

Energie & Management

MEDIA FOR THE ENERGY MARKET



2020 Media Data
PRINT & ONLINE

more than **10.487.943**
contacts in a year



352,000

contacts with
decision-makers in a year

with year-round advertising in E&M;
data from Czaia/E&M
+ 10 % over previous year



1,802,898

visits in a year

IVW Online / Google Analytics
from July 2018 to July 2019



102,100

clicks on Facebook posts in a year

Facebook data from July 2018 to July 2019
+ 3.2 % over previous year

16,055

contacts through Xing community

number of online members of
E&M groups in July 2019
+ 10 % over previous year



6,989,000

views of our news on Twitter

Twitter data from July 2018 to July 2020
+ 214 % over previous year



1,225,890

premium newsletter contacts in a year

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

General information

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 Prepaid ads receive a 3 % discount.
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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

A leading newspaper in the German-speaking energy market since 1994, the independent Energie & Management comes out every two weeks (22 issues per year) and brings the latest news in the energy business.

E&M special and other magazines

The annual E&M special magazine is published regularly in December and covers a selected topic, and the Energie & Management IT magazine, published in June 2018, has now appeared for the fourth year in a row. Both publications have a high-quality A4 format and a higher print run. We also publish supplements (as magazines) on key topics such as municipal utilities, energy storage systems and wind energy. These special issues are distributed at trade fairs and congresses together with the Energie & Management newspaper in exclusive cooperation arrangements.

All of Energie & Management's printed publications are also available as PDF downloads.



Frequency of publication	The Energie & Management newspaper prints 22 issues per year (of which four are double issues), while the E&M special magazine and other special issues / supplements are printed three to four times a year.	Print documents	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.)
Place of publication	Herrsching, Germany	Data transmission	Please send your data per email to: anzeigen@trurnit.de or as a CD to: trurnit GmbH trurnit Publishers, Putzbrunner Str. 38, 85521 Ottobrunn, Germany.
Subscription rates	Single issue: EUR 11.95 (plus postage) Annual subscription in Germany: EUR 239.00. Annual subscription in other European countries: EUR 299.00 The subscription rate in Germany includes VAT. The subscription rate for students is 50 % of the full price.	Printer	sourc-e GmbH Hohenstaufenring 61, 50674 Cologne, Germany
Printing	We offset print on 80 g matte coated photo paper (100 % recycled paper) using computer-to-plate (CTP) technology.	Design	trurnit GmbH trurnit Publishers Putzbrunner Str. 38, 85521 Ottobrunn, Germany
		Other information	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.

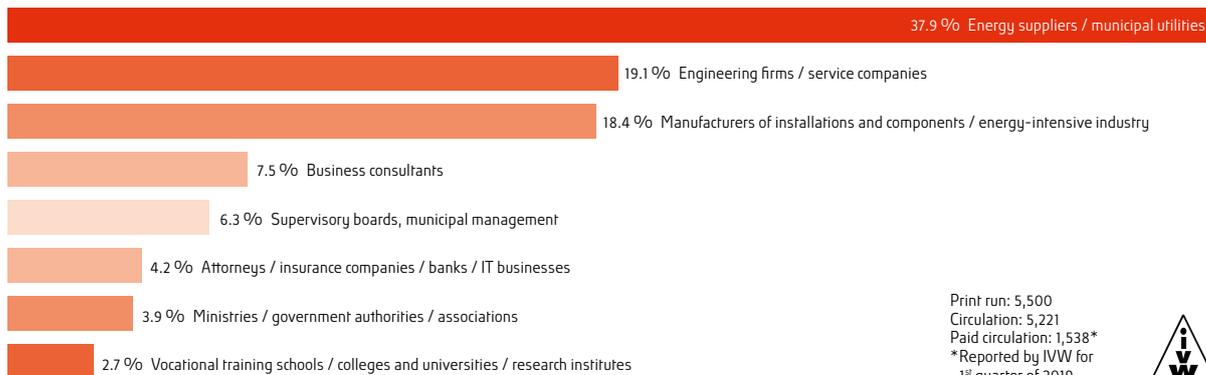
Energy & Management – a premium target group

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: 5,221
 Paid circulation: 1,538*
 *Reported by IVW for
 1st quarter of 2019



Understanding demographic changes

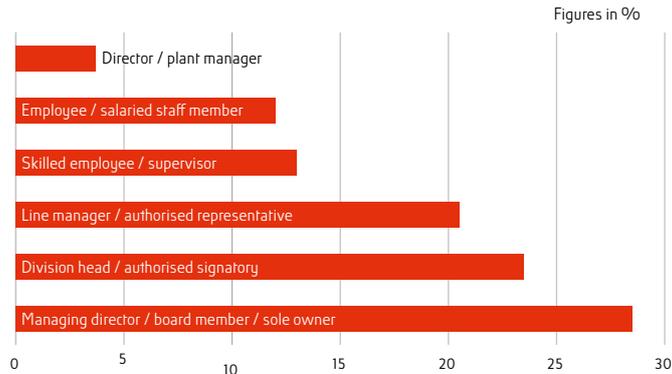
More and more readers are young and well qualified

