

# Media Kit 2025

# ew

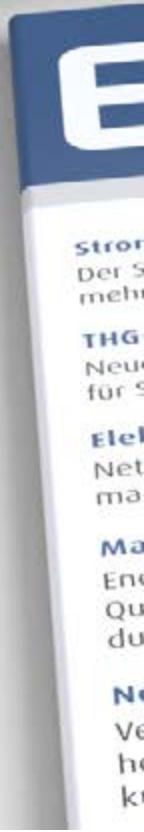
Magazin für die  
Energiewirtschaft

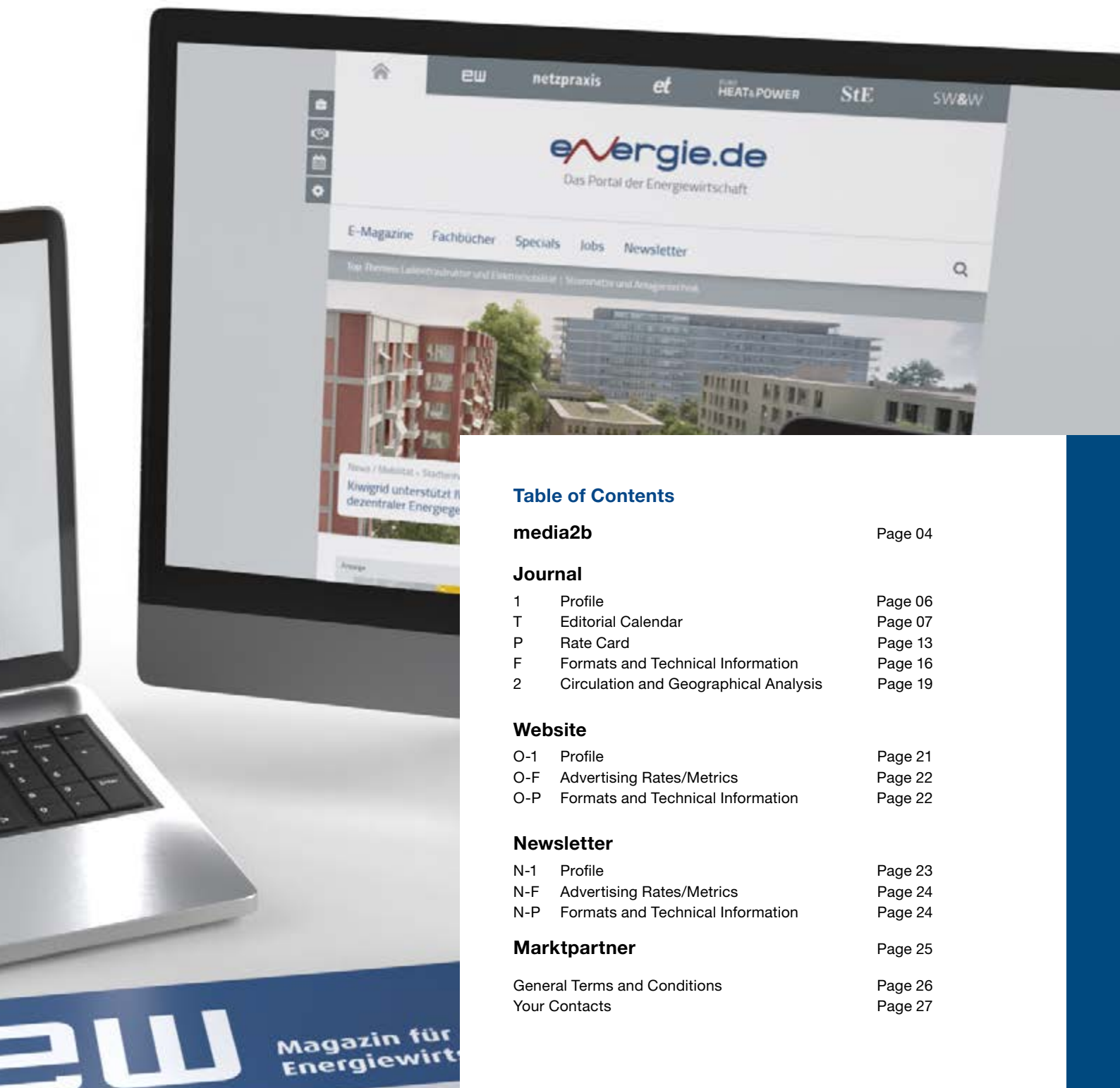


# ew

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

- Together with the other energy trade magazines netzpraxis, et, 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
- ew-magazin.de Channel on energie.de
- Newsletters and special newsletters
- the virtual webinar format „Best of Day“.





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# 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](http://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



