

# Energie & Management

MEDIA FOR THE ENERGY MARKET



2026 Media Data  
PRINT & ONLINE & DIGITAL

OUR MEDIA NETWORK FOR YOUR  
SUCCESSFUL COMMUNICATIONS

more than **13,481,192**  
contacts in a year



**274,814**

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



**289,178**

views of our LinkedIn posts in a year  
LinkedIn: from August 2024 to August 2025



**5,348,197**

visits in a year  
IVW Online / Google Analytics  
from July 2024 to July 2025



**5,727**

LinkedIn followers  
Users of E&M News on  
LinkedIn as of August 2025



**1,309,128**

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



**6,254,148**

views of our news on X  
X data from July 2024 to July 2025

## General information

**Publisher** Energie & Management Verlagsgesellschaft mbH  
Schloß Mühlfeld 20, 82211 Herrsching, Germany  
Phone: +49 / (0)8152 / 9311-0  
Fax: +49 / (0)8152 / 9311-22  
Email: [info@emvg.de](mailto:info@emvg.de)  
Web: [www.energie-und-management.de](http://www.energie-und-management.de)

**Managing director** Martin Brückner

**Publisher and editorial staff** Stefan Sagmeister, editor-in-chief  
[s.sagmeister@emvg.de](mailto:s.sagmeister@emvg.de)  
Fritz Wilhelm, deputy editor-in-chief  
[f.wilhelm@emvg.de](mailto:f.wilhelm@emvg.de)

**Media / advertisements**



**Antje Baraccani**  
[ab@bb-rb.de](mailto:ab@bb-rb.de)  
+49 (0) 42 93-890 89-13

**Benjamin Rudolf**  
[br@bb-rb.de](mailto:br@bb-rb.de)  
+49 (0) 42 93-890 89-11



**Sales / subscriber services**

Ines Bscheid  
[i.bscheid@emvg.de](mailto:i.bscheid@emvg.de)  
Kerstin Bergen  
[k.bergen@emvg.de](mailto:k.bergen@emvg.de)

**Terms of payment**

Due immediately upon receipt of invoice;  
no reductions allowed.  
Prepaid ads receive a 3 % discount.  
VAT ID No: DE 162 448 530

**Bank account**

Bank: HypoVereinsbank Herrsching  
IBAN: DE 88 7002 0270 3140 1569 56  
BIC: HYVEDEMMXXX



# Energie & Management

## PRINT MEDIA

The Energie & Management Verlagsgesellschaft mbH publisher specialises in news from the energy sector and prints the following publications:

### Energie & Management newspaper

An independent newspaper in the energy market since 1994, Energie & Management publishes 10 issues a year, bringing readers the latest news as a leading periodical in the German-language energy market.

### E&M magazines and special sections

E&M's newspaper issues are supplemented with special sections in individual newspaper editions that focus on selected topics such as onshore and offshore wind power, municipal utilities, cogeneration, smart metering, IT and digitalisation. The editorial highlight of the year is the December issue: E&M Jahresmagazin.

Our special sections are also available online as ePapers, increasing their distribution to more than 22,540 recipients of the E&M Exklusiv newsletter. These special issues are also distributed at trade fairs and congresses in exclusive cooperation arrangements.

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

<b>Frequency of publication</b>	Energie & Management newspaper (print): 10 issues a year. Special sections: 2-3 times a year. The Energie & Management newspaper is available as an ePaper a day ahead of official publication of the print edition.	<b>Print documents</b>	Digital data must be transmitted to us as a high-resolution PDF file, with fonts / data saved in uncompressed form in CMYK mode. (Please refer to the instruction sheet for more details on transmitting ads.)
<b>Place of publication</b>	Herrsching, Germany	<b>Data transmission</b>	Please send your data per email to: anzeigen@trurnit.de
<b>Subscription rates</b>	Annual subscription in Germany: EUR 499.00. Annual subscription in other European countries: EUR 499.00 The subscription rate in Germany includes VAT. The subscription rate for students is 50 % of the full price.	<b>Printer</b>	sourc-e GmbH Hohenstaufenring 61, 50674 Cologne, Germany
		<b>Design</b>	trurnit GmbH Putzbrunner Str. 38, 85521 Ottobrunn, Germany
<b>Printing</b>	We offset print on 80 g matte coated photo paper (100 % recycled paper) using computer-to-plate (CTP) technology.	<b>Other information</b>	Standard colour surcharges are based on Euroscale colours (CMYK). Costs for film production are charged separately.

## Readership and circulation

### Energy & Management – a successful advertising vehicle

Energy & Management is an efficient advertising vehicle if you are looking to reach decision-makers in the energy industry. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your advertising in our digital media ensures that your business attracts even greater attention.

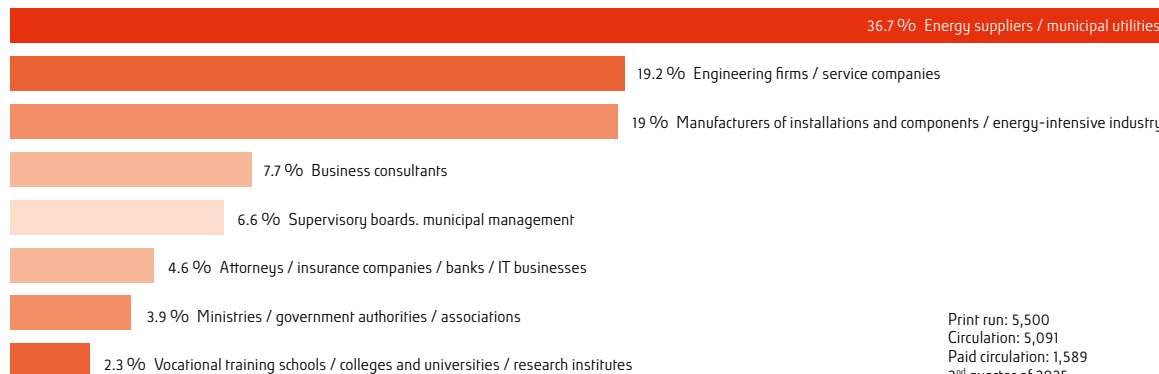
### Energy & Management – a premium target group

E&M addresses the entire energy economy as well as energy-related industries, focusing on energy suppliers, municipal utilities, manufacturers of energy equipment and technology, and service providers.

### Decision-makers and disseminators

Readers and subscribers to our media

- work in top positions as managing directors, business owners, board members, division heads, line managers and skilled specialists.
- decide on product selection and services and / or have budget responsibility.
- belong to companies of all sizes, mainly SMEs in the energy sector.