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



Decision-makers at a glance

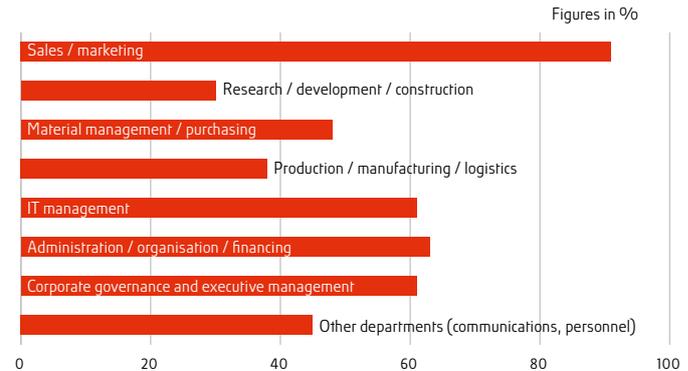
Across all company divisions

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



Expertise has many facets

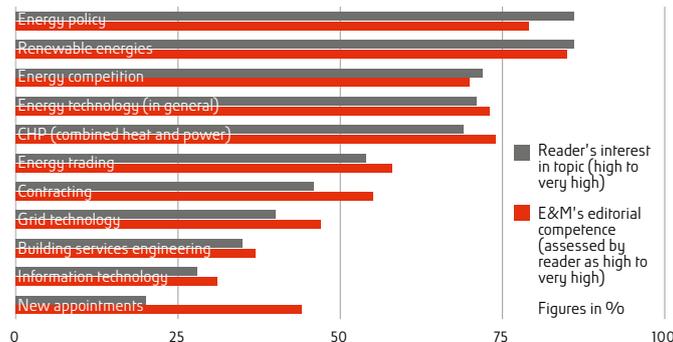
A balance of topics

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

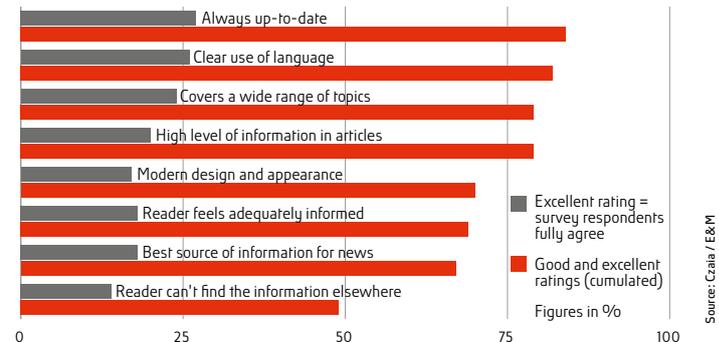
Readers take time to look through the newspaper

E&M readers' extensive use of the newspaper is impressive. Some 69 % of subscribers regularly read all 22 issues per year 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	Focus	Trade fairs and events
1/2	<p>Publication date: Wed., 15 January 2020</p> <p>Deadline for submitting ads: 5 December 2019</p> <p>Deadline for submitting print material as insert: 13 December 2019</p>	<p>EXHIBITION ISSUE for 2020 E-WORLD</p> <p>HR / personnel in the energy industry <i>Recruiting, personnel development, shortage of skilled workers</i></p> <p>Natural gas / biogas <i>Market realignment, power-to-gas, hydrogen</i></p> <p>Contracting: players and business models <i>Energy saving contracting, plant contracting, management contracting</i></p>	<p>Handelsblatt Annual Energy Summit, Berlin</p> <p>E-World [energy and water], Essen</p> <p>Advanced Automotive Battery Conference Europe (AABC), Wiesbaden</p>
3	<p>Publication date: Mon., 3 February 2020</p> <p>Deadline for submitting ads: 21 January 2020</p> <p>Deadline for submitting print material as insert: 23 January 2020</p>	<p>EXHIBITION ISSUE for 2020 E-WORLD</p> <p>Direct marketing survey <i>Winners, losers, market overview</i></p> <p>IT and smart grids <i>Metering, smart city, smart meter gateways</i></p> <p>Marketing/sales at municipal utilities and power supply companies <i>New products, customer acquisition, digitisation</i></p> <p>Energy trading <i>Portfolio management, automated trading, balancing energy</i></p>	<p>2020 E-World [energy and water], Essen</p> <p>Elektrotechnik, Dortmund</p> <p>2020 Euroforum Straßenbeleuchtung [street lighting], Hamburg</p>
4	<p>Publication date: Mon., 17 February 2020</p> <p>Deadline for submitting ads: 27 January 2020</p> <p>Deadline for submitting print material as insert: 3 February 2020</p>	<p>Geothermal energy <i>Heating and cooling, power generation, heat storage</i></p> <p>Consulting in the energy industry <i>Digitisation, grid regulation, strategies</i></p> <p>CHP plants and equipment</p> <p>Startups in the energy industry <i>Power generation, regulation, marketing</i></p>	<p>TecSummit VDE, Berlin</p> <p>GeoTHERM, Offenburg</p>
E&M special issue on offshore wind	<p>Publication date: Mon., 2 March 2020</p> <p>Deadline for submitting ads: 14 February 2020</p> <p>Deadline for submitting print material as insert: 20 February 2020</p>	<p>MEER WIND magazine</p> <p>EXHIBITION ISSUE for: Zukunft Offshore, Berlin 2020 Offshoretage, Boltenhagen Hamburg Offshore Wind (HOW), Hamburg</p> <p>We are the official media partner for trade fairs and congresses, with increased online readership + 6,500 printed copies distributed at these events.</p>	<p>Offshore wind power has become a pillar of the energy turnaround, helped by a striking reduction in costs which experts would not have thought possible just a few years ago.</p> <p>Highlights of the offshore wind industry featured in the Meer Wind magazine:</p> <ul style="list-style-type: none"> • Trends in offshore wind power • A view of the offshore wind industry • Exclusive applications and projects • A view of offshore expansion in Europe • Floating wind turbines and projects 