<b>1 Kurzcharakteristik</b>	<p>Decision-makers in the energy industry expect fully comprehensive specialist information across various media channels. With the print magazine, ew's concept offers in-depth specialist information with a technical and practical project background. The e-magazines with archive and search function are a sustainable added value for all ew readers. The ew-newsletter informs about news from the industry and at ew-magazin.de news, job offers and further services can be found. In the strong online association with energie.de, ew also reaches cross-sector target groups and economic sectors.</p> <p>Plan your campaigns with the most traditional energy trade title in German-speaking countries. Our campaign modules (page 25) are tailored to your marketing goals.</p>	
<b>2 Erscheinungsweise</b>	<p>monthly + 1 special issue. For dates, see page 4</p> <p>All issues also available as e-magazines at ew-magazin.de</p>	
<b>3 Heftformat</b>	DIN A4 (210 mm × 297 mm)	
<b>4 Jahrgang</b>	124 <sup>th</sup> Volume 2025	
<b>5 Web-Adresse (URL)</b>	www.ew-magazin.de	
<b>6 Bezugspreis</b>	<p>Annual subscription Domestic € 434,00*</p> <p>Annual subscription Abroad € 449,00*</p> <p>Retail Price € 46,00*</p>	
<b>7 ISSN</b>	1619-5795	
<b>8 Verlag</b>	<p>VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de</p>	
<b>9 Herausgeber</b>	-	
<b>10 Anzeigen</b>	<p>Olaf Schneider, Head of Sales and Advertising Tel.: +40 69/84 0006-13 40 olaf.schneider@vde-verlag.de</p>	
<b>11 Redaktion</b>	<p>Martin Heinrichs, Editor-in-Chief martin.heinrichs@vde-verlag.de</p>	
<b>12 Vertrieb</b>	<p>VDE Verlag GmbH Leserservice, 65341 Eltville Telefon: +49 6123 9238 -234 Telefax: +49 6123 9238 -244 E-Mail: vde-leserservice@vuservice.de</p>	
<b>13 Umfangsanalyse 2023 = 13 Issues</b>	<p>Total Volume</p> <p>Editorial Part</p> <p>Advertisements</p> <p>thereof:</p> <p>job and occasional ads</p> <p>Bound inserts/bound-through inserts</p> <p>Publisher's own ads</p> <p>Inserts</p>	<p>936 pages = 100.0 %</p> <p>675 Pages = 72.2 %</p> <p>261 Pages= 27.8 %</p> <p>5 Pages = 1.9 %</p> <p>24 Pages = 9.2 %</p> <p>69 Pages = 26.5 %</p> <p>6</p>
<b>14 Inhaltsanalyse des redaktionellen Teils 2023 = 675 Seiten</b>	<p>By subject areas:</p> <p>Politics + Economics</p> <p>Mobility + Urban Development</p> <p>Renewable Energies + Generation</p> <p>Grids + Infrastructure</p> <p>Metering + Billing</p> <p>Digitalization + Processes</p> <p>total</p> <p>By type of articles:</p> <p>Technical/scientific basic articles</p> <p>Project/practice reports</p> <p>Announcements, product information, miscellaneous</p> <p>total</p>	<p>139 Pages = 20.6 %</p> <p>87 Pages = 12.9 %</p> <p>91 Pages = 13.5 %</p> <p>184 Pages = 27.2 %</p> <p>86 Pages = 12.7 %</p> <p>88 Pages = 13.1 %</p> <p>675 Pages = 100.0 %</p> <p>45 Pages = 6.7 %</p> <p>516 Pages = 76.4 %</p> <p>114 Pages = 16.9 %</p> <p>675 Pages = 100.0 %</p>

\* inkl. Versandkosten



Issues	Politics + Economy	Mobility + Urban Development	Renewable Energies + Generation/ Storage	Grids + Infrastructure	Metering + Billing	Digitalization + Processes	Exhibitions/ Product Previews	Fairs and Events
<b>1</b> PD: 15.01.25 AC: 16.12.24 ED: 18.11.24	Energy Market Austria/Switzerland Regulation Management	Charging Infrastructure LoRaWAN Applications	Virtual Power Plants Wind Energy (onshore/offshore) Process Measurement, Control and Automation	Cable Testing/ Diagnosis Grid Planning/ Simulation Medium/Low Voltage Technology	Metering Technologies (Modern measuring equipment, mME) Meter-to-Cash Solutions Remote Meter Reading	<b>Focus on:</b> IT/Cyber Security ERP Solutions IT Platforms	Handelsblatt Energiegipfel	<b>Handelsblatt Energiegipfel</b> 21. – 23.01.2025  <b>Zukünftige Stromnetze</b> 29. – 30.01.2025
	<b>Special Section: Grid Automation/Smart Grid (Remote Control, Process Measurement, Control and Automation, Grid Communication Technologies, etc.)</b>							
<b>2</b> PD: 05.02.25 AC: 16.01.25 ED: 20.12.24	Gas Industry Digital Business Models	Broadband/Fibre-optic Expansion Smart City	Measuring/ Testing Technology Repowering Heat Pumps	Protection and Control Technology Asset Management Network Analysis/ Monitoring	<b>Focus on:</b> <b>Smart Metering</b> Submetering Meter Data Management CLS Management/ Control Box	Business Process Outsourcing (BPO) Customer Portals	E-world Elektrotechnik	<b>E-world</b> 11. – 13.02.2025  <b>Elektrotechnik</b> 12. – 14.02.2025
	<b>Special Section: E-world: Exhibitors are Presenting their Product and Service Offerings</b> <b>Special: Energiekarriere</b> Topics: Careers with Hydrogen, AI in Recruiting, New Working Time Models, Onboarding Rethought, Learning Organization, Study Courses for Sustainable Energy, Job Engine Energy Storage and much more (cf. page 27)							
<b>3-4</b> PD: 19.03.25 AC: 27.02.25 ED: 27.01.25	Hydrogen Strategy Concessions	Street/Outdoor Lighting Municipal Heat Planning	Technical/ Commercial Operations Management Redispatch, Feed-in Management Remote Control	<b>Focus on:</b> <b>Cable/Cable Measurement Technology</b> Power Quality Transformers/ Testing of Insulating Oils Service/ Maintenance	E-Invoices Metering/Controlling (§14a EnWG) Metering/Billing Services	AI and Chatbots in the Customer Service IoT Solutions	eltefa Volta-X Hannover Fair	<b>EMV</b> 25. – 27.03.2025  <b>eltefa</b> 25. – 27.03.2025  <b>Volta-X</b> 25. – 27.03.2025  <b>Hannover Fair</b> 31.03. – 04.04.2025
	<b>Special Section: Energy Storage Systems for Infrastructure, Industry, Mobility, and Buildings</b> <b>Special: H<sub>2</sub> compact – Magazine for the Hydrogen Economy</b>							
<b>5</b> PD: 28.04.25 AC: 04.04.25 ED: 04.03.25	Energy Trade and Sourcing Dynamic Tariffs	<b>Focus on:</b> <b>Electro Mobility/ Charging Infrastructure</b> Tenant Electricity Solutions Neighbourhood Development	Repowering Hydropower Measurement, Control and Automation	SF <sub>6</sub> -free Switchgear High Voltage Technology Measuring/ Testing Technology	Communication Technologies CLS Management/ Control Box Submetering	Digital House Connection Process Customer Portals	Smarter E Europe eltec	<b>Smarter E Europe (Intersolar, ees Europe, Power2Drive, EM-Power)</b> 07. – 09.05.2025  <b>eltec</b> 20. – 22.05.2025
	<b>Special Section: Smarter E Europe: Exhibitors are Presenting their Product and Service Offerings</b>							

