

pv Europe – solar technology and applications

photovoltaik – Solartechnik für Installateure | Planer | Architekten

**pv** Europe

Media kit  
Print + Digital  
2024

**photovoltaik**

Gentner

[www.photovoltaik.eu](http://www.photovoltaik.eu) | [www.pveurope.eu](http://www.pveurope.eu)

Foto: Getty Images

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## photovoltaik: Further acceleration and greater variety of products

2023 spurred global expansion of photovoltaics. Massive investments are going into the solarization of private, municipal, commercial and industrial supplies. The German-speaking markets in Europe promote the reduction of bureaucratic hurdles and significantly improved conditions. These trends will continue in 2024. In contrast, the prices for fossil and nuclear energy sources remain high, not least due to taxes on emissions.

**Solar technology, electricity storage and e-mobility** offer inexpensive prospects - for private households, for commerce and industry, for municipalities, for investors in the public and private financial sector. Investors in particular are becoming more important as a target group for photovoltaics.

Applications such as **Agri-PV, floating PV, urban PV or BIPV** have enormous potential in 2024. Storing solar power is becoming a commonplace in commercial applications. New financing models such as leasing or renting commercial storage systems will open up markets.

In addition, **solar-electric production of hot water, cold and cooling, heat pumps and infrared** heating are becoming increasingly important. **Bidirectional charging of electric cars and Power-to-X** are giving sector coupling a new boost.

In addition to the reporting in the printed edition, industry professionals receive up-to-date information and interviews via the photovoltaik website. Its role as the most important PV portal in Europe will expand our medium.

With over 370,000 page impressions per month (IVW certified), the website **www.photovoltaik.eu** is one of the most successful web platforms for professional users of photovoltaics, storage technology, electromobility and electrical heating technology. Our user community on social channels is growing significantly.

## pv Europe: Europe is catching up with Asia and the USA

The markets in other European countries grew more than significantly across the board in 2023. They follow Germany as the lead market for innovations, products, regulations and business models. Solar power is also becoming a driver of the energy transition in other European countries.

pv Europe provides industry professionals with information about innovative products, business models and framework conditions in the **solar industry, storage technology, e-mobility, e-heat (Power2Heat) and green hydrogen (Power2Gas)**.

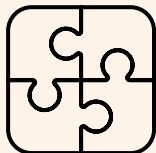
In addition, exemplary installations are presented and selected markets are analyzed. To this end, the editorial team works closely with national associations and with Solarpower Europe in Brussels.

Another focus in 2024 will be the **expansion of the European solar industry** as well as the **factories for storage batteries, electric cars and stationary storage systems. Agri-PV, floating PV and urban PV** are becoming increasingly important.

pv Europe relies exclusively on the online portal. In addition to current market trends, exciting projects and new products, videos are offered. The **YouTube channel** of the two specialist media (German and English) is one of the leading channels for the solar energy transition - specially prepared for professional players in our industry.

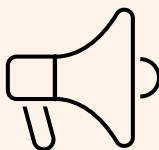
The website **www.pveurope.eu** has around 100,000 page impressions per month and a Facebook community with almost 34,000 followers. The rapid growth of the European and international photovoltaic markets is clearly reflected in the increase in users. This English-language portal has now achieved a leading position in Europe and beyond.

Media kit 2024



### Topics

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



### Magazine

Leading magazine for solar professionals in the German-language region



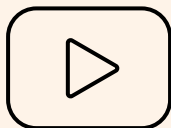
### Special publications

German editions for agriculture, roofers, commercial enterprises and endconsumers



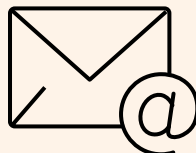
### International

with the English-language website [www.pveurope.eu](http://www.pveurope.eu) and a strong Facebook community



### Videos

Video shots on site, at trade fairs and video publishing



### Newsletters

photovoltaik: 12,192 subscribers<sup>1</sup>  
pv Europe: 6,907 subscribers<sup>1</sup>  
agriculture  
German newsletter:  
21,135 subscribers<sup>1</sup>  
English newsletter:  
14,765 subscribers<sup>1</sup>

**NEW: newsletter for investors**



### Coverage online

[photovoltaik.eu](http://photovoltaik.eu)  
373,671 page impressions/month<sup>2</sup>  
206,418 visits/month<sup>2</sup>  
[pveurope.eu](http://pveurope.eu)  
102,551 page impressions/month<sup>3</sup>  
60,753 visit/month<sup>3</sup>



### Coverage Social Media

photovoltaik:  
Facebook – 4,376 follower  
Twitter – 5,071 follower  
YouTube – 3,920 subscribers  
  
pv Europe:  
Facebook – 33,847 follower  
Twitter – 3,490 follower  
LinkedIn – 9,747 contacts





<sup>1</sup> Own count, August 2023

<sup>2</sup> IWW Online, August 2023

<sup>3</sup> Google Analytics, September 2023

## 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.

				
<b>Target groups</b>	<ul style="list-style-type: none"> <li>› Solar installers</li> <li>› electrical and HVAC installers and -planners</li> <li>› roofers</li> <li>› public utilities</li> <li>› energy suppliers</li> <li>› wholesalers</li> <li>› operator</li> <li>› developers</li> <li>› public authorities</li> <li>› housing associations</li> <li>› architects</li> <li>› building engineers</li> </ul>	<ul style="list-style-type: none"> <li>› Solar engineers/installers</li> <li>› specialist planners</li> <li>› EPCs</li> <li>› project planners</li> <li>› manufacturers and suppliers</li> <li>› public utilities</li> <li>› energy suppliers</li> <li>› wholesalers</li> <li>› operators</li> <li>› developers</li> <li>› authorities and institutes</li> </ul>	<ul style="list-style-type: none"> <li>› Investors</li> <li>› project developers and operators of wind energy, solar and biogas projects</li> <li>› municipalities</li> <li>› municipal utilities and energy cooperatives as regenerative planners, service providers, assessors and financiers</li> <li>› public authorities</li> <li>› universities and institutes</li> </ul>	<ul style="list-style-type: none"> <li>› Energy consultants (self-employed or from architecture and planning offices, trades, etc.)</li> <li>› energy auditors</li> <li>› housing industry</li> <li>› building authorities</li> </ul>
<b>Print issue</b>	9,300 copies (IVW certified)	–	14,000 copies (IVW certified)	9,300 copies (IVW certified)
<b>Website</b>	<a href="http://www.photovoltaik.eu">www.photovoltaik.eu</a> 373,671 page impressions monthly (IVW certified)	<a href="http://www.pveurope.eu">www.pveurope.eu</a> 102,551 page impressions monthly	<a href="http://www.erneuerbareenergien.de">www.erneuerbareenergien.de</a> 371,759 page impressions monthly (IVW certified)	<a href="http://www.geb-info.de">www.geb-info.de</a> 238,163 page impressions monthly
<b>Newsletter</b>	12,192 subscribers	6,907 subscribers	9,330 subscribers	17,309 subscribers
<b>Social Media Channels</b>	5,071 Follower on Twitter 4,376 Follower on Facebook 3,920 Follower on YouTube	3,490 Follower on Twitter 33,847 Follower on Facebook 9,747 Follower on LinkedIn	3,965 Follower on Twitter 5,399 Follower on Facebook 3,255 Follower on LinkedIn	1,644 Follower on Twitter 2,931 Follower on Facebook 495 Follower on Xing 862 Subscribers on YouTube 896 Follower on LinkedIn



