

MediaKit 2025

et ENERGIEWIRTSCHAFTLICHE TAGESFRAGEN





The media brand et is part of the energy trade magazines from VDE Verlag

- Together with the other energy trade magazines ew, netzpraxis, EUROHEAT&POWER, and Steuern der Energiewirtschaft, the complete value chain of the energy industry and its target groups is covered
- Special issues and special sections
- As e-magazines with online research
- et-magazin.de Channel on energie.de
- Newsletters and special newsletters
- the virtual webinar format „Best of Day“.



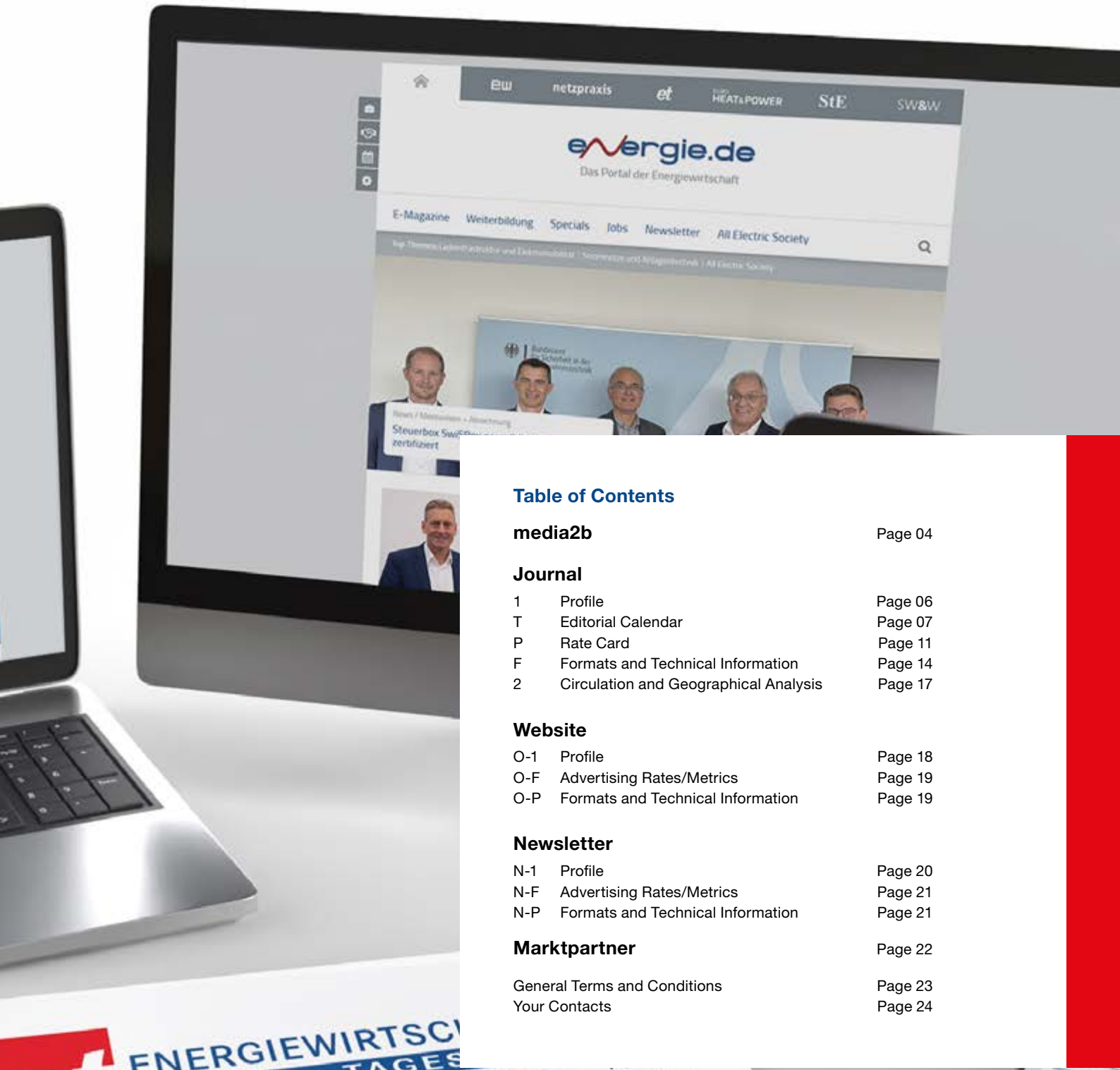


Table of Contents

media2b Page 04

Journal

1	Profile	Page 06
T	Editorial Calendar	Page 07
P	Rate Card	Page 11
F	Formats and Technical Information	Page 14
2	Circulation and Geographical Analysis	Page 17

Website

O-1	Profile	Page 18
O-F	Advertising Rates/Metrics	Page 19
O-P	Formats and Technical Information	Page 19

Newsletter

N-1	Profile	Page 20
N-F	Advertising Rates/Metrics	Page 21
N-P	Formats and Technical Information	Page 21

Marktpartner

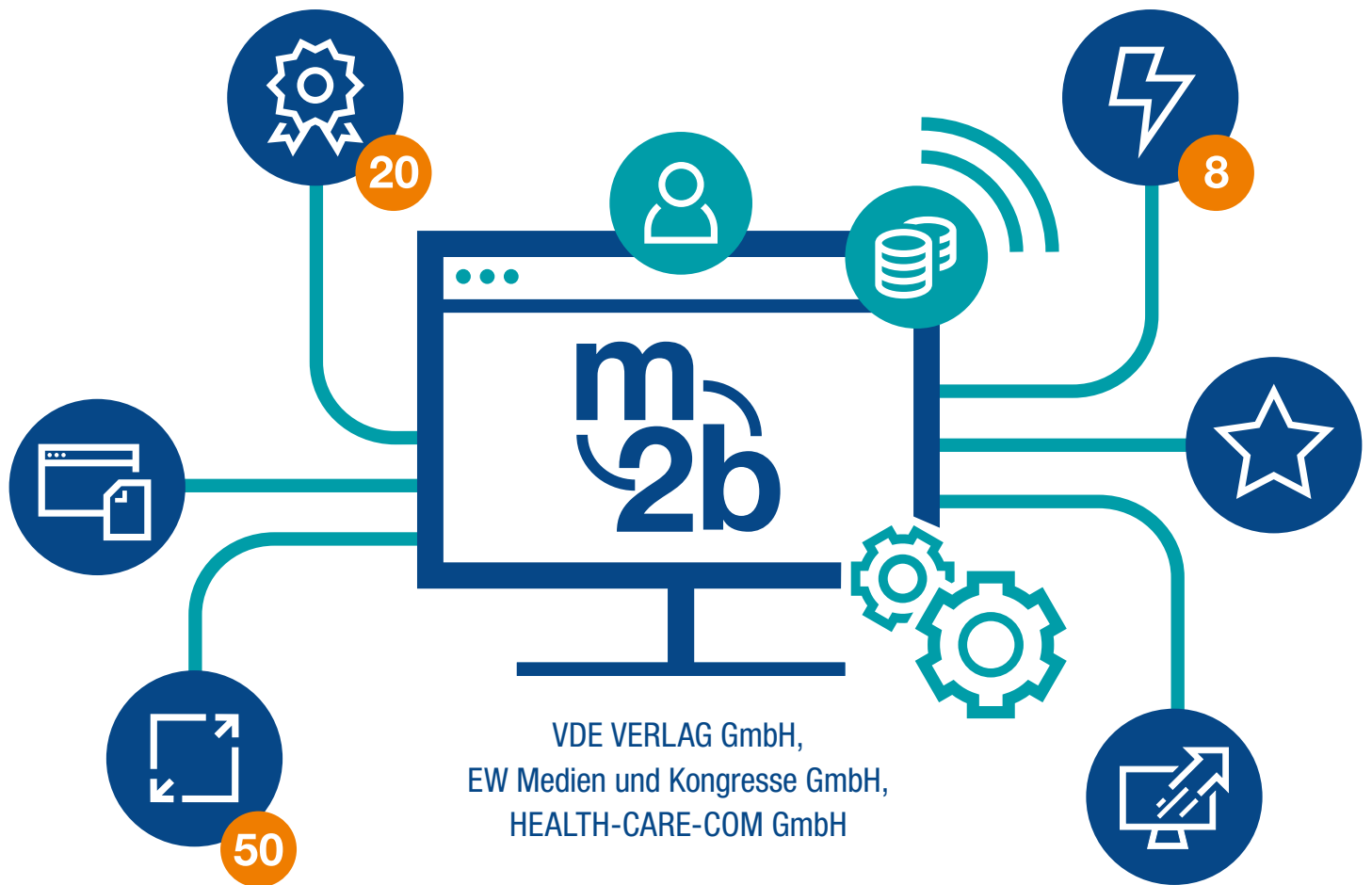
		Page 22
	General Terms and Conditions	Page 23
	Your Contacts	Page 24