Print run: 5,500  
Circulation: 5,091  
Paid circulation: 1,589  
2<sup>nd</sup> quarter of 2025

## Understanding demographic changes

## More and more readers are young and well qualified

E&M's readers are educated and skilled, averaging 43 years in age. About 56 % of our readers are between 40 and 59. The market segment of readers under the age of 40 is steadily growing, approaching 40 % of all readers. Some 17 % of our readers are young career-starters and not yet 30.

The typical E&M reader is male (87 %), employed (90 %), and a graduate (78 %). The share of subscribers with a college or university

degree is particularly impressive. You cannot overlook E&M if you want your ad to get attention in the energy sector. Some 82 % of our readers work for energy suppliers (power supply companies and municipal utilities), energy service providers, businesses in plant construction and technology, and in the renewable energy sector. Additionally, the target group of freelancers and self-employed in the energy market makes up nearly 15 % of our readership.

## Position within the company

Figures in %



## Decision-makers at a glance

## Across all company divisions

E&M addresses the high-earning reader with a gross annual income of more than 80,000 euros (33 %) in the very group that has purchasing power and decision-making authority. Some 28 % of our subscribers are in top management and 43 % are managers in energy companies – across all important company divisions.

Our newspaper is read particularly frequently in sales / marketing and IT departments, at the administrative and organisational levels, and in top management (company directors). About 19 % of

our readers make decisions on purchasing and materials management, while 15 % work in production, logistics and manufacturing, and nearly 12 % are involved in R&D and construction. This means that E&M enables you to present your products and services directly to decision-makers and target groups with relevant influence on their companies' purchasing strategies.

## Decision-makers by function

Figures in %



## Expertise has many facets

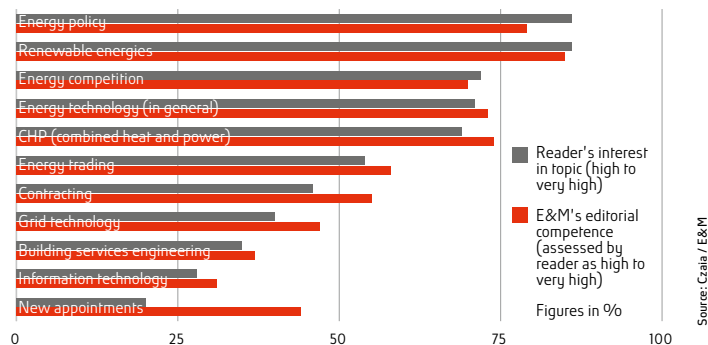
## A balance of topics

E&M covers a broad and balanced range of topics. Some 39 % of respondents to our survey underlined this feature. The survey also gave a similarly positive evaluation to our editorial competence on all important energy topics. Our reporting on energy policy, energy technology, energy management and renewable energies leads the way – proof of our editorial skills in these areas.

According to 85 % of subscribers, our newspaper is often their first choice when it comes to finding out about trends, technological innovation and

changes in the market today. Some 50 % of target groups praised the exclusivity of articles and information, and 83 % applauded the newspaper's clear use of language. So it's no surprise that E&M's coverage is rated as good to excellent.

## A broad range of topics



## Extensive use

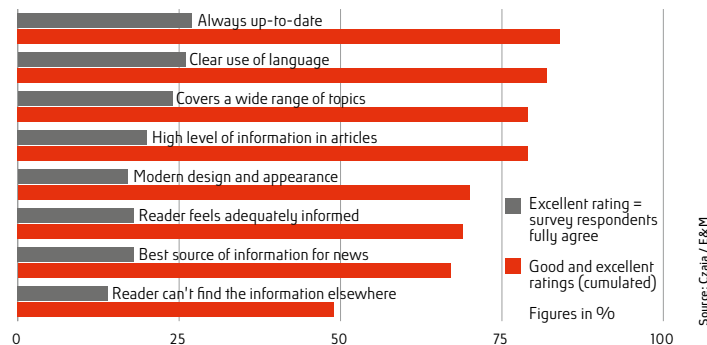
## Readers take time to look through the newspaper

E&M readers' extensive use of the newspaper is impressive. Some 69 % of subscribers regularly read all issues and look through the newspaper more than once. A typical E&M reader takes an average of 43 minutes to go through its pages. Some 72 % find the newspaper so interesting that they look at every article and every page gets their attention. About 26 % allow themselves an hour or more of reading time. Speed readers (11 %) take less than

15 minutes, but don't read more than a quarter of the articles.

Some 82 % of readers have a personal subscription, and nearly half of them pass the newspaper on to colleagues. This means that each issue has an average of 3.1 readers. Our many readers greatly appreciate our unflinching standards in editorial quality. E&M enjoys very high reader loyalty and some 58 % of survey participants would especially miss the newspaper.

## Up-to-date and exclusive





Issue	Schedule	Topic of the week*	Focus	Trade fairs and events
<b>E&amp;M 1-2 / 2026</b>	<b>Trade fair edition</b> <b>E-world energy &amp; water</b> E&M is the official media partner of the fair, with a growing online reach of more than 22,540 subscribers  Publication date: 2 February 2026 Booking deadline: 12 January 2026 Copy deadline: 16 January 2026	Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8 Week 9	<ul style="list-style-type: none"> <li>• E&amp;M's 2026 direct marketing survey</li> <li>• HR: New recruitment strategies in the energy sector</li> <li>• PV and battery storage solutions for industrial and commercial applications</li> <li>• Contracting and the heat transition in the housing sector</li> <li>• Energy trading and PPA trends</li> <li>• Hydrogen sector: Infrastructure and industrial projects</li> <li>• CHP in property management</li> <li>• Geothermal energy: A sustainable foundation for district heating</li> </ul>	E-world energy & water 2026 GeoTHERM
	<b>Special section:</b> <b>2026 E-world energy &amp; water</b>		<ul style="list-style-type: none"> <li>• Digitalisation of the energy industry</li> <li>• Sector coupling and district solutions</li> <li>• New business models in energy services</li> </ul>	
<b>E&amp;M 3 / 2026</b>	Publication date: 2 March 2026 Booking deadline: 9 February 2026 Copy deadline: 13 February 2026	Week 10 Week 11 Week 12 Week 13	<ul style="list-style-type: none"> <li>• Municipal utilities: Managing urban lighting</li> <li>• Wind power: Condition monitoring, AI-supported maintenance planning, municipal site pooling</li> <li>• Accelerators, photovoltaic expansion: Barriers, limits, co-locations</li> <li>• Current state of Germany's hydrogen infrastructure</li> </ul>	Light + Building H2 Forum Berlin



\* **Become an E&M contribution partner.** – The main topics of each E&M print edition are continuously featured as the topic of the week in the E&M weekly newsletter and online at [www.energie-und-management.de](http://www.energie-und-management.de). You can sponsor these topics. For more information, please see page 27

