

Energie & Management

MEDIA FOR THE ENERGY MARKET



2024 Media Data
PRINT & ONLINE & DIGITAL

30 YEARS E&M

more than **15,743,571**
contacts in a year



274,654

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



279,344

annual views of our LinkedIn posts
Total views on LinkedIn from July 2022 to July 2023



6,882,997

visits in a year
IVW Online / Google Analytics
from June 2022 to June 2023

6,875

contacts through Xing community
number of online members of
E&M groups in August 2023



1,302,591

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



6,997,110

views of our news on X
Twitter data from July 2022 to July 2023

General information

Publisher Energie & Management Verlagsgesellschaft mbH
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Energie & Management

ZEITUNG FÜR DEN ENERGIEMARKT

3 Checklist
Bauregister werden für die Bauplanung immer wichtiger. E&M stellt dafür eine neue Checkliste vor.

9 Energie
Warum die Stromerzeugung für die Erzeugung von Wärme wichtig ist, erläutert eine neue Checkliste.



13 Interview
Die Energiemanagerin erklärt, warum die Digitalisierung im Energiesektor so wichtig ist.

Jetzt geht's zur Sache

Baustart für den Südlink-Konverter. In das größte Erneuerendeprojekt Deutschlands kommt endlich Bewegung.

VON GÜNTER SCHNEITZ

Die Welt ist im Wandel. Und das bedeutet auch für den Energiesektor. Die Energiewende ist ein Prozess, der sich über Jahrzehnte erstreckt. In den letzten Jahren hat sich die Energiewende von einer Vision zu einer Realität entwickelt. Die Erneuerendenergieerzeugung ist heute ein wichtiger Bestandteil des deutschen Energiemixes. Die Erneuerendenergieerzeugung ist heute ein wichtiger Bestandteil des deutschen Energiemixes. Die Erneuerendenergieerzeugung ist heute ein wichtiger Bestandteil des deutschen Energiemixes.

Das Projekt Südlink-Konverter ist ein wichtiger Bestandteil der Energiewende. Es ist ein Projekt, das die Erneuerendenergieerzeugung in den Südpfälzischen Raum bringt. Das Projekt Südlink-Konverter ist ein wichtiger Bestandteil der Energiewende. Es ist ein Projekt, das die Erneuerendenergieerzeugung in den Südpfälzischen Raum bringt. Das Projekt Südlink-Konverter ist ein wichtiger Bestandteil der Energiewende. Es ist ein Projekt, das die Erneuerendenergieerzeugung in den Südpfälzischen Raum bringt.

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Die Erneuerendenergieerzeugung in den Südpfälzischen Raum

Stark im Wind

mit SPONSOR

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
An independent newspaper in the energy market since 1994, Energie & Management is published 12 times a month on a monthly basis. It brings readers the latest news and is a leading publication in the German-language energy market.

E&M magazines
E&M's newspaper issues are supplemented by special issues in A4 magazine format that focus on selected topics such as onshore and offshore wind power, municipal utilities, IT, and digitisation. The editorial highlight of the year is the annual December issue E&M Jahresmagazin.

Our special issues are also available online as ePapers, which increases their exclusive distribution to some 20,550 recipients of the Newsletter E&M Exklusiv. These special issues are also distributed at trade fairs and congresses in exclusive cooperation arrangements.

Energie & Management's printed publications are all available as ePapers as well.

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@frunit.de
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	frunit GmbH frunit 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.

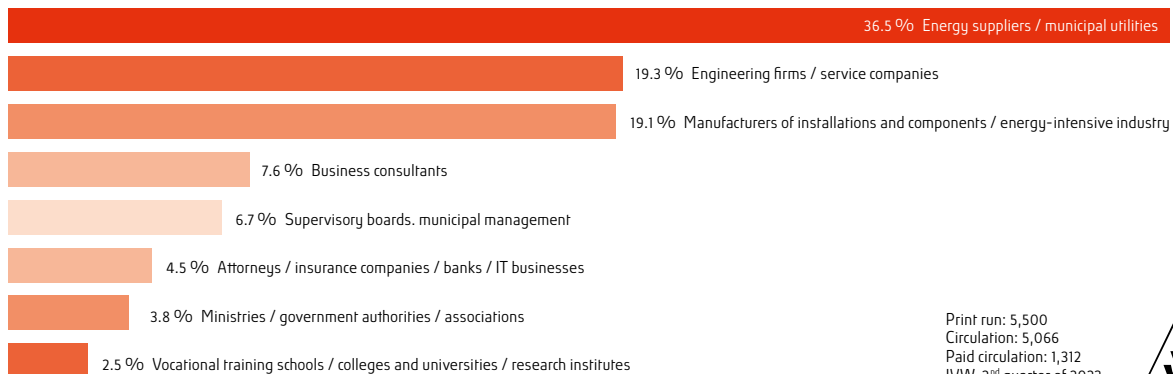
Energy & Management – a premium target group