et ENERGIEWIRTSCHAFT TAGES
SCHRIFT FÜR ENERGIEWIRTSCHAFT · RECHT · TECHNIK UND UMWELT



media2b

The media network for your B2B marketing



media2b is the media network for successful B2B marketing in eight sectors. The portal bundles the services of the leading media of VDE VERLAG GmbH, EW Medien und Kongresse GmbH and HEALTH-CARE-COM GmbH and offers a variety of advertising formats for optimal lead generation and the efficient use of media budgets. Strategic and conceptual consulting is also included in addition to pure media services in the group of companies' network.

www.media2b.de



Twenty brands

avn. – allgemeine vermessungsnachrichten, building & automation, Digital Factory Journal, EHEALTHCOM, energie.de, et – Energiewirtschaftliche Tagesfragen, etz elektrotechnik & automation, EUROHEAT&POWER, ew – Magazin für die Energiewirtschaft, EW Medien und Kongresse, gis.Business, gisPoint.de, gis.Science, netzpraxis, openautomation, smart-production.de, StE – Steuern der Energiewirtschaft, Sonne Wind & Wärme, VDE VERLAG, VDVmagazin, Wichmann Verlag



Diverse channels

Print, web, newsletter, videos, podcasts, social media, etc.



Customized advertising formats

Almost 50 different advertising formats from advertorials to junior pages and wallpapers



Eight sectors

Electrical engineering, energy, automation & drive technology, e-health & medical technology, digitalization & information and communication technology, heating, ventilation, air conditioning and refrigeration technology, geo-IT & geodesy, building technology



Events

Trade fairs, congresses, exhibitions and sponsorship



Agency services

Full-service offerings for the development and implementation of your B2B communication campaigns

avn. building&automation DIGITAL FACTORY HEALTHCARECOM energie.de

et ENERGIEWIRTSCHAFTLICHE TAGESFRAGEN etz EURO HEAT&POWER ew EW gis.Business

gis.Point gis.Science netzpraxis open automation smart-production.de

StE SONNEWIND&WÄRME VDE VERLAG VDV magazin Wichmann



1 Short Summary	<p>The journal Energiewirtschaftliche Tagesfragen (et) reports on issues in the fields of energy, climate protection and research. Decision-makers from the energy industry, science, politics and administration provide well-founded and comprehensive reports, analyses and commentaries in a well-founded and comprehensive manner.</p> <p>The focus lies on the implementation of the energy turnaround in Germany embedded in European and global contexts. The central issues of the energy transition in Germany are discussed in a well-founded, comprehensive and controversial manner in the „Future Issues“ section. The main target groups are companies in the electricity and gas supply sectors, renewable energies, federal and state authorities, districts, and cities.</p>	
2 Publication Frequency	monthly, including two double issues. For dates, see page 4. All issues also available as e-magazines at et-magazin.de	
3 Size of Journal	DIN A4 (210 mm × 297 mm)	
4 Volume	75 th Volume 2025	
5 Web Address (URL)	www.et-magazin.de	
7 Memberships	IVW – Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern e. V.	
8 Subscription Rates	Annual subscription Domestic € 300,00* Annual subscription Abroad € 322,00* Retail Price € 31,00*	
9 ISSN	0720-6240	
10 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de	
11 Publisher	-	
12 Advertising	Olaf Schneider, Head of Sales and Advertising Phone +49 69/84 00 06-13 40 olaf.schneider@vde-verlag.de	
13 Redaktion	Franz Lamprecht, Editor-in-Chief franz.lamprecht@vde-verlag.de	
14 Advertising	VDE Verlag GmbH Leserservice, 65341 Eltville Telefon: + 49 6123 9238 -234 Telefax: + 49 6123 9238 -244 E-Mail: vde-leserservice@vuservice.de	
15 Content Analysis 2023 = 10 Issues plus 2 Online Specials	Total Volume	766 pages = 100.0 %
	Editorial Part	652 pages = 84.0%
	Advertisements	114 pages = 16.0 %
	thereof:	
	Publisher's own ads	36 pages = 31.0 %
	Inserts	1
16 Content Analysis of the Editorial Part 2023 = 652 pages	By subject areas	
	Decarbonization	166 pages = 25.0 %
	Future issues	95 pages = 15.0 %
	Decentralization	120 pages = 18.0 %
	Digitalization	89 pages = 14.0 %
	Energy market	182 pages = 28.0 %
	total	652 pages = 100.0 %
	By type of articles:	
	Basic scientific articles	350 pages = 54.0 %
	Project/practice reports	218 pages = 33.0 %
	Reports/comments	40 pages = 6.0 %
	Event reports	12 pages = 2.0 %
	News/Other	32 pages = 5.0 %
	total	652 pages = 100.0 %

*plus postage



Issues and Deadlines	Digitalization	Energy Market	Decarbonization	Decentralization	Fairs and Events
1-2 PD: 03.02.25 AC: 13.01.25 ED: 16.12.24	Special Fokus on: Platforms and Artificial Intelligence Artificial Intelligence (AI) and Business Intelligence (BI): Use Cases in Power Supply Companies IT Platforms: Enabler of the Energy Transition? Developments in Smart Metering	Power Plant Strategy between Market and System Security Electromobility: Project Experience with Smart Charging	Hydrogen Ramp-up: Electrolyzers for Efficient H ₂ Production Carbon Management: CCS, CCU, Direct Air Capture	§ 14a EnWG: Between Grid Stability and Supply Reliability Flexibility: Integrating and Managing Small Storage Units	E-world energy & water 11. – 13.02.2025
	Special: Energiekarriere Topics: Careers with Hydrogen, AI in Recruiting, New Working-time Models, Onboarding Rethought, Learning Organizations, Study Courses for Sustainable Energy, Energy Storage as a Job Engine and much more (cf. page 24).				
3 PD: 04.03.25 AC: 11.02.25 ED: 13.01.25	Use of Software Robots in the Energy Industry IT Security: Securing Business Processes against Cloud Hacks	The Future of Gas Grids: Strategies for Distribution System Operators Storage Infrastructure for the Energy Transition	Special Fokus on: Development of the Hydrogen Economy Hydrogen – Cornerstones of the Market Ramp-up: Production and Core Network Conversion to Hydrogen in the Energy-Intensive Industry From National Fuel Emission Trading to the European Emissions Trading System in the Building and Transport Sector	Green Gases: Possibilities of Use in the District Small Storage Units and Swarm Batteries: Opportunities for Trade and Industry	Volta X 25. – 27.03.2025 Hannover Fair 31.03. – 04.04.2025
4 PD: 25.03.25 AC: 04.03.25 ED: 03.02.25	AI in Energy Trading: Status of Integration at Energy Suppliers Digital Twins: Use in Grid Planning	Dynamic Tariffs: Implementation Agenda and Examples Marketing and Sales: The Potential of AI	Steps Towards Climate Neutrality: From the Greenhouse Gas Balance to the Roadmap Hydrogen Use in Transport: Filling Station Network for Commercial Vehicles	Special Fokus on: Heat Transition – Strategies, Concepts, Technologies Heat Planning in Municipalities Modernization of the Heating Stock CHP and Power to Heat: Potentials and Technologies	Stadtwerke 09. – 10.04.2025 The Smarter E Europe (Intersolar, ees Europe, Power2Drive, EM-Power) 07. – 09.05.2025
	Special: H₂ compact – Magazine for the Hydrogen Industry				
5-6 PD: 26.05.25 AC: 06.05.25 ED: 07.04.25	Conversational AI: More Efficiency in Customer Management through AI-based Service Implementing Predictive Maintenance: IT Services	Special Fokus on Electromobility: What is the Status of the Market Ramp-up? Integration of E-Mobility into the Energy System Batteries: Availability of Raw Materials, Performance and Sustainability Joint Expansion of Electricity and Gas Infrastructure	H ₂ -ready Gas-fired Power Plants and Capacity Mechanism: Status and Outlook Hydrogen Real Laboratories: Current Challenges	Energy Communities: Status and Project Experiences Implementation of § 14a EnWG and Flexibilities: Concepts and IT Solutions	BDEW-Congress 04. – 05.06.2025 ZMP 25. – 26.06.2025 VGB-Fachtagung: Gas Turbines 04. – 05.06.2025



