

DGS Media Kit 2020

40 Years of Expert Knowledge – The Magazine of the German Association for Solar Energy



SONNENENERGIE is Germany's longest established magazine for renewable energies. It is the official publication of the Germany Section of the International Solar Energy Society (ISES), DGS for short.

Since over 40 years, the DGS is the largest scientific and technical organisation of professionals of the German renewable energy sector.

Circulation and Readership

SONNENENERGIE has 4 issues per year, and a circulation of 6,500 – 7,500 copies. Professionals, executives and senior managers from all pertinent energy efficiency and renewable energy-related fields have subscribed to this periodical. Editorial expertise and objective content contribute to the strong reader loyalty.

Single copies of **SONNENENERGIE** can be purchased in approx. 300 newspaper stands all over Germany, and there also is a digital version to subscribe to.

Bonus-Circulations

Being a media partner to most of the major conferences and exhibitions of the renewable energy industry, **SONNENENERGIE** has bonus circulations on many sites. Please see a list of the most relevant bonus-circulations in the calendar on page 2.

Advertising

Your advertising in **SONNENENERGIE** reaches the key decision-makers who matter to your business. In terms of target audience, this means installers, skilled crafts and traders, engineers, architects, and as well investors read this magazine regularly and in depth.

Vacancy Adverts

A large number of students, trainees and the course participants of the 11 DGS-Solar Schools all over Germany, as well as university lecturers and professors are subscribers to **SONNENENERGIE**. Your vacancy advert in **SONNENENERGIE** reaches Germany's young professionals of the future, and as well skilled researchers and engineers in leading positions.

TOPICS MOBILITY SOLAR THERMAL RESEARCH SOLAR BUILDING PHOTOVOLTAIC ENERGY STORAGE ENERGY RESSOURCES QUALITY HEAT PUMPS ENERGY EFFICIENCY ECONOMY TRAINING STANDARDS FINANCE ENERGY TRANSITION BIOENERGY SELF CONSUMPTION BATTERY POLICY INTERNATIONAL ENERGY CONSULTING PRODUCT LAW BIOMASS ETHICS RECESSION HEATING MARKETS



www.sonnenenergie.de

Your Contacts

Advertising (Print & Online)

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Editor

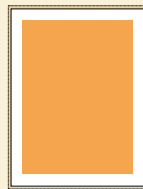
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SONNENENERGIE Calendar and Topics 2020

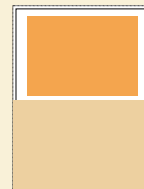
issue	1 2020	2 2020	3 2020	4 2020
advert reservation close	3 February 2020	4 May 2020	3 August 2020	2 November 2020
advert material close	10 February 2020	11 May 2020	10 August 2020	9 November 2020
date of publication	2 March 2020	2 June 2020	1 September 2020	1 st December 2020
special focus	POWER	INTERSOLAR-Edition MARKET	LIVING	HEAT
main topics	Renewable Technologies / Energy Transition, / Grids / Strategies / Energy Efficiency	Intersolar / Trends and Developments, Policy / Funding / International Topics	Residential Buildings / Mobility / Construction / Self-Sufficiency / Regional Topics	Renewable Technologies / Ressources / Ecology / Law / Sector Coupling
recurring topics	Photovoltaics, Solar Thermal, Renewables, Innovation, Local Energy Transition, International Coverage, Energy Data, Fundings, DGS-Activities			
main bonus circulations in Germany	PV Week 16. – 19. March , Bad Staffelstein Solar Thermal Symposium 12.–14. May, Bad Staffelstein ifh Intherm 21. – 24. April, Nuernberg	The Smarter E Europe 17.–19. June, Munich	Forum New Energy World 19.–20. November, Berlin	Conference Future Power Grids January 2021, Berlin eltec 2021 13. – 15. January 2021, Nuernberg GETEC February 2021, Freiburg

