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Deutsche
Gesellschaft
Sonnenenergie

Media Kit 2026

Print, Newsletter & Online

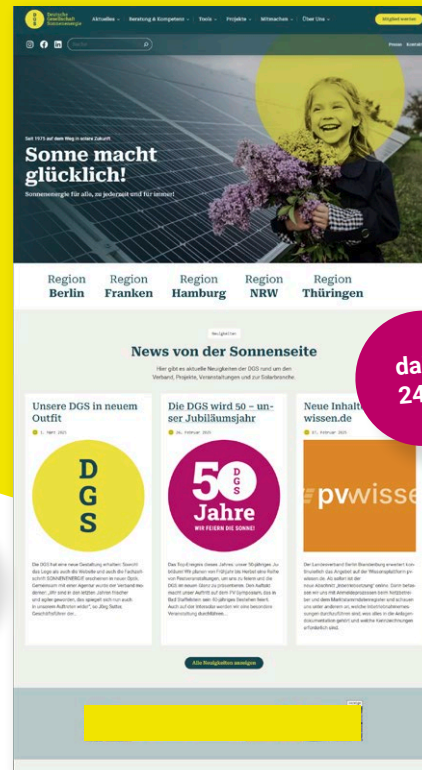
More than
50 Years of Expertise!



4 times
a year



weekly



daily
24/7



Photo: ©pexels.com – Vincent Delsuc

SONNENENERGIE Print and ePaper

SONNENENERGIE has been the official press organ of the German Solar Energy Society (DGS) for 50 years and is also Germany's longest-serving specialist magazine in the field of renewable energies. Objective technical content and editorial expertise have led to a high level of reader loyalty over the decades. As a trade association for solar technology, the DGS is also a recognized organization for consumer protection issues and therefore enjoys a particularly high level of trust among the readers of its media.

Publication frequency: Four issues per year (March, June, September, December)

Circulation: 6,500 to 7,500 copies

SONNENENERGIE is digitally supplemented by two online portals and the weekly DGS-News to approx. 11,000 subscribers.

Distribution

SONNENENERGIE is distributed in print and ePaper form to the currently around 3,800 members of the DGS. Experts and specialists from all areas of renewable energies read it regularly and intensively.

Moreover, the trade journal is available as a free subscription or as a single copy at around 300 newsagents nationwide.

In addition, SONNENENERGIE has bonus circulations at all relevant industry events in Germany as an official media partner. The most important bonus circulations can be found in the calendar with the dates and editorial focal points on page 5.

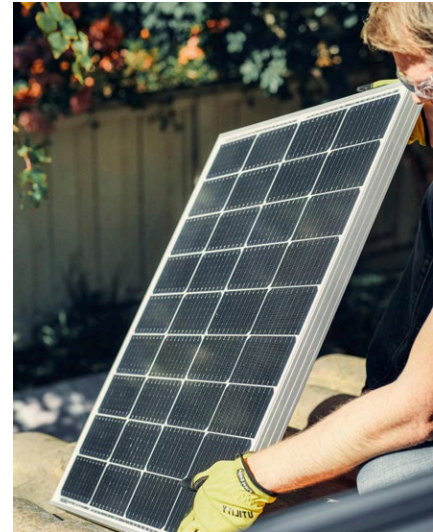
Editorial focus

SONNENENERGIE provides practical information on the latest technological developments and applications from all areas of renewable energies and offers up-to-date reporting on the political framework conditions for the energy transition. The focus is on the following specialist topics:

- Photovoltaics, solar thermal energy, heat transition
- Energy-efficient and sustainable construction
- Electromobility
- Energy Storage
- Integrated Energy
- Bioenergy
- Advice on legal issues and subsidies

Your advertising in DGS media primarily reaches these B2B target groups

- Buyers from the HVAC and electrical sectors
- The wholesale and the specialised trade
- Planners and project planners
- Energy consultants, experts and technical building services planners
- Decision-makers from local authorities and municipal utilities
- Public, commercial and private system operators, and those who want to become one
- Manufacturers of systems and components
- Participants in the numerous DGS seminars and workshops
- Course participants and teachers at DGS solar schools nationwide



Advertising Formats and Rates Print

Format*	Width x Height in mm	Rate**
1/1 bleed*	210 x 297	2,400 €
1/1 non bleed	180 x 259	2,400 €
1/2 bleed horizontal*	210 x 140	1,200 €
1/2 non bleed horizontal	180 x 123	1,200 €
1/2 bleed vertical*	97 x 297	1,200 €
1/2 non bleed vertical	85 x 259	1,200 €
1/3 bleed horizontal*	210 x 101	800 €
1/3 non bleed horizontal	180 x 84	800 €
1/3 bleed hoch*	66 x 297	800 €
1/3 non bleed vertical	54 x 259	800 €
1/4 non bleed horizontal	180 x 59	600 €
1/4 non bleed vertical	85 x 127	600 €

Company Entry in the DGS Member Directory

1/4 non bleed	45 x 240	440 €
1/6 non bleed	45 x 160	360 €
1/8 non bleed	45 x 120	270 €
1/12 non bleed	45 x 80	180 €
1/24 non bleed	45 x 40	90 €

*Adverts in bleed: advert size plus 3 mm bleed.