**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:**



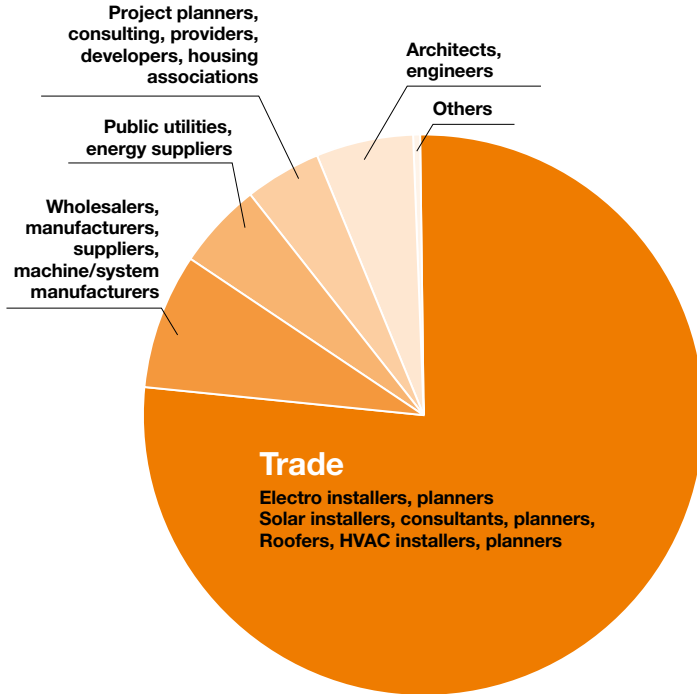
German Audit Bureau of Circulations  
"Informationsgemeinschaft zur Feststellung  
der Verbreitung von Werbeträgern IWW"

**2 Circulation analysis:** Copies per issue on annual average  
(July 1, 2022 - June 30, 2023)

Print run	9,300		
<b>qualified circulation</b> (TvA):	9,146	thereof abroad	314
Sold copies:	2,085		
Subscribed copies:	2,081	thereof member copies	0
Individual copies:	0		
Other sales:	4		
Free copies:	7,061	Permanent recipients:	352
Rest, archive and voucher copies	154	Changing recipients:	6,709
		Promotional copies:	0

**3 Geographical distribution:**

	Amount of qualified circulation	
	%	copies
Germany	96.56	8,832
Abroad	3.44	314
<b>Qualified circulation</b>	<b>100</b>	<b>9,146</b>



### 3 Distribution by industry sector:

	Amount of qualified circulation	
	%	copies
Trade	79.5	7,271
– Electro installers, planners	29.4	2,691
– Solar installers, consultants, planners	31.5	2,881
– Roofers	6.7	610
– HVAC installers, planners	11.9	1,089
Wholesalers, manufacturers, suppliers, machine/system manufacturers	6.9	631
Public utilities, energy suppliers	4.7	430
Project planners, consulting, providers, developers, housing associations	3.9	357
Architects, engineers	4.6	421
Others	0.4	37
<b>Total</b>	<b>100</b>	<b>9,146</b>



**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	3,490.–		187 × 265	210 × 297
3/4 page	3,320.–		↓ 139 × 265 ↔ 187 × 189	↓ 151 × 297 ↔ 210 × 203
2/3 page	2,250.–		↓ 123 × 265 ↔ 187 × 170	↓ 135 × 297 ↔ 210 × 184
Juniorpage	1,930.–		135 × 190	147 × 204
1/2 page	1,750.–		↓ 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	1,180.–		59 × 265 187 × 85	71 × 297 210 × 99
1/4 page	880.–		1col. 43 × 265 2col. 91 × 130 4col. 187 × 63	55 × 297 103 × 144 210 × 77
1/8 page	445.–		1col. 43 × 130 2col. 91 × 63 4col. 187 × 30	55 × 144 103 × 77 210 × 44
4 <sup>th</sup> cover page	4,350.–		187 × 265	210 × 297
2 <sup>nd</sup> cover page	3,825.–		187 × 265	210 × 297
placement next to contents 1/2 page vertical	1,930.–		91 × 265	103 × 297
<b>Advertorial</b> 1/1 page 4c	3,490.–	Specification on request		
<b>Advertorial</b> 1/2 page 4c	1,750.–	Specification on request		

\*excluding 3 mm bleed at the outside borders

### Surcharge:

Guaranteed position add 10 % to the basic rate for ads	
Special colours, each colour	950.00 €

### 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: on request

Bound insert (Discount by frequency):

2 pages 4,653 €      4 pages 5,618 €

Technical guidelines upon request. Paper quality up to 170g/m<sup>2</sup>, more weights on request.

Inserts (no discount): Up to 25 g      255.00 € (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.

Split run: 79.00 € one-off cost (without discount and agency commission)

### Classified ads: (per mm height)

Basic price mm-ad	single-column line (43 wide)	4.60 €
Job offer	single-column line (43 wide)	2.45 €
Job applications	single-column line (43 wide)	1.50 €
Box number charge		12.00 €

### Delivery address for special ads

The delivery address 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. USt ID Nr. DE147510257

### Bank details:

#### Baden-Württembergische Bank

IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600

#### Deutsche Bank AG Stuttgart

IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS

#### Postbank Stuttgart

IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF

#### BAWAG Wien

IBAN: AT24 6000 0000 0161 2538 / BIC: OPSKATWW

#### PostFinance Zürich

IBAN: CH72 0900 0000 9182 6506 4 / BIC: POFICHXX

- 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](mailto: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 transparencies 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 (0) 711 63672-861
- The postal address for submitting data by mail and for proofs is:  
Alfons W. Gentner Verlag GmbH & Co. KG  
Rudolf Beck  
Postfach 10 17 42  
70015 Stuttgart  
Phone +49 (0) 711 63672-861  
[beck@photovoltaik.eu](mailto:beck@photovoltaik.eu)

