

Further information

Cover Portrait and Pricelist

Publication frequency ...eight issues a year
Volume32th Volume 2021
Web address www.erneuerbareenergien.de
Memberships none
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Subscription rate
 (incl. postage and packing)

	in-country	abroad
Annual subscription (print + Epaper)	58.20 €	71.50 €
Retail sale (plus postage and packing)	7.90 €	7.90 €
Print + Epaper, subscription for students annually	32.- €	45.- €

ISSN1436-8773

Scope analysis 2019 (8 issues)

Size of the magazine		DIN A4
Total number of pages	672 pages =	100 %
Editorial section	522 pages =	78 %
Advertisements	150 pages =	22 %

Thereof

Casual advertisements		-
Trade directory	48 pages =	7 %
pull-out supplements/stuffer mailers/ Bond-in inserts		-
advertisements by publishing and printing companies	10 pages =	1 %

inserts		5 pieces
partial inserts		-

Advertising Rate Sheet (No. 32 effective as from January 1, 2021)

Print run16.373 copies
Effectively published run:
Annual average (according to AMF scheme 2).....16.067 copies

Magazine format210 mm wide, 297 mm high, DIN A4

Printing and binding, print files

Offset printing; adhesive binding. Delivery of digital print files is required

Dates

Frequencyeight issues per year
Publication dates, Closing date for ads and copy see topics and schedule....page 4

PublisherSunMedia Verlags-GmbH
Hans-Böckler-Allee 7, 30173 Hannover

Terms of payment

8 days after billing date 2% discount, else 30 days without discount.
Bank collection procedure possible. VAT ID DE 191 460 944
Bank details for advertising invoices:
Commerzbank Hannover (sort code 250 400 66), account no. 150 507 200
IBAN: DE03 2504 0066 0150 5072 00, BIC: COBADEFFXXX
Base price per mm 4.- €

Premium positions / surcharges

Front page with flap 4,940.- €
2nd, 4th cover page 4,760.- €
3rd cover page 4,360.- €
Special advertisements.....on request

Typesetting and lithography costs

For costs incurred such as layout and proofreading the net cost price will be charged. A discount cannot be given.

Casual/Job opportunities per mm

sales, wanted to buy, vacancies, miscellaneous:
price per millimeter 3.40 €
box number ads 11.- €

Trade directory (print + online)

standard entry annually 228.- €
(confirm: company name, address, phone, fax, e-mail, www)
each additional line 56.- €
company logo 180.- €

Discounts and staggered repeat discount

from 3 ads 5 % 3 pages 10 %
from 6 ads 10 % 6 pages 15 %
from 8 ads 15 % 8 pages 20 %

Combinations

Discounts are also valid in combination with special publications and the digital products

Advertising agencies receive a 15% agency commission

Inserts (no discount given)

Total circulationcost per thousandTotal circulationcost per thousand
to 25 g258.- €to 40 g 344.- €
to 30 g284.- €to 45 g 378.- €
to 35 g313.- €to 50 g 416.- €
Heavier inserts, partial inserts and postage upon request.
Maximum format: 205 x 290 mm. Time of delivery see number 20.

Stuffer mailer

Special sizes upon request. When placing the order a template is required. Delivery in uncut format: 216 mm width x 305 mm height (adhesive binding), stuffer mailer of several pages folded. Exact delivery number 20.

Paper weight	130 g	170 g	over 170 g
2 pages	4,585.- €	5,040.- €	5,545.- €
4 pages	6,875.- €	7,560.- €	8,315.- €
8 pages	10,310.- €	11,340.- €	12,475.- €

Advertising Rate Sheet (No. 32 effective as from January 1, 2021)

Affixed advertising material

Postcards in connection with an advertisement or an insert

Charge for inserts formatted DIN A 6 to 5 g weight:..... 900.– €
 Plus gluing costs per thousand..... upon request
 Plus additional distribution costs..... upon request

Affixed **samples, CDs, brochures:**

Prices and gluing costs upon request including submission of a binding template.

A total number of 16,500 of items like inserts, stuffer mailers, postcards etc has to be delivered. An increase of the circulation by the publisher in case of a special occasion remains reserved.

Digital print documents

The following conditions have to be met for a correct processing of digital print documents:

Preferred data format

Printable PDF/X-3 or EPS files (with embedded fonts and image files).

Open Data (InDesign, QuarkXPress) should be avoided.

The file must be printable, all fonts used must be embedded.

Images files

Resolution of colour or grey scale images at least 300 ppi

Line drawing at least 600 ppi. For online advertising are .jpg and .png allowed.

Colour

CMYK (ISO 12647-2), no RGB or special colours

Print method

Web offset printing, adhesive binding

Data transfer

Email: anzeigendaten-ere@schluetersche.de

In case of larger data volume delivery via NextCloud. Please ask in advance.

File information

Please state magazine_issue_advertiser when sending the data and send exact order data as well as an authoritative printed version of your advertisement. Colour advertisements also require a proof that corresponds to the recommendations by FOGRA or ECI for web-offset printing. Type of proof and paper category on request.

Advertisement order

These specifications do not substitute the written advertisement order. Please send this directly to the advertisement department.

Receiving and processing check

The publisher assumes no responsibility for colour deviations and text positions in the advertisement, if files were not saved in the formats specified above and no colour-reference proofs were sent.

Delivery-address

Dierichs Druck+Media GmbH & Co. KG

receiving department / gate 2, Frankfurter Straße 168, D-34121 Kassel

Acceptance times: Monday to Friday, 7:00 am to 6:00 pm

or by special arrangement. receiving department, Phone +49(0)561 60280-362

Data delivery digital media: One week before starting of the campaign. Please let us know the link for the desired URL.

Data size: GIF, JPG: max 40 KB; Flash: max. 80 KB; HTML5: max 400 KB. (Please supply all elements in a zip file and please supply a fallback solution for incompatible browsers.)

Further information

Directory of Wind Energy 2021

SIZES AND PRICES

Entries print and online

Standard entry print + online	120.00 €
Standard entry logo online only	265.00 €
Entry plus 4c-logo print + online	300.00 €

The entry includes the address and a maximum of 600 characters of text. Longer texts will be charged accordingly.

Premium entry (incl. logo, 600 - 1 200 characters)	450.00 €
Company profile, 1/1 page (2 500 characters, picture and logo)	850.00 €
Specialist article for every section	incl. layout 1,200.00 €
(Headline + article with 2,000 characters plus 1-2 photos)	

Prices per category and country.

Advertising-sizes

Coverpage 2nd, 3rd, 4th	1,990.00 €
2/1 page (296 x 210)	3,155.00 €
1/1 page (148 x 210)	1,660.00 €
2/3 page (128 x 120)	1,330.00 €

The fullpages are with 3 mm bleed.

Display data via mail to:

anzeigendaten-wab@schluetersche.de

Discounts

Duration	discount
6 weeks	5 %
10 weeks	10 %
15 weeks	15 %
18 weeks	20 %

Recipients Structure Analysis

Target group	%
Planners, operators, investors	29 %
Service providers, financiers, appraisers	22 %
Energy supplier	19 %
Manufacturer, supplier	18 %
Municipalities, press, politics	18 %
Others	4 %