Issue	Schedule	Topic of the week*	Focus	Trade fairs and events
<b>E&amp;M 4 / 2026</b>	<b>Trade fair edition</b> <b>Hannover Messe Energy Solutions</b> Including a special section CHP-Extra E&M is the official media partner of the fair, with a growing online reach of more than 22,540 subscribers  Publication date: 1 April 2026 <b>Booking deadline: 9 March 2026</b> Copy deadline: 13 March 2026	Week 14 Week 15 Week 16 Week 17	<ul style="list-style-type: none"> <li>• Industrial decarbonisation</li> <li>• Large-scale battery energy storage for grid stabilisation</li> <li>• Contracting solutions for industrial process heat</li> <li>• Automation and grid digitalisation</li> </ul>	Hannover Messe Energy Solutions Handelsblatt Jahrestagung Stadtwerke Battery Conference Automatisierungstreff, Heilbronn
	<b>Special section:</b> <b>CHP-Extra</b>	Week 18	<ul style="list-style-type: none"> <li>• Transition to hydrogen-ready systems</li> <li>• CHP using renewable fuels and technologies</li> <li>• Municipal heating strategy: Using CHP for sustainable city planning</li> <li>• Combined heat and power systems: Engine servicing and maintenance</li> </ul>	
	<b>Special section:</b> <b>E&amp;M STADTWERKE</b> With a growing online reach of more than 22,540 subscribers, E&M is the official media partner of the Handelsblatt Jahrestagung		<ul style="list-style-type: none"> <li>• Financing the energy transition</li> <li>• Billing solutions as a basis for innovative business models</li> <li>• Innovative tariff models and customer engagement</li> </ul>	
<b>E&amp;M 5 / 2026</b>	Publication date: 4 May 2026 <b>Booking deadline: 14 April 2026</b> Copy deadline: 18 April 2026	Week 19 Week 20 Week 21 Week 22	<ul style="list-style-type: none"> <li>• Electricity and gas procurement 2.0</li> <li>• ESG reporting and green finance</li> <li>• Climate-neutral contracting</li> <li>• Photovoltaic solutions for industrial prosumers</li> </ul>	PCIM Europe Berliner ENERGIEETAGE Biogas-Innovationskongress Zukunft Offshore



\* **Become an E&M contribution partner.** – The main topics of each E&M print edition are continuously featured as the topic of the week in the E&M weekly newsletter and online at [www.energie-und-management.de](http://www.energie-und-management.de). You can sponsor these topics. For more information, please see page 27

Issue	Schedule	Topic of the week*	Focus	Trade fairs and events
<b>E&amp;M 6 / 2026</b>	<b>Trade fair edition</b> <b>The SMARTER E Europe</b> E&M is the official media partner of the event, with a growing online reach of more than 22,540 subscribers  Publication date: 1 June 2026 Booking deadline: 11 May 2026 Copy deadline: 15 May 2026	Week 23 Week 24 Week 25 Week 26	<ul style="list-style-type: none"> <li>• Smart meter rollout: Current status and outlook</li> <li>• Low-voltage control and intelligent grid operation</li> <li>• CHP using biomethane and hydrogen</li> <li>• Digital platforms: Leveraging AI, machine learning and data analytics for the energy transition</li> </ul>	The smarter E EUROPE BDEW Kongress Industry meets Renewables
	<b>Special section:</b> <b>THE SMARTER E EUROPE</b>		<ul style="list-style-type: none"> <li>• The photovoltaics market in 2026: Tech and business models, co-locations with battery storage, and commercial tenant electricity</li> <li>• EV and lorry charging infrastructure</li> <li>• Sector coupling: Stationary energy storage, hydrogen storage and power-to-gas</li> </ul>	
<b>E&amp;M 7-8 / 2026</b>	Publication date: 3 August 2026 Booking deadline: 13 July 2026 Copy deadline: 17 July 2026	Week 27 Week 28 Week 29 Week 30 Week 31 Week 32 Week 33 Week 34	<ul style="list-style-type: none"> <li>• E&amp;M's 2026 PPA barometer</li> <li>• Dynamic tariffs and new business models</li> <li>• From utility to trusted partner: Successful customer engagement for municipal utilities</li> <li>• Wind power: New installations in the first six months of 2026</li> <li>• Renewable electrolysis for green hydrogen production</li> <li>• Contracting solutions for municipal properties and energy supply</li> <li>• District heating: Waste heat, large heat pumps and sustainable energy grids</li> <li>• Recruiting and retaining talent in the energy industry</li> </ul>	



\* **Become an E&M contribution partner.** – The main topics of each E&M print edition are continuously featured as the topic of the week in the E&M weekly newsletter and online at [www.energie-und-management.de](http://www.energie-und-management.de). You can sponsor these topics. For more information, please see page 27

Issue	Schedule	Topic of the week*	Focus	Trade fairs and events
<b>E&amp;M 9 / 2026</b>	<b>Trade fair edition</b> <b>Wind Energy Hamburg</b> E&M is the official media partner of the fair, with a growing online reach of more than 22,540 subscribers  Publication date: 1 September 2026 Booking deadline: 10 August 2026 Copy deadline: 14 August 2026	Week 35 Week 36 Week 37 Week 38	<ul style="list-style-type: none"> <li>E&amp;M's 2026 direct marketing survey / Results from the first six months of 2026</li> <li>Redispatch and grid stabilisation</li> <li>Gas market and the hydrogen transition</li> <li>Using high-temperature heat pumps for industrial processes</li> </ul>	WindEnergy Hamburg DVGW-Kongress
	<b>Special section:</b> <b>E&amp;M STARK IM WIND</b>	Week 39 Week 40	<ul style="list-style-type: none"> <li>Plant engineering in focus: Optimising performance and industrialisation in practice</li> <li>From site to turbine: Best practices for successful wind power projects</li> <li>Moving from curtailment to storage: Hydrogen and large-scale storage solutions for the wind power industry</li> <li>Service 4.0: AI-supported operation and maintenance (O&amp;M) in the wind power sector</li> </ul>	
<b>E&amp;M 10 / 2026</b>	<b>2026 metering days conference</b> E&M is the official media partner with a growing online reach of more than 22,540 subscribers  Publication date: 1 October 2026 Booking deadline: 8 September 2026 Copy deadline: 12 September 2026	Week 41 Week 42 Week 43 Week 44	<ul style="list-style-type: none"> <li>IT security for energy companies</li> <li>Financing the energy transition</li> <li>Sector coupling with hydrogen: Electricity for heating, mobility and industry</li> <li>Industrial cooling 4.0: Optimising energy efficiency and process stability</li> </ul>	metering days, Fulda it-sa Hydrogen Technology World Expo Chillventa 34. Windenergietage
	<b>Special section:</b> <b>SMART METERING &amp; DIENSTLEISTUNGEN</b> [Smart metering and services]		<ul style="list-style-type: none"> <li>Current status of the smart meter rollout</li> <li>From powerlines to fibre optic cables: Smart metering connectivity solutions</li> <li>Managing electricity supply and consumption in low-voltage distribution networks</li> </ul>	



