Media Kit 2016

40 Years of Expert Knowledge - The Magazine of the German Association for Solar Energy

SONNENENERGIE is Germanys longest established magazine for renewable energies. It is the official publication of the Germany Section of the International Solar Energy Society (ISES), DGS for short.

Since over 40 years, the DGS is the largest scientific and technical organisation of professionals of the German renewable energy sector.

Circulation and Readership

SONNENENERGIE has 4 issues per year, and a circulation of 8,500 - 12,500 copies. Professionals, executives and senior managers from all pertinent energy efficiency and renewable energy-related fields have subscribed to this periodical. Editorial expertise and objective content contribute to the strong reader loyalty.

Single copies of **SONNENENERGIE** can be purchased in approx. 300 newspaper stands all over Germany, and there also is a digital version to subscribe to.

Bonus-Circulations

Being a media partner to most of the major conferences and exhibitions of the renewable energy industry, **SONNENENERGIE** has bonus circulations on many sites. Please see a list of the most relevant bonus-circulations in the calendar on page 2.

Advertising

Your advertising in **SONNENENERGIE** reaches the key decision-makers who matter to your business.
In terms of target audience, this means installers, skilled crafts and traders, engineers, architects, and as well investors read this magazine regularly and in depth.

Vacancy Adverts

A large number of students, trainees and the course participants of the 11 DGS-Solar Schools all over Germany, as well as university lecturers und professors are subscribers to **SONNENENERGIE**. Your vacancy advert in **SONNENENERGIE** reaches Germany's young professionals of the future, and as well skilled researchers and engineers in leading positions.

TOPICS

MOBILITY SOLAR THERMAL RESEARCH **SOLAR BUILDING** PHOTOVOLTAIC ENERGY STORAGE ENERGY RESSOURCES **QUALITY HEAT PUMPS ENERGY EFFICIENCY** ECONOMY TRAINING **STANDARDS** FINANCE **ENERGY TRANSITION** BIOENERGY SELF CONSUMPTION **BATTERY** POLICY INTERNATIONAL **ENERGY CONSULTING** PRODUCT LAW **BIOMASS** ETHICS RECESSION HEATING **MARKETS**

www.sonnenenergie.de

Your Contacts

Advertising (Print & Online)

bigbenreklamebureau gmbh
An der Surheide 29
D-28870 Fischerhude, GERMANY
Tel. +49 (0) 4293 / 890 89-0
Fax +49 (0) 4293 / 890 89-29
info@bb-rb.de · www.bigben-reklamebureau.de

Editor

Deutschen Gesellschaft für Sonnenenergie (DGS)
Erich-Steinfurth-Straße 8
10243 Berlin, GERMANY
Tel. +49 (0)30 29 38 12 60
Fax +49 (0)30 29 38 12 61
info@dgs.de · www.dgs.de

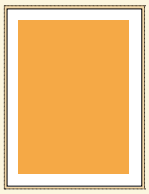
SONNENENERGIE Calendar and Topics 2017

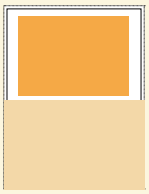
issue	1|2017	2|2017	3|2017	4|2017
advert reservation close	Mo 20 February 2017	Mo 8 May 2017	Mo 7 August 2017	Mo 6. November 2017
advert material close	Mo 27 February 2017	Mo 15 May 2017	Mo 14 August 2017	Mo 13. November 2017
date of publication	Mi 15 March 2017	Di 30 May 2017	Fr 1 September 2017	Fr 1. December 2017
cover story	**POWER**	**MARKET** **Intersolar-issue** **print run 12.500 copies!**	**LIVING**	**HEAT**
further topics	Renewable Technologies / Energy Transition, / Grids / Strategies / Energy Efficiency	Intersolar / Trends and Developments, Policy / Funding / International Topics	Residential Buildings / Mobility / Construction / Self-Sufficiency / Regional Topics	Renewable Technologies / Ressources / Ecology / Law / Sector Coupling
main bonus circulations	24. - 28. April 2017 **Hanover Fair ENERGY**	10. - 12. Mai 2017 **OTTI 27. Symposion** **Solar Thermal Energy** **31.05. - 02.06.2017** **Intersolar Europe 2017** **ees Europe 2017**		**GETEC 2018** **07.03. - 10.03.2018** **SHK Essen**