Issue	Schedule	Focus	Trade fairs and events
5	<p>Publication date: Mon., 2 March 2020</p> <p>Deadline for submitting ads: 14 February 2020</p> <p>Deadline for submitting print material as insert: 20 February 2020</p>	<p>Energy storage solutions <i>Battery technology, sector coupling, pump storage</i></p> <p>Renewable energy and business models <i>Wind, photovoltaics and biomass</i></p> <p>Report: Bavaria <i>Projects, legislation, special features</i></p>	<p>Energy Storage Europe, Düsseldorf</p> <p>Offshoretag, Boltenhagen</p> <p>Zukunft Offshore, Berlin</p> <p>Hamburg Offshore Wind (HOW), Hamburg</p> <p>Innovationsforum Energie, Zurich</p>
E&M special issue on storage	<p>Publication date: Mon., 2 March 2020</p> <p>Deadline for submitting ads: 14 February 2020</p> <p>Deadline for submitting print material as insert: 20 February 2020</p>	<p>STORE-AGE SPECIAL EDITION</p> <p>EXHIBITION ISSUE for 2020 ENERGY STORAGE EUROPE</p> <p>We are the official media partner for the ENERGY STORAGE EUROPE trade fair, with increased online readership + 6,500 printed copies distributed at the event.</p>	<p>Find out more in E&M's special Store-Age magazine about storage system manufacturers, new technologies, and applications in buildings and the industry.</p> <p>Highlights at the ENERGY STORAGE EUROPE fair</p> <ul style="list-style-type: none"> • Trends in the energy storage market • Overview of energy storage system suppliers • New energy storage technologies • Exclusive applications and projects • Ideas and technological developments, new technologies, and application options in buildings and the industry 
6	<p>Publication date: Mon., 16 March 2020</p> <p>Deadline for submitting ads: 24 February 2020</p> <p>Deadline for submitting print material as insert: 2 March 2020</p>	<p>Biogas and biomethane <i>Power-to-gas, sector coupling, plant technology</i></p> <p>CHP <i>New plants, projects, regulation</i></p> <p>Energy efficiency and management <i>Projects, companies, digitisation</i></p> <p>Automation in the energy industry <i>Blockchains, smart contracts, grid operation</i></p> <p>Legal consultants and management <i>New legislation, regulation, strategies</i></p>	<p>DENEFF Annual Conference [energy efficiency], Berlin</p> <p>CEB [energy efficiency], Karlsruhe</p> <p>Battery Conference, Münster</p> <p>EnergyEfficiencyHack (DENEFF), Berlin</p> <p>Fachtag Fernwärme (AGFW) [district heating and other topics], Kassel</p> <p>Automatisierungstreff, Böblingen</p> <p>Biogas Expo & Congress, Offenburg</p>
7	<p>Publication date: Mon., 1 April 2020</p> <p>Deadline for submitting ads: 9 March 2020</p> <p>Deadline for submitting print material as insert: 20 March 2020</p>	<p>Intelligent metering <i>Certification by smart meter gateways, metering companies, new players</i></p> <p>Wind power and services <i>Onshore trends, engineering, power purchase agreements (PPA)</i></p> <p>Grid expansion <i>Superconductors, grid engineering, IT solutions</i></p>	<p>Energietage trade fair [electrical, energy, and automation industries], St. Gallen, Switzerland</p>