\* **Become an E&M contribution partner.** – The main topics of each E&M print edition are continuously featured as the topic of the week in the E&M weekly newsletter and online at [www.energie-und-management.de](http://www.energie-und-management.de). You can sponsor these topics. For more information, please see page 27

Issue	Schedule	Topic of the week*	Focus	Trade fairs and events
<b>E&amp;M 11 / 2026</b>	Publication date: 2 November 2026 <b>Booking deadline: 12 October 2026</b> Copy deadline: 16 October 2026	Week 45 Week 46 Week 47 Week 48	<ul style="list-style-type: none"> <li>• E&amp;M's 2026 CHP ranking</li> <li>• Industry use of CHP systems</li> <li>• Integration of biogas and biomethane in the heating sector</li> <li>• Integration of solar thermal energy in municipal heat planning</li> </ul>	HEATEXPO Forum Solar PLUS EnergyDecentral
<b>E&amp;M 12/2026</b>	<b>2026 E&amp;M JAHRESMAGAZIN</b> in a DIN A4 magazine format with a growing online reach of more than 22,540 subscribers  Publication date: 1 December 2026 <b>Booking deadline: 10 November 2026</b> Copy deadline: 14 November 2026	Week 49 Week 50 Week 51 Week 52	<b>Navigating developments in the energy sector</b> <ul style="list-style-type: none"> <li>• Insights, trends and opportunities</li> </ul> <b>Motto: Flexibility – the key to effective control, maximum gain</b> <ul style="list-style-type: none"> <li>• Smart grids and digital grid management</li> <li>• Demand response and load management</li> <li>• Energy storage solutions and hybrid systems</li> <li>• Market mechanisms and price stability: Incentive programmes to promote flexibility</li> <li>• Another highlight: The 2026 CHP Plant of the Year</li> </ul>	Tagung Zukünftige Stromnetze 2027 Handelsblatt Energie-Gipfel 2027 Kraftstoffe der Zukunft 2027 E-world energy & water 2027
<b>E&amp;M 1-2 / 2027</b>	<b>Trade fair edition</b> <b>2027 E-world energy &amp; water</b> E&M is the official media partner, with a growing online reach of more than 22,540 subscribers  Publication date: 1 February 2027 <b>Booking deadline: 12 January 2027</b> Copy deadline: 16 January 2027	Week 1 Week 2 Week 3 Week 4 Week 5 Week 6 Week 7 Week 8	<ul style="list-style-type: none"> <li>• E&amp;M's 2027 direct marketing survey</li> <li>• Energy trading: Strategies for gas and electricity markets</li> <li>• HR in the energy sector: Building a strong employer brand in the energy sector</li> <li>• Biogas for industrial applications</li> <li>• Renewable energies: Regulation and market integration</li> <li>• Ensuring a stable electricity grid: Practical strategies</li> <li>• Expanding solar: Integrating PV systems into urban and industrial settings</li> <li>• CHP systems: New developments and technologies</li> </ul>	E-world energy & water
	<b>Special section:</b> <b>E-world energy &amp; water</b>		<ul style="list-style-type: none"> <li>• PPA options for CHP-generated electricity and heat</li> <li>• Digital platforms for flexibility, P2P trading and virtual power plants</li> <li>• Cross-selling and services: Unlocking revenue potential for municipal utilities in 2027</li> </ul>	

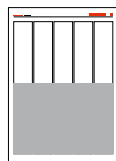


\* **Become an E&M contribution partner.** – The main topics of each E&M print edition are continuously featured as the topic of the week in the E&M weekly newsletter and online at [www.energie-und-management.de](http://www.energie-und-management.de). You can sponsor these topics. For more information, please see page 27

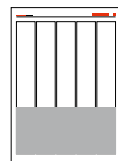
## A3 sizes



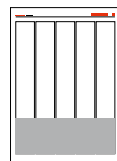
**full A3 page**  
270 x 385 mm



**1/2 A3 page**  
270 x 192 mm

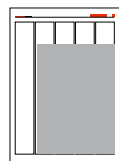


**1/3 A3 page**  
270 x 128 mm

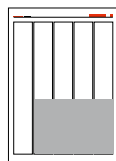


**1/4 A3 page**  
270 x 95 mm

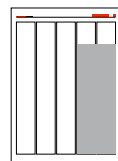
## A4 sizes



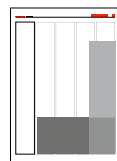
**full A4 page**  
210 x 297 mm



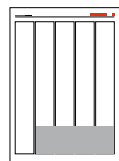
**1/2 A4, horizontal**  
210 x 148.5 mm



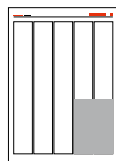
**1/2 A4, vertical**  
105 x 297 mm



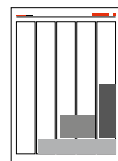
**1/3 A4 page**  
210 x 99 mm  
71 x 297 mm



**1/4 A4, horizontal**  
210 x 75 mm

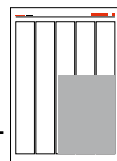


**1/4 A4, vertical**  
105 x 148.5 mm



**1/8 A4 page**  
210 x 38 mm  
90 x 65 mm  
43 x 133 mm

## Special size



**Junior page**  
148 x 210 mm

## Issue sizes

### Energie & Management

#### Newspaper size:

A3, 297 mm width x 420 mm height  
Type area: 270 mm width x 385 mm height  
Columns: 5 columns, each 50.8 mm  
(Gutter width: 3.5 mm)  
Bleed: 3 mm on each side

### ePaper

The Energie & Management digital newspaper is available for download a day ahead of official publication of the print edition.

### Magazines / special issues / supplements

#### Magazine size:

A4, 210 mm width x 297 mm height  
Type area: 160 mm width x 244 mm height  
Columns: 3 columns, each 50 mm  
(Gutter width: 5 mm)  
Bleed: 3 mm on each side

## Advertising rates

A3 sizes	Base price (b/w) in EUR	Colour surcharge* in EUR	4c in EUR
full page	4,560.00	585.00	6,315.00
1/2 page horizontal	3,530.00	485.00	4,985.00
1/3 page horizontal	2,265.00	485.00	3,720.00
1/4 page horizontal	1,750.00	385.00	2,905.00
A4 sizes			
A4	3,705.00	485.00	5,160.00
1/2 page vertical / horizontal	1,875.00	385.00	3,030.00
1/3 page vertical / horizontal	1,210.00	285.00	2,065.00
1/4 page vertical / horizontal	890.00	285.00	1,745.00
1/8 page vertical / horizontal / rectangle	445.00	185.00	1,000.00
Special sizes and special placement**			
Junior page	1,875.00	385.00	3,030.00
Business profile			
1/2 A4 page; logo in 4c			1,620.00
full A4 page; logo in 4c			2,930.00
Profile insertion fee (incl. postage)			
up to 25 g weight	per 1,000 pieces	420.00	
each additional 5 g weight	per 1,000 pieces	25.00	

\* per Euroscale colour

\*\* Other special sizes, special placements, or double-page ad space are available on request. A banner ad across the bottom of two pages does not have exclusive placement on either page: further advertising space on both pages remains available for other ads.