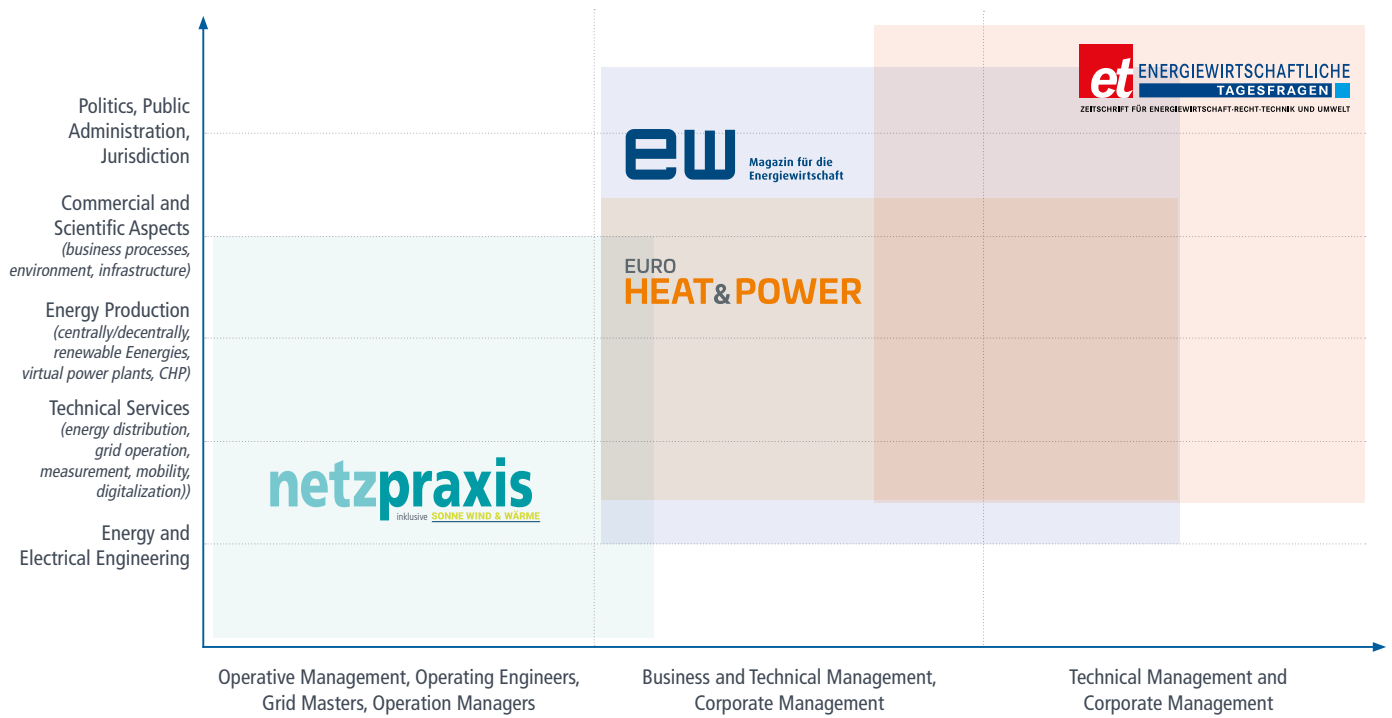
Issues and Deadlines	Digitalization	Energy Market	Decarbonization	Decentralization	Fairs and Events
7-8 PD: 31.07.25 AC: 10.07.25 ED: 10.06.25	Smart Grids: Technologies and Project Examples AI in the Generation Integration of Renewable Energy Systems	Industrial Waste Heat in Data Centers: Tapping Potential Efficiently Renewable Energy Sources for Electricity Generation Worldwide: Capacities, Generation Volumes, and Growth Rates by Country and Technology	Special Focus on: Status and Prospects for Hydrogen H ₂ Energy policy and Regulatory Aspects Infrastructure: H ₂ Grids and Storage H ₂ Distribution: Regions and Application Sectors	Municipal Heating Plans: Creation and Design Development of and Participation in RE Portfolios: Strategies for Municipal Utilities	
	Online Summer Special: Digitalization as a Driver in the Transformation Process				
9 PD: 08.09.25 AC: 18.08.25 ED: 18.07.25	Special Focus on: Digitization of Network Operation New Integration Platforms – Boosting the Energy Transition? Business Intelligence Maturity Models for the Energy Sector Practice-oriented Solutions for Intelligent Switching and Control in Distribution Grids	Optimization of Electricity Consumption using Demand Response and CLS Systems AI in Grid Control	Bio Energy: Contribution to Achieve the Climate Targets Wind Energy: New Business Models with Sector Coupling	Prosumer Integration: Active Participation in the Energy Transition Incentives for the Grid-friendly Expansion of Electricity-intensive Flexible Consumption Systems	Husum Wind 16.– 19.09.2025 Netze.ON 23.– 25.09.2025 DVGW Congress 24.– 25.09.2025
10 PD: 08.10.25 AC: 17.09.25 ED: 18.08.25	Digital Transformer Station: Meeting Growing Cyber Security Requirements Smart Grid Approaches for Low-voltage Grids	Energy Efficiency: Exploiting the Waste Heat Recovery Potential of Data Centers E-Car Batteries as Stabilizers for the Power Grid	Increasing Efficiency in Hydrogen Electrolysis Hydrogen Market – Design and Financing of H ₂ Investments	Special Focus on: Decentralized Networking of RE Generation and Storage Smart Control and Networking Systems Efficient Integration of Prosumers in the Transformation Process Decentralized Heating Concepts	metering days 28.– 29.10.2025
11 PD: 03.11.25 AC: 13.10.25 ED: 12.09.25	Smart Metering System-based Business Models for Energy Suppliers	Special Focus on: Services and Energy Trading Asset Management Strategies for Energy Supply Companies in Transformation Efficiency Services for Trade and Industry Energy Trading and Risk Management	Sector Coupling as a Flexibility Option: Power to X and Storage Hydrogen Potential in Industrial Regions Undergoing Structural Change	RE Expansion: Repowering Wind Farms Flexibility Marketing in the Region: Microbatteries	dena-Energiewende-Kongress 10.– 11.11.2025 PMR Expo 2025 25.– 27.11.2025
12 PD: 02.12.25 AC: 11.11.25 ED: 10.10.25	Meter to Cash: Process Optimization via Process Mining ERP Systems for Small Companies	A Look at the Gas Market: Status and Utilization of the LNG Infrastructure Trends in Battery Storage Systems: Large-Scale Storage	Special Focus on: Renewable Energy Sources Status and Prospects of RE Expansion for Electricity Generation Renewable Fuels: Bio Diesel and Ethanol Renewable Gases in Regional Usage	RE Direct Marketing: Trends in the PPA Market Smart Energy Management in Industry and Commerce: Strategies and Systems	Handelsblatt Energiegipfel 2026 21.– 23.01.2026 Zukünftige Stromnetze 29.– 30.01.2026
	Online Annual Special: New Energy Services for Customers and the Energy Transition				