Issue	Schedule	Focus	Trade fairs and events
8	<p>Publication date: Wed., 15 April 2020</p> <p>Deadline for submitting ads: 23 March 2020</p> <p>Deadline for submitting print material as insert: 3 April 2020</p>	<p>Efficiency and business models Projects, companies, digitisation</p> <p>CHP New installations, projects, regulation</p> <p>Mobility and charging station infrastructure Trends, suppliers, business models</p>	<p>Energy Hannover trade fair, Hanover</p>
9	<p>Publication date: Thurs., 30 April 2020</p> <p>Deadline for submitting ads: 8 April 2020</p> <p>Deadline for submitting print material as insert: 15 April 2020</p>	<p>Wind energy, wind power, and services Latest projects, latest engineering, new methods of marketing</p> <p>Intelligent metering Load management, smart meters, smart grid</p> <p>Special issue for Euroforum's Annual Stadtwerke Conference [municipal utilities]</p>	<p>Euroforum 2020 Stadtwerke Conference [municipal utilities], Berlin</p> <p>WINDFORCE Conference, Bremerhaven</p> <p>VKU Forum Energiewende, Bonn</p> <p>PCIM Europe [power electronics, intelligent motion, renewable energy, and energy management], Nuremberg</p> <p>IFAT Expo [water, sewage, waste and raw materials management], Munich</p> <p>2020 VGB KELI, Bremen</p>
E&M special issue on municipal utilities	<p>Publication date: Thurs., 30 April 2020</p> <p>Deadline for submitting ads: 8 April 2020</p> <p>Deadline for submitting print material as insert: 15 April 2020</p>	<p>STADTWERKE: 2020 special issue</p> <p>We are the official media partner for Euroforum's Stadtwerke Conference, with increased online readership + 6,500 print copies distributed at the event.</p>	<p>Find out about new diversity in the municipal utility market. E&M's STADTWERKE special issue is published exclusively; it highlights the marketing/sales of energy products (digital distribution, platform economy, cooperation).</p>
10	<p>Publication date: Fri., 15 May 2020</p> <p>Deadline for submitting ads: 24 April 2020</p> <p>Deadline for submitting print material as insert: 27 April 2020</p>	<p>CHP EXTRA special issue</p> <p>Blockchains and new business models Players, products, developments</p> <p>The future of biogas / biomethane Power-to-gas, sector coupling, plant engineering</p>	<p>Biogas Innovations Congress, Osnabrück</p> <p>new energy world, Leipzig</p>