## Discount rates

Discounts for full-page ads: 3 ads = 10 %; 6 ads = 15 %; 9 ads = 20 %  
Discounts for frequently repeated ads: 3 ads = 5 %; 6 ads = 10 %; 9 ads = 13 %

Discounts apply to ads accepted within twelve months from the date when the first ad is published.  
Colour surcharges are not discounted.  
Prices do not include statutory VAT.  
Our current list of advertising rates (No. 32) has been valid since 1 October 2025.

## Enter your company in the right E&M business directory in print and online

The E&M business compass in every newspaper edition and the placement of your company's profile in the E&M Marketplace Energy business directory together give your enterprise a sustainable cross-media presence.

A four-colour ad costs **only EUR 250 per issue**. Take advantage of this offer starting any month.

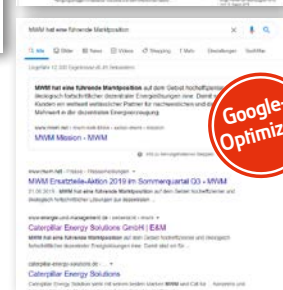
**+ BONUS:** Your company is also profiled in the exclusive online E&M Marketplace Energy business directory.

- **Professional** multiple contacts and **continuous** advertising presence.
- **Image enhancement and strengthening of your corporate brand:** your company and portfolio are presented in the context of high-quality editorial content and benefit from our positive image as an independent leading voice in the energy sector.
- **Sustainable SEO optimisation at low cost:** secondary synergy effects enhance your own web ranking thanks to the high domain authority of our website (+ DA 52) as well as skilled key wording and linking.

### What we need from you:

Your customised ad (300 dpi resolution) in PDF format 50 x 60 mm or your company logo and address | Phone | Fax | Email | Web + maximum of 500 characters in text

Illustration shown in original size



### The following ad categories appear in these issues.

Category / Issue No.	1-2	3	4	5	6	7-8	9	10	11	12
Cogeneration of heat and power	•	•	•	•	•	•	•	•	•	•
Contracting / heating services	•	•	•	•	•	•	•	•	•	•
Energy storage	•	•	•	•	•	•	•	•	•	•
Renewable energies	•	•	•	•	•	•	•	•	•	•

A larger selection of categories is available on request.



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

Up-to-date and online

Posting your job ad in the Energie & Management newspaper means it is always in the right place at the right time! Ten monthly issues of the newspaper provide a continuous overview of the latest job openings in the energy sector. All job ads can be optimised for online search engines to give your ad an even wider reach!

Get the maximum distribution of your job ad:

Print	<b>Energie &amp; Management newspaper</b> for your job ad in the energy market. All 10 issues carry E&M's Job Market [Stellenmarkt] pages. Please refer to pages 9 to 19 above for publication schedules. More than 17,000 contacts per issue (3.1 readers per issue).
Online	<b>energiejobs.online:</b> This is the job market and career gateway for the entire energy sector. Here you will find job postings for specialist and management positions in the gas, water and energy industries.
Newsletter	Your job ad appears in the <b>Exklusiv newsletter</b> every day. More than 49,000 contacts each month.
Meta search engines	Job ads are placed in 60+ meta job search engines such as <b>indeed.de + kalaydo.de</b>
+ BONUS:	Each job ad at a price from € 1,728.00 in an E&M print edition includes free placement of the ad in E&M's above-mentioned online network.

Combinations of printed and online advertising are available at attractive prices.

Prices

Job ads                    € 3.60 per mm height / per column 4c  
Print                    A job ad in H&M printed editions for 60 days at a price from € 1,728 is posted at no extra charge on energiejobs.online and energie-und-management.de

Technical data

Type area                270 mm width / 385 mm height  
Column width           5 columns, each 50.8 mm (gutter width: 3.5 mm)  
Other features           Quantity discounts and special formats are available on request.

Formatbeispiele Print

Weitere Formate und Sonderformate möglich

Height mm	2 columns 105 mm wide	3 columns 160 mm wide	4 columns 210 mm wide	5 columns 270 mm wide
120	€ 864.00	€ 1,296.00	€ 1,728.00	€ 2,160.00
150	€ 1,080.00	€ 1,620.00	€ 2,160.00	€ 2,700.00
160	€ 1,152.00	€ 1,728.00	€ 2,304.00	€ 2,880.00
180	€ 1,296.00	€ 1,944.00	€ 2,592.00	€ 3,240.00
190	€ 1,440.00	€ 2,052.00	€ 2,736.00	€ 3,420.00
200	€ 1,440.00	€ 2,160.00	€ 2,880.00	€ 3,600.00
220	€ 1,584.00	€ 2,376.00	€ 3,168.00	€ 3,960.00
240	€ 1,728.00	€ 2,592.00	€ 3,456.00	€ 4,320.00

Prices for job ads are valid from 1 October 2023 and subject to statutory VAT.

Online placement    from € 790.00

In Kooperation mit:



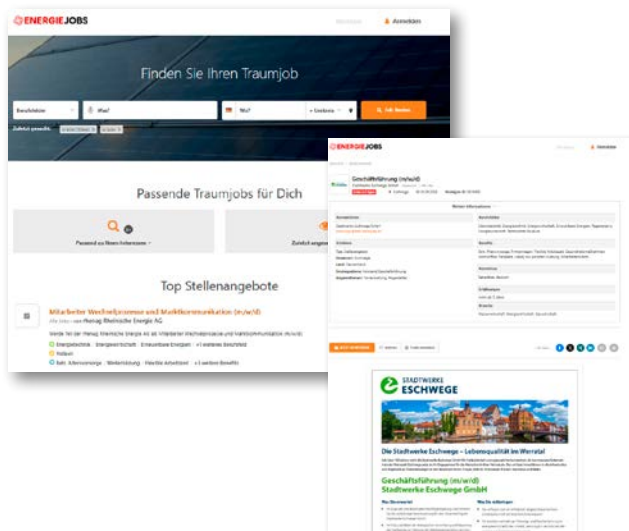


## E&M posts your job ad online for the energy market

With a posting on energiejobs.online, you can recruit the right person for your job vacancy in the energy, gas or water sector.

Your online job ad appears exactly where potential applicants are searching for it – on energy market web portals!