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: 5,066
Paid circulation: 1,312
IVW, 2nd quarter of 2023



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

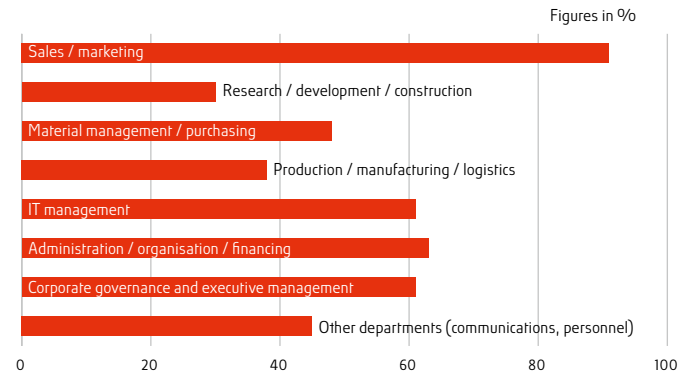
Across all company divisions

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

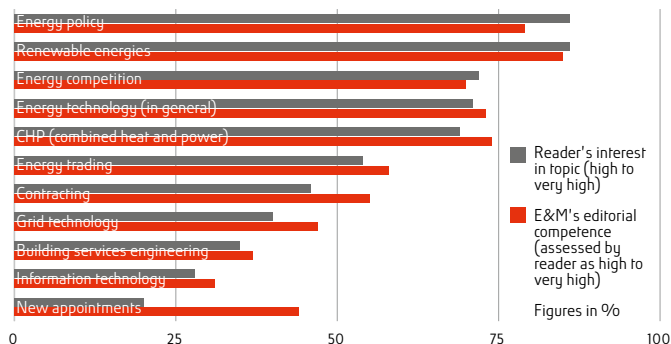
A balance of topics

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

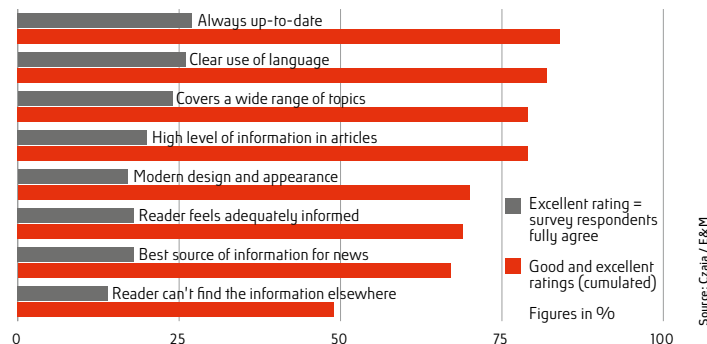
Readers take time to look through the newspaper

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 / 2024	Publication date: 8 January 2024 Booking deadline: 8 December 2023 Material deadline: 15 December 2023	Biogas Biomethane: bearer of hope / biogas at the community level / using biogas for transportation / new trends in biogas plants Energy trading and the energy sector Strategies to counter volatile prices / algo trading: where is it heading? / brokerage vs. the energy exchange HR / personnel in the energy sector Digitising human resources management / new form of advanced training / the challenge of employee recruitment Efficiency / energy management / contracting Business models and players / examples of best practice Smart energy Optimisation both upstream and downstream of the meter / smart grid networking / pilot projects and examples of intelligent solutions for the grid and customer demand CHP Hydrogen in CHP plants / overview of manufacturers of hydrogen CHP facilities	Handelsblatt 2024 ENERGY SUMMIT Future Power Grids Conference
2 / 2024	Publication date: 1 February 2024 Booking deadline: 12 January 2024 Material deadline: 17 January 2024	Exhibition issue for the 2024 E-world energy & water trade fair E&M's direct marketing survey – overall results for 2023 Winners / losers / market overview Contracting Benefits of contracting in the housing industry / practical examples CHP CHP plants and components / maintenance of CHP plants / new technology PPA (power purchase agreements) market Outlook for Germany's PPA market in 2024 / brokerage in PPA trading / PPA trading platforms Gas Current status of Germany's LNG terminals / ammonia as a game changer / new storage projects	E-world energy & water H2 Forum
Special section in E&M 2/2024 E-world energy & water		<i>We are the official media partner for the 2024 E-world energy & water trade fair with an increased digital circulation of more than 21,980 subscribers</i> New highlights at the E-world energy & water event IT and smart metering The new pace of rollout / measuring overall power consumption and balancing demand with power plant output / business models based on an intelligent metering system Energy trading Risk management becomes ever more important / latest trends in algo trading / portfolio management vs. full supply of energy / the path to net zero Consulting in the energy sector and legal counsel Transparency by way of AI / update on current energy legislation / strategic consulting as the key to success	