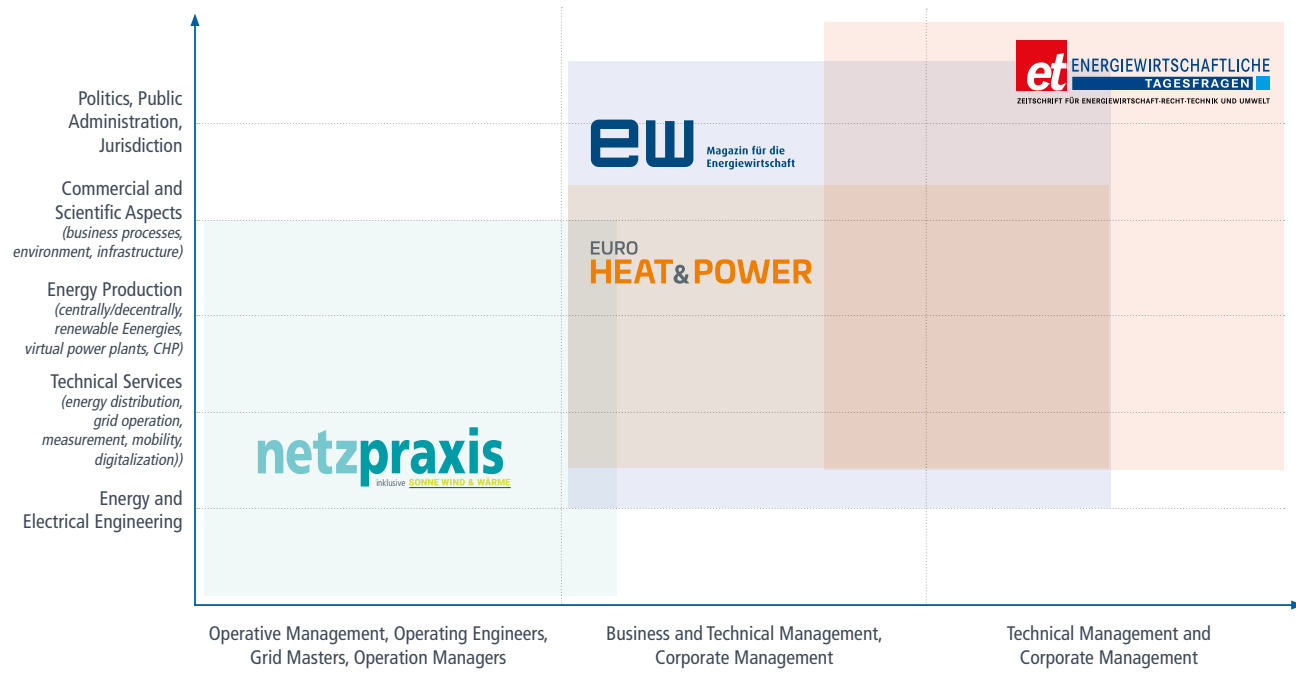


Issues	Politics + Economy	Mobility + Urban Development	Renewable Energies + Generation/Storage	Grids + Infrastructure	Metering + Billing	Digitalization + Processes	Exhibitions/ Product Previews	Fairs and Events
<b>6</b> PD: 28.05.25 AC: 08.05.25 ED: 08.04.25	New Business Areas for Municipal Utilities Heat Economy/ Green Heat	Smart City Energy Management	Photovoltaics Battery Storage Measuring/Testing Technology	Digital Local Substations Remote Control Network Analysis/ Monitoring	<b>Focus on: Smart Metering</b> Metering Technologies (Modern Measuring Equipment, mME) Heating Cost Billing Smart Meter Gateways	IT/Cyber Security AI and Chatbots in the Customer Service	BDEW Congress ZMP	<b>BDEW Congress</b> 04. – 05.06.2025 <b>ZMP</b> 25. – 26.06.2025
	<b>Special Section: Measurement/Control in the Low Voltage Grid (§14a EnWG, CLS Management/Control Box, Market Communication)</b>							
<b>7-8</b> PD: 16.07.25 AC: 26.06.25 ED: 26.05.25	Gas Industry Concessions	Broadband/ Fibre-optic Expansion Charging Infrastructure	Combined Heat and Power Hydropower Power Plant Technology/Service	<b>Focus on: Grid Automation/ Smart Grid</b> Measurement, Control and Automation Asset Management Cable Testing/ Diagnosis	E-Invoices Receivables Management Measurement/ Control (§14a EnWG)	CRM Solutions Robotic Process Automation (RPA)		
	<b>Special Section: Dynamic Tariffs (IT Solutions, Processes, Communication Technologies, Market Communication, etc.)</b>							
<b>9</b> PD: 03.09.25 AC: 14.08.25 ED: 14.07.25	Energy Trade and Sourcing Digital Business Models	Tenant Electricity Solutions LoRaWAN Infrastructure	Measurement, Control and Automation Battery Storage Service/ Maintenance	GIS Systems Switchgear/Local Substations Power Quality	Metering Technologies (Modern Measuring Equipment, mME) Meter-to-Cash Solutions Submetering	<b>Focus on: IT Platforms</b> Digital House Connection Process Business Process Outsourcing (BPO)	Husum Wind Netze:ON	<b>Husum Wind</b> 16. – 19.09.2025 <b>Netze:ON</b> 23. – 25.09.2025 <b>Efa:ON</b> 23. – 25.09.2025 <b>DVGW Congress</b> 24. – 25.09.2025
	<b>Special Section: Husum Wind: Exhibitors are Presenting their Product and Service Offerings</b>							
<b>10</b> PD: 01.10.25 AC: 11.09.25 ED: 11.08.25	Hydrogen Economy Housing Industry	Electro Mobility Municipal Heat Planning	Biogas/Biomethane/ Green Gases Technical/ Commercial Management Measurement/ Testing Technology	<b>Focus on: Cables and Cable Testing/Diagnosis</b> Measurement, Control and Automation Medium/Low Voltage Technology Grid Automation/ Smart Grid	Smart Meter Gateways Receivables Management CLS Management/ Control Box	CRM Solutions Robotic Process Automation (RPA)	it-sa Treffpunkt Netze	<b>Hy-fcell</b> 07. – 08.10.2025 <b>it-sa</b> 07. – 10.10.2025 <b>Treffpunkt Netze</b> 07. – 08.10.2025 <b>metering days</b> 28. – 29.10.2025
	<b>Special Section: Metering Days: Metering in Transition</b>							





