pv Europe – solar technology and applications

photovoltaik – Solartechnik für Installateure | Planer | Architekten

pv Europe

photovoltaik

Media kit
Print + Digital
2027



Foto: Velka Bocka

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www.photovoltaik.eu | www.pveurope.eu



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We're celebrating our anniversary.

A year of celebration, full of surprises, awaits you.

What started as a bookbindery is now a modern specialist media company. For 100 years, we have supported people and industries with knowledge and inspiration.

You, our readers, clients and partners have helped shape this journey. We sincerely thank you for your trust and long-standing collaboration.

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100 years of Gentner. We have big plans ahead. Join us and discover what our anniversary year has in store for you.



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Media kit 2027

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photovoltaik:
Market stabilisation and new business models

2026 was a year of consolidation for photovoltaics, with global installations holding steady. Markets proved robust and attracted growing investment, although red tape and political indecision continued to slow expansion. Modest growth in Switzerland contrasts with stagnation in Germany and Austria.

Looking ahead to 2027, business models that rely less on feed-in tariffs are likely to become more widespread, and dynamic electricity tariffs and grid fees should play a larger role. Commercial and industrial installations look set for strong growth, with high energy prices drawing attention to solar power and battery storage as alternatives.

Solar storage is becoming standard in the **commercial sector** and at large **solar parks**, enabling a range of revenue models. **New ways of financing** commercial storage, such as leasing, instalment purchase and rental, are opening up markets.

E-mobility is emerging as a growth driver, with registrations of electric cars and electric trucks rising steadily. **Bidirectional charging** and **Power-to-X** are giving sector coupling fresh momentum, a trend that dynamic electricity tariffs also support.

Applications such as **agrivoltaics, floating PV, urban PV** and **building-integrated PV (BIPV)** have enormous potential. In buildings, **solar-powered hot water, cooling and refrigeration, heat pumps** and **infrared heating** are increasingly common in both new builds and existing stock.

With around 100,000 page impressions a month, **www.photovoltaik.eu** is one of the most successful web platforms for professionals in photovoltaics, energy storage, e-mobility and electric heating. Our social media community is growing strongly.

pv Europe:
Regional markets in Europe are catching up

Markets outside Germany posted growth across Europe in 2026, even as individual markets continue to mature. Germany, meanwhile, remains the leading market for innovation, products, regulation and business models.

Solar self-consumption paired with storage is also becoming a driver of the energy transition **beyond Germany's borders.** pv Europe supplies industry professionals with information on innovative products, business models and regulatory conditions across the solar, storage, e-mobility and e-heat (Power2Heat) sectors.

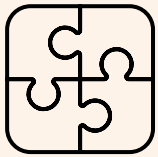
The publication also features exemplary installations and analyses selected markets, working closely with national associations and with SolarPower Europe in Brussels.

Key focus areas for 2027 will be **project business, solar technology safety, cybersecurity** and the **build-up of European supply chains, with larger solar projects** and **BESS** for investment and grid supply as the central themes.

The European framework is set by the new ELTIF directive, which channels substantial capital flows into the expansion of renewable energy infrastructure. **Agri-PV** and **urban-PV** are also growing across Europe.

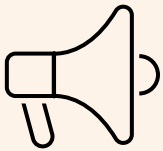
pv Europe operates exclusively through its online portal, offering video content alongside current market trends, notable projects and new products. The **YouTube channel** for the two publications has over **5,400 followers** and ranks among the foremost channels for the solar energy transition, tailored specifically for professionals in the industry.

The website **www.pveurope.eu** records around 30,000 monthly page impressions and has a Facebook community of over 33,000 followers as well as nearly 7,000 followers on LinkedIn. The rapid growth of European and international photovoltaic markets is clearly reflected in rising user numbers. This English-language portal has since built a leading position in Europe and beyond.



Topics

photovoltaics, solar, energy storage, self consumption, electric mobility, power2heat, PPA



Magazine

Leading magazine for solar professionals in the German-language region



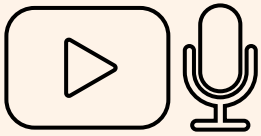
Special publications

German editions for investors, agriculture, roofers, commercial enterprises and end consumers



International

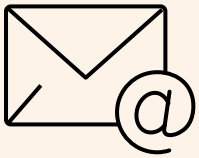
with the English-language website www.pveurope.eu and a strong social media community



Videos + Podcast

Video shots on site, at trade fairs and video publishing,
5,403 YouTube subscribers

Podcast Solar Investors Guide in German and English



Newsletters

photovoltaik: 13,469 subscribers[1]
pv Europe: 5,558 subscribers[1]

Monthly special newsletters in German and English:
- for investors
- for farmers



Coverage online

photovoltaik.eu
61,768 page impressions/month[2]
23,307 unique user/month[2]

pveurope.eu
23,922 page impressions/month[2]
16,360 unique user/month[2]



Coverage Social Media

photovoltaik:
LinkedIn – 5,101 follower
Meta (Facebook) – 5,290 follower
X (Twitter) – 5,004 follower
YouTube – 5,403 subscribers

pv Europe:
LinkedIn – 6,910 follower
Meta (Facebook) – 33,006 follower
X (Twitter) – 3,641 follower

1 Own count, August 2026
2 Marfeel, August 2026

Media kit 2027

A powerful team for the energy transition

Use the coverage and expertise for your target group approach and benefit from our combination discounts.
Contact us. We will be happy to create a tailor-made offer for you.

	photovoltaik	pv Europe	ERNEUERBARE ENERGIEN	Gebäude Energieberater
Target groups	› Solar installers › electrical and HVAC installers and -planners › roofers › public utilities › energy suppliers › wholesalers › operator › developers › public authorities › housing associations › architects › building engineers	› EPCs › project developer › investors › solar engineers/installers › specialist planner › manufacturers and suppliers › public utilities › energy suppliers › wholesalers › operators › developers › authorities and institutes	› Investors › project developers and operators of wind energy, solar and biogas projects › municipalities › municipal utilities and energy cooperatives as regenerative planners, service providers, assesors and financiers › public authorities › universities and institutes	› Energy consultants (self-employed or from architecture and planning offices, trades, etc.) › energy auditors › housing industry › building authorities
Print issue	8,200 copies (IVW certified)	–	12,000 copies (IVW certified)	6,200 copies (IVW certified)
E-paper	1,099	–	1,083	3,894
Website	**www.photovoltaik.eu** 61,768 page impressions monthly	**www.pveurope.eu** 23,922 page impressions monthly	**www.erneuerbareenergien.de** 75,329 page impressions monthly	**www.geb-info.de** 53,843 page impressions monthly
Newsletter	13,469 subscribers	5,558 subscribers	9,697 subscribers	15,961 subscribers
Social Media Channels	5,101 LinkedIn follower 5,290 Meta (Facebook) follower 5,004 X (Twitter) follower 5,403 YouTube subscribers	6,910 LinkedIn follower 33,006 Meta (Facebook) follower 3,641 X (Twitter) follower	24,110 LinkedIn follower 6,340 Meta (Facebook) follower 3,457 X (Twitter) follower 666 YouTube subscribers	7,712 LinkedIn follower 3,033 Meta (Facebook) follower 1,590 X (Twitter) follower 528 Xing follower 1,495 YouTube subscribers

Source: October 2026

1 Titel: photovoltaik – SOLARTECHNIK FÜR INSTALLATEURE, PLANER UND ARCHITEKTEN

2 Brief summary:

photovoltaik is the leading PV trade magazine in German-speaking countries. In addition to the technology-focused, target group-specific reporting in the printed edition, the industry professional can find up-to-date information on the website and in our social media channels.

photovoltaik presents the essential data and innovations of the solar industry for B2B users. Technical and commercial details are conveyed in such a way that readers can immediately integrate useful information into their activities in the solar business.

3 Target group:

Experts for photovoltaic systems, decentralised energy systems and power grids in the trades as well as the industry, consulting, planning, design, maintenance and plant-operating sectors.