SONNENENERGIE Print Advertising – Formats and Prices

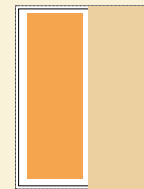
Advert Format	Width x Height	Price
1/1 bleed*	210 mm x 297 mm	2,400,- €
1/1	174 mm x 264 mm	2,400,- €
1/2 horizontal bleed*	210 mm x 140 mm	1,200,- €
1/2 horizontal	174 mm x 120 mm	1,200,- €
1/2 vertical bleed*	103 mm x 297 mm	1,200,- €
1/2 vertical	84 mm x 264 mm	1,200,- €
1/3 horizontal bleed*	210 mm x 104 mm	800,- €
1/3 horizontal	174 mm x 84 mm	800,- €
1/3 vertical bleed*	73 mm x 297 mm	800,- €
1/3 vertical	55 mm x 264 mm	800,- €
1/4 horizontal	174 mm x 62 mm	600,- €
1/4 vertical	84 mm x 120 mm	600,- €



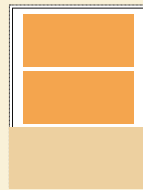
1/1* 210 x 297
1/1 174 x 264



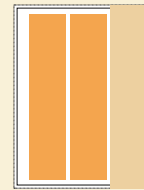
1/2 horiz.* 210 x 140
1/2 horiz. 174 x 120



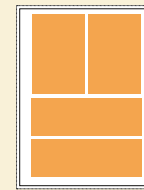
1/2 vert.* 103 x 297
1/2 vert. 84 x 264



1/3 horiz.* 210 x 104
1/3 horiz. 174 x 84



1/3 vert.* 73 x 297
1/3 vert. 55 x 264



1/4 vert. 84 x 120
1/4 horiz. 174 x 62

Technical Specs:

- magazine format: 210 x 297 mm
- trim format: 174 x 264 mm

Supplements

- up to 25 g 160,- € per 1,000 copies
- max. format: 205 x 290 mm

Stitched Inserts

- 4 page: 395,- € per 1,000 copies
- min. quantity: 4,000 copies

Glued Inserts

- 195,- € per 1,000 copies

Scale of Discounts

- 5% off for 2 issues or 1 full page
- 10% off for 4 issues or 2 full pages
- 50% discount on Job Advertisements

Advert Material Specs

- please submit as pdf-file (300 dpi/CMYK) to grafik@bb-rb.de

Classified Directory for DGS-Members

- 1/24 page, 45 mm width x 40 mm height 90,- € per issue
- 1/12 page, 45 mm width x 80 mm height 180,- € per issue
- 1/8 page, 45 mm width x 120 mm height 270,- € per issue
- 1/6 page, 45 mm width x 160 mm height 360,- € per issue
- 1/4 page, 45 mm width x 240 mm height 440,- € per issue

SONNENENERGIE online Advertising – Formats and Prices

Weekly DGS-News – more than 15,000 subscribers, high target-group accuracy !

Formats and Prices for Fixed Banners per newsletter shot

- Super Banner 728 x 90 650,- €
- Text Advert, 1,500 characters 500,- €
- Full Banner 468 x 60 280,- €
- Banner 250 x 100 250,- €
- Halfsize Banner 234 x 60 150,- €

Scale of Discounts:

- 2 Bookings 5% off
- 3 Bookings 10% off
- 4 Bookings 15% off
- 5 Bookings 20% off

Online advertising on www.sonnenenergie.de and www.dgs.de – high quality traffic at a reasonable cost!

Formats for Prices for Fixed Banners per month

- Half Page Ad 600 x 400 1,000,- €
- Wide Skyscraper 160 x 600 960,- €
- Medium Rectangle 300 x 250 750,- €
- Full Banner 468 x 60 560,- €

Scale of Discounts:

- 3 Months 15% off
- 6 Months 20% off
- 9 Months 25% off
- 12 Months 30% off

Classified online directory for DGS-Members

- Business address + logo (max. 600 x 600 px as gif, jpg or png) 190,- € annually
- Business address + text (max. 300 figures incl. spaces) 190,- € annually
- Combination business address + logo + text 350,- € annually

All prices plus VAT