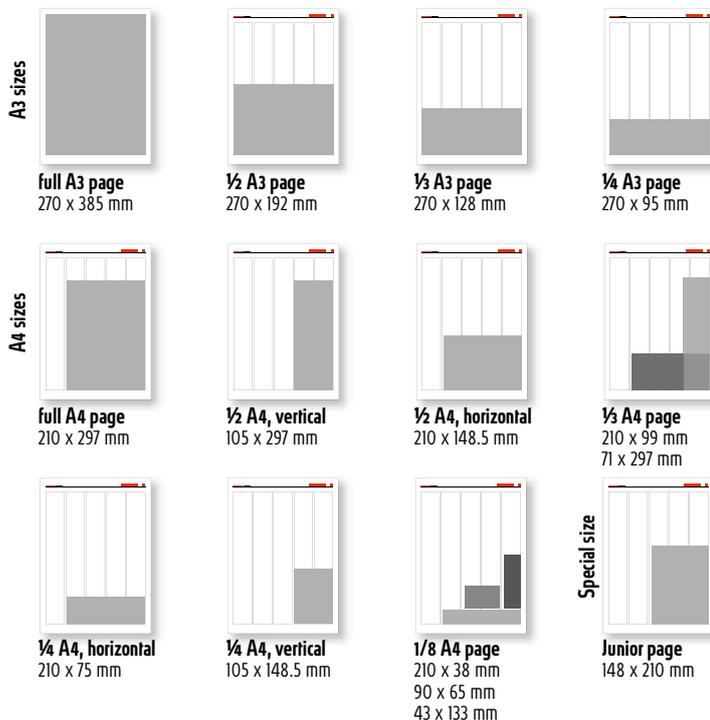


Issue	Schedule	Focus	Trade fairs and events
11	<p>Publication date: Mon., 1 June 2020</p> <p>Deadline for submitting ads: 11 May 2020</p> <p>Deadline for submitting print material as insert: 18 May 2020</p>	<p>Photovoltaics <i>Modules, inverters, marketing/sales, trends, suppliers, business models</i></p> <p>Procuring power and gas <i>Purchasing, cooperation, digitisation</i></p> <p>Digitisation of marketing/sales <i>Business models, platforms, peer-to-peer marketing/sales</i></p>	<p>servparc/INservFM [facility management and industrial services], Frankfurt/Main</p> <p>BDEW [German Association of Energy and Water Industries] Annual Congress, Berlin</p> <p>The Smarter E / Intersolar Europe / ees Europe, Munich</p>
E&M special issue on small wind turbines	<p>Publication date: Mon., 1 June 2020</p> <p>Deadline for submitting ads: 11 May 2020</p> <p>Deadline for submitting print material as insert: 18 May 2020</p>	<p>KLEINWIND JOURNAL EXHIBITION ISSUE for THE SMARTER E Europe, Munich</p> <p>We are the official media partner for THE SMARTER E Europe trade fair, with increased online readership + 6,500 printed copies distributed at the event.</p>	<p>Visible progress is being made in the small wind turbine sector. New and interesting options are opening up for 'mini' technology in combination with photovoltaics and storage technology.</p> <p>Highlights of the small wind turbine sector featured in the KLEINWIND JOURNAL:</p> <ul style="list-style-type: none"> • Trends in the sector • Outlook for small wind turbines • Overview of the most important manufacturers • Exclusive applications and projects for small wind turbines • Background on current status and forecasts 
E&M special issue on storage and mobility	<p>Publication date: Mon., 1 June 2020</p> <p>Deadline for submitting ads: 11 May 2020</p> <p>Deadline for submitting print material as insert: 18 May 2020</p>	<p>STORE-AGE & MOBILITY SPECIAL EDITION EXHIBITION ISSUE for ees Europe and Intersolar Europe, now THE SMARTER E</p> <p>We are the official media partner for THE SMARTER E Europe trade fair, with increased online readership + 6,500 printed copies distributed at the event.</p>	<p>The new E&M Store-Age & Mobility special edition will tell you all about storage facility manufacturers, new technologies, and options for use in buildings and industry.</p> <p>Highlights at THE SMARTER E trade fair:</p> <ul style="list-style-type: none"> • Trends in the energy storage market • Overview of energy storage suppliers • New energy storage technologies • Exclusive applications and projects • Ideas and technological development 
12	<p>Publication date: Mon., 15 June 2020</p> <p>Deadline for submitting ads: 25 May 2020</p> <p>Deadline for submitting print material as insert: 3 June 2020</p>	<p>Renewable energy and wind power <i>Trends in onshore wind power, engineering, power purchase agreements (PPA)</i></p> <p>Banks / investment and financing <i>Green bonds, crowdfunding, credit</i></p> <p>Mobility and infrastructure <i>Vehicles, charging stations, grid engineering</i></p> <p>Contracting in the energy industry <i>Contracting for energy savings, installations and operational management</i></p>	<p>Branchentag [industry conference] Windenergie NRW [North Rhine-Westphalia], Cologne</p> <p>VGB Steam Turbines Conference, Cologne</p>

Issue	Schedule	Focus	Trade fairs and events
E&M special issue on IT	Publication date: Wed., 1 July 2020 Deadline for submitting ads: 10 June 2020 Deadline for submitting print material as insert: 15 June 2020	The ITTea magazine for the energy industry Increased online readership + 6,500 recipients	We describe solutions, give practical examples, and name the market players. Digitisation is another major challenge for the energy industry. Although many power suppliers and grid operators have long been aware of this, there is still an acute need for action. In the ITTea magazine, E&M reports on automation, flexibility, and efficiency in the energy market, presents innovative service providers and smart users, analyses political aspects, and provides information on trends and topics in digitisation. 
14	Publication date: Wed., 15 July 2020 Deadline for submitting ads: 15 June 2020 Deadline for submitting print material as insert: 29 June 2020	2020 green power survey <i>What's heading upward, what's heading downward, market overview</i> Municipal utilities and telecommunications <i>Fibreglass expansion, 5-G, telecommunications as a business model</i> Renewable energy and business models <i>Wind power, photovoltaics and hydropower</i> Startups and smart innovations <i>Power generation, regulation, marketing</i>	
15 / 16	Publication date: 14 August 2020 Deadline for submitting ads: 17 July 2020 Deadline for submitting print material as insert: 3 August 2020	Marketing solutions and municipal utilities <i>Digital marketing/sales, platform economy, cooperation</i> Grids and operators <i>Load management, storage, integration of e-mobility</i> 2020 direct marketing survey <i>What's heading upward, what's heading downward, market overview</i>	
17	Publication date: Tues., 1 September 2020 Deadline for submitting ads: 6 August 2020 Deadline for submitting print material as insert: 14 August 2020	Smart metering and services <i>Metering, smart city, smart meter gateways</i> IT in the energy industry and IT security <i>Software, SAP Hana, the internet of things</i> The challenge of energy efficiency <i>Industry, business, installations</i> SPECIAL EDITION for 2020 METERING DAYS	EnergieEffizienz trade fair, Frankfurt/Main metering days, Fulda