1 Circulation auditing:

German Audit Bureau of Circulations
"Informationsgemeinschaft zur Feststellung der Verbreitung von Werbeträgern IVW"

2 Circulation analysis: Copies per issue on annual average (July 1, 2025 - June 30, 2026)

Print run	9,300		
Print run 2027	8,200		
qualified circulation (TvA):	9,129	thereof abroad	259
Sold copies:	1,906		
Subscribed copies:	1,867	thereof member copies	0
Individual copies:	0		
Other sales:	39		
Free copies:	7,223	Permanent recipients:	226
Rest, archive and voucher copies	156	Changing recipients:	6,997
		Promotional copies:	0

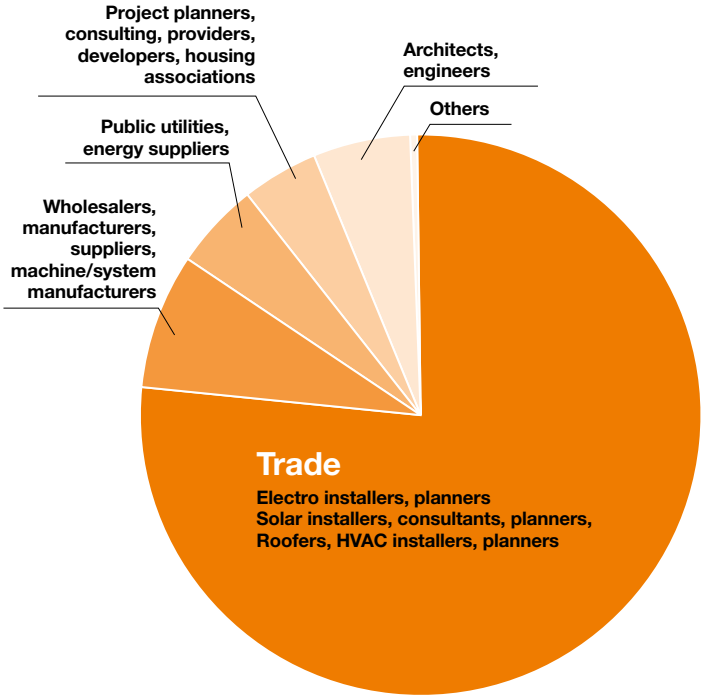
3 E-paper:

Digital subscriptions 1,099
(Source July 2026)

Subscribers to the digital version can read all the content from the print edition in an e-paper version, both online and offline.

4 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	97.17	8,870
Abroad	2.83	259
Qualified circulation	100	9,129



3 Distribution by industry sector:

	Amount of qualified circulation	
	%	copies
Trade	82.3	7,513
– Electro installers, planners	*27.1*	*2,475*
– Solar installers, consultants, planners	*34.7*	*3,167*
– Roofers	*9.4*	*856*
– HVAC installers, planners	*11.1*	*1,015*
Wholesalers, manufacturers, suppliers, machine/system manufacturers	3.3	301
Public utilities, energy suppliers	4.6	420
Project planners, consulting, providers, developers, housing associations	4.5	411
Architects, engineers	4.9	447
Others	0.4	37
Total	**100**	9,126

Summary of the survey method
1. Method: Distribution analysis through file evaluation – total survey
2. Population: tvA 9,126 = 100%, not included in the survey 14 = 0.15%
3. Sample: Total survey
4. Target person of the study: Not applicable
5. Study period: June 2026
6. Conduct of the study: Gentner Verlag

1 Magazine format: DIN A4, 210 mm wide × 297 mm high

Print space: 187 mm wide × 265 mm high,
4 columns, each 43 mm wide

2 Printing and binding methods, print materials: Binding, offset printing, supplied data shall be exposure capable, not separated, and in PDF-X/3-format.

3 Submitting data: Please send us your print documents only as files: by email to **datenanlieferung@gentner.de**.

4 Data format: Un-separated PDF/X-3, CMYK mode.

- Fonts, logos, and images are included.
- Resolution: Image components CT: 300 dpi, linework LW 1200 dpi.
- No transparences and levels.

If unsolicited printed documents are submitted, we reserve the right to charge the principal for the conversion of PDF files at cost.

5 Colors: Euro scale

Special colors and hues that cannot be attained by combining colors on the scale must be separately agreed with the publisher. Special colors are created from the Eurocolour scale for technical reasons. Minor deviations in the ink value remain within the tolerance range for offset printing. A spot color may only consist of two of the three additional primary colors (cyan, magenta, and yellow) in addition to black (and/or white).

6 Proof: By sending us a proof, please consider that it has to be a genuine proof of the data sent by e-mail or mail. The name of the color parameter and proof designation must be printed on the proof. The Ugra/Fogra media wedge must also be included for comparison. Please send the proof by mail to our order management department (under no. 9).

7 Data storage: Data will be archived. Unchanged rerun is generally possible. A guarantee is however not assumed.

8 Guarantee: By sending incomplete or differing data (texts, colors or images) we do not assume any liabilities for the correct print.

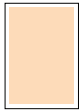
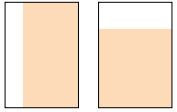
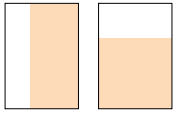
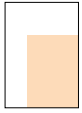
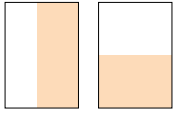
The publisher guarantees the common print quality for the respective title within the scope of possibilities the templates offer.

9 Contact: If you are not able to provide data in the formats or by the means described above and are not able to convert them into the desired forms, contact our technical hotline:
Phone +49 711 6 36 72-861

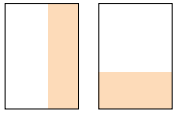
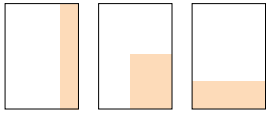
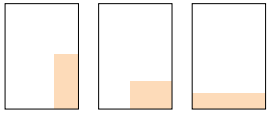
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1 All prices exclude VAT.

Size	basis rates (b/w to 4c) in €		Print space format width × height in mm	Format in bleed* width × height in mm
1/1 page	3,610.–		187 × 265	210 × 297
3/4 page	3,450.–		↕ 139 × 265 ↔ 187 × 189	↕ 151 × 297 ↔ 210 × 203
2/3 page	2,350.–		↕ 123 × 265 ↔ 187 × 170	↕ 135 × 297 ↔ 210 × 184
Juniorpage	2,010.–		135 × 190	147 × 204
1/2 page	1,830.–		↕ 91 × 265 ↔ 187 × 130	↕ 103 × 297 ↔ 210 × 144

*excluding 3 mm bleed at the outside borders

Size	basis rates (b/w to 4c) in €		Print space format width × height in mm	Format in bleed* width × height in mm
1/3 page	1,230.–		59 × 265 187 × 85	71 × 297 210 × 99
1/4 page	910.–		1col. 43 × 265 2col. 91 × 130 4col. 187 × 63	55 × 297 103 × 144 210 × 77
1/8 page	460.–		1col. 43 × 130 2col. 91 × 63 4col. 187 × 30	55 × 144 103 × 77 210 × 44
4th cover page	4,300.–		187 × 265	210 × 297
2nd cover page	4,300.–		187 × 265	210 × 297
placement next to contents 1/2 page vertical	2,000.–		91 × 265	103 × 297
Print advertorial				
1/1 page 4c	4,060.–	Specifications on request		
1/2 page 4c	2,040.–			
Print online advertorial				
1/1 page	6,950.–	Specifications on request		
1/2 page	4,950.–			

*excluding 3 mm bleed at the outside borders

Surcharge:

Guaranteed position add 10 % to the basic rate for ads	
Special colours, each colour	1,000.– €

Discounts: ads within 12 months

Discount by frequency		Discount by volume	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %

Special ads:

Bound insert (Discount by frequency):

2 pages 5,020.– € 4 pages 6,080.– €

The maximum paper weight is 170 g/sqm, higher weights on request. Please enquire about bleed allowances when delivering bound-in inserts. Information on the weight of bound-in inserts and five samples with details of the front page must be submitted by the respective copy deadline.