Issue	Schedule	Focus	Trade fairs and events
3 / 2024	<p>Publication date: 1 March 2024 Booking deadline: 9 February 2024 Material deadline: 15 February 2024</p>	<p>IT Current digitising projects in the energy economy / software and applications / trends plus research and development</p> <p>Renewable energies PPA and direct marketing / repowering as a bearer of hope / solving the problems posed by expansion</p> <p>CHP and biogas Heat pumps combined with CHP / flexible power input to the grid with CHP / natural gas vs. biomethane</p> <p>Efficiency / energy management / contracting New developments to improve efficiency / contracting solutions for municipalities / greater efficiency for public property</p> <p>Geothermal energy and the heating market Geothermal energy for municipal districts / using geothermal energy can mitigate climate change / new technology / lithium as a by-product in geothermal energy plants</p>	<p>GeoTHERM Light + Building Twenty2x</p>
4 / 2024	<p>Publication date: 2 April 2024 Booking deadline: 8 March 2024 Material deadline: 13 March 2024</p>	<p><i>Exhibition issue for the Hanover Energy Solutions trade fair</i></p> <p>Decarbonisation in the industrial economy Energy-efficient production in industry / energy management systems in practice / efficient use of heat from industrial processes</p> <p>Wind power – technology and services Lubricants for wind turbines: suppliers, product types / logistics for supply and delivery onshore and offshore / corrosion protection</p> <p>Integrated energy Integrated energy offers flexibility for balancing the grid / current power-to-X projects / storage technologies</p>	<p>Hanover Energy Solutions Battery Conference Handelsblatt Jahrestagung Stadtwerke [annual municipal utilities conference] VKU [German Association of Local Public Utilities] Netzforum Kongress Future Conference Wind & Maritime Zukunft Offshore</p>
	<p>Special section in E&M 4/2024 CHP EXTRA</p>	<p><i>We are the official media partner for the Hanover Energy Solutions trade fair with an increased digital circulation of more than 21,980 subscribers</i></p> <p>Survey of the most recent developments in CHP Renewable gases for CHP / hydrogen and CHP / new developments in engines / security of supply using decentralised CHP systems / CHP in integrated energy systems is an important cornerstone of supply</p>	
	<p>Special section in E&M 4/2024 E&M MUNICIPAL UTILITIES</p>	<p><i>We are the official media partner for the Handelsblatt 2024 Jahrestagung Stadtwerke with an increased digital circulation of more than 21,980 subscribers</i></p> <p>Latest developments in municipal utilities Mitigating climate change as a business model / data-based business models / customer retention and loyalty / cooperation and competition</p> <p>IT in the energy sector Current digitising projects in the energy economy / software and applications / trends plus research and development</p>	

Issue	Schedule	Focus	Trade fairs and events
5 / 2024	<p>Publication date: 2 May 2024 Booking deadline: 12 April 2024 Material deadline: 16 April 2024</p>	<p>Energy trading Strategies to counter high wholesale prices / the pitfalls of automated trading / which is better: over-the-counter (OTC) or the energy exchange?</p> <p>CHP Market conditions for CHP facilities in a renewable heating market / innovative CHP facilities now on the market / greater flexibility of CHP facilities offers additional revenue</p> <p>Efficiency / energy management / contracting Efficiency and business models / success story of efficiency networks / lighting management as an efficiency issue</p> <p>PPA market PPA in the first half of 2024 in Germany and Europe / new PPA trading platforms / new trend: individual contract initiation</p> <p>IT Current digitising projects in the energy economy / software and applications / trends plus research and development</p>	<p>Berliner ENERGIETAGE Biogas Innovationskongress ICGTEP (International Conference on Gas Turbines, Energy and Power), Berlin</p>
6 / 2024	<p>Publication date: 3 June 2024 Booking deadline: 10 May 2024 Material deadline: 15 May 2024</p>	<p><i>Exhibition issue for The smarter E EUROPE</i></p> <p>Sourcing of electricity and gas Natural gas: from regional product to global commodity / market access made easy / new products in portfolio management</p> <p>Financing Asset management strategies for energy suppliers during the heating transition / accurate capital planning / the importance of a good rating / receivables management for energy suppliers</p> <p>Efficiency / energy management / contracting Reducing energy costs through contracting / contracting models for the industry</p> <p>CHP AI for CHP facilities and their maintenance / predictive maintenance / digitising and improving the flexibility of CHP facilities / system solutions for facility operations</p>	<p>The smarter E EUROPE BDEW Jahreskongress 16. Branchentag Windenergie NRW PCIM Europe WINDFORCE</p>
	<p>Special section in E&M 6/2024 The smarter E EUROPE</p>	<p><i>We are the official media partner for The smarter E EUROPE event in 2024 with an increased digital circulation of more than 21,980 subscribers</i></p> <p>New highlights at The smarter E EUROPE</p> <p>Photovoltaics PV on the roof or in open spaces? / the European value chain / PV expansion in the spring of 2024</p> <p>Hydrogen and fuel cells Mobility sector as an end user of hydrogen / hydrogen in individual or long-distance transport? / energy suppliers' ongoing projects</p> <p>Integrated energy in the energy industry Smart grids: key to the energy transition / storage systems increase flexibility / integration of e-mobility</p>	

