

MEDIA DATA 2010

PRINT + ONLINE

Last update: 21 December 2009

Solarthemen

www.solarthemen.de

Solarthemen: *The Information Service for Experts*



Concise, up-to-date, research-competent. These are the key features of Solarthemen. Our information service for experts reaches decision-makers within the renewable energy sector, 24 times a year.

Solarthemen and Solarthemen Special. 20 times a year, Solarthemen compiles information on 12 pages. This conciseness is exactly what our readers appreciate. Four times per year, Solarthemen Special is released, and it includes additional pages. This is when we supplement our intentionally-encapsulated information every second month in every quarter, based on background reports, analyses, market reviews and the latest interviews. Beginning in 2008, our key subjects, “Photovoltaic” and “Renewable Heating”, will be alternated.

Your advertising. Solarthemen Special offers you a whole range of advertisement formats, embedded with an independent editorial reporting of both our core subjects, in every issue. With its limited and fixed advertisement space, Solarthemen represents a very refined means to present your company. You can choose between advertisements on the outside front cover (OFC), inside front cover (IFC), inside back cover for smaller ones (IBC) and outside back cover (OBC). It is possible to add a limited number of supplements in each issue.

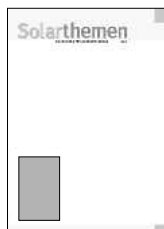
Printing and circulation facts

Printed copies: per issue at least 1,700 copies
 per Solarthemen Special at least 3,000 copies
 Copies sold: 1189 (Last update: December 2009)

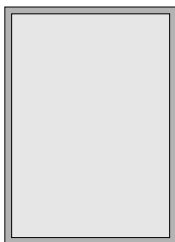
Solarthemen: *Termine*

Issue no	Publication day	Advertising deadline	First print deadline
No. 319	14 January 2010	30 December 2009	4 January 2010
No. 320	28 January	13 January	19 January
No. 321	11 February	27 January	1 February
No. 322 Renewable Heating Special	25 February	10 February	15 February
No. 323	11 March	24 February	1 March
No. 324	25 March	10 March	15 March
No. 325	8 April	24 March	29 March
No. 326	29 April	14 April	19 April
No. 327	13 May	28 April	3 May
No. 328 Photovoltaic Special	27 May	12 May	17 May
No. 329	10 June	26 May	31 May
No. 330	24 June	9 June	14 June
No. 331	8 July	23 June	28 June
No. 332	22 July	7 July	12 July
No. 333	5 August	21 July	26 July
No. 334	26 August	11 August	16 August
No. 335	9 September	25 August	30 August
No. 336 Renewable Heating Special	23 September	8 September	13 September
No. 337	7 October	22 September	27 September
No. 338	28 October	13 October	18 October
No. 339	11 November	27 October	2 November
No. 340 Photovoltaic Special	25 November	10 November	15 November
No. 341	9 December	24 November	29 November
No. 342	23 December	8 December	13 December

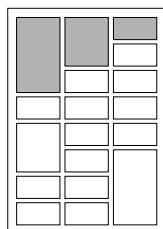
Solarthemen Advertisements: *Prices and Formats 1 – for All Issues*



Special advertisements
on the outside front
cover: EUR690.00
55mm x 85mm



Advertisements on the
outside back cover:
EUR1750.00
210mm x 297mm (plus 3mm bleed)



← Your advertisement every two weeks

Advertisements on the inside back cover (IBC)

Advertisements placed on the IBC shall appear in at least six consecutively published issues. The price indicated is the total price for consecutively published ads.

Dimensions	6 issues	12 issues	24 issues
58mm x 30mm	EUR440.00	EUR700.00	EUR1090.00
58mm x 65mm	EUR880.00	EUR1400.00	EUR2180.00
58mm x 100mm	EUR1320.00	EUR2100.00	EUR3270.00

Supplements/bound inserts/tip-ins

Supplement up to 10g: EUR0.30 per piece

Per each started 10g: plus EUR0.10 per piece

Postcard as supplement: EUR0.25 per piece

Part-edition insertion according to post codes: Fixed price plus EUR100.00

Bound inserts (4 pages, DIN A4): EUR1200.00 per 1000 pieces

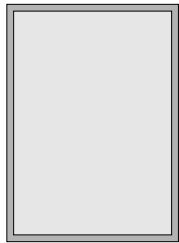
Bound inserts (4 pages, DIN A4) including 4 colors offset print:
from EUR1500.00 per 1000 pieces

Tip-ins (postcard) EUR0.59 per piece

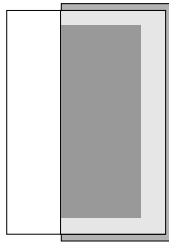
Discounts: 3x advertisement publishing 5%, 6x: 10%, 12x: 15%

All our prices are net, and indicated in euros. Additional formats are available on request.
General Terms and Conditions of the Bröer & Witt GbR apply.