Issue	01 – February	02 – March	03 – April
<b>Publishing date</b> <b>Closing date</b>	16.02.2024 <b>31.01.2024</b>	14.03.2024 <b>27.02.2024</b>	12.04.2024 <b>25.03.2024</b>
<b>Cover story</b>	<b>Maintenance</b>	<b>Hybrid systems</b>	<b>Mounting systems</b>
<b>Topic 1</b>	<b>Maintenance:</b> monitoring, data logger, lightning protection, overvoltage protection, thermography, laser technology, system security, video surveillance, drones, theft protection, repowering	<b>Hybrid generators:</b> small wind power, CHP (gas), fuel cells, winter power	<b>Mounting systems:</b> pitched roofs, flat roofs, ground mount systems, work protection, agri PV, floating PV
<b>Topic 2</b>	<b>Inverters:</b> string inverters, micro inverters, energy management systems, cables, meter, grid connection	<b>PV + heat:</b> heating, warm water, heat pumps, solar thermal systems, tenant electricity	<b>Planning:</b> software, simulation, photo measurement, module plan
<b>Topic 3</b>	<b>Solar modules:</b> glass-glass modules, glass-foil modules, thin-film modules, solar cleaning, recycling	<b>Energy storage:</b> home storage, commercial storage	<b>BIPV:</b> balcony modules, solar facades, canopies, overhead glazing
<b>Topic 4</b>	<b>Mounting systems:</b> flat roof, ground mount systems, facades, work protection	<b>E-mobility:</b> e-cars, charging technology, solar carports, solar parking, billing, fleet management	<b>DC/AC systems:</b> cables, power optimizer, fuses, connectors, switches, grid connection, work safety

**Trade fairs and events:**

**January**

**17. – 18.1.2024**

InterSolution, Gent (Belgium)

**23. – 24.1.2024**

Solar Quality Summit, Barcelona (Spain)

**February:**

**6. – 8.2.2024**

Genera, Madrid (Spain)

**20. – 22.2.2024**

E-World energy & water, Essen (Germany)

**27. – 29.2.2024**

PV-Symposium, Bad Staffelstein (Germany)

**March:**

**3. – 8.3.2024**

Light + Building, Frankfurt (Germany)

**5. – 8.3.2024**

DACH + Holz, Stuttgart (Germany)

**8. – 10.3.2024**

WEBUILD, Wels (Austria)

**19. – 21.3.2024**

Solar Solutions, Amsterdam (Netherlands)

**April:**

**4. – 6.4.2024**

SOLAREX, Istanbul (Turkey)

**17. – 18.4.2024**

Solar Solutions, Bremen (Germany)

**22. – 26.4.2024**

Hanover Trade Fair (Germany)



Issue	04 – May	05 – June	incl. Special e-mobility see page 17	06 – August
<b>Publishing date</b> <b>Closing date</b>	16.05.2024 26.04.2024	13.06.2024 27.05.2024		16.08.2024 31.07.2024
<b>Cover story</b>	<b>The smarter E Europe:</b> Solar modules	<b>The smarter E Europe:</b> Energy storage		<b>The smarter E Europe:</b> Intelligent power electronics
<b>Topic 1</b>	<b>Solar modules:</b> Innovations 2024	<b>Energy storage:</b> Innovations 2024		<b>Inverters:</b> Innovations 2024
<b>Topic 2</b>	<b>Inverters:</b> string inverters, micro inverters, energy management systems, cables, power optimizers	<b>Solar modules:</b> glass-glass modules, glass-foil modules, thin-film modules, solar cleaning		<b>DC/AC systems:</b> cables, power optimizer, fuses, connectors, switches, grid connection
<b>Topic 3</b>	<b>Energy storage:</b> home storage, commercial storage, industrial storage (utility scale)	<b>Mounting systems:</b> pitched roofs, facades, solar carports, solar canopies		<b>Maintenance:</b> monitoring, data logger, lightning protection, overvoltage protection, thermography, laser technology, system security, video surveillance, drones, theft protection, repowering, recycling
<b>Topic 4</b>	<b>Mounting systems:</b> pitched roof, flat roof, ground mount systems	<b>Inverters:</b> string inverters, micro inverters, energy management systems, cables, meter, grid connection		<b>Mounting systems:</b> pitched roofs, flat roofs, ground mount systems, work protection

Trade fairs and events:



Photo: Vorsatz Media

**pv Guided Tours**  
@ **The smarter E Europe**  
Our trade fair activities  
can be found on page 32

**June:**

**11.–13.6.2024**  
AgriVoltaics Conference, Denver (USA)

**19.–21.6.2024**  
The smarter E Europe, München





Issue	07 – September	08 – October	09 – November	10 – December
<b>Publishing date</b> <b>Closing date</b>	19.09.2024 03.09.2024	18.10.2024 01.10.2024	19.11.2024 30.10.2024	17.12.2024 29.11.2024
<b>Cover story</b>	<b>Electric mobility</b>	<b>BIPV &amp; solar architecture</b>	<b>Commercial storage</b>	<b>Solar parks municipal utilities and industry (PPA)</b>
<b>Topic 1</b>	<b>Electric mobility:</b> e-cars, charging technology, solar carports, solar parking, billing, fleet management	<b>BIPV:</b> solar architecture, solar facades, overhead glazing	<b>Energy storage:</b> home storage, commercial storage, applications for agriculture	<b>Solar parks:</b> ground mount systems, floating PV, hybrid wind power/PV parks, power2gas, park management, grid connection, solar cleaning
<b>Topic 2</b>	<b>Energy storage:</b> home storage, commercial storage	<b>Mounting systems:</b> facades, pitched roof, in-roof systems, solar tiles, canopies, work protection	<b>Inverters:</b> grid operation, islanding, emergency power, UPS, energy, management systems	<b>Energy storage:</b> commercial storage, industrial storage (utility scale)
<b>Topic 3</b>	<b>Solar modules:</b> glass-glass modules, glass-foil modules, thinfilm modules, solar cleaning	<b>PV + heat:</b> heating, warm water, heat pumps, IR heating systems, cooling, ventilation, solar thermal systems, tenant electricity	<b>Hybrid generators:</b> small wind power, CHP (gas), fuel cells, winter power	<b>Maintenance:</b> monitoring, data logger, lightning protection, overvoltage protection, thermography, system security, video surveillance, drones, theft protection, repowering, recycling
<b>Topic 4</b>	<b>Inverters:</b> grid operation, islanding, emergency power, UPS, energy, management systems	<b>Planning:</b> software, simulation, photo measurement, smart home, fire protection	<b>E-mobility:</b> e-cars, charging technology, solar carports, solar parking, billing, fleet management	<b>DC/AC sytems:</b> cables, power optimizer, fuses, connectors, switches, grid connection, work security

