160.00	€ 2,880.00	€ 3,600.00
220	€ 1,584.00	€ 2,376.00	€ 3,168.00	€ 3,960.00
240	€ 1,728.00	€ 2,592.00	€ 3,456.00	€ 4,320.00

Prices for job ads are valid from 1 October 2021 and subject to statutory VAT.

Online placement from € 790.00

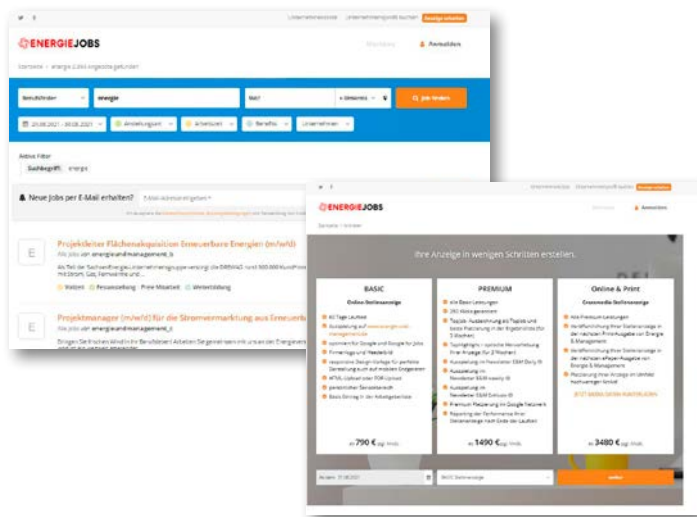
In Kooperation mit:

E&M posts your job ad online for the energy market

With a posting on energiejobs.online, you can recruit the right person for your job vacancy in the energy, gas or water sector.

Your online job ad appears exactly where potential applicants are searching for it – on energy market web portals!

We offer combination options on our partner web portals – energiejobs.online, stellenonline.de and energie-und-management.de – to give your job opening even greater visibility. And you can place your ad at the top with your top-rated employer profile or top highlight to really spotlight your name as an employer for potential candidates.



Prices

Your advertisement in Job Market [Stellenmarkt]	Content	Display runtime	Price in €
BASIC job ad	Standard template or upload PDF or HTML zip file PDF conversion to HTML	60 days (includes a 14-day refresher)	790.00
PREMIUM job ad	HTML ad + TopJob + TopHighlight + Newsletter + guaranteed 350 clicks	60 days 3 weeks 1x each	1,490.00
Job ad	All PREMIUM services + publication in E&M newspaper + ePaper issue	Appears in print issue and 60 days online Minimum purchase: € 1,728.00 per printed ad	

Additional options	Placement	Display runtime	Price in €
TopJob	Start page / list view	21 days	+ 200.00
Special placement under "Top-Jobs" on start page Your company logo and the job title have top placement on the start page of the Job Market [Stellenmarkt] site, appearing at the top of the results list (display runtime is 21 days).			
TopHighlight	List view, coloured underlay	21 days	+ 100.00

Prices are not eligible for discounts or agency commissions.

Company information	Placement	Display runtime	Price in €
Business card	Company list Logo, address + URL	Unlimited as of registration	free of charge
Company profile	Company list Images, text + video	1 year	595.00
Top-rated employer	Logo on start page + link to company profile	30 days	495.00

Top-rated employer profile (logo, company profile, contact information) in the company directory of energiejobs.online, including placement of your logo on the start page.

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 address

Lensing Druck GmbH & Co. KG

Feldbachacker 16, 44149 Dortmund, Germany

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: www.eci.org/en/projects/pdfx3.

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: www.eci.org/en/downloads).

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 GmbH | trurnit Publishers,

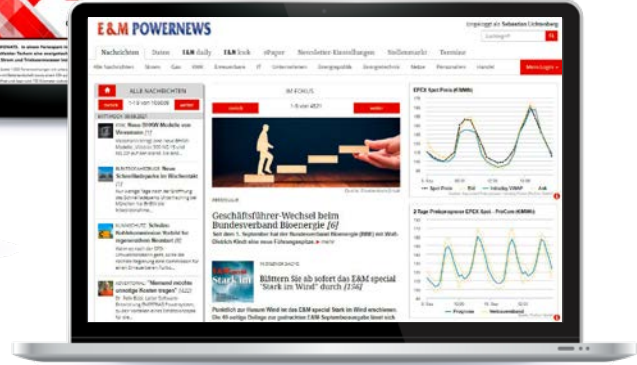
Putzbrunner Str. 38, 85521 Ottobrunn, Germany

The deadlines for data transmission are on pages 9 to 16.



Energie & Management

Online media channels and digital news



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 23 years and its reach has continuously expanded. Our website boasted more than 3,353,000 pageviews since July 2020.

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

Access control

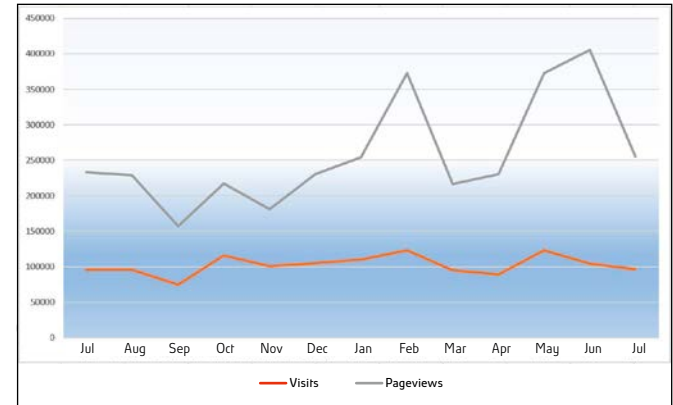
Certified by IVW Online!