Issue	Schedule	Focus	Trade fairs and events
7 / 2024	<p>Publication date: 1 July 2024 Booking deadline: 7 June 2024 Material deadline: 14 June 2024</p>	<p>Anniversary edition: E&M celebrates 30 years</p> <p>Renewable energies and business models Challenges facing the expansion of wind power / latest regulatory developments / subsidy-free large-scale PV arrays / land acquisition for PV arrays and wind farms</p> <p>Efficiency / energy management / contracting Energy management systems for contracting / operations and maintenance / new tools</p> <p>CHP CHP plants partner with renewable energy facilities / integrated energy – not without CHP / large-scale heat pumps and CHP</p> <p>Protection against cybercrime Cloud services for cyber security / software and advice on IT security and data privacy / security of systems and employee accounts</p> <p>Meter-to-cash ERP (enterprise resource planning) systems in the energy economy / successful solutions and new approaches to integrated IT environments / SAP: a service provider in transition</p>	
	<p>Special section in E&M 7/2024 30 years of E&M: the anniversary issue</p>	<p>E&M turns 30</p> <p>An expanded special section in this issue celebrates the 30th anniversary of Energie & Management The first issue of E&M was published in 1994. Publisher and founder Helmut Sendner, contributors, and the E&M editorial team look back at three exciting decades. Celebrate with us and – as an advertiser – take advantage of a 30% discount on your anniversary ad!</p>	
8 / 2024	<p>Publication date: 1 August 2024 Booking deadline: 12 July 2024 Material deadline: 17 July 2024</p>	<p>E&M 2024 PPA (power purchase agreement) barometer A survey of what's heading up and down in the PPA market / the latest trends / experts' assessments</p> <p>Municipal utilities in competition Marketing and distribution at municipal utilities and power supply companies / latest trends in customer communications / data-based business models and products</p> <p>Efficiency / energy management / contracting Efficient and green supply of cooling and heating at the community level / going through the heating transition at the local level by contracting / latest plans for district heating</p> <p>CHP in industry Climate-neutral production in the industrial sector / cooling with CHP systems / using waste heat appropriately</p> <p>Hydrogen projects run by energy suppliers Degree of completion of current projects / hurdles encountered during the ramp-up / conversion of the natural gas infrastructure</p>	<p>13th Rostock WIND conference</p>

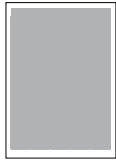
Issue	Schedule	Focus	Trade fairs and events
9 / 2024	<p>Publication date: 2 September 2024 Booking deadline: 9 August 2024 Material deadline: 16 August 2024</p>	<p><i>Exhibition issue for the 2024 WindEnergy Hamburg trade fair</i></p> <p>E&M 2024 direct marketing survey Results from the first six months in 2024</p> <p>Artificial intelligent in the energy economy New products based on AI / AI for a balanced grid / current research on AI in the energy economy</p> <p>Gas market and gas trading Assessing changes in the marketplace / security of supply in Europe / natural gas as a global commodity</p> <p>CHP CHP industry faces new challenges in personnel recruitment / advanced training for employees / biomass and biogas in CHP facilities</p> <p>Efficiency / energy management/ contracting Efficiency measures in industry and commerce</p> <p>Energy transition and the shift in transportation E-cars offer flexibility in balancing the electricity grid / demand-oriented charging infrastructure / megawatt-charging of commercial vehicles for heavy goods transport</p>	<p>gat / wat HIVALTEC B.KWK-Kongress WindEnergy Hamburg</p>
	<p>Special issue E&M Magazine: STARK IM WIND Printed in DIN A4 format, this magazine is an insert in the 9/2024 issue of E&M</p> <p>Publication date: 2 September 2024 Booking deadline: 2 August 2024 Material deadline: 7 August 2024</p>	<p><i>We are the official media partner for the 2024 WindEnergy Hamburg trade fair with an increased digital circulation of more than 21,980 subscribers</i></p> <p>Wind power in Germany focuses on new expansion targets German tenders in 2024 / rescue on the high seas / the latest onshore technology / wind turbine manufacturers / night-time marking of aviation obstructions</p>	