**Trade fairs and events:**

**September**

**23. – 27.9.2024**

Solar & Storage Live, Birmingham (UK)

**23. – 27.9.2024**

EU PVSEC, Wien (Austria)

**25. – 26.9.2024**

Solar Solutions, Kortrijk (Belgium)

**October**

**7. – 9.10.2024**

Expo Real, Munich (Germany)

**22. – 24.10.2024**

decarbXpo, Dusseldorf (Germany)

**October 2024**

eMove360, Munich (Germany)

**November**

**5. – 7.11.2024**

belektro, Berlin (Germany)

**12. – 15.11.2024**

EnergyDecentral, Hanover (Germany)

**27. – 28.11.2024**

Solar Solutions, Dusseldorf (Germany)

**December**

**December 2024**

Off-Grid, Augsburg (Germany)

## Special PV for Roofers (German edition)

Photovoltaics is increasingly becoming part of the roofing trade's job description. Specialized roofing companies can open up a new field of business. Because the protective roof becomes a useful roof, generates valuable energy. In addition, solar energy is an important, future-oriented argument for young people to start an apprenticeship in the roofing trade. Or for installers from outside the trade to join professional roofing teams.

Photovoltaic modules on pitched roofs can generate high electricity yields, without the need for elevation. Both residential and commercial customers are discovering self-supply of inexpensive solar power to save on energy costs. The installation on the roof, its quality and stability, is of central importance.

**Circulation print:** 15,000 copies  
**Distribution print:** Supplement in magazines of our media group sent to roofers, placed on the fair DACH + HOLZ, Stuttgart, March 5-8, 2024  
**Distribution e-paper:** PDF for free download  
**Publication date:** February/March 2024  
**Advertising deadline:** January 15, 2024

### Prices for advertisements/advertorials\*:

1/1 page*	3,900 €
1/2 page*	2,000 €
1/3 page	1,300 €
1/4 page	1,000 €
1/8 page	500 €

\* Advertorials only 1/1 page or 1/2 page  
 Deadline advertorials by January 8, 2024

### Range of topics:

- › Planning and installation of solar generators (on-roof and in-roof systems)
- › Suitable solar modules (glass-foil, glass-glass, lightweight modules)
- › Suitable mounting technology for pitched roofs
- › Inverters and connection technology / MLPE
- › Self-power supply through electricity storage and e-mobility
- › Electrical refrigeration, air conditioning and heating technology
- › Safety systems for installation and maintenance on the roof
- › Lightning, fire and surge protection
- › Historic preservation and solar technology
- › Commercial solar roofs for agriculture



## Special: Hybrid power plants (Print edition in German and English)

- Target group:** Solar installers, electrical installers, planners as well as energy suppliers, grid operators, electricity industry, political actors, investors
- Circulation print German:** 24,000 copies  
**Circulation print English:** 5,000 copies
- Distribution print German:** Insert in photovoltaik June issue (5/24) and in ERNEUERBARE ENERGIEN June issue (5/24)
- Distribution print English:** Spreading at our booth at The smarter E Europe
- Distribution e-paper:** Additional distribution of the PDF for free download
- Publishing date:** June 11, 2024  
**Closing date:** May 8, 2024

### Prices for advertisements/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 €

**25% surcharge**  
for additional booking of the English print edition

\* Advertorials only 1/1 page or 1/2 page  
 Deadline advertorials by May 3, 2024

### Solar, wind, bioenergy, battery storage and electrolyzers

The renewable energy industry realized long before politicians that feeding of volatile renewables into the energy system requires intelligent technologies and storage to ensure supply and network security. Accordingly, project planners around the world are combining in a wide variety of constellations - always with the aim of making optimal use of network capacities and at the same time ensuring a stable supply.

### Range of topics:

- › PV and energy storage from the planner's perspective: feasibility, economic efficiency, grid efficiency
- › How well do wind power and PV actually complement each other in terms of grid feed-in and land use?
- › Park management software and inverters that optimally combine wind, solar and storage and prepare data for the operator
- › Storage technologies for combined power plants
- › Planning and financing of agri-PV projects
- › Modules and mounting systems for agri-PV
- › Modules, inner-park cabling, grid connection and mounting systems for floating-PV - safe even in salt water.
- › Legal tips

**Insert in photovoltaik and ERNEUERBARE ENERGIEN plus PDF for free download**





## Special: Electric mobility (German edition)

**Target group:** Solar installers, electricians, planners, public utilities, energy suppliers, grid operators, electricity industry, political actors, investors

**Circulation:** 9,300 copies

**Distribution print:** Integrated in photovoltaik June issue (5/23)

**Distribution e-paper:** Additional distribution of the PDF for free download

**Publishing date:** June 13, 2024

**Closing date:** May 27, 2024

### Prices for advertisements/advertorials\*:

1/1 page*	3,490 €
1/2 page*	1,750 €
1/3 page	1,180 €
1/4 page	880 €
1/8 page	445 €

\* Advertorials only 1/1 page or 1/2 page  
Deadline advertorials by May 17, 2024

The magazine photovoltaik has been very successful in the market development of e-mobility for several years. This is because solar professionals, electrical tradesmen and system integrators from the solar industry are linking photovoltaics with energy storage and charging points for e-vehicles - for private and commercial customers. In addition, municipal utilities, energy providers and institutional investors are discovering this promising business field. We present the most important trends for the conversion of private, commercial and municipal fleets and vehicle fleets to solar-electric supply.

### Range of topics:

- › Charging systems (single-phase and three-phase AC, DC)
- › Charging solutions for semi-public and public spaces
- › Solar carports and parking lot canopies
- › Energy storage systems as intermediate buffer (relief of grid connection point)
- › Software for planning and design
- › Services for e-mobility
- › E-vehicles and mobile machines (fully electric or plug-in hybrid)
- › Fuel cells

Integrated in  
photovoltaik plus PDF  
for free download



Media kit 2024

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

<b>Target groups:</b>	Farmers and solar professionals
<b>Circulation:</b>	35,000 copies
<b>Distribution print:</b>	Supplement in DLG (German Agricultural Society) magazines
<b>Distribution e-paper:</b>	Additional distribution of the PDF for free download
<b>Publishing date:</b>	October 2024
<b>Closing date:</b>	September 2024

### Prices for advertisements/advertorials\*:

1/1 page*	5,500 €
1/2 page*	2,900 €
1/3 page	1,950 €
1/4 page	1,500 €

\* Advertorials only 1/1 page or 1/2 page  
delivery of data for advertorials 1 week before advertising deadline

In this special, we show what opportunities farmers have with photovoltaics, among other things - whether for on-farm self-consumption, activation or dual use of land, with which agricultural businesses can create a second source of income. This is possible with solar plants on fallow or agriculturally less usable land as well as on water surfaces.