Inserts (no discount): Up to 25 g 270.– € (per 1,000)

incl. postal rate; higher weight on request,
Minimum format: 105 mm width × 148 mm height
Maximum format: 200 mm width × 287 mm height
Split insert as of 1,000 copies possible.
The weight information and five samples of the inserts must be submitted by the respective copy deadline.
We will be happy to inform you about further delivery conditions.

Delivery address for special ads

The delivery adress will be listed on the order confirmation.

Terms of payment:

2 % discount on payment within 8 days from date of invoice.
No discount on classified ads, mail charge, classified box number charge, quotation mail charge. Net 30 days from date of invoice; advanced payment reserved.

VAT number DE327997831

Bank details:
Landesbank Baden-Württemberg
IBAN: DE66 6005 0101 0405 2408 12 / BIC: SOLADEST600

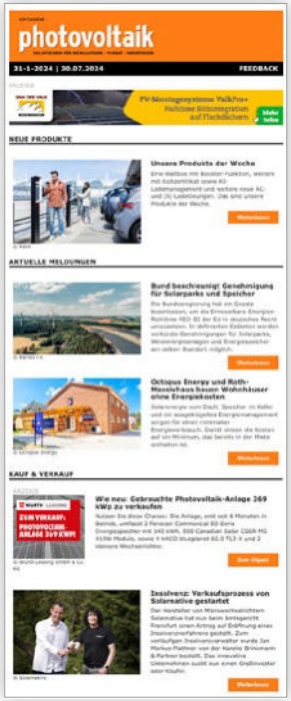
4 Job advertisements in the German print magazine

Size	width × height in mm	job offers
1/1 page	187 × 265	2,400.–€
1/2 page	91 × 265 187 × 130	1,280.–€
1/4 page	1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	630.–€
basic price mm ad	single-column line, 43 wide, 4c	2,55 €

Job market in the German newsletter
Text/image ad, placement in the section jobs — 475.–€

Adverts for buy and sales
Text/image ad, placement in the section buy | sale — 475.–€

Specifications for newsletters see page 31



Issue	Special PV for Roofing Professionals	01 – March	02 – April
Publishing date Closing date	11.03.2027 **15.02.2027**	11.03.2027 **22.02.2027**	13.04.2027 **23.03.2027**
Cover story	**Target group:** Solar professionals and roofing companies	**Solar heat transition**	**The smarter E Europe:** News solar modules
	Circulation print: 15,000 copies **Distribution print:** Supplement in photovoltaik 1/27 and in magazines of our media group sent to roofers **plus e-paper** for free download **Further information on page 18**	**PV + heat:** heating, warm water, infrared heating systems, PV thermal systems, heat pumps	**Solar modules:** Innovations
		Cross Media Special: **Smart Meter, energy management systems, energy trading** Magazine section **plus e-paper** for free download	**Cross Media Special:** **Software: PV planning, software for craftsmen** Magazine section **plus e-paper** for free download
		Wholesale: prices, availability, supply chain, transport, emissions, internationalisation	**Inverters:** string inverters, hybrid inverters, micro inverters, DC optimiser, cabling, grid connection
		Energy storage: residential, commercial	**Mounting systems:** pitched roofs, flat roofs, ground mount systems, work protection
		Electric mobility: e-cars, charging technology, solar carports, solar car parks, billing, fleet management	**Energy storage:** residential, commercial, industrial, utility-scale

Issue	03 – May	Special Co-Location	04 – June	05 – August
Publishing date Closing date	11.05.2027 **21.04.2027**	03.06.2027 **04.05.2027**	03.06.2027 **13.05.2027**	17.08.2027 **29.07.2027**
Cover story	**The smarter E Europe: Mounting systems**	**Target group:** Project developers, solar installers, electricians, energy suppliers, grid operators, the electricity industry, political actors, investors **Circulation print:** 21,000 copies **Distribution:** Supplement in photovoltaik 4/27 und ERNEUERBARE ENERGIEN 4/27 **plus e-paper** for free download **Further information on page 19**	**The smarter E Europe: Energy storage**	**The smarter E Europe: Intelligent power electronics**
	Mounting systems: pitched roofs, flat roofs, ground mount systems, work protection, floating PV, agri PV, urban PV		**Energy storage:** Innovation	**Inverters:** Innovation
	Cross Media Special: PV + historic preservation Magazine section **plus e-paper** for free download		**Mounting systems:** Pitched roof, facades, canopies	**AC technology:** fuses, release switches, grid connection, electromagnetic compatibility
	Planning: software, simultation, photo measurement, design, module plan, roof statics		**Solar modules,** cleaning, repowering, recycling	**Maintenance:** lightning protection, thermography, laser technology, safety, video surveillance, drones, theft protection
	BIPV: balcony solar modules, solar facades, canopies, overhead glazing		**Electric mobility:** e-cars, charging technology, solar carports, solar car parks, billing, fleet management	**Mounting systems:** Pitched roof, flat roof, ground mount systems, work protection
	Maintenance/Safety: lightning protection, thermography, laser technology, video surveillance, drones, theft protection, fire protection			



PV on Tour, CEO-Talks and pv Guided Tours@ The smarter E Europe

Our trade fair activities can be found on page 37

photo: Vorsatz Media

Issue	06 – September	Special PV für die Landwirtschaft	07 – October	Special Flat roof
Publishing date Closing date	15.09.2027 **27.08.2027**	29.10.2027 **17.09.2027**	19.10.2027 **30.09.2027**	05.11.2027 **01.10.2027**
Cover story	**PV for municipalities**	**Target group:** Farmers and solar professionals **Circulation print:** 35,000 copies **Distribution:** Supplement in magazines of the DLG (German Agricultural Society), placed at the DLG booth at the trade fair Agritechnica in Hanover **plus e-paper** for free download **Special PV for Farmers (E-Paper-Ausgabe, englisch)** **Further information on pages 20 + 21**	**BIPV & Architecture**	**Target group:** Commercial/ trade companies, solar installers, specialist planners and energy consultants, municipalities **Circulation print:** 25,000 copies **Distribution:** Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting **plus e-paper** for free download **Further information on page 22**
	Public properties: Financing, planning, installation, urban PV		**BIPV:** solar architecture, solar facades, overhead glazing	
	Cross Media Special: Electric mobility Magazine section **plus e-paper** for free download		**Cross Media Special: PV + heat** Magazine section **plus e-paper** for free download	
	Energy storage: residential, commercial		**Mounting systems:** facades, pitched roof, in-roof systems, solar tiles, work protection	
	Solar modules, solar cleaning, repowering, recycling		**PV + heat:** heating, warm water, heat pumps, infrared heating systems, cooling, ventilation, PV thermal systems, tenant electricity	
	Inverters: grid operation, stand-alone operation, emergency power, uninterruptible power supply, energy manager		**Planning:** software, smart home, building automation, fire protection	

Issue	08 – November	09 – December	Guide for end consumers and commercial customers 2028
Publishing date Closing date	18.11.2027 **19.10.2027**	14.12.2027 **25.11.2027**	30.12.2027 **01.12.2027**
Cover story	**PV for C&I**	**Solar parks for grid supply**	**Target group:** End consumers, commercial customers, solar installers, energy consultants **Distribution:** E-paper for free download **Further information on page 23**
	Energy storage: commercial, industrial, tenant electricity with storage, neighborhood supply	**Solar parks:** ground mount systems, hybrid wind power/PV parks, power2gas, park management, grid connection	
	Cross Media Special: Recycling Magazine section **plus e-paper** for free download	**Cross Media Special: Large-scale storage** Magazine section **plus e-paper** for free download	
	Inverters, grid operation, stand-alone operation, emergency power, uninterruptible power supply, energy manager	**Energy storage:** industrial, utility	
	Agriculture: agri PV, floating PV, self consumption for farms, sustainable gastronomy	**Maintenance:** lightning protection, thermography, laser technology, safety, video surveillance, drones, theft protection	
	Electric mobility: e-cars, charging technology, solar carports, solar car parks, billing, fleet management	**DC technology:** cabling, optimisers, fuses, connectors, release switches	