Topics	Issues									
	1-2	3	4	5-6	7-8	9	10	11	12	
Artificial Intelligence (AI)	✓	✓			✓				✓	
BDEW-Kongress				✓						
Combined Heat and Power Generation with Biogas	✓		✓				✓		✓	
Critical Infrastructures		✓		✓	✓				✓	
Cyber Security	✓	✓			✓			✓		
dena Energiewendekongress								✓		
Digital Twins	✓		✓					✓		
District Concepts	✓	✓			✓			✓		
DVGW-Kongress						✓				
Electricity and Gas Grid Integration	✓	✓		✓			✓			
Electromobility	✓		✓	✓			✓			
Emission Trading	✓	✓								
Energy Career	✓									
Energy Communities				✓	✓		✓			
Energy Data Management			✓					✓	✓	
Energy Efficiency and Sufficiency	✓				✓		✓			
Energy Data Management		✓			✓				✓	
Energy Storage	✓	✓		✓			✓	✓	✓	
Energy Utilities in the Residential Sector					✓			✓		
Energy Utilities Services for Electromobility	✓		✓				✓			
E-world energy & water	✓									
Flexibilities	✓			✓		✓		✓		
Greenhouse Gas Emissions		✓			✓			✓		
Hannover Fair		✓								
Hydrogen	✓	✓	✓	✓	✓		✓	✓		
Internet of Things	✓			✓		✓			✓	
IT Security		✓		✓						
IT Strategies for Energy Utilities	✓			✓				✓		
Liquefied Natural Gas (LNG)	✓		✓	✓			✓		✓	
Load Flexibility	✓			✓	✓	✓		✓		
metering days							✓			
Offshore Wind Energy		✓		✓		✓		✓		
Power Purchase Agreements (PPA)		✓			✓			✓	✓	
Power to X	✓		✓	✓				✓		
Prosuming in the Energy Transition			✓		✓		✓			
Re-Dispatch	✓			✓				✓	✓	
Renewable Energies		✓			✓		✓		✓	



Topics	Issues									
	1-2	3	4	5-6	7-8	9	10	11	12	
Sector Coupling	✓	✓		✓		✓	✓			
Smart City		✓			✓	✓		✓		
Smart Meter Rollout	✓				✓	✓			✓	
Smart Metering	✓		✓		✓		✓			
Stadtwerke			✓							
Structural Change in the Lignite Mining Areas			✓		✓					
Synthetic Fuels	✓			✓				✓		
Virtual Power Plants	✓			✓			✓			





1 Advertising Sizes and Prices: Please add the appropriate value added tax to all prices, if applicable		Format	Type Area Width × Height in mm column spacing: 6 mm	Bleed Width × Height in mm add 3 mm on all four rims	Price in €
		Titel Page	-	180 × 170	5,750
		2/1	-	420 × 297	7,750
		1/1	170 × 248	210 × 297	4,950
		Juniorpage	125 × 186	150 × 210	3,600
		1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	3,300
		1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	2,650
		1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	2,350
		1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	2,300

Please add the appropriate value added tax to all prices, if applicable



P

2 Preferential Placements

Title Page: (1/1 Page 4c plus 1/3 page 4c next to the editorial (Format: 82 mm × 242 mm)) **€ 5,750**

Insertion only 4c, including image repetition and a legend.

Scope of delivery: Full-area image motif on the front page in the format 180 mm × 170 mm (W × H).
+ Ad on page 3 in format 71 mm × 297 mm (type area) (W × H). No discounts can be given.

Important Note: A special advertisement, placed either next to or above the title page ad, may appear in each issue.

Closing date and binding closing day for printing material (electronic file): 5 weeks before publication date.

Inside Front Cover: (Format: 180 mm × 170 mm) **€ 5,750**

Page 2 and Back Cover: (1/1 Page 4c) **€ 5,350**

Inside Back Cover: (1/1 Page 4c) **€ 5,250**

Placement surcharge (discountable):

For the obligation to adhere to a certain space or a page as well as for the placement of page-part advertisements in the editorial text: 10 % on the advertising price.

Please note: The mailing copy is given a removable address label in the top righthand corner (in accordance with postal regulations). Banderoles are fixed to the back of the booklet with one or two adhesive dots.

The Title Page image and the Inside Front Cover must fit into the journal's editorial standard. Please contact the editorial staff in case of queries.

3 Discounts

On purchase within one year, starting with the publication of the first advertisement. Only one discount scale can be applied.

Frequency Scale: 2 × 5 % 4 × 10 % 6 × 15 % 8 × 20 %

Combination discount (see also »Combinations«)

Combination discount for 2 titles 10 %, for 3 and more titles 15 %

Condition: joint order placement and same format. Only one discount scale "multiple discount" or "combination discount") can be applied.

Combinations: Possible with the trade journals EUROHEAT&POWER, ew, netzpraxis, and StE Discount cf. »combination discount«.



5 Special forms of advertising

Bound inserts

total circulation (discountable)

2-sided, DIN A4	4-sided, DIN A4	6-sided, DIN A4	8-sided, DIN A4
€ 2,800	€ 4,350	€ 6,200	€ 8,000

Multiple pages and more than 170 g/m² upon request.

DIN A4 plus 6 mm trimming allowance at the head, at the foot and outside at least 3 mm each. Delivery folded if necessary, but not stapled, postfold 6 mm. Two samples required in advance. Bound inserts with glued-on postcard require a processing surcharge of € 610.– per insertion.

Inserts

up to 25 g (not discountable): **€ 2,500**

Inserts with a higher weight upon request.

Prices include postage. Inserts with a thickness of 3 mm up to 30 mm require additional postage.

Maximum size (folded): 195 mm x 290 mm. Two samples required in advance.

For particularly heavy (over 50 g), thick, or unusual inserts, as well as for publications to be enclosed that are registered, approved or submitted for review by Deutsche Post as a mail distribution item, press item, etc., separate conditions apply. Prices on request.

Affixed advertising media

total circulation (not discountable):

Postcards, stickers, etc. in a specific position in an advertisement, provided that machine processing is possible, will only be accepted in conjunction with a basic advertisement of at least 1/1 page.

Charge for gluing **€ 1,650** plus advertisement price according to rate card

Further special advertising formats on request.



Contact for Advice, Booking:

Olaf Schneider
Head of Sales and Advertising
Phone + 49 69/8400 06-13 40
olaf.schneider@vde-verlag.de

Delivery address:

NINO Druck GmbH
Delivery note »et-Magazin«
Herrn Bernd Buch
Im Altenschemel 21
67435 Neustadt/Weinstraße
Telefon: +49 6327 974325

Delivery note::

For »et-Magazin, Issue: X/2025, Advertiser: XY« Delivery free of charge 10 days before publication of the issue at the latest. Delivery quantity for regular: 2,250 copies, for trade fair and congress issues on request.





1 Size of Journal:	210 mm wide, 297 mm high, DIN A4
Full Page Type Area:	170 mm width, 248 mm height 3 columns of 53 mm width
2 Printing and Binding:	Offset printing (sheets or rolls), saddle stitch or glue binding is used.
3 Electronic Data Submission:	or digital media please use our email address anzeigen@vde-verlag.de or send a CD-ROM/DVD. Please remark on Delivery Note: <ul style="list-style-type: none"> • order name/name and issue of publication • final output format (specify a bleed of 3 mm, if applicable).
4 Data File Formats:	We recommend the delivery of PDF data files. In addition, the following programs are supported: <ul style="list-style-type: none"> • Adobe InDesign/Photoshop/Illustrator up to Version CC • Microsoft Word up to Version 2016 At least the file must be ready to be printed: all fonts needed have to be included, continuous-tone pictures require a resolution of 300 dpi and line art pictures at least of 600 dpi. No password protection.
5 Color Processing:	Process colors (CMYK) according to ISO 12647-2 (PSO), special colors on request. Our standard offset profile is „Coated FOGRA39 (ISO 12647-2:2004)“ of ECI.
6 Proof:	Color proofs for “standard print media” (bvdn). Digital proofs need to have the Fogra media wedge included to verify the color accuracy (available for purchase at the www.fogra.org). Proofs must have an official print control strip.
7 Data Archiving:	Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.
8 Guarantee:	Upon delivery of incomplete or incorrect data (text, colors, images), we assume no liability for printing results. Exposure errors due to incomplete or corrupted data files, incorrect preferences or incomplete information will be charged. This also applies to additional composition or reproduction work and for the consequences of incorrect proofs.