Agriculture has been and continues to be a pacemaker in the energy transition. In the coming years, many agricultural photovoltaic systems will no longer be subsidized. Then the question arises - what to do? Repowering

or continuing to operate the plant, storing the electricity and consuming it yourself, or simply entering direct marketing?

### Range of topics:

Solar plants, ground mount systems, floating-PV, agri-PV, mounting systems, energy storage, conversion of grid-connected systems for self consumption, repowering, farmers as energy suppliers, uninterruptible power supply, integration of heat, cold, ventilation and electric mobility, and, and, and...



## Monthly German special newsletter for farmers and solar professionals

**Subscribers:** 21,135 in total of which 12,159 are photovoltaik newsletter subscribers + 8,976 farmers from the DLG address database

**Price for text image ad:** 950 €

(Specifications see page 26 + 27)

### Sending dates German special newsletter:

10.01.2024	10.04.2024	10.07.2024	09.10.2024
07.02.2024	08.05.2024	07.08.2024	06.11.2024
06.03.2024	05.06.2024	11.09.2024	11.12.2024

## Special PV for Farmers (E-Paper-issue, english)

**Target groups:** Farmers and solar professionals  
**Distribution:** PDF for free download. The promotion takes place via DLG, pveurope.eu as well as our social media channels  
**Publishing date:** November 1, 2024  
**Closing date:** October 10, 2024

### Prices for advertisements/advertorials\*:

1/1 page	1,900 €
1/1 page advertorial	plus newsletter ad for free
1/2 page	950 €
1/2 page advertorial	plus 50 % discount for newsletter ad
1/3 page	750 €
	plus 25 % discount for newsletter ad
1/4 page	500 €
	plus 10 % discount for newsletter ad

\* Advertorials only 1/1 page or 1/2 page, delivery of data for advertorials 1 week before advertising deadline

## Monthly German special newsletter for farmers and solar professionals

**Subscribers:** 17,765 in total of which  
 6,883 are pv Europe newsletter subscribers +  
 7,882 farmers from the DLG address database

**Price for text image ad:** 750 €

(Specifications see page 26 + 27)

### Sending dates English special newsletter:

10.01.2024	06.03.2024	08.05.2024	10.07.2024	11.09.2024	06.11.2024
07.02.2024	10.04.2024	05.06.2024	07.08.2024	09.10.2024	11.12.2024



## Special: Flat roofs (German edition)

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

With photovoltaics, sector coupling and structural measures to reduce energy consumption, companies are making themselves strong for international competition. Flat and slightly inclined roofs generate clean and cost-effective electricity. They play an essential role in the extraction of rainwater and the use of daylight. The active use of commercial roofs reduces operating costs, secures jobs and innovations.

<b>Target groups:</b>	Commercial/trade companies, specialist planners and energy consultants, municipalities
<b>Circulation:</b>	25,000 copies
<b>Distribution print:</b>	Supplement to all subscribers of our magazines in the trade, professional planning and energy consulting
<b>Distribution e-paper:</b>	Additional distribution of the PDF for free download
<b>Publishing date:</b>	November 1, 2024
<b>Closing date:</b>	October 1, 2024

### Prices for advertisements/advertorials\*:

1/1 page*	4,300 €
1/2 page*	2,200 €
1/3 page	1,575 €
1/4 page	1,150 €
1/8 page	630 €

\* Advertorials only 1/1 page or 1/2 page,  
Deadline advertorials by May 3, 2024

### Range of 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
- › Installation and shading of skylights
- › Professional thermal insulation
- › Roof greening, also in combination with photovoltaics



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

### 200+ 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
- › Installer and planner directory by postal code areas
- › trends and outlooks for photovoltaics, storage technology and e-mobility

### Prices for advertisements/advertorials\*:

1/1 page*	2,100 €
1/2 page*	1,100 €

\* Specifications for advertorials on request  
Deadline advertorials by November 25, 2024

<b>Distribution:</b>	PDF for free download with registration Target: minimum 10,000 downloads
<b>Publishing date:</b>	December 30, 2024
<b>Closing date:</b>	December 2, 2024



**Download Guide 2023:**  
<https://www.photovoltaik.eu/b2c-ratgeber-2023>

**Free entry for installers and planners from Germany, Austria and Switzerland at:**  
<https://www.photovoltaik.eu/ratgeber>  
(until December 20, 2023 the entry in the guidebook 2024 takes place)

**1 Web-Adresse: www.photovoltaik.eu**

**2 Brief description:**

The **photovoltaik** website is the leading portal for PV professionals in Germany.

The website provides information on the latest trends in photovoltaics and power-storage sectors. Videos from our pv Guided Tours, product videos from manufacturers and browsable catalogs offer the users additional information. The extensive “archive” also contains all articles from previous issues, from product and market overviews to detailed topic dossiers that are available for downloading.

**3 Target group:**

Installers, planners, architects, roofers, wholesaler and retailers from the PV sector, public utilities, energy suppliers, project planners

**4 Publisher:**

Alfons W. Gentner Verlag GmbH & Co. KG

**Contact person online advertising:**

Bettina Mayer, Head of Media Sales

Phone: +49 711 63672-836, E-Mail: mayer@photovoltaik.eu

Ad Management

Phone.: +49 711 63672-501, E-Mail: datenanlieferung@gentner.de

**5 Auditing:**

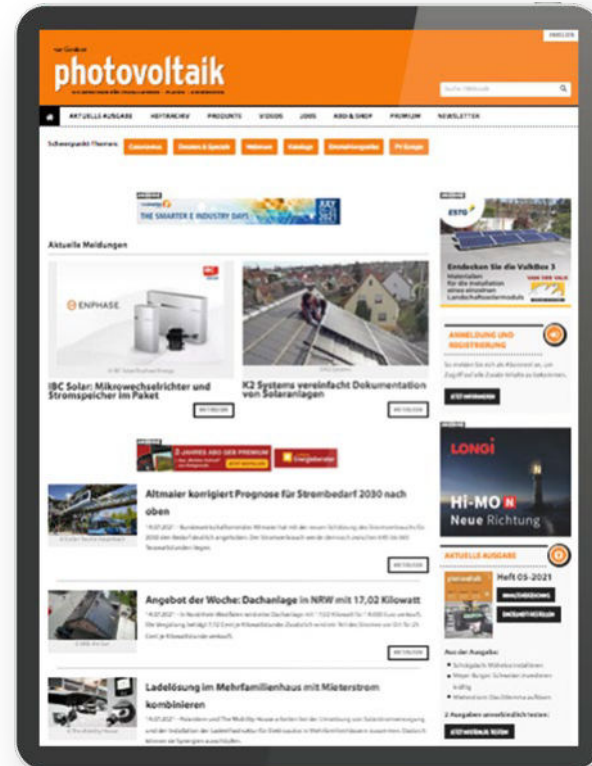


**6 Visitor statistic:**

Page Impressions/month: 373,671

Visits/month: 206,418

Reference month: August 2023



**1 Web-Adresse: www.pveurope.eu**

**2 Brief description:**

The **English-language website pv Europe** provides solar professionals in European markets with information about innovative products, business models and framework conditions in the solar industry, storage providers, e-mobility, electric heat (Power2Heat) and green hydrogen (Power2Gas).