Issue	Schedule	Focus	Trade fairs and events
10 / 2024	<p>Publication date: 1 October 2024 Booking deadline: 11 September 2024 Material deadline: 16 September 2024</p>	<p>Exhibition issue for the 2024 metering days congress</p> <p>Energy trading Risk management 2.0 / cross-border trading / marketing of flexibility options for the grid / portfolio management</p> <p>Financing in the energy sector Investors become involved in infrastructure / financing the share of district heating to be sourced from renewables in future to comply with planned German legislation / green financing</p> <p>Hydrogen as an opportunity for decarbonisation Green vs. blue hydrogen / current industrial projects</p> <p>CHP CHP on the path to climate neutrality / role of CHP in using flexibility options and maintaining supply security / micro-CHP units on the market</p> <p>PPA market RE-Source event in Amsterdam and the status of PPA contracts in the second half of 2024 / market expansion: green corporate PPA / new suppliers, new customers</p>	<p>eMove 360° Europa it-sa (IT security expo and congress) metering days RE-Source, Amsterdam (European platform for corporate renewable energy sourcing)</p>
	<p>Special section in E&M 10/2024 SMART METERING & DIENSTLEISTUNGEN [services]</p>	<p><i>We are the official media partner for the 2024 metering days congress with an increased digital circulation of more than 21,980 subscribers</i></p> <p>Smart metering and services Progress in the rollout of intelligent metering systems / reliable control and switching based on intelligent metering systems / expansion of the 450 MHz network and the integration of smart metering systems</p>	
11 / 2024	<p>Publication date: 1 November 2024 Booking deadline: 11 October 2024 Material deadline: 16 October 2024</p>	<p>E&M's 2024 cogeneration ranking</p> <p>Decentralised energy production and distribution Role of renewable gases / hydrogen for the industrial sector / concepts for the decentralised use of hydrogen in industry and at the community level</p> <p>Biogas / biomethane Using biogas at the community level / biogas for transportation / new developments in biomethane plants</p> <p>Efficiency / energy management / contracting Networking among German interest groups to improve energy efficiency and meet regulatory obligations: an overview of activities / successful examples of efficiency networking in industry and municipalities</p> <p>Geothermal energy Lithium as a by-product in geothermal energy plants / petro-thermal systems / geothermal heat for heat pumps</p> <p>IT in the energy sector Current digitisation projects in the energy economy / software and applications / trends plus research and development</p>	<p>Energy Decentral SPS – Smart Production Solutions Spreewindtage</p>

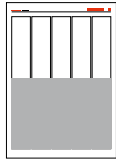
Issue	Schedule	Focus	Trade fairs and events
12 / 2024	<p>Special annual issue 2024 E&M JAHRESMAGAZIN in DIN A4 magazine format Publication date: 2 December 2024 Booking deadline: 8 November 2024 Material deadline: 15 November 2024</p>	<p><i>E&M-Jahresmagazin</i> with an increased digital circulation of more than 21,980 subscribers</p> <p>The editorial highlight of the year for leading players in the energy sector E&M's editorial team present the latest trends in the energy economy. Featuring: the CHP plant of the year in 2024</p> 	
1 / 2025	<p>Publication date: 7 January 2025 Booking deadline: 11 December 2024 Material deadline: 16 December 2024</p>	<p><i>Preview issue for the 2025 E-world energy & water trade fair</i></p> <p>HR / personnel in the energy economy Addressing the shortage of skilled workers / recruiting with AI / social media as a new area for recruitment</p> <p>Fuels of the future Biodiesel, bioethanol and biomethane in transportation / biofuels derived from waste and residues / certification of biofuels</p> <p>Grid planning for the energy transition and the shift in transportation E-cars offer flexibility to balance the electricity grid / demand-oriented charging infrastructure / megawatt-charging of commercial vehicles for heavy goods transport</p> <p>CHP CHP and municipal planning to be submitted to comply with climate-friendly legislation for future district heating / CHP at the community level / CHP in the heating sector</p> <p>Natural gas and biogas The energy supply situation in winter / alternative biomethane / new pilot projects</p>	<p>Handelsblatt 2025 ENERGY SUMMIT Future Power Grids Conference</p>