Trade fairs and events 2027

BAU, München (Germany)	11.–15.1.2027
Solar Energy Expo, Warschau (Poland)	12.–14.1.2027
Tagung Zukünftige Stromnetze, Berlin (Germany)	26.–27.1.2027
InterSolution, Gent (Belgium)	27.–28.1.2027
Elmia Solar & Energy Solutions, Jönköping (Sweden)	9.–11.2.2027
Intersolar North America, San Diego (USA)	9.–11.2.2027
E-World energy & water, Essen (Germany)	16.–18.2.2027
Inolope Expo, Dortmund (Germany)	16.–17.2.2027
elektrotechnik, Dortmund (Germany)	16.–18.2.2027
Solar Quality Summit, Barcelona (Spain)	23.–24.2.2027
GETEC, Freiburg (Germany)	26.–28.2.2027
VerdeTec, Athen (Greece)	26.–28.2.2027
Volta-X Energy Systems Expo, Stuttgart (Germany)	2.–4.3.2027
eltefa, Stuttgart (Germany)	2.–4.3.2027
hy-fcell, Stuttgart (Germany)	3.–4.3.2027
ENEX, Kielce (Poland)	3.–4.3.2027
Energiesparmesse, Wels (Austria)	5.–7.3.2027
PV-Symposium, Bad Staffelstein (Germany)	9.–11.3.2027
The smarter E India, Gujarat (India)	9.–11.3.2027
KEY - The Energy Transition Expo, Rimini (Italy)	10.–12.3.2027
ISH, Frankfurt (Germany)	15.–19.3.2027
Intersolar Africa, Nairobi (Kenya)	16.–17.3.2027
Sustainable Solutions, Amsterdam (Netherlands)	16.–18.3.2027
Battery Forum, Warsaw (Poland)	18.–20.3.2027
BEPOSITIVE, Lyon (France)	23.–25.3.2027
Hannover Messe (Germany)	5.–8.4.2027
SOLAREX, Istanbul (Turkey)	7.–9.4.2027
Construma, Budapest (Hungary)	8.–11.4.2027
WORLD OF FIREPLACES, Leipzig (Germany)	13. –15. 4.2027
Solar & Storage Live, London (UK)	14.–15.4.2027
Symposium Zukunft Wärme, Marburg (Germany)	27.–29.4.2027
Sustainable Solutions, Wien (Austria)	28.–29.4.2027
SNEC, Shanghai (China)	2.–4.6.2027
The smarter E Europe, München (Germany)	8.–10.6.2027
eltec, Nürnberg (Germany)	22.–24.6.2027
The smarter E South America, São Paulo (Brasil)	24.–26.8.2027
IAA Mobility, München (Germany)	7.–12.9.2027
Intersolar Mexico, Mexico City (Mexico)	7.–9.9.2027
EU PVSEC, Freiburg (Germany)	20.–24.9.2027
efa:ON, Leipzig (Germany)	21.–23.9.2027
netze:ON, Leipzig (Germany)	21.–23.9.2027
Sustainable Solutions, Leipzig (Germany)	22.–23.9.2027
HEIKOM Fachmesse für digitales Energie- und Gebäudemanagement, Erfurt (Germany)	13.–14.10.2027
OFF-GRID Expo + Conference, Augsburg (Germany)	27.–28.10.2027
agritechnica, Hanover (Germany)	14.–20.11.2027
Genera, Madrid (Spain)	November 27
Matelec, Madrid - International Trade Fair for the Electrical and Electronics Industry (Spain)	November 27
Forum SolarPLUS, Berlin (Germany)	November 27
Sustainable Solutions Düsseldorf (Germany)	1.–2.12.2027
EnerGaïa, Montpellier (France)	December 27

Special: PV for Roofing Professionals (German edition)

Target group: Solar professionals and specialist companies in the roofing trade
Circulation print: 15,000 copies
Distribution print: Supplement in photovoltaik 1/27 (March issue) and in magazines of our media group sent to roofers
Distribution e-paper: PDF for free download
Publication date: March 11, 2027
Advertising deadline: February 15, 2027

Prices for advertisements/print advertorials*:

1/1 page*	4,000 €
1/2 page*	2,100 €
1/3 page	1,400 €
1/4 page	1,100 €
1/8 Seite	550 €
Print online advertorials*	
1/1 page	6,900 €
1/2 page	5,000 €

* Advertorials only 1/1 page or 1/2 page
Deadline advertorials by February 10, 2027

Specialized roofing companies and electrical companies can tap into a new business opportunity with photovoltaics. Solar technology turns a protective roof into a productive energy source. It also serves as a forward-looking incentive to attract young talent into the trade, and invites professionals from related fields to join established roofing teams.
Whether pitched or flat, rooftop PV systems deliver strong electricity yields. Residential and commercial clients alike are turning to self-supply with affordable solar power to reduce energy costs. When combined with green roofs, PV installations offer added environmental value. As ever, structural safety and quality of execution remain essential to long-term success.

Topics:

- Planning and installation of solar generators (on-roof and in-roof systems)
- Suitable solar modules (glass–foil, glass–glass, lightweight designs)
- Mounting systems for pitched and flat roofs
- Inverters and connection technology / MLPE
- Self-supply solutions with storage and e-mobility
- Electric heating, cooling and air conditioning systems
- Safety systems for rooftop installation and maintenance
- Roof integration where load reserves are limited
- Lightning, fire and surge protection
- Solar integration for listed buildings
- Solar rooftops for agricultural operations



Special: Co-Location

Target audience: project developers, solar installers, electrical contractors as well as energy suppliers, grid operators, the power industry, policymakers, and investors.
Print Circulation: 21,000 copies
Print Distribution: Included as an insert in the June issue of photovoltaik (4/27) and the June issue of ERNEUERBARE ENERGIEN (4/27), and available at our exhibition booth at The smarter E Europe.
E-Paper Distribution: additional distribution of the PDF for free download.
Publication Date: June 3, 2027
Advertising Deadline: May 4, 2027

Prices for advertisements/print advertorials:

1/1 page*	4,600 €
1/2 page*	2,400 €
1/3 page	1,600 €
1/4 page	1,300 €
1/8 page	700 €

* Advertorials available in full-page or half-page format only
Submission deadline for advertorial materials: April 30, 2027

At The smarter E Europe 2027, taking place in Munich from June 8 to 10, “co-location”—the combination of PV or wind power with battery storage—will be a key trend. The focus will be on utility-scale storage, bankable revenue models, and energy marketing. In the special edition on co-location from ERNEUERBARE ENERGIEN and photovoltaik,We explore the technologies and models that have become a game-changer for economic viability and a vital tool for alleviating strained power grids.

Range of topics:

- Storage technologies for hybrid power plants, new utility-scale storage systems, and advanced capabilities
- Storage system design, economic feasibility analysis, and legal aspects concerning storage
- Integrating storage with wind or PV: a planner’s perspective
- Retrofitting existing sites with storage and/or wind/PV
- Plant-level control and energy management
- Internal site cabling and grid connection
- Certification
- Operations management and monitoring
- Electricity marketing

Print edition
Supplement in the trade fair issues of photovoltaik and ERNEUERBARE ENERGIEN



Special: PV for agriculture (Print issue, German edition)

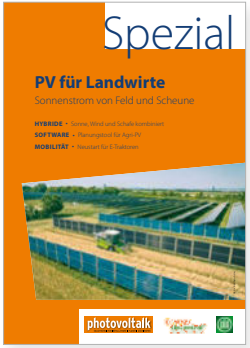
Target groups: Farmers and solar professionals
Circulation: 35,000 copies
Distribution print: Supplement in DLG (German Agricultural Society) magazines, placed at the DLG booth at the trade fair Agritechnica in Hanover
Distribution e-paper: Additional distribution of the PDF for free download
Publishing date: October 29, 2027
Closing date: September 17, 2027

Prices for advertisements/print advertorials*:

1/1 page*	5,600 €
1/2 page*	3,000 €
1/3 page	2,000 €
1/4 page	1,600 €
Print online advertorials*	
1/1 page	8,500 €
1/2 page	5,900 €

* Advertorials only 1/1 page or 1/2 page
delivery of data for advertorials by Sepember 13, 2027

This special edition highlights the economic and technical opportunities available to farmers through photovoltaics – from on-site self-supply to dual land use models that generate additional revenue. These can include PV installations on underutilised or fallow land, or even on water surfaces.