Exemplary installations are presented and international markets are highlighted in which European and German players are active.

**3 Target group:**

EPCs, project planners, investors, installers, solar engineers, specialist planners, manufacturers and suppliers, public utilities, energy suppliers, wholesalers, operators, property developers, authorities and institutes

**4 Publisher:**

Alfons W. Gentner Verlag GmbH & Co. KG

**Contact person online advertising:**

Bettina Mayer, Head of Media Sales

Phone: +49 711 63672-836, E-Mail: mayer@pveurope.eu

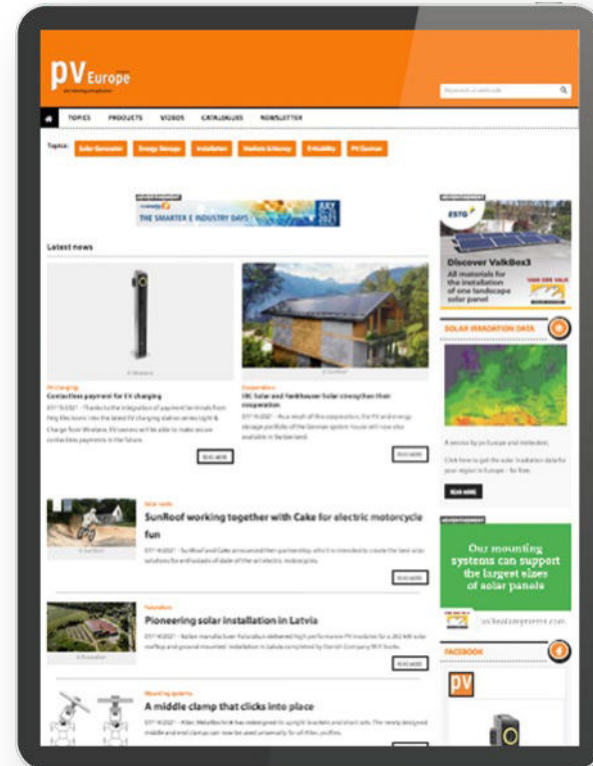
Ad Management

Phone.: +49 711 63672-501, E-Mail: datenanlieferung@gentner.de

**5 Visitor statistic:**

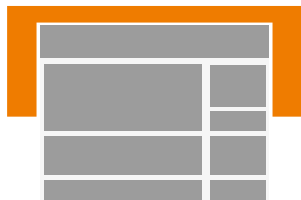
Page Impressions/month: 102,551  
Visits/month: 60,753

Source: Google Analytics, September 2023





## Fireplace-Ad



Dimension: 1.240 × 90 px  
160 × 600 px (2×), max. 100 kb per ad

**CPM: 119 € Targeting: 130 €**

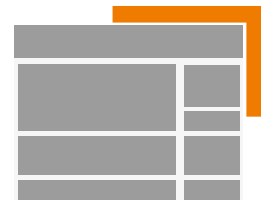
## Superbanner



Dimension: 728 × 90 px, max. 100 kb

**CPM: 61 € Targeting: 68 €**

## Wallpaper



Dimension: 728 × 90 px  
160 × 600 px, max. 100 kb per ad

**CPM: 98 € Targeting: 108 €**

## Halfpage Ad



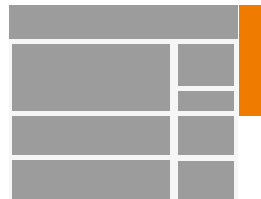
Dimension: 300 × 600 px, max. 100 kb

**CPM: 98 € Targeting: 108 €**

Sticky Halfpage Ad

**CPM: 133 € Targeting: 146 €**

## Wide Skyscraper



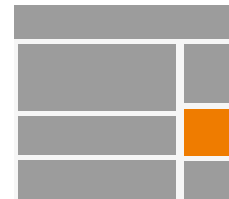
Dimension: 160 × 600 px, max. 100 kb

**CPM: 61 € Targeting: 68 €**

Sticky Skyscraper

**CPM: 82 € Targeting: 90 €**

## Medium Rectangle



Dimension: 300 × 250 px, max. 100 kb

**CPM: 77 € Targeting: 85 €**





## Billboard



Dimension: 940 × 250px, max. 150 kb

**CPM: 98 € Targeting: 108 €**

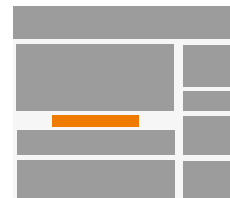
## Sticky Footer



Dimension: 770 × 125px, max. 100 kb

**CPM: 82 € Targeting: 90 €**

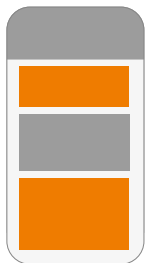
## Fullbanner



Dimension: 468 × 60px, max. 100 kb

**CPM: 51 € Targeting: 56 €**

## Mobile Content-Ads:



### Mobile Content Ad 2:1

Dimension:  
300 × 150px, max. 100 kb

**CPM: 72 €  
Targeting: 79 €**

### Mobile Medium Rectangle

Dimension:  
300 × 250px, max. 100 kb

**TKP: 77 €  
Targeting: 85 €**

### 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](mailto:datenanlieferung@gentner.de)

## photovoltaik newsletter (German)

The photovoltaik newsletter is responsive and adapts its layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

### Banner



**Format: 560 x 72px.,**  
jpg, gif or animated gif,  
max. 200 KB  
URL

Head  
**Price: 757 €**

Between two articles  
**Price: 641 €**

### Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, ...  
Display: 150 x max. 150 px.  
**Format to be supplied:**  
Width (fixed) 560 px.;  
Height max. 560 px.,  
jpg, max. 200 KB, Copyright  
Headline: max. 50 characters  
Teaser: max. 350 characters  
URL