Issue	Schedule	Focus	Trade fairs and events
E&M special issue on wind power 18	Publication date: Tues., 15 September 2020 Deadline for submitting ads: 22 August 2020 Deadline for submitting print material as insert: 28 August 2020	STARK IM WIND magazine EXHIBITION ISSUE for 2020 WIND ENERGY We are the official media partner for the 2020 WIND ENERGY trade fair, with increased online readership + 6,500 printed copies distributed at the event.	E&M's Stark im Wind magazine highlights Germany's politically complex objectives to attain economic efficiency, secure energy supply, and protect the environment—all at the same time. As the exhibition issue for the 2020 WIND ENERGY trade fair, our magazine guides participants and visitors alike, offering comprehensive reporting on exhibitors, the latest trends, and topics of interest to the entire wind power industry. 
19	Publication date: Thurs., 1 October 2020 Deadline for submitting ads: 3 September 2020 Deadline for submitting print material as insert: 14 September 2020	Gas market and gas trading <i>Procurement, portfolio management, market realignment</i> E-mobility and charging stations <i>Billing, subsidies, grid stability</i> Consulting in the energy market <i>Digitisation, grid regulation, strategies</i>	it-sa: IT Security Expo and Congress, Nuremberg eMove360° Europe, Munich
20	Publication date: Thurs., 15 October 2020 Deadline for submitting ads: 18 September 2020 Deadline for submitting print material as insert: 2 October 2020	Energy efficiency services <i>Industry, business, installations</i> Telecommunications and municipal utilities <i>Fibreglass expansion, 5-G, telecommunications as a business model</i> PPA (power purchase agreements) barometer and green power marketing/sales <i>Players, trends, challenges</i>	VIK Annual Conference, Berlin
21	Publication date: Mon., 2 November 2020 Deadline for submitting ads: 8 October 2020 Deadline for submitting print material as insert: 19 October 2020	Energy trading and energy marketing/sales <i>Portfolio management, trading on the exchange, off-exchange transactions (OTC)</i> Biogas plants and components <i>Projects, engineering, players</i> Contracting market in Germany + survey	EnergyDecentral / Biogas Convention, Hanover Electronica, Munich

Issue	Schedule	Focus	Trade fairs and events
22	<p>Publication date: Mon., 16 November 2020</p> <p>Deadline for submitting ads: 22 October 2020</p> <p>Deadline for submitting print material as insert: 2 November 2020</p>	<p>2020 COGENERATION RANKING</p> <p>Decentralised power production and distribution CHP, biogas</p> <p>Intelligent metering Metering companies, smart meters, gateways, LoRaWAN</p> <p>Grid engineering and grid operation Load management, power storage, smart grid</p> <p>Use of liquefied natural gas (LNG) Shipping, freight transport, construction of terminals</p> <p>Special edition: automation in the energy industry Cloud solutions, communications, internet of things</p>	<p>RENEXPO INTERHYDRO, Salzburg, Austria</p> <p>SPS – Smart Production Solutions, Nuremberg</p>
E&M special annual magazine	<p>Publication date: Tues., 1 December 2020</p> <p>Deadline for submitting ads: 4 November 2020</p> <p>Deadline for submitting print material as insert: 16 November 2020</p>	<p>The 2020 E&M special annual magazine</p> <p>Increased online readership + 6,500 recipients</p>	<p>Review of the past year in the energy industry and preview of a constantly evolving market: E&M's special annual magazine is the editorial hot spot for leading players in the energy sector.</p> 
23 / 24	<p>Publication date: Tues., 15 December 2020</p> <p>Deadline for submitting ads: 20 November 2020</p> <p>Deadline for submitting print material as insert: 30 November 2020</p>	<p>Digitisation of marketing/sales Business models, platforms, peer-to-peer marketing/sales</p> <p>Sector coupling and power-to-X Projects, legislation, business models</p> <p>2020 CHP plant of the year</p> <p>Charity in the energy industry Corporate citizenship, partnerships, practical examples</p> <p>Review of 2020</p>	
1 / 2 - 2021	<p>Publication date: Fri., 15 January 2021</p> <p>Deadline for submitting ads: 7 December 2020</p> <p>Deadline for submitting print material as insert: 14 December 2020</p>	<p>EXHIBITION ISSUE for 2021 E-WORLD</p> <p>Energy trading and energy marketing/ sales Portfolio management, automated trading, balancing energy</p> <p>Smart energy Grids, metering, strategies</p> <p>Contracting Players, installations and business models</p>	<p>Handelsblatt Annual Energy Summit, Berlin</p> <p>E-World [energy and water], Essen</p>



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 A3 page	4,310.00	585.00	6,065.00
1/2 page horizontal	3,340.00	485.00	4,795.00
1/3 page horizontal	2,140.00	485.00	3,595.00
1/4 page horizontal	1,660.00	385.00	2,815.00
A4 sizes			
A4	3,500.00	485.00	4,955.00
1/2 page vertical / horizontal	1,775.00	385.00	2,930.00
1/3 page vertical / horizontal	1,145.00	285.00	2,000.00
1/4 page vertical / horizontal	840.00	285.00	1,695.00
1/8 page vertical / horizontal / rectangle	420.00	185.00	975.00
Special sizes and special placement**			
Junior page	1,775.00	385.00	2,930.00
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 %; 12 ads = 25 %

Discounts for frequently repeated ads: 3 ads = 5 %; 6 ads = 10 %; 9 ads = 13 %; 12 ads = 15 %

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. 26) has been valid since 1 October 2019.