Contact

Oliver Nitschke
Order Management
Phone: +49 69/84 0006-13 56
oliver.nitschke@vde-verlag.de

Requirements for a Smooth Production Flow

If not delivering a PDF/X-3 data file: Please make sure that all files and data necessary for reproduction are included. All TIFF or EPS picture files (including logos) have to be supplied. Do not save files in JPEG or GIF Format.

Please make sure that all fonts used (in EPS files as well) are included or supplied additionally as printer and screen fonts.

We are not able to modify or correct any Postscript files.

For color advertisements you may only use the process colors cyan, magenta, yellow and black (CMYK), no RGB colors. If you are using special spot colors it must be denoted clearly as they have to be printed in a separate form and they are charged separately.

Please include a binding proof/laser printout.



Bound-In Inserts

Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned bound-in inserts. Bound-in inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of bound-in inserts is constrained to the technical possibilities. Bound-in inserts printed on a non-paper material are only allowed if the publisher has the consent of the postal authorities.

Formats

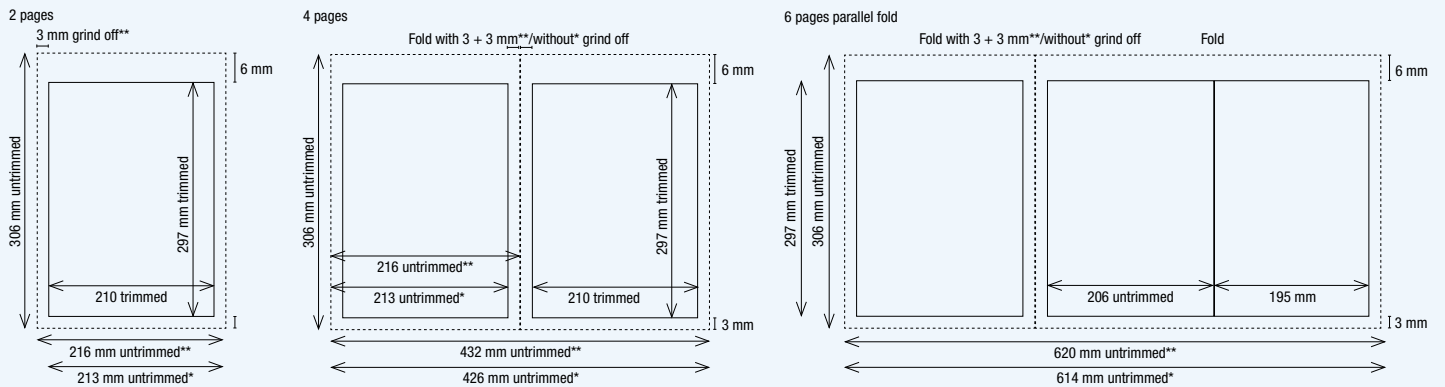
Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching).

Copies required

2,250 copies

Technical Specifications

The bound-in inserts are to be delivered untrimmed (and folded, if applicable). The front page of the inserts have to be clearly marked. They have to be ready for insertion without the need of further work. If any additional folding and/or gluing work is necessary, it will be charged separately. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of the insertion). Otherwise extra costs have to be charged.



* wire stitching only ** adhesive binding only



Delivery Address:

Prepaid delivery, untrimmed and ready for insertion, with delivery note "For 'et Energiewirtschaftliche Tagesfragen' Edition ... (No.)" to:

NINO Druck GmbH
Herrn Bernd Buch
Im Altenschemel 21
67435 Neustadt/Weinstraße
Telefon: +49 6327 974325



Loose Inserts	Prior to the final acceptance we need a sample (or at least a dummy with the expected weight and dimensions) of the planned inserts. Loose inserts are only allowed if they promote the sales program of one company only. According to postal regulations they must be designed in such a way, that they cannot be misinterpreted as editorial pages. The placement of loose inserts is constrained to the technical possibilities.
Insertion Note	A free note is included in the table of contents.
Copies Required	2,250 copies
Delivery Date	Up to 10 days after the deadline for advertisements, see schedule and editorial calendar.
Format	Maximum 205 mm wide × 292 mm high
Technical Specifications	Loose inserts have to be composed of one piece and must be ready for insertion without further treatment. If any additional work (e.g. folding) is necessary, it will be charged separately. Inserts printed on a non-paper material are only accepted after presentation of a final sample and if the publisher has the consent of the printing shop and the postal authorities. If the insert consists of several pages, it has to be folded in such a way, that it is closed in the direction of the fold (direction of insertion).

Delivery Address for Loose Inserts:

Delivery of the inserts by trucks with tail-lift only, freight paid and ready for insertion, with delivery note

„For ‚et Energiewirtschaftliche Tagesfragen‘ Edition ... (No.)“ to:

NINO Druck GmbH
 Herrn Bernd Buch
 Im Altenschemel 21
 67435 Neustadt/Weinstraße
 Telefon: +49 6327 974325



Affixed Advertising Media Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 page.

We charge up to 25 g € 125,- %
 (higher weights on request)

Charge for gluing € 95,- %

Other advertising material (samples, CD/DVD, etc.) is charged as loose insert.

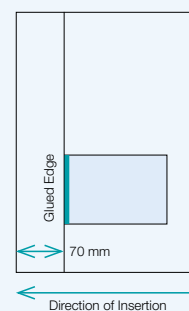
Copies Required 2,250 copies

Delivery Address for Affixed Advertising Media:

Prepaid delivery and ready for insertion, with delivery note „For

‚et Energiewirtschaftliche Tagesfragen‘ Edition ... (No.)“ to:

NINO Druck GmbH
 Herrn Bernd Buch
 Im Altenschemel 21
 67435 Neustadt/Weinstraße
 Telefon: +49 6327 974325





1 Circulation Monitoring



2 Circulation Analysis

Average number of copies July 1st, 2023 – June 30th, 2024
(according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2023 – II/2024

Copies Printed ¹⁾	1,918
Actually Distributed Circulation (ADC) ¹⁾:	1,698
thereof abroad:	90
thereof late entries from previous reporting periods:	0
Sold Copies ¹⁾:	1,062
thereof abroad:	86
• By Subscription ¹⁾ :	1,055
thereof member copies ¹⁾ :	–
• Other Sales ¹⁾ :	7
• Einzelverkauf ¹⁾ :	2
Free Copies ¹⁾:	636
Surplus, Archive, and Specimen Copies ¹⁾ :	220

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Domestic	94.7 %	1,608
Abroad	5.3 %	90
thereof Switzerland	1.0 %	17
thereof Austria	3.7 %	63
thereof other countries	0.6 %	10
Actual Distributed Circulation (ADC)	100.00 %	1,698

4 Industries/sectors/specialties/
occupational groups

Recipient groups	Percentage of actual distribution	
	Percentage	Copies
Energy Industry, Energy Supply, Municipal Utilities Electricity (generation, distribution, trade), gas (generation, distribution, trade), heating and cooling supply, water supply	29.5 %	501
Manufacturing industry Power and electrical engineering, generators, cables, mechanical engineering, pipes, transformers, turbines	15.5 %	263
Economic, Scientific, and Technical Services Energy services, mobility, contracting, engineering and planning offices, IT, metering, billing, consulting, financial institutions, housing industry	23.5 %	399
Politics, Public Administration, Local Authorities, Associations and Organizations	23.1 %	392
Universities, Colleges, Other Educational Institutions, Libraries, Other Recipients	8.4 %	143
Actually Distributed Circulation (ADC)	100.00 %	1,698

Summary of the Survey Method

- Method:** recipient structure analysis by file evaluation.
- Population:** ADC 1,698 = 100 %
- Sample:** total survey
- Target Persons of the Study:** personal recipients recorded in the file
- Period of the Study:** Juli 1st, 2023 to June 30th, 2024
- Implementation of the Survey:** VDE VERLAG GmbH