**Price: 454 €**

### Text image ad standard



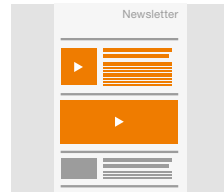
Display: 270 x max. 180 px.  
**Format to be supplied:**  
Width (fixed) 560 px.;  
Height max. 373 px.,  
jpg, max. 200 KB, Copyright  
Headline: max. 60 characters  
Teaser: max. 350 characters  
URL

### Text image ad XL

Display: 560 x 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: 1,022 €**

### Video post standard



Display: 270 x 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

### Video post XL

Display: 560 x 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. 350 characters  
URL

**Price: 1,022 €**

- › **Subscribers:** 12,192
- › **Open rate (unique)** 34,6%
- › **Open rate (total)** 65,4%

Source: Publisher evaluation, delivery date August 2023



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

Special newsletter / single-topic newsletter			
Sending date	Topics	Sending date	Topics
17.01.24	E-Mobilität, Ladetechnik	17.06.24	Messe-Neuheiten The smarter E Europe IV
28.02.24	PV für Dachdecker	18.06.24	Messe-Neuheiten The smarter E Europe V
13.03.24	Wechselrichter, Energiemanager, Smart Meter	17.07.24	Solarmodule, BIPV
17.04.24	PV und Wärme	14.08.24	Montagesysteme
15.05.24	Stromspeicher	18.09.24	PV und Wärme
12.06.24	Messe-Neuheiten The smarter E Europe I	16.10.24	Stromspeicher
13.06.24	Messe-Neuheiten The smarter E Europe II	13.11.24	E-Mobilität, Ladetechnik
14.06.24	Messe-Neuheiten The smarter E Europe III	25.11.24	Messe-Newsletter Solar Solutions, Dü.
		04.12.24	Wechselrichter, Energiemanager, Smart Meter

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

## pv Europe newsletter (English)

The pv Europe newsletter is responsive and adapts its layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

### Banner



**Format: 560 x 72px.**,  
jpg, gif or animated gif,  
max. 200 KB  
URL

Head  
**Price: 515 €**

Between two articles  
**Price: 454 €**

### Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, ...  
Display: 150 x max. 150 px.  
**Format to be supplied:**  
Width (fixed) 560 px.;  
Height max. 560 px.,  
jpg, max. 200 KB, Copyright  
Headline: max. 50 characters  
Teaser: max. 350 characters  
URL

**Price: 361 €**

### Text image ad standard



Display: 270 x 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

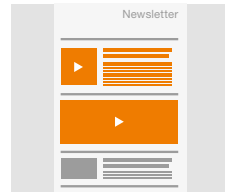
**Preis: 608 €**

### Text image ad XL

Display: 560 x 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: 820 €**

### Video post standard



Display: 270 x 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

**Preis: 608 €**

### Video post XL

Display: 560 x 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. 350 characters  
URL

**Price: 820 €**

- › **Subscribers:** 6,907
- › **Open rate (unique):** 21,6 %
- › **Open rate (total):** 34,8 %

Source: Publisher evaluation, delivery date August 2023



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

Special newsletter / single-topic newsletter			
Sending date	Topics	Sending date	Topics
16.01.24	E-Mobility, charging systems	18.06.24	Innovations The smarter E Europe III
12.03.24	Inverter, energy management, smart meter	16.07.24	Solar modules, BIPV
16.04.24	PV and heating	13.08.24	Mounting systems
14.05.24	Energy storage	17.09.24	PV and heating
14.06.24	Innovations The smarter E Europe I	15.10.24	Energy storage
17.06.24	Innovations The smarter E Europe II	12.11.24	E-Mobility, charging systems
		03.12.24	Inverter, energy management, smart meter

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

### 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**  
700 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 **Fullbanner**  
468 pixels wide; 60 pixels high;  
banner is aligned on the left
- 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: 3,000.– €**

**Price pv Europe: 2,500.– €**

**Data delivery:** at least 12 working days before sending date



### Content marketing campaign incl. social media push

#### Even more coverage within your target group

With the content marketing campaign, we create even more coverage within your target group with additional actions via our social media channels. The basis of the campaign is a sponsored article (online advertorial) on photovoltaik.eu or pveurope.eu, which resembles an editorial article. Through this native advertising medium, we increase awareness and credibility among the target group. Through our relevant social media channels, we offer you extended target group targeting as part of this content marketing campaign. As a result, you will receive even more traffic with this package as well as even more readers for your topic.

The good thing: The sponsored article remains on the website even after the campaign ends and can be found by search engines (SEO-relevant).

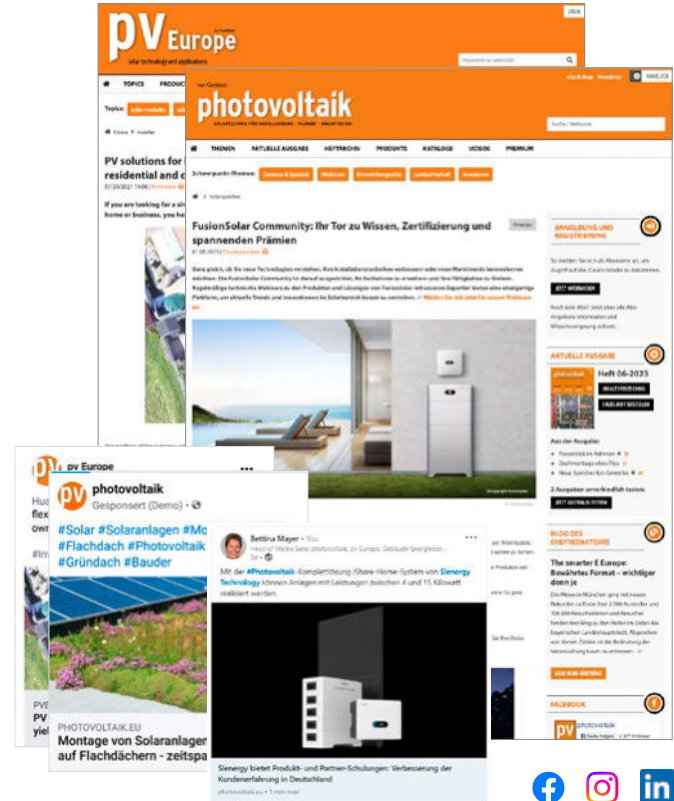
The structure of the sponsored article is flexible: In addition to informative text and images, videos or image galleries can also be integrated.

For international campaigns, geographic targeting by country is possible on some channels.