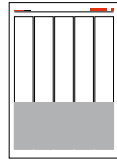
A3 sizes



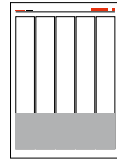
full A3 page
270 x 385 mm



1/2 A3 page
270 x 192 mm

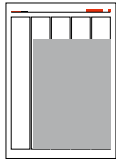


1/3 A3 page
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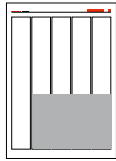


1/4 A3 page
270 x 95 mm

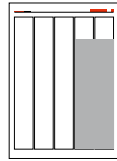
A4 sizes



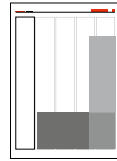
full A4 page
210 x 297 mm



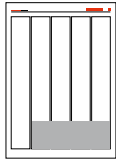
1/2 A4, horizontal
210 x 148.5 mm



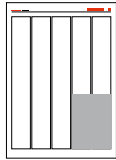
1/2 A4, vertical
105 x 297 mm



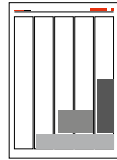
1/3 A4 page
210 x 99 mm
71 x 297 mm



1/4 A4, horizontal
210 x 75 mm

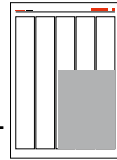


1/4 A4, vertical
105 x 148.5 mm



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	4,480.00	585.00	6,235.00
1/2 page horizontal	3,470.00	485.00	4,925.00
1/3 page horizontal	2,225.00	485.00	3,680.00
1/4 page horizontal	1,720.00	385.00	2,875.00
A4 sizes			
A4	3,640.00	485.00	5,095.00
1/2 page vertical / horizontal	1,845.00	385.00	3,000.00
1/3 page vertical / horizontal	1,190.00	285.00	2,045.00
1/4 page vertical / horizontal	875.00	285.00	1,730.00
1/8 page vertical / horizontal / rectangle	437.00	185.00	992.00
Special sizes and special placement**			
Junior page	1,845.00	385.00	3,000.00
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. 30) has been valid since 1 October 2023.

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 250 per issue**. Take advantage of this offer starting any month.

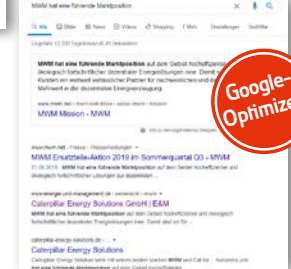
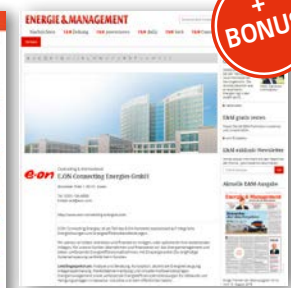
+ BONUS: Your company is also profiled in the exclusive online E&M Marketplace Energy business directory.

- **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 2023 and subject to statutory VAT.

Online placement from € 790.00

In Kooperation mit:

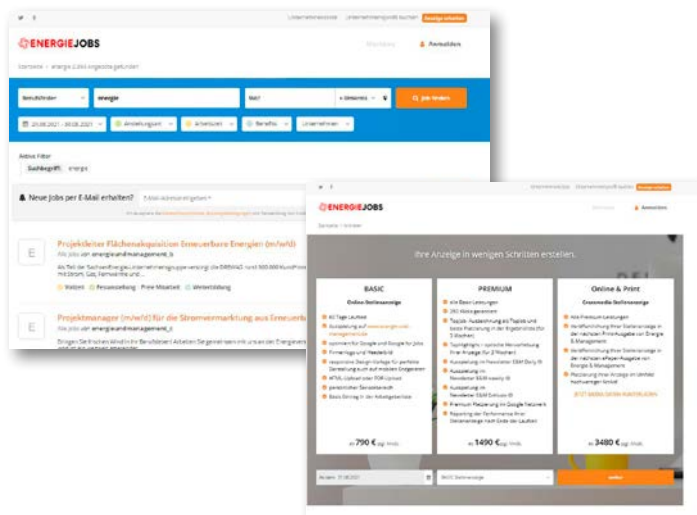


E&M posts your job ad online for the energy market

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 Print-Online-KOMBI	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	€ 435.00 includes postage
each additional 5 g weight	per 1,000 pieces	€ 30.00 includes postage

Prices are valid from 1 October 2023 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,

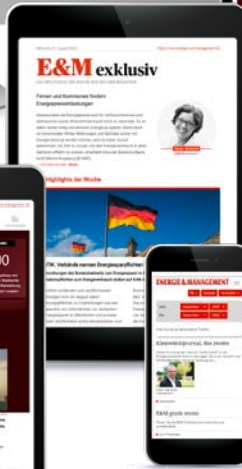
Putzbrunner Str. 38, 85521 Ottobrunn, Germany

The deadlines for data transmission are on pages 9 to 13.