In the coming years, many agricultural PV systems will reach the end of their support. Operators will face new decisions: repower, shift to self-consumption with storage, or pursue direct marketing?

Topics:

Ground-mounted and floating PV systems, Agri-PV and dual land use models, Mounting systems and system design, Electricity storage for agricultural applications, Converting feed-in systems to self-consumption, Repowering strategies, Farmers as energy suppliers, Uninterruptible power systems, Integration of heating, cooling, ventilation and mobility, And more...

Monthly German special newsletter for farmers and solar professionals

Subscribers: 23,775 in total
13,469 are photovoltaik newsletter subscribers +
10,306 farmers from the DLG address database

Price for text image ad: 950 €

(Specifications see page 31)

Sending dates German special newsletter:

27.01.2027	28.04.2027	28.07.2027	27.10.2027
24.02.2027	26.05.2027	25.08.2027	10.11.2027
24.03.2027	30.06.2027	29.09.2027	22.12.2027

Special: PV for Farmers (English e-paper edition)

Target groups: Farmers and solar professionals
Distribution: E-paper for free download. The promotion will be done by DLG, pveurope.eu as well as via our social media channels
Publishing date: October 29, 2027
Closing date: October 1, 2027

Prices for advertisements/print advertorials*:

1/1 page*	1,150 €
1/2 page*	600 €
1/3 page	500 €
1/4 page	400 €
Print online advertorials*	
1/1 page	4,050 €
1/2 page	3,500 €

* Advertorials only 1/1 page or 1/2 page, delivery of data for advertorials by September 27, 2027



Monthly English special newsletter for farmers and solar professionals

Subscribers: 11,396 in total
5,558 are pv Europe newsletter subscribers +
5,838 farmers from the DLG address database

Price for text image ad: 750 €

(Specifications see page 33)

Sending dates English special newsletter:

27.01.2027	28.04.2027	28.07.2027	27.10.2027
24.02.2027	26.05.2027	25.08.2027	10.11.2027
24.03.2027	30.06.2027	29.09.2027	22.12.2027

Special: Flat roofs (German edition)

Commercial roofs use for self-consumption of electricity and energy efficiency

With photovoltaics, sector coupling and targeted efficiency upgrades, companies are helping to futureproof their operations in an increasingly competitive global market. Flat and slightly pitched roofs offer considerable potential for generating clean, low-cost electricity. These surfaces also support rainwater harvesting and daylight use. Actively using commercial roofs lowers operating costs, safeguards employment and drives innovation.

Target groups:	Commercial/trade companies, specialist planners and energy consultants, municipalities
Circulation:	25,000 copies
Distribution print:	Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
Distribution e-paper:	PDF for free download
Publishing date:	November 5, 2027
Closing date:	October 1, 2027

Prices for advertisements/print advertorials*:

1/1 Seite*	4,500 €
1/2 Seite*	2,400 €
1/3 Seite	1,700 €
1/4 Seite	1,350 €
1/8 Seite	700 €
Print online advertorials*	
1/1 page	7,400 €
1/2 page	5,300 €

* Advertorials only 1/1 page or 1/2 page,
Deadline advertorials by September 27, 2027

Topics:

- Mounting systems for solar generators (on- and in-roof systems)
- Suitable solar modules (glass-foil, glass-glass)
- Self-consumption through energy storage and e-mobility
- Electrical refrigeration, air conditioning and heating technology
- Correctly executed metal attic covers and other roof edge profile
- Safety systems for installation and maintenance on the roof
- Drainage systems for flat and slightly inclined roofs
- Roof connection for low load-bearing reserves
- Installation and shading of skylights
- Professional thermal insulation
- Roof greening, also in combination with photovoltaics



Guide for end consumers and commercial customers 2028 (German edition)

Over 300 practical tips for autarky

The B2C guidebook provide private and commercial customers a wide range of tips for solar self-consumption. Readers receive expert information, written by photovoltaik editor-in-chief Heiko Schwarzburger, prepared for solar customers in a manner appropriate to the target group. An extensive installer directory makes it easier for customers to find and contact regional installers. In addition, we present current trends and outlooks for photovoltaics, storage technology and e-mobility in one chapter.

Topics:

- Photovoltaics
- Solar power storage
- Electric space heating and hot water
- Cooling, ventilation and refrigeration
- Electric mobility
- Fuel cells and CHP
- Price information
- Quality of installation
- Rights & duties
- Tax tips
- Evaluation of offers
- Protection against lightning, surges and fires
- Tips for plant operators
- Guarantees and warranties
- Trends and outlooks for photovoltaics, storage technology and e-mobility
- Installer and planner directory by postal code areas

Prices for advertisements/advertorials*:

1/1 page	2,100 €
1/1 page advertorial	2,400 €
1/2 page	1,100 €
1/2 page advertorial	1,250 €

* Specifications for advertorials on request

Distribution: PDF for free download with registration
Target: 10,000 downloads
Publishing date: December 30, 2027
Closing date: December 1, 2027



Download Guide 2026:
https://www.photovoltaik.eu/b2c-ratgeber-2026

Free entry for installers and planners from Germany, Austria and Switzerland at:
https://www.photovoltaik.eu/ratgeber
(until December 15, 2026 the entry is for the guide 2027)

Media kit 2027

Our webinars as your stage!
Demonstrate in-depth expertise and strengthen your brand

Increase your visibility and reach with our webinar offer. Reach your target group directly, present yourself as an expert and gain valuable leads. We offer you the perfect platform to demonstrate in-depth expertise and position your brand effectively. Book your webinar package now!

Webinar package
in German or English

We organize your webinar. You demonstrate your expertise and present your own brand.

Services:

- Advice on the selection of topics and the structure of the webinar
- Your expert speakers guide through the content of the webinar
- Moderation and Q&A session by our editorial team
- Acquisition of participants via all channels
  - Print advertisement
  - Newsletter advertisements
  - Stand-alone newsletter
  - Website
  - Social media
- Your logo and your topic on the landing page for webinar registration
- You receive all data protection compliant leads from the webinar participants for one-time use
- Participant management, organization support, technical briefing & implementation by our webinar team
- You will receive detailed reporting and the questions from the webinar
- Follow-up report on the webinar by the editorial team

Prices:
Webinar in German: 6,500.–€
Webinar in English: 4,000.–€

Do you organize webinars, training courses or events yourself?

Use the newsletter from photovoltaik and pv Europe for your application and participant acquisition.

Event Promotion

photovoltaik:

- 13,469 newsletter subscribers
- Text/image ad in the section „Events & Dates“

Price: 475 €

pv Europe:

- 5,558 newsletter Subscribers
- Text/image display in the Events section, Seminars, Webinars“ *

Price: 361 €

* Specifications see pages 31–34

Podcast: Solar Investors Guide

In the podcast, the editorial teams behind photovoltaik and pv Europe bring in leading experts to examine the opportunities and pitfalls the solar market holds for investors and project developers. Each episode is produced in German or English, connecting the solar and storage industries with the capital markets.

Subjects covered include investment vehicles in photovoltaics and the refinancing of solar projects, among other areas. These include industrial rooftop and ground-mounted solar projects, the expansion of Europe's solar industry, and modern financing models such as crowdfunding, tax depreciation, funds and shares.

Further topics include cybersecurity, the security of energy supply for buildings and municipalities, and the modernisation of property portfolios with solar systems and battery storage.