1) Source: IVW report on circulation, 3rd quarter 2023–2nd quarter 2024



O-1

1 Web Address	www.et-magazin.de
2 Short Summary	<p>Benefit from the energie.de concept!</p> <p>The energie.de portal bundles and links the concentrated expertise of the innovative and renowned media brands ew - Magazin für die Energiewirtschaft, netzpraxis, et Energiewirtschaftliche Tagesfragen, EUROHEAT&POWER, StE Steuern der Energiewirtschaft and SONNE WIND & WÄRME across all sectors of the energy industry.</p> <p>www.et-magazin.de: Up-to-date news and high-quality specialised content attract new readers on a permanent basis. In addition, et-magazin.de is a central information and service platform for all regular magazine readers and subscribers. The e-magazine archive offers all subscribers an extensive research function.</p>
3 Publishing House	<p>VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach, Germany www.vde-verlag.de</p>
4 File Formats	GIF, JPG, Html5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file
5 Delivery Deadline	<p>7 days before start of campaign</p> <p>With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense.</p> <p>On delivering your files we need the following data:</p> <ul style="list-style-type: none"> • customer name • campaign name • contact for questions/check back • Target-URL/Click-URL • Alt-Text/Title-Text (optional) <p>Reporting: You can request an evaluation of ad impressions and ad clicks.</p>
6 Usage data of energie.de	Usage data of energie.de oder individual channels on request.

**Editors:**

Franz Lamprecht
Editor-in-Chief
Phone: + 49 69/84 00 06-1358
franz.lamprecht@vde-verlag.de

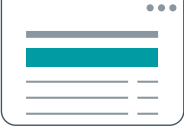
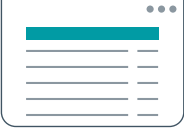
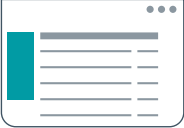
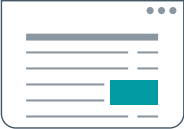




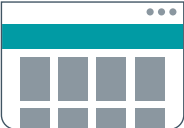

**Contact:**

Oliver Nitschke
Phone: +49 69/84 00 06-13 56
oliver.nitschke@vde.verlag.de

**Online Advertising:**

Olaf Schneider
Head of Sales and Advertising
Phone: 0 69/84 00 06-13 40
olaf.schneider@vde-verlag.de



1 Advertising Sizes and Prices	Format/ Placement	Width × Height in Pixel	Price in €
	Billboard	960 × 250 (Mobil: 320 × 50)	3,050
	Super Banner	728 × 90 (Mobil: 320 × 50)	1,350
	Wide Skyscraper	160 × 600 (Mobil: 320 × 50)	1,950
	Medium Rectangle	300 × 250	1,500
	Fullbanner	468 × 60	650
	Wallpaper	Kombination aus Super Banner und Wide Skyscraper	5,450
	Text Ad		1,650
	Text Ad Feed (incl. Text Ad)		2,250
	Text Ad (as Banner)	<ul style="list-style-type: none"> • Headline: max. 100 characters (incl. spaces) • Preview image: 1320 × 904 px (JPEG PNG max. 200 kB) • plus target link/URL 	
	Text Ad Feed (as News)	<ul style="list-style-type: none"> • Headline: max. 100 characters (incl. spaces) • Teaser text: max. 300 characters (incl. spaces) • Short Teaser: max. 156 characters (incl. spaces) • Content text: max. 1,500 characters (incl. spaces) • Target link/URL • Keywords: 5 – 7 Keywords (what the text is about) • Preview image: 1320 × 904 px (JPG PNG max. 200 kB) • Image caption: max. 220 characters (incl. spaces) and image source 	
	Promotion Banner in the e magazine kiosk of the et-magazine	1536 × 600 px 2048 × 600 px 1242 × 900 px (all three formats are required!)	850
	Whitepaper	3 months 6 months 12 months	450 650 1,050

2 Discounts	3 × 5 % 6 × 10 at 9 × 15 % Combined discount with your print advertising on request.
3 Minimum Term	1 calendar month

Banners

All banners and advertorials are displayed Run-of-Sight (RoS) in the et channel on energie.de. This gives you the highest possible reach without scatter losses.

Position:

Placement is according to the booked position, as far as it is possible according to the page design. The positions may deviate from the illustration.

Technical Notes:

Your banner will be displayed according to the technical possibilities on desktop and mobile (responsive) devices. The banner display on the desktop is without rotation. On the mobile device they can rotate.

Presentation Note:

The final presentation of all banners is subject to the settings of the respective Internet accesses (adblockers/firewalls, etc.), of the end devices, of the type of media usage (desktop/tablet/smartphone), and of the screen sizes.



Terms of Payment/Bank Accounts

Weberbank Actiengesellschaft, Berlin,
IBAN DE 36 1012 0100 6123 5490 39,
SWIFT/BIC WELADED1WBB

UniCredit Bank AG, Berlin,
IBAN DE 78 1002 0890 0002 6683 86,
SWIFT/BIC HYVEDEMM488

*Payments are due in full within 30 days.
The Publisher reserves the right to demand
advances from new customers.*



1 Name	et-Magazin Newsletter																												
2 Newsletter Content	Industry news, magazine articles.																												
4 Frequency	12 times a year Deadline for Ads: 7 days prior to publication date																												
Publication Dates:	<table border="1"> <thead> <tr> <th>Issues</th> <th>Date</th> <th>Issues</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>1/2025</td> <td>09.01.2025</td> <td>7/2025</td> <td>26.06.2025</td> </tr> <tr> <td>2/2025</td> <td>03.02.2025</td> <td>8/2025</td> <td>31.07.2025</td> </tr> <tr> <td>3/2025</td> <td>06.03.2025</td> <td>9/2025</td> <td>09.09.2025</td> </tr> <tr> <td>4/2025</td> <td>31.03.2025</td> <td>10/2025</td> <td>08.10.2023</td> </tr> <tr> <td>5/2025</td> <td>30.04.2025</td> <td>11/2025</td> <td>04.11.2025</td> </tr> <tr> <td>6/2025</td> <td>26.05.2025</td> <td>12/2025</td> <td>03.12.2025</td> </tr> </tbody> </table>	Issues	Date	Issues	Date	1/2025	09.01.2025	7/2025	26.06.2025	2/2025	03.02.2025	8/2025	31.07.2025	3/2025	06.03.2025	9/2025	09.09.2025	4/2025	31.03.2025	10/2025	08.10.2023	5/2025	30.04.2025	11/2025	04.11.2025	6/2025	26.05.2025	12/2025	03.12.2025
Issues	Date	Issues	Date																										
1/2025	09.01.2025	7/2025	26.06.2025																										
2/2025	03.02.2025	8/2025	31.07.2025																										
3/2025	06.03.2025	9/2025	09.09.2025																										
4/2025	31.03.2025	10/2025	08.10.2023																										
5/2025	30.04.2025	11/2025	04.11.2025																										
6/2025	26.05.2025	12/2025	03.12.2025																										
5 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de																												
6 File Formats	GIF, JPG, Html5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file																												
7 Format of the Newsletter	HTML, Text																												
8 Delivery Deadline	7 days before start of campaign With this lead, we have enough time to test your files and to ensure a correct delivery of your campaign. Delays are otherwise not at our expense. On delivering your files we need the following data: <ul style="list-style-type: none"> • customer name, • campaign name, • contact for questions/check back, • Target-URL/Click-URL, • Alt text/Title text (optional, only for the html Email) 																												



Online Advertising:

Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 00 06-13 40
olaf.schneider@vde-verlag.de



Contact:

Oliver Nitschke
Phone: +49 69/84 00 06-13 56
oliver.nitschke@vde.verlag.de



Editors:






Franz Lamprecht
Editor-in-Chief
Phone: +49 69/84 00 06-13 58
franz.lamprecht@vde-verlag.de



Delivery Address:


Please send your advertising material/files for your campaign to the following address: anzeigen@vde-verlag.de



1 Advertising Sizes and Prices Newsletter Announcement (HTML Email)	Format	Width × Height in pixel	Price in €
	Billboard	600 × 250	1,050
	Native Billboard	Image: 600 × 250 Text: Headline max 55 characters Text max 475 characters	1,300
	Native Teaser	Image: 275 × 135 Text: Headline max 55 characters Text max 375 characters	650
	Fullbanner	468 × 60	900
	Medium Rectangle	300 × 250	650

 **2 Distribution** 1.337 Recipients
(as of: Oktober 2024)

3 Discounts -



Stand-alone Newsletter

Reach exclusively the newsletter subscribers of the et magazine with your advertising message. With an individual mailing date and the netzpraxis newsletter template, you can place your products, services, whitepapers, webinars, events or other information in a target group-oriented way.