We offer combination options on our partner web portals – energiejobs.online, stellenonline.de and energie-und-management.de – to give your job opening even greater visibility. And you can place your ad at the top with your top-rated employer profile or top highlight to really spotlight your name as an employer for potential candidates.



### Prices

Your advertisement in Job Market [Stellenmarkt]	Content	Display runtime	Price in €
BASIC job ad	Standard template or upload PDF or HTML zip file PDF conversion to HTML	60 days (includes a 14-day refresher)	790.00
PREMIUM job ad	HTML ad + TopJob + TopHighlight + Newsletter + guaranteed 350 clicks	60 days 3 weeks 1 x each	1,490.00
Job ad Print-Online-KOMBI	All PREMIUM services + publication in E&M newspaper + ePaper issue	Appears in print issue and 60 days online Minimum purchase: € 1,728.00 per printed ad	

Additional options	Placement	Display runtime	Price in €
TopJob	Start page / list view	21 days	+ 200.00
<b>Special placement under "Top-Jobs" on start page</b> Your company logo and the job title have top placement on the start page of the Job Market [Stellenmarkt] site, appearing at the top of the results list (display runtime is 21 days).			
TopHighlight	List view, coloured underlay	21 days	+ 100.00

Prices are not eligible for discounts or agency commissions.

Company information	Placement	Display runtime	Price in €
Business card	Company list Logo, address + URL	Unlimited as of registration	free of charge
Company profile	Company list Images, text + video	1 year	595.00
Top-rated employer	Logo on start page + link to company profile	30 days	495.00

Top-rated employer profile (logo, company profile, contact information) in the company directory of energiejobs.online, including placement of your logo on the start page.

## Inserts and tip-on cards

### Insert specifications

Minimum size: A6 (105 mm x 148 mm)

Maximum size: A4 (210 mm x 297 mm)

### Guidelines

Folded inserts must have either a cross fold, roll fold or half fold format. One side must be closed and machine processing must be guaranteed. If you wish to use any special formats for inserts, this must be clarified in any case with us in advance.

### Samples

Authentic samples (three copies) must be presented before we accept the order.

### Delivery address

On request

### Delivery

Inserts must be delivered to the printer free of charge no later than four days before the publication date. Accompanying paperwork must indicate the quantity involved and the correct Energie & Management issue number for insertion.

### Insert prices

up to 25 g weight	per 1,000 pieces	€ 435.00 includes postage
each additional 5 g weight	per 1,000 pieces	€ 30.00 includes postage

Prices are valid from 1 October 2023 and do not include VAT.

### Tip-on cards

Additional processing and postage costs are charged for tip-on postcards (price on request).

## Data transmission

### Printing / paper

E&M is printed on 80 g matte coated photo paper (100 % recycled paper) in a 70 mm raster using CTP (computer-to-plate) technology.

### Digital data transmission

Data for printing must be delivered as a PDF/X-3 (ISO standard 15930-3:2002). For information on the PDF/X-3 standard, please visit: [www.eci.org/en/projects/pdfx3](http://www.eci.org/en/projects/pdfx3).

### Colours

We cannot print spot colours. Colours and images must be created in CMYK; special colours (HKS and Pantone) and two-colour or three-colour images must be converted to CMYK. The standard colour setting for printing is ISO Coated v2 (ECI) (see: [www.eci.org/en/downloads](http://www.eci.org/en/downloads)).

### Images / fonts

TIF and JPEG images must have a minimum resolution of 300 dpi.

Please do not use RGB images in any file!

Fonts must be embedded.

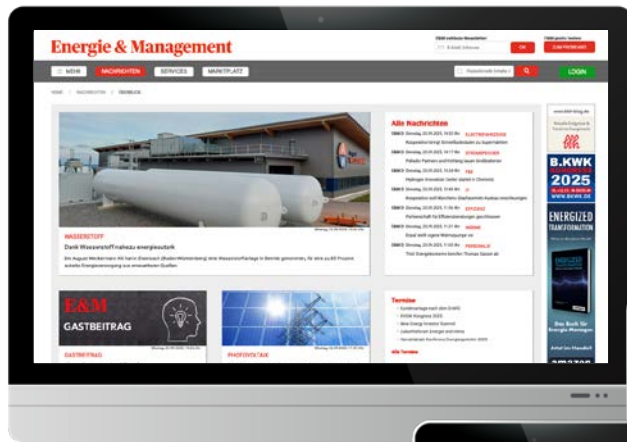
### File name

Please assign a name to the file as follows: publication (for example, Energie & Management = E&M), number of issue, name of ad, and subject (if possible).

### Data transmission

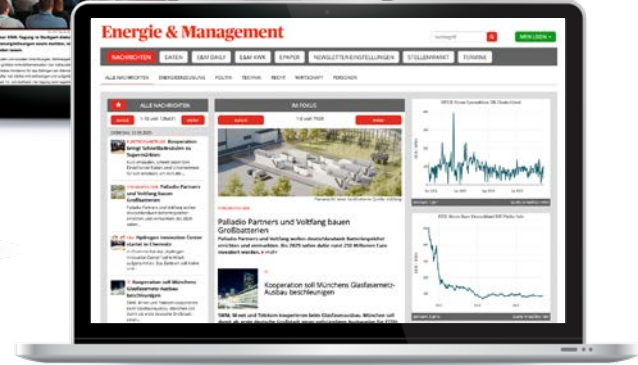
Via email: [anzeigen@turnit.de](mailto:anzeigen@turnit.de)

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



# Energie & Management

Online media channels and digital news



## Our profile

### Web address

www.energie-und-management.de

### What we do

energie-und-management.de provides premium content on business, technology and policy in the energy sector for present and future decision-makers and managers. Our editorial staff delivers the most important news quickly and reliably every working day, bringing topicality and background information with top-level journalism.

### Target groups

We address managing directors, owners, board members, specialists and managers in the energy sector and manufacturers / suppliers and service companies.

### Reach

energie-und-management.de has been online for 26 years and its reach has continuously expanded. Our website boasted more than 445,683 page impressions per month (July 2025).

### Publisher

Energie & Management Verlagsgesellschaft mbH  
Schloß Mühlfeld 20, 82211 Herrsching, Germany  
Phone: +49 / (0)8152 / 9311-0  
Fax: +49 / (0)8152 / 9311-22  
Email: info@emvg.de

### Access control

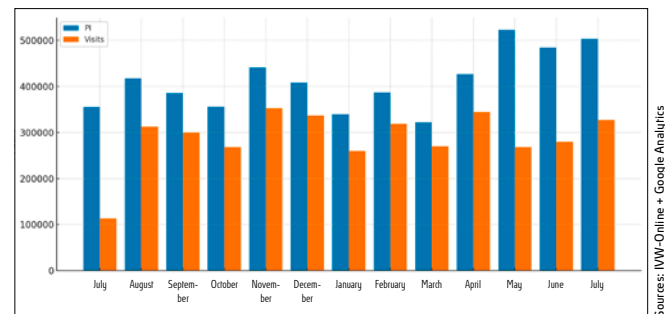
Certified by IVW Online!