Your entry appears in the right directory, listed by company or category, in print and online.

E&M offers its readers and online users the opportunity to quickly and easily find suppliers listed in the company and category directories printed in each edition of the newspaper and posted in the company database on our website.

Be visible to more than 17,000 readers and followers, month after month.

Per issue only EUR 155 for a black/white ad or EUR 230 for a four-colour ad.

You can take advantage of this offer for a month at a time.

+ BONUS: Your entry appears online in the company database for 12 months at no cost (worth EUR 1,200)

What we need from you:

Your customised ad in the standard size of 50 x 60 mm or your company logo and address | Phone | Fax | Email | Web | Maximum 500 characters in text



res

Planung · Realisierung
Betriebsführung

✉ info.deutschland@res-group.com

☎ +49 (0) 30 2205 64590

🌐 www.res-group.com/de

Illustration shown in original size

Publication dates for categories

Category / Issue No.	1/2	3	4	5	6	7	8	9	10	11	12	14	15/16	17	18	19	20	21	22	23/24
Cogeneration of heat and power	●		●		●		●		●		●	●	●		●		●		●	●
Contracting / heating services	●	●		●		●		●		●		●	●	●		●		●		●
Energy storage		●		●		●		●		●		●		●		●		●		●
Renewable energies			●	●		●	●		●		●	●			●		●		●	

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

Lensing Druck GmbH & Co. KG

Feldbachacker 16, 44149 Dortmund, Germany

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	EUR 420, includes postage
each additional 5 g weight	per 1,000 pieces	EUR 25, includes postage

Prices are valid from 1 October 2017 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.

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).

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@trurnit.de

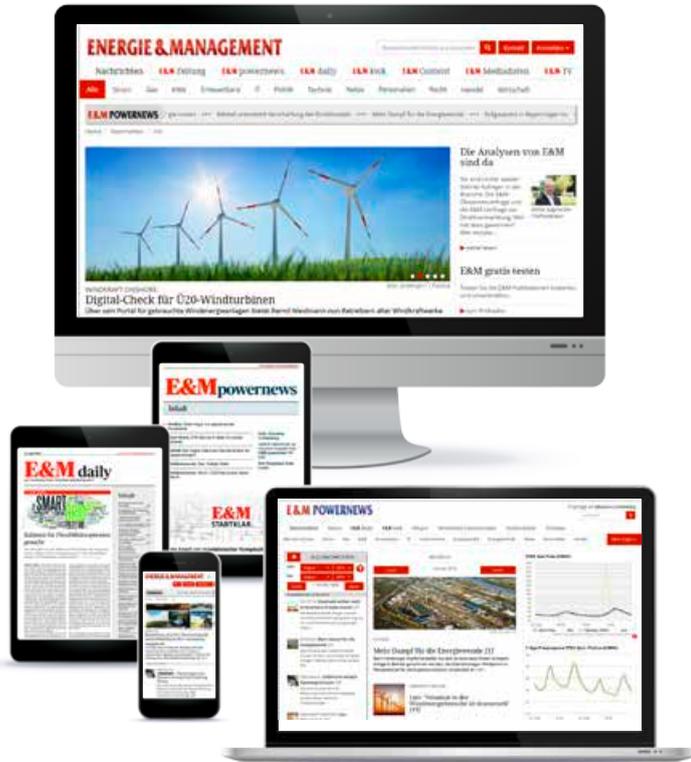
As a CD: trurnit GmbH | trurnit Publishers,

Putzbrunner Str. 38, 85521 Ottobrunn, Germany

The deadlines for data transmission are on pages 9 to 15.

Energie & Management

ONLINE Media and Services



BANNER ADVERTISING (page 21)

- E&M online – everything you need to know about the energy market on one website. www.energie-und-management.de

NEWSLETTER ADVERTISING

- **E&M powernews** – newsletter
100 % paying subscribers
The information gateway for top decision-makers – get your news on the energy business twice a day in an email.
- **E&M exklusiv** – newsletter (page 22)
The newsletter for the energy market free of charge
- **E&M daily** – PDF newsletter (page 23)
100 % paying subscribers
- **E&M kwk** – PDF newsletter
100 % paying subscribers
The newsletter for the decentralised energy sector

E&M RETARGETING – REACH YOUR NEW TARGET GROUP

- Reach your desired target group with E&M Corporate Publishing
Talk your project through with E&M – we can accompany you from idea and inception to implementation and marketing.