Feel free to listen in:
www.photovoltaik.eu/podcast
www.pveurope.eu/podcast



Title:	Solar Investors Guide
Channels:	Spotify, Apple Podcast, YouTube
Promotion:	Via our German print edition, websites photovoltaik.eu | pveurope.eu, newsletters and social media channels with mentioning the sponsor

Price: 3,000 €

Package Solar Investors Guide

The solar sector, the storage sector, e-mobility and other branches of renewable energies are becoming increasingly interesting for private and institutional investors. The energy transition is attracting capital on a growing scale.

With our English-language medium pv Europe, we focus on the investment business:

- Solar parks
- Hybrid systems with wind power and large-scale batteries
- Large solar roofs for commercial and industrial use
- PV for agriculture (agri PV)
- Floating systems (floating PV)
- Expansion of the European industry with factories for PV components, energy storage systems and batteries for electric vehicles and stationary storage solutions

The European framework is set by the new Eltif Directive. It facilitates solar projects for financial investment and grid supply. Massive flows of capital are now flowing into the expansion of renewable energy infrastructure.







Specials for investors (in English):

- **C&I storage systems**
  Closing date: 25.1.2027 | publication date: 4.2.2027
- **O&M for solar parks**
  Closing date: 23.3.2027 | publication date: 6.4.2027
- **New trends in PV projects → plus printed trade fair issue**
  Closing date: 13.5.2027 | publication date: 3.6.2027
- **Innovation for mounting**
  Closing date: 27.7.2027 | publication date: 10.8.2027
- **Solarise parking lots**
  Closing date: 28.9.2027 | publication date: 12.10.2027
- **Recycling for PV and batteries**
  Closing date: 23.11.2027 | publication date: 7.12.2027

1/1 page	900 €
1/2 page	500 €

Monthly special newsletter for investors

- **Sending dates**

13.01.2027	14.04.2027	14.07.2027	20.10.2027
10.02.2027	12.05.2027	18.08.2027	25.11.2027
17.03.2027	16.06.2027	15.09.2027	15.12.2027

- **Podcasts Solar Investors Guide**
- **Webinars**

Get in touch with us.
We will be happy to prepare an attractive package offer for you.

1 Web-Adresse: www.photovoltaik.eu

2 Brief description:

The photovoltaik website is one of the leading professional platforms for PV in German-speaking countries. It provides up-to-date coverage of developments in photovoltaics, storage and e-mobility.

Users benefit from exclusive video content, including guided tours, product features and webinar recordings. The extensive archive offers access to all past articles, market overviews and special editions, all available for free download.

3 Target group:

Installers, solar engineers, roofers, planners, architects, wholesalers, municipal utilities, energy suppliers, project developers, system operators, property developers, housing associations, public authorities

4 Publisher:

Gentner Energy Media GmbH

Contact person online advertising:
Bettina Mayer, Head of Media Sales
Phone: +49 711 6 36 72-836, E-Mail: mayer@photovoltaik.eu

Ad Management
Phone.: +49 711 6 36 72-810, -811
E-Mail: datenanlieferung@gentner.de

5 Auditing:

AGOF

6 Visitor statistic:

Page Impressions/month:	61,768
Unique User/month:	23,307

Source: Marfeel, August 2026



1 Web-Adresse: www.pveurope.eu

2 Brief description:

The English-language pv Europe website offers timely updates on new products, business models and policy frameworks in solar, storage, e-mobility, Power2Heat and Power2Gas.

The platform showcases key installations and provides insight into international markets where European and German companies are active.

3 Target group:

EPCs, project developers, investors, solar engineers, specialist planners, manufacturers and suppliers, municipal utilities, energy companies, wholesalers, operators, property developers, public bodies and other related institutes

4 Publisher:

Gentner Energy Media GmbH

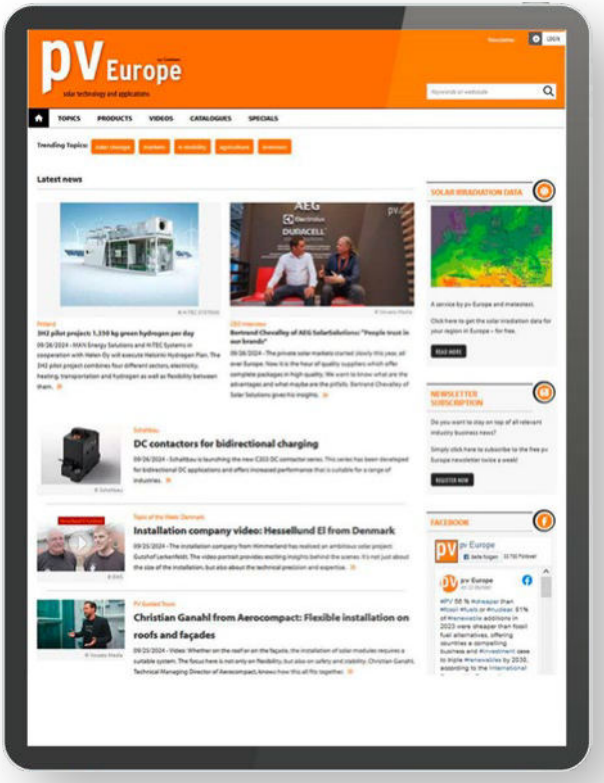
Contact person online advertising:
Bettina Mayer, Head of Media Sales
Phone: +49 711 6 36 72-836, E-Mail: mayer@pveurope.eu

Ad Management
Phone.: +49 711 6 36 72-810, -811
E-Mail: datenanlieferung@gentner.de

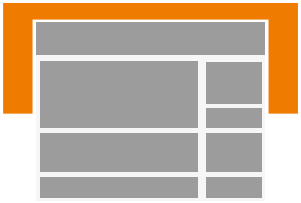
5 Visitor statistic:

Page Impressions/month:	23,922
Unique User/month:	16,360

Source: Marfeel, August 2026



Fireplace-Ad



Dimension: 1.240 × 90 px + 160 × 600 px (2 ×),
JPG, GIF or Redirect, max. 100 kb per ad

CPM: 125 € **Targeting: 137 €**

Superbanner



Dimension: 728 × 90 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 64 € **Targeting: 71 €**

Wallpaper



Dimension: 728 × 90 px + 160 × 600 px,
JPG, GIF or Redirect (iframe), max. 100 kb per ad

CPM: 103 € **Targeting: 113 €**

Halfpage Ad

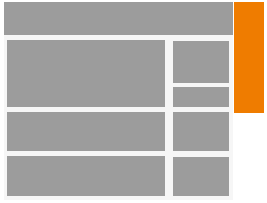


Dimension: 300 × 600 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 103 € **Targeting: 113 €**

Sticky Halfpage Ad
CPM: 139 € **Targeting: 153 €**

Wide Skyscraper



Dimension: 160 × 600 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 64 € **Targeting: 71 €**

Sticky Skyscraper
CPM: 86 € **Targeting: 95 €**

Medium Rectangle



Dimension: 300 × 250 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 81 € **Targeting: 89 €**

CPM = cost per thousand ad impressions

Billboard



Dimension: 940 × 250 px,
JPG, GIF or Redirect, max. 150 kb

CPM: 103 € **Targeting: 113 €**

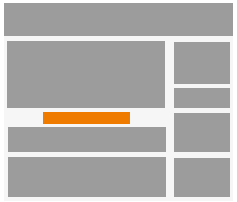
Sticky Footer



Dimension: 770 × 125 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 86 € **Targeting: 95 €**

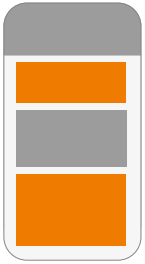
Fullbanner



Dimension: 468 × 60 px,
JPG, GIF or Redirect, max. 100 kb

CPM: 54 € **Targeting: 59 €**

Mobile Content-Ads:



Mobile Content Ad 2:1

Dimension:
300 × 150 px,
JPG or GIF, max. 100 kb

CPM: 75 €
Targeting: 83 €

Mobile Medium Rectangle

Dimension:
300 × 250 px,
JPG or GIF, max. 100 kb

TKP: 81 €
Targeting: 89 €

1 Discounts for display ads incl. mobile:

50.000 ad impressions 5 %
75.000 ad impressions 10 %
100.000 ad impressions 15 %

2 Data deadline:

Five working days before campaign start by email to **datenanlieferung@gentner.de**

CPM = cost per thousand ad impressions

photovoltaik newsletter (German)

The photovoltaik newsletter is responsive and adapts its layout individually to the respective end device.