Preis: € 2.650



1 Name	Market partner of the energy industry																						
2 Short Summary	<p>energie.de is an information and service platform for the energy industry. Contact point for all magazine subscribers, universities, colleges, associations, industries and for authorities.</p> <p>Take advantage of the need for information and point out your services as a market partner. Select an industry or a topic for your entry and decide between a basic or premium entry and benefit from a permanent print or online presence as a market partner of the energy industry.</p>																						
Industries and Topics	<ul style="list-style-type: none"> • Energy Apps • Metering • Energy Data Management • Grids • Energy Service Provider • Smart Energy • EVU/ municipal utilities • Smart Metering • E-Mobility • Management Consultants/Consulting • Industrial companies • Associations/Organizations • IT Security • Workforce Management <p>Your industry/your topic is not listed? Please contact us!</p>																						
3 Publishing House	VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach, Germany www.vde-verlag.de																						
4 Advertising formats	<p>Online</p> <table border="1"> <thead> <tr> <th>Entry</th> <th>Service</th> <th>Prices</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Basic</td> <td rowspan="2">Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL</td> <td>12 months: € 1,000</td> </tr> <tr> <td>24 months: € 2,050</td> </tr> <tr> <td rowspan="2">Premium</td> <td rowspan="2">Your entry with premium presentation + individual company page as Landing page with SEO advantage</td> <td>12 months: € 1,950</td> </tr> <tr> <td>24 months: € 3,400</td> </tr> </tbody> </table> <p>Print + Online</p> <p>Place your market partner entry in parallel in four of our magazines, including an online entry on energie.de.</p> <table border="1"> <thead> <tr> <th>Entry</th> <th>Service</th> <th>Prices</th> </tr> </thead> <tbody> <tr> <td rowspan="2">Basic</td> <td rowspan="2">Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL</td> <td>12 months: € 3,050</td> </tr> <tr> <td>24 months: € 4,950</td> </tr> <tr> <td rowspan="2">Premium</td> <td rowspan="2">Your entry with premium presentation + individual company page as Landing page with SEO advantage</td> <td>12 months: € 4,050</td> </tr> <tr> <td>24 months: € 6,500</td> </tr> </tbody> </table>	Entry	Service	Prices	Basic	Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL	12 months: € 1,000	24 months: € 2,050	Premium	Your entry with premium presentation + individual company page as Landing page with SEO advantage	12 months: € 1,950	24 months: € 3,400	Entry	Service	Prices	Basic	Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL	12 months: € 3,050	24 months: € 4,950	Premium	Your entry with premium presentation + individual company page as Landing page with SEO advantage	12 months: € 4,050	24 months: € 6,500
Entry	Service	Prices																					
Basic	Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL	12 months: € 1,000																					
		24 months: € 2,050																					
Premium	Your entry with premium presentation + individual company page as Landing page with SEO advantage	12 months: € 1,950																					
		24 months: € 3,400																					
Entry	Service	Prices																					
Basic	Your business card with company logo on energie.de (276 × 184 px; max. 40 kB), Company name, city, URL	12 months: € 3,050																					
		24 months: € 4,950																					
Premium	Your entry with premium presentation + individual company page as Landing page with SEO advantage	12 months: € 4,050																					
		24 months: € 6,500																					
5 Deadlines and Further Information	Publication by arrangement. For bookings of 6 months 20 % surcharge on half of the annual price. You will receive the invoice and a one-time copy of each title (PRINT) will be sent to you at the beginning of the insertion period. In the case of online placements, the publication is regarded as proof.																						

**Online-Werbung:**

Olaf Schneider
Head of Sales and Advertising
Tel.: 0 69/84 00 06-13 40
olaf.schneider@vde-verlag.de

General Terms of Business of VDE VERLAG GMBH

for advertisements and third party inserts in magazines and books and for online advertising

1. Area of Application

Insofar as nothing else is expressly confirmed in writing by VDE VERLAG GMBH ("the Publisher") all contractual relationships of each of the Publisher's customers with the Publisher are governed solely by the following General Terms of Business. They are also solely binding when conflicting general terms of business of the Customer's have not been explicitly rejected by the Publisher.

2. Definitions

- 2.1. An advertisement is any promotional publication in printed materials or online offers of the Publisher.
- 2.2. An advertising order is a contract for publication of one or more advertisements of an advertiser or other person placing them on an online offer or in printed materials of the Publisher for the purpose of distribution. To become effective, such a contract must be confirmed in writing by the Publisher.
- 2.3. A standard advertising contract is one with a term of 12 months.
- 2.4. Online advertising is, for example, advertising banners, pop-ups, white papers, webcasts, microsites, webinars, special interest and/or keyword placements on the Publisher's online offers and in its electronic newsletters.

3. Rebates

Rebates on contracts with term of 12 months are based on the actual published scope of the advertisements during the 12 month period, insofar as the Publisher is not responsible for deviations from the agreed scope. In such a case the Customer shall pay the difference between the rebate granted in advance and the rebate as based on the actual scope of advertising.

4. Placement

- 4.1. The Customer shall notify the Publisher in good time before the closing time for advertisements in the event that advertisements, inserts and other supplements are to be published in particular numbers, particular editions or in particular places of printed matter.
- 4.2. Such a notification is made in good time if, assuming a normal course of business, the Customer can still be notified in writing in the event that the Customer's request cannot be carried out.
- 4.3. Placement requests for which a separate surcharge is not agreed are honoured solely at the Publisher's free discretion.
- 4.4. If the Customer decides that contrary to the original order an advertisement is not to appear in a preferred location, then the Customer must notify the Publisher of this in writing at least 6 weeks before closing time for advertisements.
- 4.5. Online advertising is placed by the Publisher at its equitable discretion with due consideration given to the interests of the Customer. Insofar as nothing else is agreed, the Customer does not have a right to a particular placement within the Publisher's online offers or newsletters.

5. Contents and Arrangement

- 5.1. The Publisher is entitled to refuse to publish advertisements, inserts or other supplements, as well as online advertising, because of its contents, its origin or its technical form, insofar as its contents violate applicable law or public morals or publication would be unreasonable for the Publisher. A publication is unreasonable for the Publisher if, for example, inserts or other supplements can give readers the impression, through their form or design, that these are parts of the printed matter for which the Publisher is responsible, or, if they contain advertising from any third party. The Customer will be notified of any such refusal to publish.
- 5.2. The publication of inserts and other supplements presupposes in principle that a sample has been submitted in advance.
- 5.3. Online advertising must be delivered by the Customer in accordance with the technical requirements of the Publisher no later than the deadline agreed in the order. The Publisher does not check whether or to what extent the advertising materials provided by the Customer are suitable for the Customer's advertising purpose and are in keeping with the Customer's needs. In the case of online advertising which due to its technical design allows collection and storage of usage data, the Customer assures that all such collection and storage of data is done in accordance with the statutory requirements (particularly those of the EU's General Data Protection Regulation (GDPR)).
- 5.4. Advertisements and online advertising which due to their editorial design cannot be recognized as such can be made recognizable as such by a clear notice such as "Advertisement" that is added by the Publisher.
- 5.5. The Customer warrants that the advertising materials supplied by the Customer as well as any linked target sites do not violate applicable law, and do not compromise or violate any rights of any type of any third party. In particular, the Customer warrants that the advertising materials are designed so that (a) the impression of a system message cannot arise and (b) all functional elements (e.g. search screens, pop-up menus, selection boxes) can actually be activated.
- 5.6. The Customer is responsible for timely delivery of printing materials. The Publisher's obligation to keep printing materials expires three months after the advertisement was published.
- 5.7. If the Customer does not notify the publisher of any dimensions for the advertisement, the Publisher will execute it in the smallest format that is possible.
- 5.8. The Customer assures that it is the holder of all required usage and exploitation rights to the advertisements and grants the Publisher a usage right to the advertising materials that is simple, non-exclusive, non-transferable, worldwide, and limited in time to the period and in contents to the purpose of the contract. The Customer agrees to indemnify the Publisher upon first demand of all claims of third parties that assert a violation of rights and to render the Publisher compensation for all disadvantages and damages the Publisher sustains in this connection.