User data / IVW data

Visits: 110,710/month on average*

Pageviews: 297,400/month on average*



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

(* average from July 2020 to July 2021)

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.

More than
110.710
visits each
month

More than
297.400
pageviews each
month

Officially
certified by
IWW
Online

Advertising on www.energie-und-management.de

Banner type	Size in pixels	Placement	Price per week in EUR
1. Standard Banner	160 x 160	open area	410.00
2. Full-Banner	468 x 60	open area	775.00
3. Wide Banner Super	1050 x 90	open area	1,200.00
4. Wide Sky Scraper	160 x 600	open area	1,300.00
5. Rectangle	300 x 250	open area	1,300.00
6. Wallpaper	728 x 90, 160 x 600	open area	1,490.00

Prices do not include statutory VAT

The screenshot shows the homepage of the Energie & Management website. Numbered callouts indicate the following banner ad placements:

- 1:** A small banner in the bottom right corner, next to the 'Inhalt' link.
- 2:** A large horizontal banner at the top of the main content area, below the navigation bar.
- 3:** A small square banner in the top right corner, above the main navigation bar.
- 4:** A vertical banner on the right side of the page, between the 'E&M gratis testen' and 'E&M exklusiv-Newsletter' sections.
- 5:** A large vertical banner on the right side of the page, above the 'E&M gratis testen' section.
- 6:** A large horizontal banner at the top of the page, above the main navigation bar.

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

Publication frequency

Weekly (on Wednesdays)

Subscribers

About 20,500 subscribers (as of 26 August 2021)

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

Target groups

- Directors / plant managers: 6 %
- Employees / salaried staff members: 13 %
- Skilled employees: 12 %
- Line managers / authorised representatives: 22 %
- Division heads / authorised signatories: 22 %
- Managing directors / board members / sole owners: 25 %

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	760 x 281	text + image + link	1,100.00

plus VAT



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 or HTML email attachment every workday. E&M daily: up-to-date and everywhere.

TIP: Your standard print ad in the newspaper can be transferred 1:1 into the daily PDF newspaper E&M daily.

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.

Your ad in the PDF and HTML E&M daily

	½ page horizontal	⅓ page horizontal	¼ page horizontal	Video
Size/mm	210 x 148	210 x 110	210 x 75	YouTube link
Price per week	€ 690.00	€ 590.00	€ 450.00	€ 350.00
Price per month	€ 1,850.00	€ 1,400.00	€ 1,100.00	€ 1,150.00
Placement in PDF newsletter	●	●	●	
Placement in HTML newsletter	●	●	●	●

Prices do not include statutory VAT



Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.

E&M weekly: our online overview service

Our weekly overview of the most important news in the world of energy! Every Monday, readers of the E&M weekly and the E&M newsletter are updated on relevant news and fundamental information/data from the past week. The E&M weekly is web-based and sent to you as a PDF email attachment.

You can reach some 2,640 readers (subscribers) of the E&M newspaper at the start of the week through the E&M weekly.


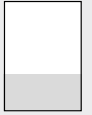


Deadline for ads and materials:

Three days before each publication

Data formats

PDF, EPS, TIF, and JPEG: image resolution must be at least 200 dpi. Formats must be exact with no crop marks. All horizontal formats from our print range can be used.

Your ad in the HTML E&M weekly

	½ page horizontal	⅓ page horizontal	¼ page horizontal	Video
Size/mm	210 x 148	210 x 110	210 x 75	YouTube link
Price per week	€ 590.00	€ 490.00	€ 450.00	€ 450.00
Price per month	€ 1,890.00	€ 1,690.00	€ 1,490.00	€ 1,490.00
				

Prices do not include statutory VAT



Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.

E&M content marketing with advertorials – your story for our network

The planned marketing of your editorial content

Content marketing in the energy economy is driven by relevant editorial content in communications about your company, brand, products and employees. Positive effects of such communication are diverse and range from increasing awareness of a brand and cultivating a desired image to improving customer retention and gaining new customers.

E&M's expert package: one contribution is posted on E&M web portals

- Your contribution is posted as an advertorial on the home page.
- Your contribution is published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime is at least one week on the start page.
- We feature your news on Twitter, Facebook, LinkedIn and Xing News.

Base price: € 2,500.00 excluding statutory VAT

E&M's premium package: two contributions are posted on E&M web portals

- Contributions are posted as advertorials on the home page.
- Contributions are published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime: each contribution is placed on the start page for at least a week.
- We feature your news on Twitter, Facebook, LinkedIn and Xing News.

Base price: € 4,200.00 excluding statutory VAT



Our services

- Target group + reach + relevance
- High visibility of your brand on the web
- Organic growth and keyword ranking

What we need from you

- Copy with at least 2,500 characters + headline (max. 55 characters) + subheading with max. 185 characters.
- Image (landscape format, 760 x 281 px)
- Link

Energie & Management

E&M's Themen [topics] channel

Contributions from the energy sector are posted daily on E&M's Themen [topics] channel – created to publish your editorial contribution as an attractive advertorial.

www.energie-und-management.de



Twitter channel

E&M's Twitter channel is our rapid and precise news stream that reaches a continually growing community of followers in the energy economy. We recommend communicating your news with this medium in combination with other measures.

www.twitter.com/zeitung_energie



Social media channels

E&M provides other channels to enhance your viral marketing.



Facebook marketing

E&M's Facebook channel purposefully reaches a specific and continually expanding fan base in the energy economy. Make use of this outreach and our attractive specialist topics for your B2B marketing: we provide you with a powerful promotional and editorial module by posting your news on Facebook.

www.facebook.com/energieundmanagement

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

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: <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 28 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.

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