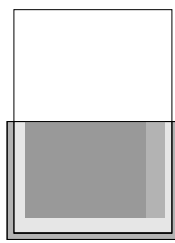
Solarthemen Advertisements: *Prices and Formats 2 – in Solarthemen Special*



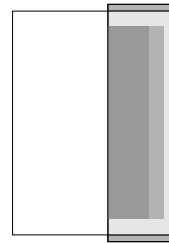
1/1 page: EUR1420.00
 210mm x 297mm
 (plus 3mm bleed)
 OBC: EUR1750.00
 2 pages: EUR2180.00



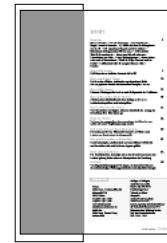
2/3 page: EUR1080.00
 108mm x 256mm
 in bleed
 138mm x 297mm
 (plus 3mm)



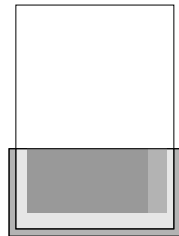
1/2 page: EUR870.00
 164mm x 126mm
 174mm x 126mm
 in bleed
 210 x 148 (plus 3mm)



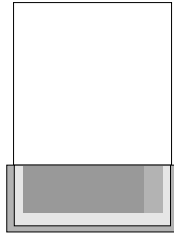
1/3 page: EUR760.00
 51mm x 256mm
 61mm x 256mm
 in bleed
 81 x 297 (plus 3mm)



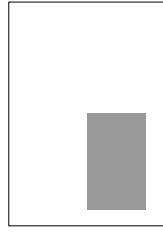
Special positioning IFC
1/3 page: EUR870.00
 in bleed
 81mm x 297mm
 (plus 3mm)



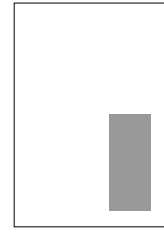
1/3 page: EUR690.00
 164mm x 84mm
 174mm x 84mm
 in bleed
 210 x 104 (plus 3mm)



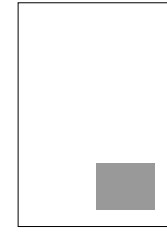
1/4 page: EUR590.00
 164mm x 61mm
 174mm x 61mm
 in bleed
 210 x 81 (plus 3mm)



1/4 page: EUR540.00
 80mm x 126mm



1/6 page: EUR430.00
 51mm x 126mm



1/8 page: EUR320.00
 80mm x 61mm

Solarthemen Job Market

NEW! Solarthemen now with job market advertisements

Your direct contact to qualified employees. On the one hand, Solarthemen, as a news service, is something almost exclusively read by experts in the energy sector. On the other hand, Solarthemen Special is also aimed at university students. This is a very effective way to minimise job advertisement wastage, thus maximising your reach on your target clientele. You will get hold of precisely the people you need for those qualified positions in your company.

Deadlines

The job market section with editorial content appears in all four issues of Solarthemen Special:

25 February, 27 May, 23 September, 25 November

Job advertisements can also be published in our standard edition of Solarthemen every two weeks at short notice.

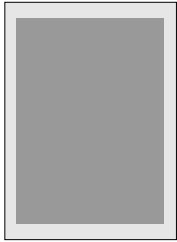
www.jobs.solarthemen.de

All printed job advertisements are also published online at no additional cost.

Your contact for job advertisements:

Ute Meyer-Heinemann, 0049-441-4083639, stellenmarkt@solarthemen.de

Solarthemen Job Market: *Prices and Formats*



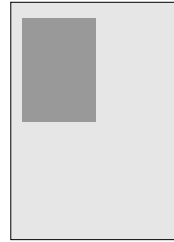
1 page: **EUR650.00**
four-colour
184mm x 256mm



1/2 page: **EUR370.00**
four-colour
184mm x 126mm



1/2 page: **EUR370.00**
four-colour
90mm x 256mm



1/4 page: **EUR195.00**
four-colour
90mm x 126mm

All our prices are net, and indicated in euros. Additional formats are available on request.
General Terms and Conditions of the Guido Bröer & Andreas Witt GbR apply.



Direct contact via Internet. Our website is constantly showing an increasing number of visitors. Within a year, visits to our websites have tripled. According to editorial studies, mostly experts take advantage of our web service accessing it mainly during usual office hours. In order to reach this target group, please use the direct contact via weblink.

Fair charging. On www.solarthemen.de you only pay for actual services rendered. It is you who decides the advertisement's runtime and the number of page impressions (PI). We charge only according to the actual appearances of your advertisement.

Positioning. As shown on the opposite screenshot, www.solarthemen.de offers two advertising possibilities: the big header banner on top of the page, and the one on the right side.

Prices (CPM) and formats.

Header banner: 680 x max. 90 pixels: EUR59.00 net per 1000 PI
Right side banner/button: 125 x max. 125 pixels: EUR25.00 net per 1000 PI

All our prices are net, and indicated in euros. Additional formats are available on request. General Terms and Conditions of the Bröer & Witt GbR apply.

Technical Information

Print

E-mail address for advertisements: ads@solarthemen.de

TIFF: Resolution 300dpi or more, colours are CMYK separated, no JPEG compression.

EPS: Fonts are converted to paths. File format is the final format. Embedded pictures (TIFF) must have full resolution and additional specifications like first prints in TIFF format.

PDF: Please create the PDF file with Acrobat Distiller. File format is the final format. No trim or register marks. Please embed all fonts. It is not possible to place small formats on A4; paper size is the valid advertisement size. Embedded pictures (TIFF) must have full resolution and additional specifications, like first prints, in TIFF format.

Online

E-mail address for banner files: ads@solarthemen.de

Valid file formats: GIF and JPEG (72dpi) in the corresponding banner formats. File size: max 30kB.

Please note: Kindly send us your click URL, too. That is, the exact weblink to the banner, together with the banner file. If you wish to have your banner with alt text, please forward this as well.

Publishers/Editorial

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Fax +49-(0)30 - 25 93 69 19

E-mail: ads@solarthemen.de