TV PRODUCTION

- E&M TV – active support with marketing and distribution through videos

CONTENT FOR YOUR BUSINESS

- E&M B2B content – professional content for your website /newsletter / customer magazine
- E&M content marketing – your story for our network

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 21 years and its reach has continuously expanded. Our website boasted more than 1,800,000 pageviews since July 2019.
- 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

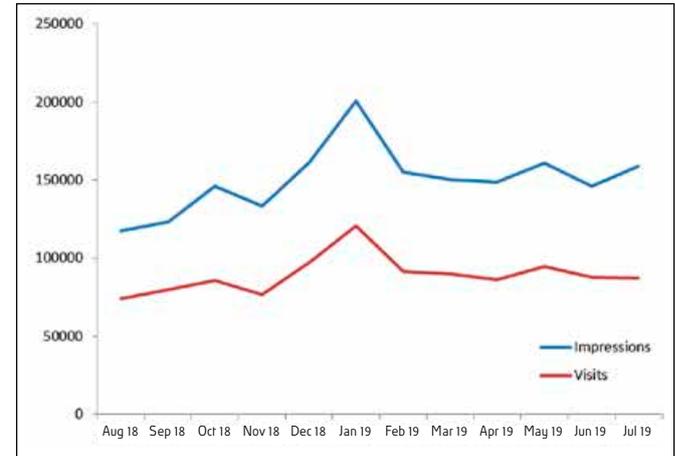
Access control

Certified by IVW Online!



User data / IVW data

Visits: 91,700/month on average*
Pageviews: 150,000/month on average*



(*average from July 2018 to July 2019)

Source: www.energie-und-management.de / IVW-Online.de

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

Banner type	Size in pixels	Placement	CPM in EUR
1. Standard banner	160 x 160	open area	45.00
2. Wide banner mini	322 x 90	open area	55.00
3. Full banner	468 x 60	open area	79.00
4. Wide banner super	1050 x 90	open area	89.00
5. Wide skyscraper	160 x 600	open area	95.00
6. Rectangle	300 x 250	open area	100.00
7. Wallpaper	728 x 90, 160 x 600	open area	135.00

Prices are calculated on a CPM basis (1,000 ad fade-ins / visual contacts per ad) plus VAT.

More than
91.000
visits each
month

More than
150.000
pageviews each
month

Officially
certified by
IWW
Online

The screenshot shows the homepage of the Energie & Management website. Numbered callouts indicate the following advertising placement areas:

- 1:** A small banner at the bottom right of the page.
- 2:** A banner area at the top left, above the main navigation.
- 3:** A large banner area in the center of the page, below the main article.
- 4:** A banner area at the top right, above the main navigation.
- 5:** A vertical banner area on the right side of the page, between the main content and the sidebar.
- 6:** A large banner area on the right side of the page, below the main content.
- 7:** A banner area at the top right, above the main navigation.

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

Publication frequency

Weekly (on Wednesdays)

Subscribers

About 19,000 subscribers (as of 21 August 2019)

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: 5 %
- Employees / salaried staff members: 12 %
- Skilled employees: 14 %
- Line managers / authorised representatives: 21 %
- Division heads / authorised signatories: 24 %
- Managing directors / board members / sole owners: 24 %

Ad types and prices

Ad type	Size in pixels	Data volume	Price per week in EUR
Mini banner	160 x 160	maximum 50 KB	635.00
Skyscraper	160 x 600	maximum 50 KB	910.00
Content ad	760 x 281	text + image + link	1,100.00

plus VAT



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.

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.

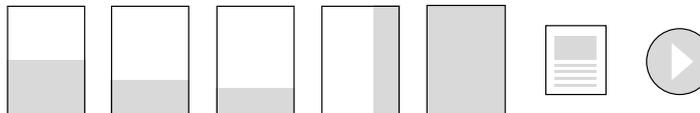
Formats must be exact with no crop marks.

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

	½ page horizontal	⅓ page horizontal	¼ page horizontal	⅓ page vertical	1/1 page	Content box	Video
Size/mm	210 x 148	210 x 110	210 x 75	70 x 297	210 x 297	550 characters + image + link	YouTube link
Price per week	€ 690.00	€ 590.00	€ 450.00	€ 500.00	€ 760.00	€ 450.00	€ 350.00
Price per month	€ 1,850.00	€ 1,400.00	€ 1,100.00	€ 1,200.00	€ 2,050.00	€ 1,400.00	€ 1,150.00
Placement in PDF newsletter	●	●	●	●	●		
Placement in HTML newsletter	●	●	●			●	●

plus VAT



Premium target group

12,000 contacts per week

100% paying subscribers

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:
s.lichtenberg@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

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Fax: +49 / (0)8152 / 9311-22
s.lichtenberg@emvg.de

FROM ENERGY PROFESSIONALS FOR ENERGY PROFESSIONALS

For more than 25 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.

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