## Usage Data/IVW-Data + GA

Average of Visits\*: 312,672 per month

Average of Impressions\*: 445,683 per month



(\* Average covering the period July 2024–July 2025)

## Broad appeal on our website: exclusively on our information gateway

Target your customers with your banner ad on E&M online! The online version of the Energie & Management newspaper provides the ideal platform – bringing current news, interesting facts from the energy business, job market information, an event calendar, archives and much more.

### Advertising on [www.energie-und-management.de](http://www.energie-und-management.de)

Banner type	Size in pixels	Placement	Price per week in EUR
1. Standard Banner	160 x 160	open area	450.00
2. Full Banner	468 x 60	open area	852.00
3. Wide Banner Super	1050 x 90	open area	1,320.00
4. Wide Skyscraper	160 x 600	open area	1,430.00
5. Rectangle	300 x 250	open area	1,430.00
6. Wallpaper	728 x 90, 160 x 600	open area	1,639.00

Prices do not include statutory VAT

Ad Impressions and ad clicks can be provided on request.

**Energie & Management**

More than **312,100** visits per month

More than **443,000** Page Impressions per month

Officially certified by **IWW Online**

1. Large rectangular ad space (bottom right)

2. Horizontal banner ad space (bottom left)

3. Large image ad space (top left)

4. Vertical sidebar ad space (middle right)

5. Small square ad space (bottom center)

6. Top navigation bar area (top right)

## E&M content marketing with advertorials – your story for our network

### The planned marketing of your editorial content

Content marketing in the energy economy is driven by relevant editorial content in communications about your company, brand, products and employees. Positive effects of such communication are diverse and range from increasing awareness of a brand and cultivating a desired image to improving customer retention and gaining new customers.

### E&M's expert package: one contribution is posted on E&M web portals

- Your contribution is posted as an advertorial on the home page.
- Your contribution is published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime is at least one week on the start page.
- We feature your news on X, Facebook, LinkedIn and Xing News.

**Base price: € 2,600.00 excluding statutory VAT**

### E&M's premium package: two contributions are posted on E&M web portals

- Contributions are posted as advertorials on the home page.
- Contributions are published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime: each contribution is placed on the start page for at least a week.
- We feature your news on X, Facebook, LinkedIn and Xing News.

**Base price: € 4,200.00 excluding statutory VAT**



### Our services

- Target group + reach + relevance
- High visibility of your brand on the web
- Organic growth and keyword ranking
- Reporting on request: Pageviews

### What we need from you

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

### Energie & Management

#### E&M's Themen [topics] channel

Contributions from the energy sector are posted daily on E&M's Themen [topics] channel – created to publish your editorial contribution as an attractive advertorial.

[www.energie-und-management.de](http://www.energie-und-management.de)



#### X channel

E&M's X channel is our rapid and precise news stream that reaches a continually growing community of followers in the energy economy. We recommend communicating your news with this medium in combination with other measures.

[www.x.com/zeitung\\_energie](http://www.x.com/zeitung_energie)



#### Social media channels

E&M provides other channels to enhance your viral marketing.



#### Facebook marketing

E&M's Facebook channel purposefully reaches a specific and continually expanding fan base in the energy economy. Make use of this outreach and our attractive specialist topics for your B2B marketing: we provide you with a powerful promotional and editorial module by posting your news on Facebook.

[www.facebook.com/energieundmanagement](http://www.facebook.com/energieundmanagement)

## E&M Marktplatz Energie

### The digital meeting place for the B2B energy market

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

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

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

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



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

#### Company portrait on E&M Energy Marketplace

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

#### Categories and prices

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

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

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

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

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

### Publication frequency

Weekly (on Wednesdays)

### Subscribers

About 22,540 subscribers  
(as of 02 September 2025)

E&M exklusiv covers all aspects of the energy sector:

- Energy industry and energy policy
- Energy production and distribution
- Energy technology and management
- Energy services
- Decentralised energy
- Renewable energies
- Energy and emissions trading

### Target groups

- Directors / plant managers: 6 %
- Employees / salaried staff members: 13 %
- Skilled employees: 12 %
- Line managers / authorised representatives: 22 %
- Division heads / authorised signatories: 22 %
- Managing directors / board members / sole owners: 25 %

### Readership and circulation

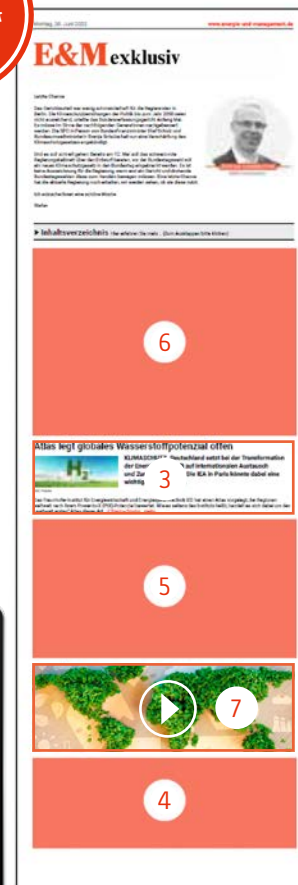
E&M exklusiv is an efficient advertising vehicle when you want to reach decision-makers in the energy business. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your ad in our digital media ensures that your business attracts even greater attention.

22,540  
contacts per  
week

### Ad types and prices

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

Prices do not include statutory VAT





## E&M daily: the online daily newspaper

E&M daily brings you up-to-date news from the world of energy, sent to you as a PDF or HTML email attachment every workday. E&M daily: up-to-date and everywhere.

**TIP:** Your standard print ad in the newspaper can be transferred 1:1 into the daily PDF newspaper E&M daily.

### Deadline for submitting ads and documents

One week before the start of your ad campaign.

### Data formats

PDF, EPS, TIF, and JPEG: minimum image resolution must be 200 dpi.

Formats must be exact with no crop marks.

Ad formats for the newspaper can also be used on pages in the E&M daily.

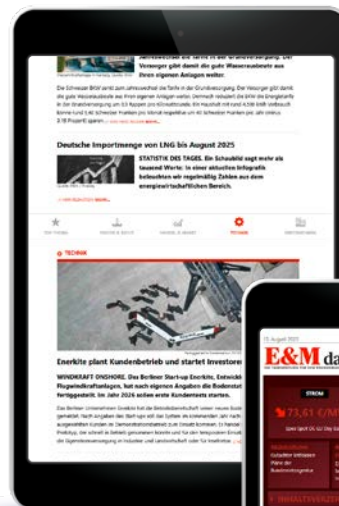
### Your ad in the PDF and HTML E&M daily

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

Prices do not include statutory VAT

### Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.