Energie & Management

Online media channels and digital news

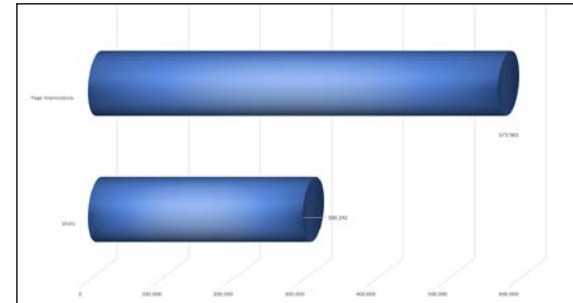


Our profile

- 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! 

Usage Data/IVW-Data + GA

Average of Visits*: 300,242 per month
Average of Impressions*: 573,583 per month



(* Average covering the period July 2022–July 2023)

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
85,000
visits each
month

More than
188,000
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	450.00
2. Full-Banner	468 x 60	open area	852.00
3. Wide Banner Super	1050 x 90	open area	1,320.00
4. Wide Sky Scraper	160 x 600	open area	1,430.00
5. Rectangle	300 x 250	open area	1,430.00
6. Wallpaper	728 x 90, 160 x 600	open area	1,639.00

Prices do not include statutory VAT

Ad Impressions and ad clicks can be provided on request.

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

- 1:** A small banner ad located in the bottom right corner of the page.
- 2:** A large rectangular banner ad positioned above the main article content.
- 3:** A horizontal banner ad located at the very top of the page, above the main navigation.
- 4:** A vertical banner ad located on the right side of the page, adjacent to the main article.
- 5:** A large, wide banner ad located at the top of the main article content area.
- 6:** A vertical banner ad located on the right side of the page, above the main article content.

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

Publication frequency

Weekly (on Wednesdays)

Subscribers

About 21,980 subscribers (as of 29 August 2023)

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 %

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.



21,980 contacts per week

Ad types and prices

Ad type	Size in pixels	Data volume	Price per week in EUR
Mini-Banner	160 x 160	max. 50 KB	698.00
Skyscraper	160 x 600	max. 50 KB	1,000.00
Content-Box	Image horizontal	1,000 Characters + Link	1,200.00
Small Graphic Banner	760 x max. 270	max. 50 KB	595.00
Medium Graphic Banner	760 x max. 400	max. 50 KB	780.00
Large Graphic Banner	760 x max. 540	max. 50 KB	915.00
YouTube-Video	-	750 Characters + Link	880.00

Prices do not include statutory VAT

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.

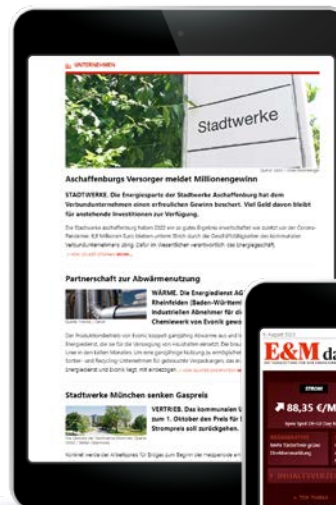
Your ad in the PDF and HTML E&M daily

	Small Graphic Banner	Medium Graphic Banner	Large Graphic Banner	YouTube-Video
Size/Px	760 x max. 270	760 x max. 400	760 x max. 540	750 Characters + Link
Price per week	€ 590	€ 690	€ 790	€ 450
Price per month	€ 1,490	€ 1,690	€ 1,890	€ 1,490

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.



Premium target group

15,300 contacts per week

100% paying subscribers

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 2,530 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.

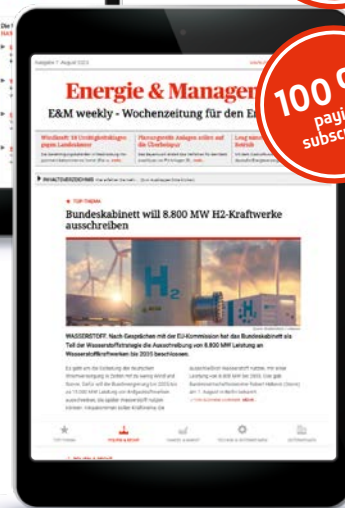
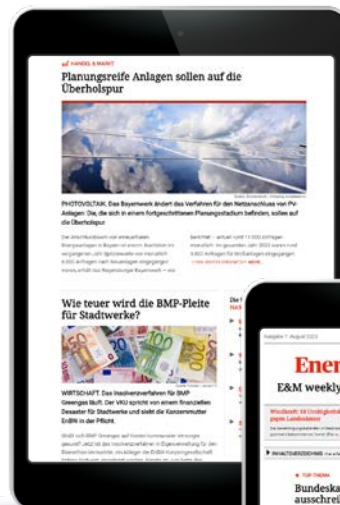
Your ad in the HTML E&M weekly

	Small Graphic Banner	Medium Graphic Banner	Large Graphic Banner	YouTube-Video
Size/Px	760 x max. 270	760 x max. 400	760 x max. 540	750 Characters + Link
Price per week	€ 450	€ 490	€ 590	€ 450
Price per month	€ 1,200	€ 1,400	€ 1,600	€ 1,200

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.