Issues	Politics + Economy	Mobility + Urban Development	Renewable Energies + Generation/ Storage	Grids + Infrastructure	Metering + Billing	Digitalization + Processes	Exhibitions/ Product Previews	Fairs and Events
<b>S 1</b> PD: 22.10.25 AC: 01.10.25 ED: 01.09.25	<p align="center"><b>Special Publication: ew-Spezial</b></p> <p align="center"><b>Municipal Utilities of the Future: Transformation from Utility to Infrastructure Service Provider</b></p> <p align="center"><b>Neighborhood Concepts – Renewable Energies – Grids and Infrastructure – Customer Management – Digitalization</b></p> <p>The role of municipal utilities is changing fundamentally. They are transforming themselves from mere suppliers to comprehensive infrastructure service providers and coordinators of the regional energy transition. This results in new lucrative business areas and tasks. Examples include a smart street lighting, the extension of public charging infrastructure as well as services around neighbourhood development and housing industry. The ew Special "Stadtwerke" (Municipal Utilities) is focusing on these new challenges and presents possible solutions. Special topics include among others: renewable energies, neighbourhood concepts, municipal heat planning, climate protection concepts, mobility services, smart city and smart grid solutions, smart metering, customer services, process automation.</p>							
	<b>11</b> PD: 07.11.25 AC: 17.10.25 ED: 17.09.25	Heat Economy/ Green Heat Regulation Management	Neighbourhood Development LoRaWAN Infrastructure	<b>Focus on: Wind Energy (onshore/offshore)</b> Cogeneration Service/ Maintenance Remote Control	Protection and Control Technology High Voltage Technology Transformers	Measurement/ Control (\$14a EnWG) Measurement/ Billing Service Metering Technologies (Modern Measuring Equipment, mME)	Customer Portals IT/Cyber Security	PMRExpo
<p><b>Special Section: Grid Automation/Smart Grid</b>                      (Remote Control, Process Measurement, Control and Automation, Communication Technologies, etc.)</p>								
<b>12</b> PD: 03.12.25 AC: 13.11.25 ED: 13.10.25	New Business Areas for Public Utilities Cooperations	Street/Outdoor Lighting Charging Infrastructure	Redispatch/ Feed-in Management Power Plant Technology/Service Biogas/Biomethane/ Green Gases	Digital Local Substations Transformers/ Testing of Insulating Oils Service/ Maintenance	<b>Focus on: Smart Metering</b> Communication Technologies Gateway Administration Remote Meter Reading	IT Platforms Business Process Outsourcing (BPO)		





Topics	Issues										
	1	2	3-4	5	6	7-8	9	10	S 1	11	12
§14a EnWG			✓		✓	✓				✓	
AI and Chatbots in the Customer Service			✓		✓						
Asset Management		✓				✓					
Battery Storage			✓		✓		✓				
<b>BDEW Congress</b>					✓						
Biogas/Biomethane/Green Gases								✓			✓
Broadband/Fibreoptic Expansion		✓				✓					
Business Process Outsourcing (BPO)		✓					✓				✓
Cable Testing/Diagnosis	✓					✓					
Cables and Cable Testing			✓					✓			
Charging Infrastructure	✓			✓		✓					✓
CLS Management/Control Box		✓		✓	✓			✓			
Cogeneration						✓				✓	
Communication Technologies	✓			✓		✓				✓	✓
Concessions			✓			✓					
Cooperations											✓
CRM Solutions						✓		✓			
Customer Portals		✓		✓						✓	
Digital Business Models		✓					✓				
Digital House Connection Process				✓			✓				
Digital Local Substations					✓						✓
<b>DVGW-Kongress</b>							✓				
Dynamic Tariffs				✓		✓					
E-Invoices			✓			✓					
Electro Mobility				✓				✓			
<b>Elektrotechnik</b>		✓									
<b>eltec</b>				✓							
<b>eltefa</b>			✓								
<b>EMV</b>			✓								
Energy Management					✓						
Energy Market Austria/Switzerland	✓										
Energy Trade and Sourcing				✓			✓				
<b>Enlit</b>										✓	
ERP Solutions	✓										
<b>E-world</b>		✓									
Gas Industry		✓				✓					



Topics	Issues										
	1	2	3-4	5	6	7-8	9	10	S1	11	12
Gateway Administration											✓
GIS Systems							✓				
Grid Automation	✓					✓		✓			
Grid Planning/Simulation	✓										
<b>Handelsblatt Energiegipfel</b>	✓										
<b>Hannover Messe</b>			✓								
Heat Economy/Green Heat					✓					✓	
Heat Pumps		✓									
Heating Cost Billing					✓						
High Voltage Technology				✓						✓	
Housing Industry								✓			
<b>Husum Wind</b>							✓				
Hydrogen Economy		✓	✓					✓		✓	
Hydropower				✓		✓					
<b>Hy-fcell</b>								✓			
IoT Solutions			✓								
IT Platforms	✓						✓				✓
IT/Cyber Security	✓				✓					✓	
<b>it-sa</b>								✓			
LoRaWAN	✓						✓			✓	
Maintenance			✓								✓
Market Communications					✓	✓					
Measurement/Control in Low Voltage Grids (§14a EnWG)			✓		✓	✓				✓	
Measuring/Testing Technology		✓		✓	✓			✓			
Medium/Low Voltage Technology	✓							✓			
Meter Data Management		✓									
Meter to Cash Solutions	✓						✓				
<b>metering days</b>								✓			
Metering Technologies (Modern Measuring Equipment, mME)	✓				✓		✓			✓	
Metering/Billing Services			✓							✓	
Metrology in Transition								✓			
Municipal Heat Planning			✓					✓			
Municipal Utilities in the Future									✓		
Neighbourhood Development				✓						✓	
Network Analysis/Monitoring		✓			✓						
<b>Netze:ON</b>							✓				