Premium target group

15,390 contacts per week

100 % paying subscribers



## E&M weekly: our online overview service

Our weekly overview of the most important news in the world of energy! Every Monday, readers of the E&M weekly and the E&M newsletter are updated on relevant news and fundamental information/data from the past week. The E&M weekly is web-based and sent to you as a PDF email attachment.

You can reach some 3,170 readers (subscribers) of the E&M newspaper at the start of the week through the E&M weekly.

### Deadline for ads and materials:

Three days before each publication

### Data formats

PDF, EPS, TIF, and JPEG: image resolution must be at least 200 dpi.

Formats must be exact with no crop marks.

All horizontal formats from our print range can be used.

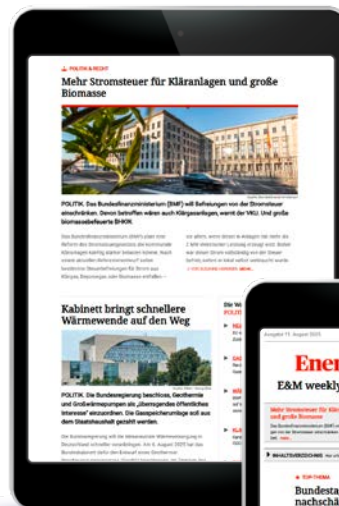
### Your ad in the HTML E&M weekly

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

Prices do not include statutory VAT

### Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.



Premium  
target  
group

3,170  
contacts per  
week

100 %  
paying  
subscribers



## E&M Partner Feature — Showcase Your Expertise on "Topic of the Week"

Each week, E&M shines a spotlight on a "Topic of the Week" on [www.energie-und-management.de](http://www.energie-und-management.de) and in the E&M Weekly newsletter, aligned with the focus of our print editions

As an E&M Partner, you have the opportunity to present your expertise directly where industry leaders are paying attention. An E&M Partner Feature places your insights in the right thematic context, seamlessly integrated into E&M's editorial content to deliver maximum visibility among key decision-makers in the energy sector.



### Our services at a glance

#### Dual exposure for maximum visibility:

- Featured in the E&M Weekly newsletter
- Simultaneously highlighted on the E&M homepage — alongside the latest industry news

#### Guaranteed reach:

- E&M Weekly newsletter: 2,590 paying subscribers — key decision-makers in the energy sector
- E&M homepage: more than 573,500 page impressions per month (IVW-audited, July 2025)

#### Visibility lifespan:

One full week of exclusive visibility

#### Transparency:

Your contribution will be clearly labelled as "E&M Partner Feature — sponsored by"

**Price: € 2,290 + VAT**

#### Your advantages

- Stand out with exclusive positioning in a thematically relevant editorial environment
- Benefit from high, IVW-audited reach and strong digital visibility
- Gain access to a premium audience of fully paying newsletter subscribers
- Connect directly with senior decision-makers in the energy sector
- Plan your visibility with our clearly structured weekly themes

#### What we need from you

- Text: approx. 4,000 characters including spaces (.txt file); a headline (up to 50 characters); a subheading (up to 160 characters)
- Attachments: An image (1,200 x 450 pixels, PDF/JPG/PNG, min. 500 KB) with an optional link
- Author details: Name, position and a colour photograph (one person)
- Formatting: E&M style and spelling rules apply

#### Visibility:

Your content will be freely accessible online; you will receive a shareable link for posting on social media

#### Discoverability:

All guest features can be accessed via the E&M homepage under "Guest Features"

## E&M Energiefunk – the podcast for the energy industry

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

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

#### Single-topic podcast

Approximately 10 to 15 minutes is dedicated to one topic.

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

**Disadvantage:** PR or advertising message may be noticeable

#### The sponsorship package includes:

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

**Cost of package:** EUR 2,390 plus VAT

#### Magazine podcast

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

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

#### The sponsorship package includes:

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

**Cost of package:** EUR 1,590 plus VAT



#### Podcast reach:

The podcast has more than 18,300 subscribers; on average, some 6,100 to 6,300 listeners play each episode.

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

## Technical information

### File formats

GIF, JPEG: maximum 80 KB

HTML, Flash: maximum 80 KB

The KB figures given for each ad are maximum sizes and comprise the total sum of all data used in the ad (including files to be subsequently added, images, Flash, and the like).

### Address for delivery

Kindly send the advertising material for your campaign by email to: [anzeigen@emvg.de](mailto:anzeigen@emvg.de)

### Delivery deadline

Please deliver your ad at least five working days before the start of your ad campaign.

This gives us enough time together to test ad formats and ensure that your ad campaign is launched as desired. We do not take responsibility for delays caused by late deliveries.

### General Terms and Conditions

The General Terms and Conditions of Energiemarkt GmbH apply.

You will find them under:

<https://www.energie-und-management.de/unternehmen/agb>

### We require the following meta information on delivery:

- Name of customer
- Booking period
- Ad size
- Contact for further enquiries
- Click URL
- Alt text (optional)

### Flash versions

Please submit GIF or JPEG files in the ad format you booked as a backup for our users who have not installed Flash.

### Reporting

All banner campaigns run through our ad server system. We are happy to send you an evaluation on request. The period of time needed to attain the pageviews you book varies and depends on banner format because not all formats can be displayed consistently on all of energie-und-management.de's pages, which means that not every pageview includes all banners.

### Contact



**Antje Baraccani**

[ab@bb-rb.de](mailto:ab@bb-rb.de)

+49 (0) 42 93-890 89-13

**Benjamin Rudolf**

[br@bb-rb.de](mailto:br@bb-rb.de)

+49 (0) 42 93-890 89-11



# FROM ENERGY PROFESSIONALS FOR ENERGY PROFESSIONALS

For more than 30 years, Energie & Management has published up-to-date, market-driven and practical information for professionals in the energy sector. It is our declared aim to foster the success of experts – across all media and with top editorial quality. Our recognised and professional publications are written for top decision-makers in the energy business.

## PRINT & ONLINE Media

---



**Antje Baraccani**  
ab@bb-rb.de  
+49 (0) 42 93-890 89-13



**Benjamin Rudolf**  
br@bb-rb.de  
+49 (0) 42 93-890 89-11

### **Publisher and editorial staff**

Energie & Management  
Verlagsgesellschaft mbH  
Schloß Mühlfeld 20  
82211 Herrsching, Germany  
Phone: +49 / (0)8152 / 9311-0  
Fax: +49 / (0)8152 / 9311-22  
Email: [info@emvg.de](mailto:info@emvg.de)  
Web: [www.energie-und-management.de](http://www.energie-und-management.de)