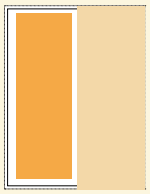
permanent topics: Photovoltais, Solar Thermal, Innovation, Local Energy Transition, International Coverage, Energy Data, Fundings, DGS-Actitvities

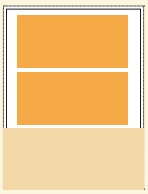
SONNENENERGIE Print Advertising - Formats and Prices

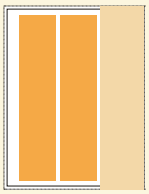
Advert Format	Width x Height	Price
1/1 bleed*	210 mm x 297 mm	2,400,- €
1/1	174 mm x 264 mm	2,400,- €
1/2 horizontal bleed*	210 mm x 140 mm	1,200,- €
1/2 horizontal	174 mm x 120 mm	1,200,- €
1/2 vertical bleed*	103 mm x 297 mm	1,200,- €
1/2 vertical	84 mm x 264 mm	1,200,- €
1/3 horizontal bleed*	210 mm x 104 mm	800,- €
1/3 horizontal	174 mm x 84 mm	800,- €
1/3 vertical bleed*	73 mm x 297 mm	800,- €
1/3 vertical	55 mm x 264 mm	800,- €
1/4 horizontal	174 mm x 62 mm	600,- €
1/4 vertical	84 mm x 120 mm	600,- €

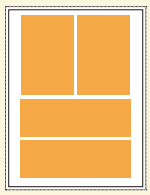

1/1* 210 x 297
1/1 174 x 264


1/2 horiz.* 210 x 140
1/2 horiz. 174 x 120


1/2 vert.* 103 x 297
1/2 vert. 84 x 264


1/3 horiz.* 210 x 104
1/3 horiz. 174 x 84


1/3 vert.* 73 x 297
1/3 vert. 55 x 264


1/4 vert. 84 x 120
1/4 horiz. 174 x 62

Technical Specs:
- magazine format: 210 x 297 mm
- trim format: 174 x 265 mm
- saddle stitch

Supplements
- up to 25 g 160,- € per 1,000 copies
- min. format: 105 x 148 mm
- max. format: 205 x 290 mm
- At least one side closed (no accordion-fold)

Stitched Inserts
- 4 page: 395,- € per 1,000 copies
- 8 page: 595,- € per 1,000 copies
- delivery conditions: folded in A4 format with 3 mm bleed on 3 sides
- min. quantity: 4,000 copies

Glued Inserts
- 195,- € per 1,000 copies
- only in conjunction with full page adverts

Scale of Discounts
- 5% off for 2 issues or 1 full page
- 10% off for 4 issues or 2 full pages

Job Advertisements
- 50% discount on list prices

Advert Material Specs
- please submit as pdf-file (300 dpi/CMYK) to grafik@bb-rb.de

SONNENENERGIE online Advertising - Formats and Prices

Weekly DGS-Newsletter – more than 17,000 subscribers!

Banner advertising in the weekly DGS-Newsletter means high target-group accuracy, as subscriptions are verified by Confirmed-Opt-In (COI) procedure. The DGS-Newsletter links directly to your product purchasing or service pages, thus increases your traffic and brings new customers to your business!

Formats and Prices for Fixed Banners per newsletter shot
- Super Banner 728 x 90 650,- €
- Text Advert, 1,500 characters 500.- €
- Full Banner 468 x 60 280,- €
- Banner 250 x 100 250.- €
- Halfsize Banner 234 x 60 150.- €

Scale of Discounts:
- 2 Bookings 5% off
- 3 Bookings 10% off
- 4 Bookings 15% off
- 5 Bookings 20% off

Online advertising on www.sonnenenergie.de and www.dgs.de - high quality traffic at a reasonable cost!

We gladly provide you with the latest page views report. Please, feel free to contact us!

Formats for Fixed Banners - Prices per month
- Half Page Ad 300 x 600 1,000,- €
- Wide Skyscraper 160 x 600 960,- €
- Medium Rectangle 300 x 250 750,-€
- Full Banner 468 x 60 560,- €

Scale of Discounts:
- 3 Months 15% off
- 6 Months 20% off
- 9 Months 25% off
- 12 Months 30% off

All prices plus VAT