6. Publisher's Warranty and Liability

- 6.1. The Publisher warrants the print quality customary for orders of the type in question, in the context of the possibilities prescribed by the printing materials. If the printed advertisement is entirely or partially illegible, incorrect or incomplete, and if the Publisher is responsible for this, then the Customer shall have a right, as the Customer may choose, to a reduction in the price of the advertisement or to a replacement advertisement unless a replacement advertisement would be possible only at disproportionate costs.
- 6.2. The Publisher shall place online advertisements during the agreed period of time and keep the relevant websites available. The Publisher warrants that the website(s) on which online advertisements appear are available at least 161 hours per week. If, during the period of the contract, this availability stays behind what is contractually agreed, then the Customer shall be entitled to a reasonable reduction of the price. This does not apply if the inferiority of performance is insignificant.
- 6.3. The liability of the Publisher for compensation for damages is limited to intention and gross negligence, insofar as there is no loss of human life, bodily injury or damage to health and insofar as there is no violation of essential contractual obligations. In cases of slightly negligent violations of essential contractual obligations, the Publisher is liable only for the amount of damages that are typical of this type of contract and that could be foreseen when the contract was concluded. Liability of the Publisher for slightly negligent violations of non-essential obligations is barred.
- 6.4. The Publisher is liable for damages which arise from malfunctions of internet lines, servers or other facilities only to the extent that such malfunctions lie within the Publisher's sphere of responsibility.

7. Proofs

Proofs are delivered only at the express request of the Customer. The Customer bears the risk that proofs are not delivered in time and that returned corrected proofs are not correct. If the corrected proofs are not received by the Publisher within the period of time specified by the Publisher, then permission to print will be deemed to have been granted when this period of time for receiving corrected proofs has expired.

8. Specimen Copies

After publication, the Customer shall receive a complete copy as documentary evidence. With job and occasional advertisements, the page on which the advertisement appeared will be sent as documentary evidence. If it is no longer to procure a specimen copy, the Publisher will certify in writing that the advertisement was published.

9. Prices

- 9.1. All prices are stated as net prices in addition to which the applicable statutory value added tax is to be paid.
- 9.2. Price changes that occur during the period of a 12 month contract with a company go into effect immediately, insofar as nothing else was already agreed.
- 9.3. The preparation of drawings, printing materials and significant changes in submitted printing materials are charged at cost.
- 9.4. Insofar as nothing else is agreed, online advertising is offered at monthly fixed prices. The Publisher does not guarantee particular levels of click rates, ad impressions, leads or other access statistics.

10. Review of Online Advertising

When online advertising is broadcast for the first time, the Customer will review it without delay for proper placement and report any errors to the provider within three working days. Online advertising to which no objections are raised within this period is deemed to have been accepted.

11. Cancellation of advertisements and online advertising

- 11.1. Commissioned advertisements and online advertising can be canceled before the agreed start of placement. Cancellation must be made in writing.
- 11.2. Preferred ad placements can be canceled free of charge up to 2 weeks before the advertising deadline and front pages can be canceled free of charge up to 4 months before the advertising deadline.
- 11.3. Cancellation of online advertising up to 8 weeks before the start of placement is free of charge. If canceled within 8 weeks before the start of placement, the publisher is entitled to charge the following cancellation costs:
 - 50% of the net order value if canceled 8 weeks or more before the start of placement;
 - 75% of the net value of the order in the event of cancellation from 4 weeks before the start of placement;
 - 100% of the net order value if canceled 1 week or more before the start of placement.

12. Reduced Print Runs

A reduced print run constitutes a defect that justifies a price reduction only if the shortfall is 20 % or more with a print run of up to 50,000 copies. Then the price reduction is proportional to the shortfall.

13. Payment Conditions

Payments are due in full within 30 days. The Publisher reserves the right to demand advances from new customers.

14. Payment Default

- 14.1. If payment is not received within 30 days after the date of first appearance, then the Customer enters payment default even if there is no reminder. In a case of payment default by a customer which is an entrepreneur, the Publisher is entitled to charge a standard fee in the amount of 40 euros. This amount will be credited to compensation for damages in the event that the damages are based on the costs of collection. During the period of payment default, customers which are entrepreneurs are also charged default interest in the amount of 9 % above the base interest rate.
- 14.2. If the Customer is in payment default, the Publisher reserves the right to make further appearances of advertisements dependent on payment of advances even during an ongoing standard advertising contract.

15. Applicable Law and Place of Jurisdiction

- 15.1. This contract is governed by the law of the Federal Republic of Germany.
- 15.2. The place of fulfillment and jurisdiction for business with merchants, legal entities of public law and public law special funds is the legal domicile of the Publisher. If the place of residence or usual abode of the Customer is not known when litigation is filed or if the Customer has moved his, her or its residence or place of usual abode to a location outside the area of applicability of the ZPO (German Code of Civil Procedure), then it is agreed that the place of jurisdiction is the legal domicile of the publisher.

16. Data Processing

During the course of its business activity the Publisher uses a data processing system to process customer data in the framework prescribed by the EU's General Data Protection Regulation (GDPR) as permissible. A data protection officer has been appointed by the Publisher.

17. Other Regulations

The publisher does not take part in alternative dispute resolutions in front of consumer conciliation boards.

Media Consulting



Olaf Schneider
Head of Sales and Advertising
Phone: +49 69/84 00 06-13 40
olaf.schneider@vde-verlag.de



**Bremen, Hamburg, Hesse,
Lower Saxony, Northrhine-
Westphalia, Rhineland Pala-
tinate, Saarland, Schleswig-
Holstein**
Kirsten Schumann
medien service gmbh
Bismarckstraße 48a
40721 Hilden
+49 21 03/39 84 - 48
schumann@medienservice-
hilden.de



**Baden-Wuerttemberg, Berlin,
Brandenburg, Mecklenburg-
Western Pomerania, Saxony,
Saxony-Anhalt, Thuringia**
Armin Schaum
Im Feldchen 24
60437 Frankfurt
+49 6101/48708
verlagsbuero.schaum@
t-online.de



Bavaria, Austria
Heinz-Joachim Greiner
Bajuwarenstraße 19
84030 Ergolding
+49 871/74292
+49 170/3801703
verlagsbuero greiner
@t-online.de

Order Management, Marketing & Medienpartnerschaften



Oliver Nitschke
Order Management
Phone: +49 69/84 00 06-13 56
oliver.nitschke@vde-verlag.de



Leonie Ströver
Order Management
Phone: +49 69/84 00 06-13 42
leonie.stroeuer@vde-verlag.de



Claudia Schilling
Marketing
Phone: +49 69/84 00 06-13 62
claudia.schilling@vde-verlag.de



Caroline Metzger
Marketing
Phone: +49 69/84 00 06-13 82
caroline.metzger@vde-verlag.de

Editorial department



Franz Lamprecht
Editor-in-Chief
Tel.: 069/840006-1358
franz.lamprecht@vde-verlag.de

VDE VERLAG GMBH
Kaiserleistraße 8A
63067 Offenbach

Phone: +49 69/84 00 06-13 40
anzeigen@vde-verlag.de
www.vde-verlag.de

Preisänderungen und Irrtümer vorbehalten. Es gelten die Liefer- und Zahlungsbedingungen des VDE VERLAGS.