Topics	Issues										
	1	2	3-4	5	6	7-8	9	10	S1	11	12
New Business Areas for Municipal Utilities					✓						✓
Photovoltaics					✓						
<b>PMRExpo</b>										✓	
Power Plant Technology/Service						✓					✓
Power Quality			✓				✓				
Process Measurement, Control and Automation	✓			✓		✓	✓	✓		✓	
Protection and Control Technology		✓								✓	
Receivables Management						✓		✓			
Redispatch/Feed-in Management			✓								✓
Regulation Management	✓									✓	
Remote Control	✓		✓		✓					✓	
Remote Meter Reading	✓										✓
Repowering		✓		✓							
Robotic Process Automation (RPA)						✓		✓			
Service/Maintenance			✓								✓
SF6-free Switchgear				✓							
Smart City		✓			✓						
Smart Grid	✓					✓		✓		✓	
Smart Meter Gateway					✓			✓			
Smart Metering		✓			✓						✓
<b>Smarter E Europe</b>				✓							
Street/Outdoor Lighting			✓								✓
Submetering		✓		✓			✓				
Switchgear/Local Substations							✓				
Technical/Commercial Operations Management			✓					✓			
Tenant Electricity Solutions				✓			✓				
Testing of Insulating Oils			✓								✓
Transformers			✓						✓		✓
<b>Treffpunkt Netze 2025</b>								✓			
Virtual Power Plants	✓										
<b>Volta-X</b>			✓								
Wind Energy (onshore/offshore)	✓									✓	
<b>ZMP</b>					✓						
<b>Zukünftige Stromnetze</b>	✓										



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	-	143 × 222	5,450
		2/1	-	420 × 297	6,600
		1/1	170 × 248	210 × 297	4,500
		Juniorpage	125 × 186	150 × 210	3,450
		1/2	horizontal: 82 × 248 vertical: 170 × 121	horizontal: 107 × 297 vertical: 210 × 148	2,850
		1/3	horizontal: 53 × 248 vertical: 170 × 78	horizontal: 78 × 297 vertical: 210 × 103	2,350
		1/4	horizontal: 38 × 248 vertical: 170 × 57 standard: 82 × 121	horizontal: 52 × 297 vertical: 210 × 82 standard: 107 × 146	1,900
		1/8	horizontal: 38 × 121 vertical: 170 × 26 standard: 82 × 57	horizontal: 52 × 146 vertical: 210 × 40 standard: 107 × 82	1,500

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)) **€ 5,450**  
Insertion only 4c, including image repetition and a legend.

Scope of delivery: Full-area image motif on the front page in the format 143 mm × 222 mm (W × H).  
+ Ad on page 3 in format 68 mm × 252 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: 143 mm × 222 mm) **€ 5,300**

**Page 2 and Back Cover:** (1/1 Page 4c) **€ 5,100**

**Inside Back Cover:** (1/1 Page 4c) **€ 4,950**

### 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, et, netzpraxis, and StE Discount of. »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
€ 2,950	€ 4,550	€ 6,450	€ 8,350

Multiple pages and more than 170 g/m<sup>2</sup> 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): **€ 4,850**

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 × 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 **€ 1,700** 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 »ew-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: 4.100 copies,  
for trade fair and congress issues  
on request.





<b>1 Size of Journal:</b>	210 mm wide, 297 mm high, DIN A4
<b>Full Page Type Area:</b>	170 mm width, 248 mm height 3 columns of 53 mm width
<b>2 Printing and Binding:</b>	Offset printing (sheets or rolls), saddle stitch or glue binding is used.
<b>3 Electronic Data Submission:</b>	or digital media please use our email address <a href="mailto:anzeigen@vde-verlag.de">anzeigen@vde-verlag.de</a> or send a CD-ROM/DVD. Please remark on Delivery Note: <ul style="list-style-type: none"> <li>• order name/name and issue of publication</li> <li>• final output format (specify a bleed of 3 mm, if applicable).</li> </ul>
<b>4 Data File Formats:</b>	We recommend the delivery of PDF data files. In addition, the following programs are supported: <ul style="list-style-type: none"> <li>• Adobe InDesign/Photoshop/Illustrator up to Version CC</li> <li>• Microsoft Word up to Version 2016</li> </ul> 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.
<b>5 Color Processing:</b>	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.
<b>6 Proof:</b>	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 <a href="http://www.fogra.org">www.fogra.org</a> ). Proofs must have an official print control strip.
<b>7 Data Archiving:</b>	Data will be archived, therefore unchanged repetitions are possible. However, a guarantee on data archiving is not provided.
<b>8 Guarantee:</b>	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](mailto: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**

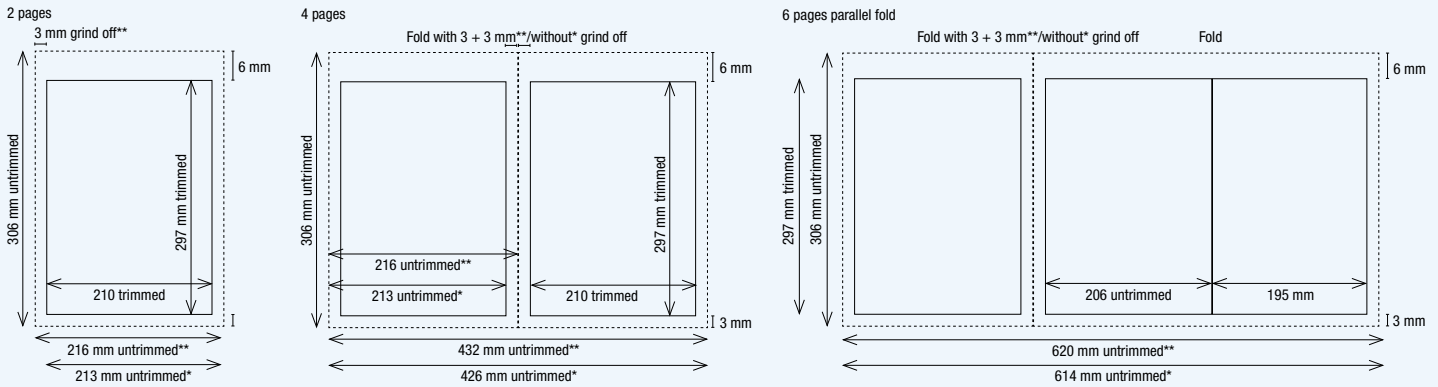
Each sheet 306 mm high, 213/216 mm wide (including bleed: 6 mm at the head, 3 mm at the foot, 3 mm at inner and outer edge with adhesive binding or 3 mm at outer rim only with wire stitching).