- **Subscribers:** 13,469
- **Open rate (unique)** 35.9 %
- **Open rate (total)** 64.4 %

Source: Publisher evaluation, delivery date August 2026

Banner standard and XL



Formate:
– Standard: 560 × 72 px.
– XL: 560 x max. 200 px.
jpg, gif oder animiertes gif, max. 200 KB
URL

Head placement
Price: Standard: 810 €
XL: 1,100 €

Between two articles
Price: Standard: 700 €
XL: 950 €

Text image ad standard



Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 825 €
1st placement: : 905 €

Text image ad XL



Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price: 1,115 €
1st placement: : 1,225 €

Video post standard



Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 825 €
1st placement: : 905 €

Video post XL



Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Optional: Headline with max. 120 characters
Teaser: max. 500 characters
URL

Price: 1,115 €
1st placement: : 1,225 €

Events, jobs, buy|sale



Placement in the section jobs or events or buy|sale
Display: 150 × max. 150 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 560 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 475 €

Regular newsletter	
Frequency	Data deadline
twice a week (Tuesday and Thursday)	Five working days before newsletter distribution by email to datenanlieferung@gentner.de

Discounts			
Ads within 12 months (calendar year)			
3 newsletter	5 %	9 newsletter	15 %
6 newsletter	10 %	12 newsletter	20 %

photovoltaik special newsletter/single-topic newsletter (German)

Dates	Topics
20.01.2027	Energiemanager, Smart Meter, Energiehandel
03.02.2027	Solarmodule + Montagesysteme (Freiland, Agri-PV, Floating-PV)
10.02.2027	Messe-Newsletter E-World
17.02.2027	PV für Dachprofis
03.03.2027	Stromspeicher (Wohngebäude + Gewerbe)
10.03.2027	PV und Wärme
06.04.2027	E-Mobilität, Ladetechnik
21.04.2027	BIPV, Solarmodule + Montagesysteme (Dach + Fassade)
22.04.2027	Messe-Newsletter Sustainable Solutions Wien
05.05.2027	Wechselrichter, Mikro-Wechselrichter
19.05.2027	Software: PV-Planung, Handwerker-Software
31.05.2027	Messe-Neuheiten The smarter E Europe I
01.06.2027	Messe-Neuheiten The smarter E Europe II
02.06.2027	Messe-Neuheiten The smarter E Europe III
03.06.2027	Messe-Neuheiten The smarter E Europe IV
04.06.2027	Messe-Neuheiten The smarter E Europe V
07.06.2027	Messe-Neuheiten The smarter E Europe VI
08.06.2027	Messe-Neuheiten The smarter E Europe VII
23.06.2027	Stromspeicher (Gewerbe, Industrie, Großspeicher)
07.07.2027	BIPV, Solarmodule + Montagesysteme (Dach + Fassade)
21.07.2027	Wechselrichter, Mikro-Wechselrichter
04.08.2027	PV für Dachprofis
18.08.2027	Stromspeicher (Wohngebäude + Gewerbe)
01.09.2027	E-Mobilität, Ladetechnik
22.09.2027	Energiemanager, Smart Meter, Energiehandel

Dates	Topics
06.10.2027	Solarmodule + Montagesysteme (Freiland, Agri-PV, Floating-PV)
20.10.2027	PV und Wärme
03.11.2027	BIPV, Solarmodule + Montagesysteme (Dach + Fassade)
17.11.2027	Stromspeicher (Gewerbe, Industrie, Großspeicher)
24.11.2027	Messe-Newsletter Sustainable Solutions, Düsseldorf I
25.11.2027	Messe-Newsletter Sustainable Solutions, Düsseldorf II
01.12.2027	Software: PV-Planung, Handwerker-Software

Prices and specifications on page 31

photovoltaik special newsletter PV for Farmers (German)

27.01.2027	28.04.2027	28.07.2027	27.10.2027
24.02.2027	26.05.2027	25.08.2027	10.11.2027
24.03.2027	30.06.2027	29.09.2027	22.12.2027

Price for text image ad
in the German special newsletter PV for Farmers 950 €

photovoltaik special newsletter for investors (German)

13.01.2027	14.04.2027	14.07.2027	20.10.2027
10.02.2027	12.05.2027	18.08.2027	25.11.2027
17.03.2027	16.06.2027	15.09.2027	15.12.2027

Price special newsletter for investors on request

pv Europe newsletter (English)

The pv Europe newsletter is responsive and adapts its layout individually to the respective end device.

- **Subscribers:** 5,558
- **Open rate (unique)** 27.6 %
- **Open rate (total)** 41.8 %

Source: Publisher evaluation, delivery date August 2026

Banner standard and XL



Formate:
– Standard: 560 × 72 px.
– XL: 560 x max. 200 px.
jpg, gif oder animiertes gif, max. 200 KB
URL

Head placement
Price: Standard: 540 €
XL: 730 €

Between two articles
Price: Standard: 465 €
XL: 625 €

Text image ad standard



Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 610 €
1st placement: : 670 €

Text image ad XL



Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed)) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price: 825 €
1st placement: : 890 €

Video post standard



Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 610 €
1st placement: : 670 €

Video post XL



Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Optional: Headline with max. 120 characters
Teaser: max. 500 characters
URL

Price: 825 €
1st placement: : 890 €

Events, jobs, buy|sale



Placement in the section jobs or events or buy|sale
Display: 150 × max. 150 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 560 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 361 €

Regular newsletter	
Frequency	Data deadline
twice a week (Tuesday and Friday)	Five working days before newsletter distribution by email to datenanlieferung@gentner.de

Discounts			
Ads within 12 months (calendar year)			
3 newsletter	5 %	9 newsletter	15 %
6 newsletter	10 %	12 newsletter	20 %

pv Europe special newsletter/single-topic newsletter (English)

Dates	Topics
20.01.2027	Energy management, smart meter, Energy trading
05.02.2027	Solar modules + mounting systems (ground-mounted solar plants, agri-PV, floating-PV, urban-PV)
19.02.2027	PPA and Funding
05.03.2027	Innovations KEY Energy, Rimini (Italy)
17.03.2027	Energy storage (residential + commercial)
31.03.2027	E-Mobility, charging systems
09.04.2027	BIPV, solar modules (roofs + facades)
21.04.2027	Power2heat
05.05.2027	Inverter, micro inverter
21.05.2027	Energy storage (commercial, industrial, utility-scale)
01.06.2027	Innovations The smarter E Europe I
02.06.2027	Innovations The smarter E Europe II
03.06.2027	Innovations The smarter E Europe III
04.06.2027	Innovations The smarter E Europe IV
07.06.2027	Innovations The smarter E Europe V
23.06.2027	Software: PV planning, craftsman software
09.07.2027	BIPV, solar modules, mounting systems (roofs + facades)
21.07.2027	Co-Location
06.08.2027	Inverter, micro inverter
18.08.2027	Energy storage (residential + commercial)
03.09.2027	Energy management, smart meter, Energy trading
22.09.2027	Solar modules + mounting systems (ground-mounted solar plants, agri-PV, floating-PV, urban-PV)
08.10.2027	Energy storage (commercial, industrial, utility-scale)
22.10.2027	E-Mobility, charging Systems
03.11.2027	BIPV, solar modules, mounting systems (roofs + facades)
19.11.2027	(vorauss.) Innovations Genera, Madrid (Spain)
01.12.2027	Power2heat
02.12.2027	Software: PV planning, craftsman software
10.12.2027	PPA and Funding

Prices and specifications on page 33

pv Europe special newsletter PV for Farmers (English)

27.01.2027	28.04.2027	28.07.2027	27.10.2027
24.02.2027	26.05.2027	25.08.2027	10.11.2027
24.03.2027	30.06.2027	29.09.2027	22.12.2027

Price for text image ad
in the English special newsletter PV for Farmers 750 €

pv Europe special newsletter for investors (English)

13.01.2027	14.04.2027	14.07.2027	20.10.2027
10.02.2027	12.05.2027	18.08.2027	25.11.2027
17.03.2027	16.06.2027	15.09.2027	15.12.2027

Price special newsletter for investors on request

Media kit 2027

Place your message individually and flexibly – you decide „what“, „how much“ and „when“ is sent!