Premium target group

2,530 contacts per week

100% paying subscribers

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: € 2,600.00 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
- Reporting on request: Pageviews

What we need from you

- Copy with at least 2,500 characters + headline (max. 55 characters) + subheading with max. 185 characters.
- Image (landscape format, 1,100 x 440 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

E&M Marktplatz Energie

The digital meeting place for the B2B energy market

We offer the right space for your communications in the energy market:

Using your own content on this strong and well-targeted platform, you can generate qualified B2B traffic and leads.

Advantages for you as an exhibitor on E&M Energy Marketplace:

- **Your individual marketplace presence:** the flexible design of your marketplace presence includes the posting of your latest press releases, company videos and event announcements. Your company profile in the E&M Energy Marketplace business directory ensures your sustainable presence and creates an excellent opportunity for establishing contacts.
- **Extensive reach with a strong image factor:** your content is presented as an integral part of our highly respected editorial content. High visitor frequency to the E&M web portal, averaging more than 85,000 visits and over 188,000 page impressions per month (as of July 2022 as certified by IVW), ensure the generation of increased traffic and qualified leads.



- **Positive synergy that improves your SEO:** you benefit from the high domain authority of the E&M web portal and strengthen your own findability on the web.

Company portrait on E&M Energy Marketplace

Your company's profile is posted from just EUR 990 a year.

Categories and prices

Alternately, you can take advantage of booking one of these account categories in the E&M Energy Marketplace to post:

- an event announcement with a detailed description, image, and link to your event page;
- a product, press release or company announcement with an image and link to a URL of your choice;
- a video with a description and link to a URL of your choice.

Entry in the E&M Energy Marketplace business directory with your detailed company description, logo, image and link to your company's website

	Save 10%	Save 30%
E&M Energy Marketplace Bronze Account	E&M Energy Marketplace Silver Account	E&M Energy Marketplace Gold Account
EUR 1,530 for 12 months	EUR 2,295 for 12 months	EUR 3,370 for 12 months
Up to 4 posts a year	Up to 8 posts a year	Up to 12 posts a year
●	●	●

E&M Energiefunk – the podcast for the energy industry

E&M Energiefunk is a regular podcast on hot topics in the energy sector and developments in energy policy. Listeners hear the highlights of the week and enjoy interviews and conversations with business owners, scientists, politicians and technicians who are active throughout the entire energy economy. The podcast also draws on the expertise of E&M's full team of journalists.

Podcast – the sponsorship package – wide reach on a small budget

Single-topic podcast

Approximately 10 to 15 minutes is dedicated to one topic.

Advantage: episode is clearly related to your company / project / product

Disadvantage: PR or advertising message may be noticeable

The sponsorship package includes:

- Your website banner / logo (permanently on the page of the relevant podcast under E&M online)
- Episode show notes ("sponsored by")
- Home page post on E&M online ("sponsored by")

Cost of package: EUR 2,390 plus VAT

Magazine podcast

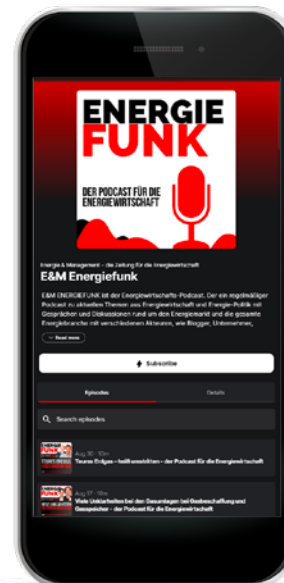
A segment approximately four minutes long is part of a multi-topic episode that includes up to three other editorial segments (magazine style).

Advantage: journalistic presentation – the PR or advertising aspect is not in the foreground

The sponsorship package includes:

- Website banner (permanently on the page of the relevant podcast)

Cost of package: EUR 1,590 plus VAT



Podcast reach:

The podcast has more than 17,200 subscribers; on average, some 5,100 to 5,800 listeners play each episode.

E&M's Energiefunk podcast addresses the entire energy economy as well as energy-related industries, with a focus on energy suppliers, municipal utilities, manufacturers of power plants and related technology, and energy service providers.

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: anzeigen@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



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For more than 30 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



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