**Copies required**

4.100 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 'ew Magazin für Energiewirtschaft' Edition ... (No.)" to:  
 NINO Druck GmbH  
 Herrn Bernd Buch  
 Im Altenschemel 21  
 67435 Neustadt/Weinstraße  
 Telefon: +49 6327 974325



<b>Loose Inserts</b>	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.
<b>Insertion Note</b>	A free note is included in the table of contents.
<b>Copies Required</b>	4.100 copies
<b>Delivery Date</b>	Up to 10 days after the deadline for advertisements, see schedule and editorial calendar.
<b>Format</b>	Maximum 205 mm wide × 292 mm high
<b>Technical Specifications</b>	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 ‚ew Magazin für Energiewirtschaft‘ Edition ... (No.)“ to:

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

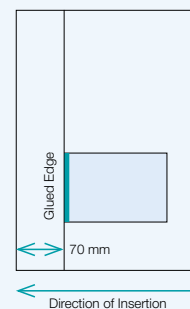


<b>Affixed Advertising Media</b>	Affixed Advertising Media are charged as inserts. Postcards, stickers, etc., affixed in a specific position on an advertisement (provided that machine processing is possible), will only be accepted in conjunction with a basic advertisement in the minimum format of 1/1 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.
<b>Copies Required</b>	4.100 copies

**Delivery Address for Affixed Advertising Media:**

Prepaid delivery and ready for insertion, with delivery note „For ‚ew Magazin für Energiewirtschaft‘ 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 1<sup>st</sup>, 2023 – June 30<sup>th</sup>, 2024  
(according to directive (“Richtlinien”) § III, 1) corresponding to IVW quarterly reports III/2023 – II/2024

<b>Copies Printed <sup>1)</sup></b>	<b>4,000</b>
<b>Actually Distributed Circulation (ADC) <sup>1)</sup>:</b>	<b>3,790</b>
thereof abroad:	106
thereof late entries from previous reporting periods:	0
<b>Sold Copies <sup>1)</sup>:</b>	<b>621</b>
thereof abroad:	90
• By Subscription <sup>1)</sup> :	615
thereof member copies <sup>1)</sup> :	–
• Other Sales <sup>1)</sup> :	5
• Einzelverkauf <sup>1)</sup> :	1
<b>Free Copies <sup>1)</sup>:</b>	<b>3.170</b>
Surplus, Archive, and Specimen Copies <sup>1)</sup> :	210

3 Geographical Distribution Analysis

Economic Area	Percentage of actual distribution	
	Percentage	Copies
Domestic	97.2 %	3,648
Abroad	2.8 %	106
thereof Switzerland	0.6 %	23
thereof Austria	1.3 %	49
thereof other countries	0.9 %	34
Actual Distributed Circulation (ADC)	100.00 %	3,790

4 Industries/sectors/specialties/  
occupational groups

Recipient groups	Percentage of actual distribution	
	Percentage	Copies
<b>Energy Industry, Energy Supply, Municipal Utilities</b> Electricity (generation, distribution, trade), gas (generation, distribution, trade), heating and cooling supply, water supply	51.9 %	1,966
<b>Manufacturing industry</b> Power and electrical engineering, generators, cables, mechanical engineering, pipes, transformers, turbines	22.8 %	864
<b>Economic, Scientific, and Technical Services</b> Energy services, mobility, contracting, engineering and planning offices, IT, metering, billing, consulting, financial institutions, housing industry	11.4 %	434
<b>Universities, Colleges, Other Educational Institutions, Libraries, Other Recipients</b>	13.9 %	525
Actually Distributed Circulation (ADC)	100.00 %	3,790

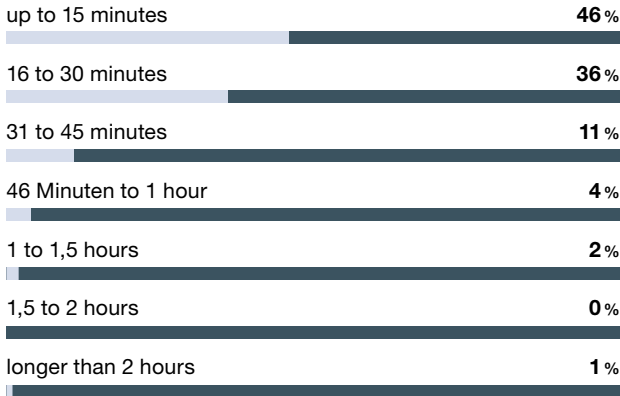
Summary of the Survey Method

- Method:** recipient structure analysis by file evaluation.
- Population:** ADC 3,790 = 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, 3<sup>rd</sup> quarter 2023–2<sup>nd</sup> quarter 2024

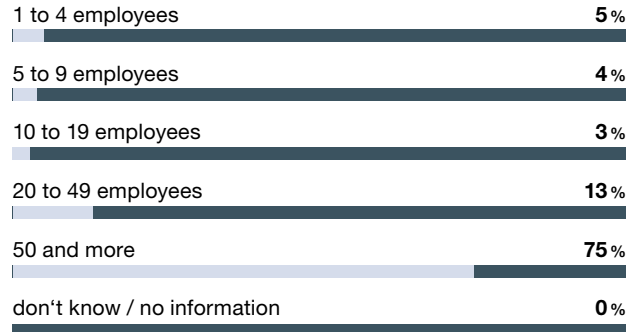
**Average**  
reading time  
25 minutes!