**All rates per issue

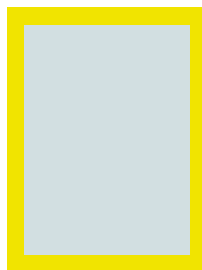
Placement Surcharges

- 20% for placement on front inside cover
- 15% for placement on back inside cover
- 10% for fixed placements

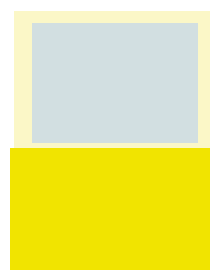
Technical Specifications:

Magazine format: 210 × 297 mm // **Type area:** 174 × 264 mm

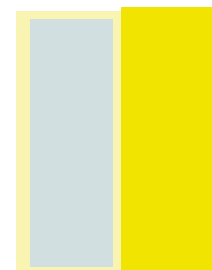
Advert Material: PDF file in CMYK, at least 300 dpi



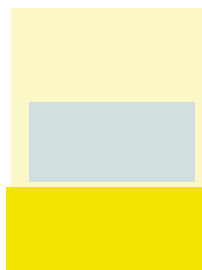
1/1* 210 x 297
1/1 180 x 259



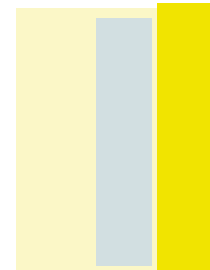
1/2 horizontal* 210 x 140
1/2 horizontal 180 x 123



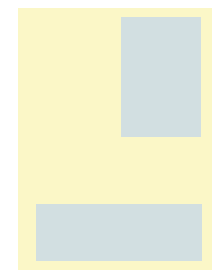
1/2 vertical* 97 x 297
1/2 vertical 85 x 259



1/3 horizontal* 210 x 101
1/3 horizontal 180 x 84



1/3 vertical* 66 x 297
1/3 vertical 54 x 259



1/4 vertical 85 x 127
1/4 vertical 180 x 59

*Adverts in bleed: advert size plus 3 mm bleed.

Discount Scale

- 5 % for 2 issues or 1 page
- 10 % for 4 issues or 2 pages

Job Adverts

Job adverts are discounted by 50%..

Member Discount

DGS members receive a 10% discount on all advertising rates. Company entries in the directory of DGS member companies are not eligible for a discount.

Other discounts for cross-media print-online combinations on request.

SONNENENERGIE Calendar – Dates, Topics and Bonus Circulations 2026

ISSUE	TOPICS	MAIN BONUS CIRCULATIONS
1 2026 <ul style="list-style-type: none"> • Advert Close 30 January 2026 • Material Close 9 February 2026 • Publication date 2 March 2026 	Solar Architecture Building-Integrated Photovoltaics Heat Transition Resource Management Follow-up Report on the Solar World Congress	Forum BIPV, Bad Staffelstein PV-Symposium, Bad Staffelstein Battery Business Forum, Frankfurt Solar Solution Wien, Vienna Symposium Zukunft Wärme, Marburg
2 2026 <ul style="list-style-type: none"> • Advert Close 24 April 2026 • Material Close 30 April 2026 • Publication date 1 June 2026 	Global Solar Revolution Solar Thermal Energy Energy Policy Innovations and Storage Concepts Follow-up report on the “PV Symposium”	The Smarter E, München Industry meets Renewables, Neumünster NEW HOUSING, Karlsruhe
3 2026 <ul style="list-style-type: none"> • Advert Close 31 July 2026 • Material Close 7 August 2026 • Publication date 1 September 2026 	PV - Examples of Best Practice Heating Networks Follow-up Reports on the “Symposium Zukunft Wärme” (Future of Heating Symposium) and “Intersolar”	ZO.RRO II Konferenz, Erfurt AI Energy Summit, Augsburg Solar Paces, Bad Neuenahr Forum Solar PLUS, Berlin GET Nord, Hamburg HEATEXPO, Dortmund Solar Solutions Düsseldorf
4 2026 <ul style="list-style-type: none"> • Advert Close 30 October 2026 • Material Close 6 November 2026 • Publication date 1 December 2026 	Municipal Climate Protection Energy Communities Integrated Energy Research Knowledge Transfer	Tagung Zukünftige Stromnetze 2027, Berlin Solar Solutions Leipzig 2027, Leipzig elektrotechnik 2027, Dortmund Kongress Klimaneutrale Kommunen 2027, Freiburg GETEC 2027, Freiburg