Are you looking for a platform to get your message across individually and flexibly in terms of timing? Our „**Stand-Alone-Newsletter**“ with the look & feel of the editorial newsletter (but without editorial content) brings only your advertising messages and images directly and exclusively to our newsletter subscribers. Due to the exclusivity of your advertising presence, your message reaches the attention is otherwise difficult to achieve.

Technical possibilities

You can set up and design your **„Stand-Alone-Newsletter“** in a variety of ways. To do this, simply send us your text and image files as well as desired links according to the specifications below.

Individual design options for **„Stand-Alone-Newsletter“**

Basically, all elements can be placed as often as desired and also at the preferred positions.

① **Leading image**
560 pixels wide; height variable. Image goes over the entire width of the newsletter.

② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters

③ **Teaser-Text**
max. 350 characters incl. blank characters

④ **Banner**
560 pixels wide; height flexible

⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options:
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

⑥ **Image + text field, proportionate**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text: 350 characters; Image linking possible.

⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters; Image linking possible.

⑧ **Integration of a video image**
Image: 560 pixels wide, height variable. The image is used to linked to the video. No integration of the video possible. Additional text can be added. Headline: 35 characters. Text: 350 characters

Price photovoltaik: 3,150.– €
Price pv Europe: 2,500.– €

Data delivery: at least 12 working days before sending date



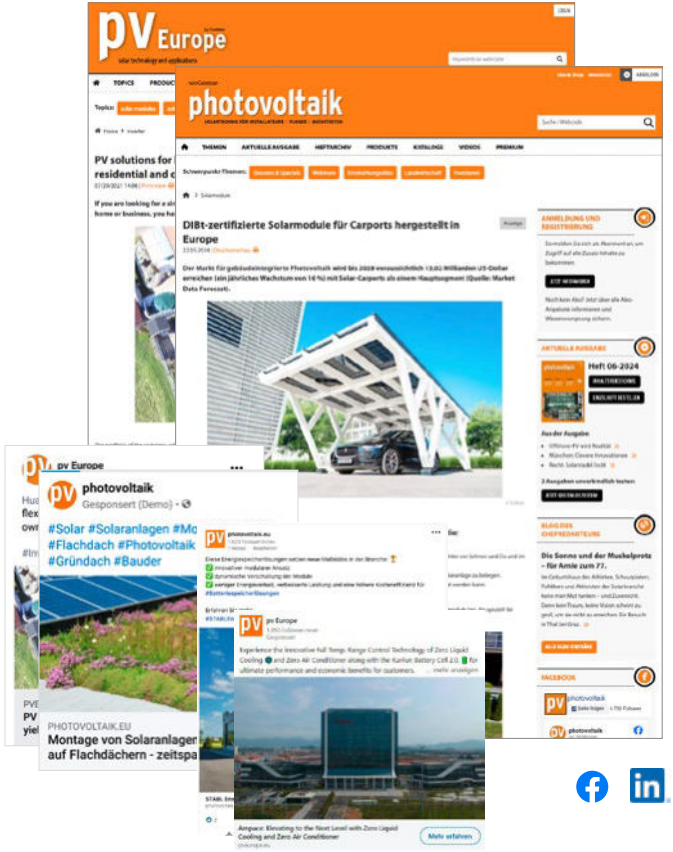
Content marketing campaign

Online advertorial incl. social media push
Position yourself as an expert in your industry and convince your target group with your message.

With the content marketing campaign, we combine the impact of editorial content with a targeted advertising approach. The campaign is based on an online advertorial on www.photovoltaik.eu or www.pveurope.eu, which resembles an editorial article. This increases awareness and credibility among the target group. We use social media ads to increase the reach and visibility of the online advertorial. These allow us to achieve an extended targeting, ensuring that your message is delivered to the right decision-makers. You benefit from a lasting impact and maximised performance.

The structure of the online advertorial is flexible: in addition to informative text and images, videos or image galleries can also be integrated.

✅ The online advertorial remains on the website even after the campaign has ended and can still be found by search engines.



Service:

- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on www.photovoltaik.eu | www.pveurope.eu (marked with advertisement)
- create measures via relevant social media channels
- take over monitoring and optimisation
- prepare a report at the end of the runtime
- The content marketing campaign runs for 4 weeks

Price: 3,500 € per website


Foto: aleosolar


Foto: Hottgenroth



Foto: Sven Ullrich


Foto: Vorsatz Media

PV on Tour

Video shots on site incl. distribution to the target group

Whether it's a case story, user video or product innovation - we skilfully stage your message at your premises. To do this, we visit you with an editor, an experienced director and a cameraman trained in advertising films and TV productions. Professional filming and lighting technology ensure a good look. We support you with the content and technical preparation. The goal is videos in German and English that are technically sophisticated, editorially sound and visually attractive. With a comprehensive service package, we also bring these product videos to your target group.

Trade fair videos during The smarter E Europe

pv Guided Tours @ The smarter E Europe

Show your innovations at the booth - and we will broadcast the videos LIVE FROM THE FAIR

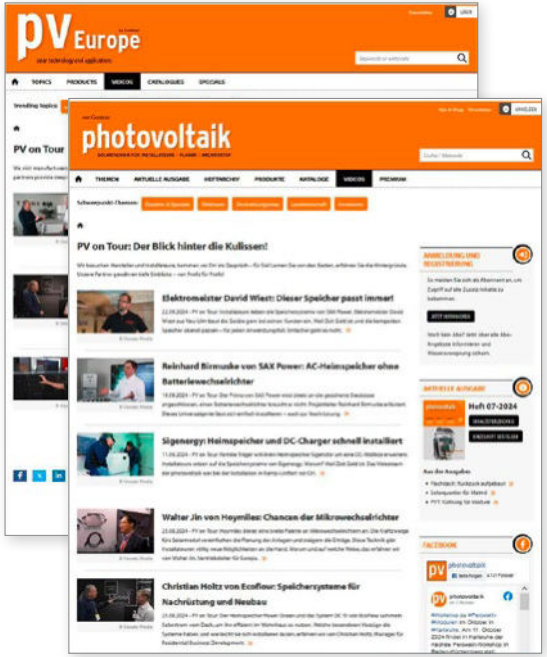
Our editor visits your company with a professional video team at the booth. In the usual manner, your speaker presents the innovations in German and English. We increase the reach of your trade fair visit and publish the videos via LIVE streaming via our channels. The comprehensive service package also includes video publishing and further promotional activities of the videos for several months.

CEO-Talk @ The smarter E Europe

In a short video interview (5 questions, 5 minutes), we present your company's innovative strength and market strategy in German and English. The interview partners are the executive of your company and an expert member of the editorial team.

Send your video message on the day of the trade fair. Via LIVE streaming, we provide you the relevant target group and reach - even beyond the days of the trade fair.

Moving images are essential to modern-day communications.



Video publishing

Do you have videos that you want to promote to installers and planners?
With our video channels on www. photovoltaik. eu and www.pveurope.eu, we offer you the relevant target group and the corresponding reach.
Use the trust and credibility of our media to strengthen your brand.
Let us put together a customized package for the distribution of your video(s) via our channels.

Services and Price on request

Video production

There are many ways to put your message into moving images. Take advantage of the experience of our video experts.

We will work with you to develop the ideal product for your needs – from product videos to case stories.

Price: Detailed calculation on request

* All prices exclude VAT.

General terms and conditions

You will find our general terms and conditions for advertisements and external supplements as well as our on-line media advertising business at:
www.gentner.de/mediaservice/agb-anzeigen



Media kit 2027

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