**How long do you spend reading each issue of the magazine „ew - Magazin für die Energiewirtschaft“?**



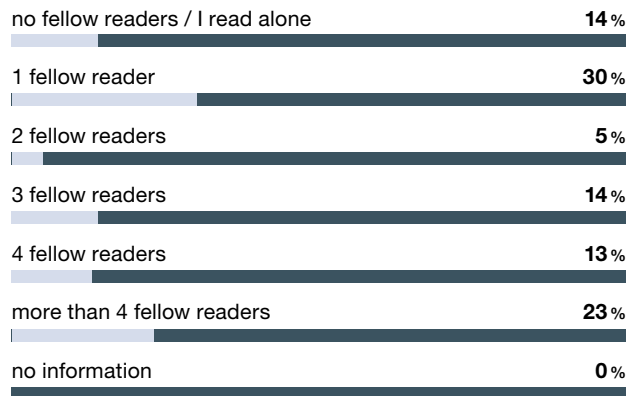
**Target group:**  
Medium-sized and  
large companies!

**How many employees does your company or organisation employ across all locations?**



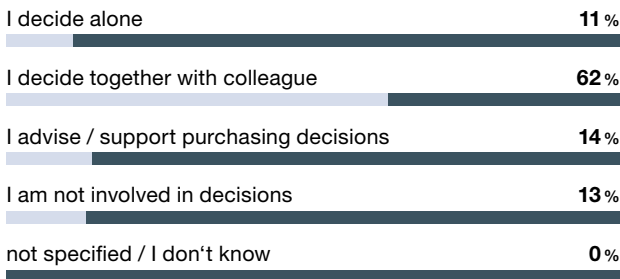
**4.5**  
Readers  
per issue!

**How many people read your copy of the magazine „ew - Magazin für die Energiewirtschaft“ please tell us the number of readers overall.**



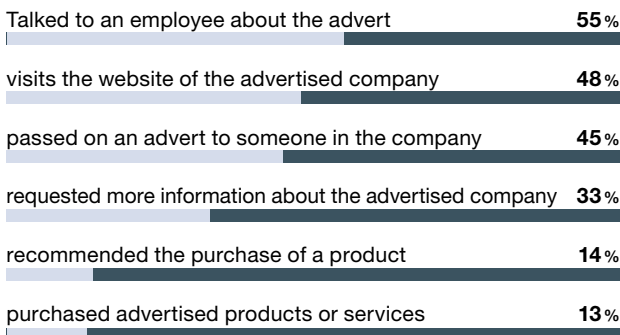
**87%**  
decision  
maker!!

**If a machine, device, material or service is to be purchased or acquired: In what way are you usually involved?**



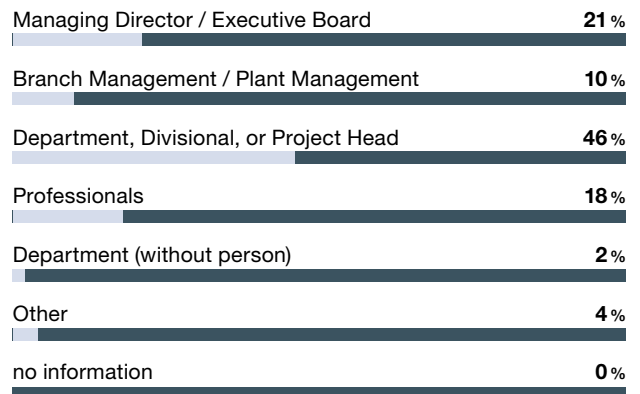
**100%**  
Active readers

**Have you taken any action as a result of an advertisement you saw in the magazine „ew - Magazin für die Energiewirtschaft“ within the last 12 months?**



**95%**  
Specialists and  
managers!

**What is your position in your company?**



Results from the ew Copytest – Ausgabe 7-8/2024 (Institute conducting the test: teleResearch, Ludwigshafen)  
The objective of the ad copy test was to measure campaign perception through visual presentation to the target group Zielgruppe

O-1

O-1



<b>1 Web-Adresse:</b>	<b>www.ew-magazin.de</b>
<b>2 Kurzcharakteristik</b>	<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&amp;POWER, StE Steuern der Energiewirtschaft and SONNE WIND &amp; WÄRME across all sectors of the energy industry.</p> <p><b>www.ew-magazin.de</b></p> <p>Up-to-date news and high-quality specialised content attract new readers on a permanent basis. In addition, ew-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>
<b>3 Publishing House</b>	<p>VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach, Germany www.vde-verlag.de</p>
<b>4 File Formats</b>	GIF, JPG, Html5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file
<b>5 Delivery Deadline</b>	<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"> <li>• customer name</li> <li>• campaign name</li> <li>• contact for questions/check back</li> <li>• Target-URL/Click-URL</li> <li>• Alt-Text/Title-Text (optional)</li> </ul> <p>Reporting: You can request an evaluation of ad impressions and ad clicks.</p>
<b>6 Usage data</b>	Usage data of energie.de or individual channels on request.

**Editors**

Martin Heinrichs  
Editor-in-Chief  
Tel.: +49 69/84 00 06-13 54  
martin.heinrichs@  
vde-verlag.de

**Contact:**

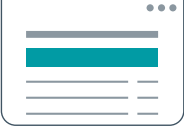
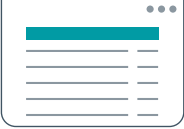
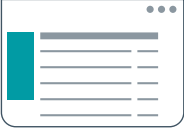
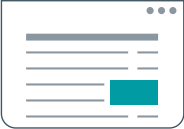




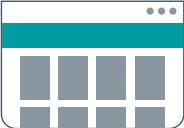

Oliver Nitschke  
Phone: +49 69/84 00 06-13 56  
oliver.nitschke@vde.verlag.de

**Online Advertising:**

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



## O-F / O-P

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	Combination of Super Banner and 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"> <li>• Headline: max. 100 characters (incl. spaces)</li> <li>• Preview image: 1320 × 904 px (JPEG   PNG   max. 200 kB)</li> <li>• plus target link/URL</li> </ul>		
	Text Ad Feed (as News)		
	<ul style="list-style-type: none"> <li>• Headline: max. 100 characters (incl. spaces)</li> <li>• Teaser text: max. 300 characters (incl. spaces)</li> <li>• Short Teaser: max. 156 characters (incl. spaces)</li> <li>• Content text: max. 1,500 characters (incl. spaces)</li> <li>• Target link/URL</li> <li>• Keywords: 5 – 7 Keywords (what the text is about)</li> <li>• Preview image: 1320 × 904 px (JPG   PNG   max. 200 kB)</li> <li>• Image caption: max. 220 characters (incl. spaces) and image source</li> </ul>		
	Promotion Banner in the e magazine kiosk of the ew-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.*