RECURRING TOPICS IN ALL ISSUES:

Photovoltaics, Solar Thermal Energy, Local Energy Transition, Legal Tips, International Markets, Energy Data, Subsidies and Funding, DGS Active



Banner Advertising in the weekly DGS News

every Friday to approx. 11,000 subscribers

Banner Formats and Rates per week

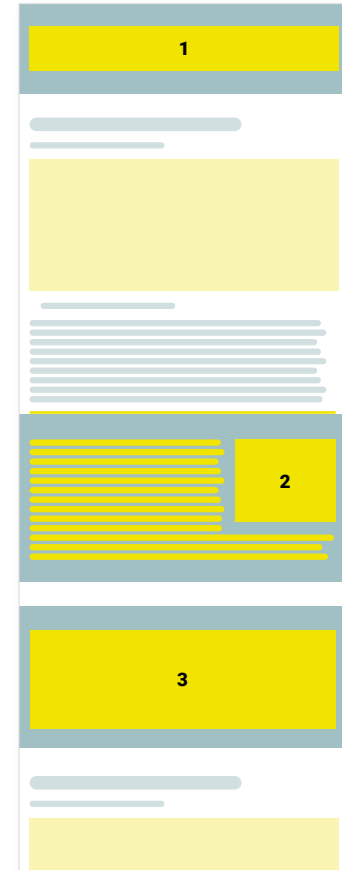
- | | |
|--|-------|
| 1. Super Banner 620 x 200 px | 650 € |
| 2. Text Ad 1.500 characters + image | 500 € |
| 3. Full Banner 620 x 90 px | 320 € |
| 4. Job Ad 2.500 characters + logo | 350 € |

With your job advert in the DGS News, you will be sure to find both junior staff and experienced specialists from all areas of the solar industry.

Discount Scale

- 2 issues 5%
- 3 issues 10%
- 4 issues 15%
- ab 5 issues 20%

Reporting on request



Banner Advertising online at www.dgs.de / www.sonnenenergie.de

Banner Formats and Rates per Month

Advertorial	3,000 characters + image	1,700 €
1. Leaderboard	970 x 90 px	1,200 €
2. Super Banner	728 x 90 px	800 €
3. Standard Banner	640 x 90 px	650 €
4. Fullsize Banner	468 x 90 px	450 €
Job Ad	2,500 characters + logo	500 €

Monthly Access Figures as of December 2024

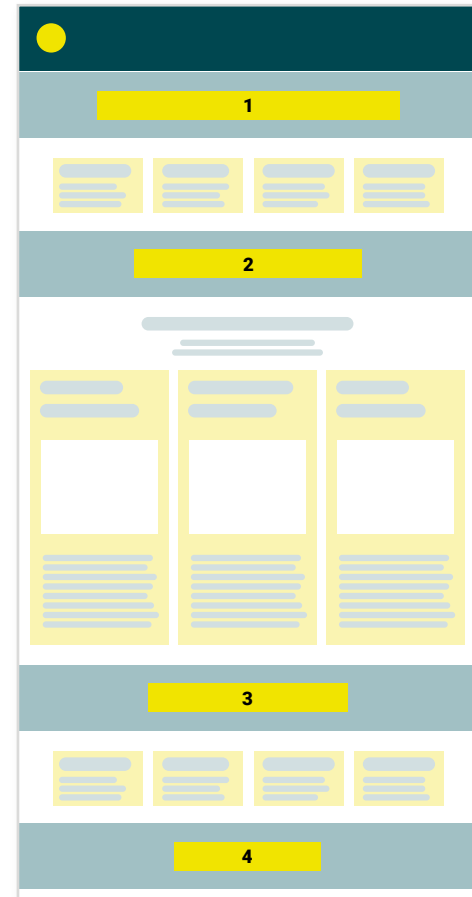
www.dgs.de: 6,500 Visits and 12,600 Page Impressions

www.sonnenenergie.de: 2,450 Visits and 3,750 Page Impressions

Reporting on request

Discount Scale

- 3 month runtime 15%
- 6 month runtime 20%
- from 9 month runtime 25%



Your Contacts



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