N-1



<b>1 Name</b>	<b>ew-Magazin Newsletter</b>																												
<b>2 Newsletter Content</b>	Industry news, magazine articles.																												
<b>4 Frequency</b>	12 times a year Deadline for Ads: 7 days prior to publication date																												
Publication Dates:	<table border="1"> <thead> <tr> <th>Ausgabe</th> <th>Datum</th> <th>Ausgabe</th> <th>Datum</th> </tr> </thead> <tbody> <tr> <td>1/2025</td> <td>16.01.2025</td> <td>7/2025</td> <td>16.07.2025</td> </tr> <tr> <td>2/2025</td> <td>05.02.2025</td> <td>8/2025</td> <td>19.08.2025</td> </tr> <tr> <td>3/2025</td> <td>25.03.2025</td> <td>9/2025</td> <td>16.09.2025</td> </tr> <tr> <td>4/2025</td> <td>28.04.2025</td> <td>10/2025</td> <td>14.10.2023</td> </tr> <tr> <td>5/2025</td> <td>13.05.2025</td> <td>11/2025</td> <td>11.11.2025</td> </tr> <tr> <td>6/2025</td> <td>02.06.2025</td> <td>12/2025</td> <td>09.12.2025</td> </tr> </tbody> </table>	Ausgabe	Datum	Ausgabe	Datum	1/2025	16.01.2025	7/2025	16.07.2025	2/2025	05.02.2025	8/2025	19.08.2025	3/2025	25.03.2025	9/2025	16.09.2025	4/2025	28.04.2025	10/2025	14.10.2023	5/2025	13.05.2025	11/2025	11.11.2025	6/2025	02.06.2025	12/2025	09.12.2025
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<b>5 Publishing House</b>	VDE VERLAG GMBH Kaiserleistraße 8A 63067 Offenbach, Germany www.vde-verlag.de																												
<b>6 File Formats</b>	GIF, JPG, Html5 (without inclusion of any cookies), incl. fallback-GIF, max. 40 kB per file																												
<b>7 Format of the Newsletter</b>	HTML, Text																												
<b>8 Delivery Deadline</b>	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"> <li>• customer name,</li> <li>• campaign name,</li> <li>• contact for questions/check back,</li> <li>• Target-URL/Click-URL,</li> <li>• Alt text/Title text (optional, only for the html Email)</li> </ul>																												

**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:**






Martin Heinrichs  
Editor-in-Chief  
Tel.: +49 69/84 00 06-13 54  
martin.heinrichs@vde-verlag.de

**Delivery Address:**

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



## N-F/ N-P

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 Nutzungsdaten / 1.294 Recipients  
Verbreitung (as of September 2024)

3 Rabatte -

**Stand-alone Newsletter**

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

**Preis: € 2.650**





<b>1 Name</b>	Market partner of the energy industry																							
<b>2 Short Summary</b>	<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>																							
<b>Industries and Topics</b>	<ul style="list-style-type: none"> <li>• Energy Apps</li> <li>• Metering</li> <li>• Energy Data Management</li> <li>• Grids</li> <li>• Energy Service Provider</li> <li>• Smart Energy</li> <li>• EVU/ municipal utilities</li> <li>• Smart Metering</li> </ul>	<ul style="list-style-type: none"> <li>• E-Mobility</li> <li>• Management Consultants/Consulting</li> <li>• Industrial companies</li> <li>• Associations/Organizations</li> <li>• IT Security</li> <li>• Workforce Management</li> <li>Your industry/your topic is not listed? Please contact us!</li> </ul>																						
<b>3 Publishing House</b>	<p>VDE VERLAG GMBH Kaiserleistraße 8 A 63067 Offenbach, Germany www.vde-verlag.de</p>																							
<b>4 Advertising formats</b>	<p><b>Online</b></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><b>Print + Online</b></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
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<b>5 Deadlines and Further Information</b>	<p>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.</p>																							



**Online-Werbung:**

Olaf Schneider  
Head of Sales and Advertising  
Tel.: 069/84 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 0006-13 40  
olaf.schneider@vde-verlag.de



**Bremen, Hamburg, Hessen, Niedersachsen, Nordrhein-Westfalen, Rheinland-Pfalz, Saarland, Schleswig-Holstein**

**Kirsten Schumann**  
medien service gmbh  
Bismarckstraße 48a  
40721 Hilden  
+49 21 03 39 84 - 48  
schumann@medienservice-  
hilden.de



**Baden-Württemberg, Berlin, Brandenburg, Mecklenburg-Vorpommern, Sachsen, Sachsen-Anhalt, Thüringen**

Armin Schaum  
Im Feldchen 24  
60437 Frankfurt  
+49 6101 48708  
verlagsbuero.schaum@  
t-online.de



**Bayern und Österreich**

Heinz-Joachim Greiner  
Bajuwarenstraße 19  
84030 Ergolding  
+49 871 7 42 92  
+49 1 70 380 17 03  
verlagsbuero greiner@t-online.  
de

## Order Management, Marketing & Medienpartnerschaften



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



**Leonie Ströver**  
Order Management  
Phone: +49 69/84 0006-13 42  
leonie.stroeve@vde-verlag.de



**Claudia Schilling**  
Marketing  
Phone: +49 69/84 0006-13 62  
claudia.schilling@vde-verlag.de



**Caroline Metzger**  
Marketing  
Phone: +49 69/84 0006-13 82  
caroline.metzger@vde-verlag.de

## Editorial department



**Martin Heinrichs**  
Editor-in-Chief  
Phone: +49 69/84 0006-13 54  
martin.heinrichs@vde-verlag.de

**VDE VERLAG GMBH**  
**Kaiserleistraße 8 A**  
**63067 Offenbach**

Phone: +49 69/84 0006-13 40  
anzeigen@vde-verlag.de  
www.vde-verlag.de