#### Services:

- > We discuss with you the objective and target group of the campaign
- > create the sponsored article on photovoltaik.eu or pveurope.eu (marked with „advertisement“)
- > create measures via relevant social media channels
- > take over monitoring and optimization
- > create a reporting about the sponsored article at the end of the campaign runtime
- > The runtime of the content marketing campaign is 4 weeks

**Price: 2,500 EUR per website**



## Dossier

The photovoltaik or pv Europe dossier supports you in lead generation. As an exclusive advertising partner of the dossier, you will receive qualified leads from potential customers who have a concrete interest in your product segment. Your expenditure is low and you save your sales department the cold acquisition.

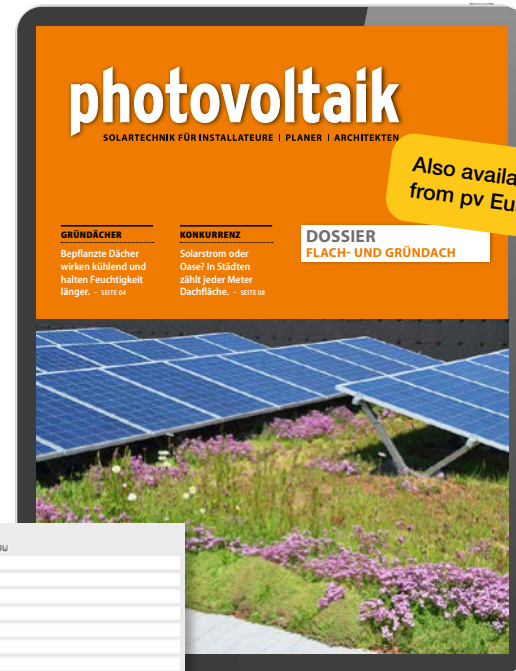
The online dossier (PDF) is prepared by us for a specific topic, e.g. inverters, from photovoltaik or pv Europe articles with a scope of 20–30 pages and provide them with a linkable table of contents.

### Services:

- Exclusive advertising partner
- Cover picture can be used from the sponsor (optional)
- Logo incl. link to dossier landing page
- Exclusive display before or after the table of contents (1/1 page 4c)
- 50 Leads (data protection compliant)

### Price: 5,145 €

(additional leads bookable – 50 € per lead)



Ihre Adresse:

Herr  Frau

Titel

Vorname

Nachname

Büroname

Position

Straße

Postleitzahl

Ort

Deutschland

E-Mail

Telefon-Nr.

Branche

Media kit 2024

## pv GUIDED TOURS



### pv Guided Tours 2024

#### Video shots on site incl. distribution to the target group

We skilfully stage your product innovations on your location. 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



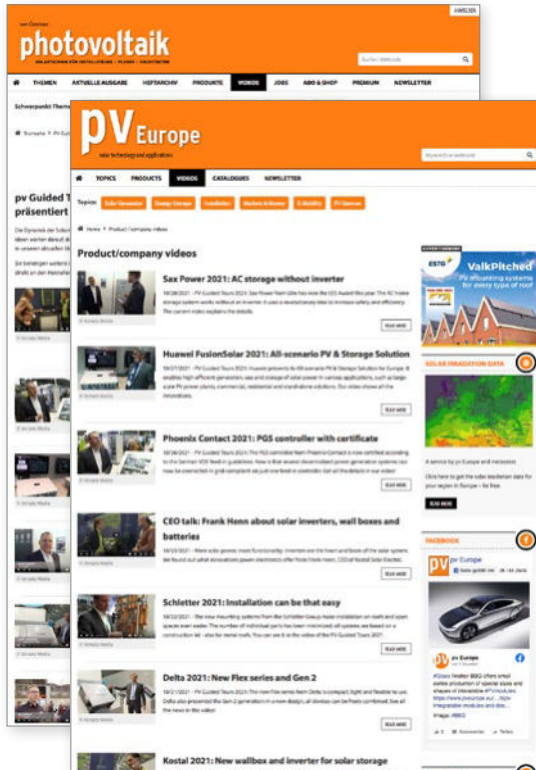
Our editor visits your company with a professional video team at the booth. In the usual manner, your speaker presents the innovations in German and English. We increase the reach of your trade fair visit and publish the videos via LIVE streaming via our channels. The comprehensive service package also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

You possess videos that you want installers and designers to know about?

We are able to deliver the relevant target groups and corresponding ranges through our video channels on [www.photovoltaik.eu](http://www.photovoltaik.eu) and [www.pveurope.eu](http://www.pveurope.eu).

Utilise the credibility of our media and the trust in it to strengthen your brand.

#### Services:

- › Video channel: minimum for one year
- › Website: announcement on the landing page
- › Newsletter: teaser with link to the video
- › Social media: Twitter, Facebook, YouTube
- › Reporting

**Price: 2,200 €\*** per video

### Video production

There are many ways to pack your message into moving images. Benefit from the experience of our video experts. We will work with you to develop the optimum product for your needs.

**Price:** Detailed calculation on request

\* All prices exclude VAT.





## Installers, solar installers and planners want product information!

Reader surveys and the particularly high hit rates that our product articles enjoy show how interested PV professionals are in your information!

## On-line catalogue service at photovoltaik.eu and pveurope.eu

You can benefit from our broad on-line reach with an entry in the on-line catalogue service that will give our readers and your customers rapid access to your catalogues and ultimately your products.

Practical functions facilitate research and information sharing.

1. Read on-line
2. Download
3. Share in social networks
4. Keyword search
5. Printout
6. Forward by email

## On-line in just a few steps ...

### > PDF(s)

Your sales materials / catalogues (see opposite for specifications).

### > Select category

Either visit <http://kataloge.photovoltaik.eu> or <http://kataloge.pveurope.eu> to check whether an appropriate category already exists or we will create a new one to match your catalogue content.

### > Define the term: 12 months.

### > Send details to: [mayer@gentner.de](mailto:mayer@gentner.de)

### > We will make the catalogue available on-line within 48 hours!



## We are able to use the following data formats:

- > Single-page PDF (no double-page views)
- > Text in PDF documents may not be embedded as images.
- > The resolution should be approximately 150 dpi.

## Demonstrate your company's expertise with a virtual technical lecture.

We organize and host your webinar with support from our expert editorial team.

		WEBINAR German	WEBINAR English
		We organize your webinar	
Webinar-Organisation	Advice on the choice of topics and the structure of the webinar	X	X
	Your expert speakers will guide through the webinar	X	X
	we support you through checklists and a storyboard	X	X
	Technical briefing + moderation by our webinar team	X	X
	Moderation + Q&A session by our specialist editorial team	X	X
	Include presentations, videos, sound files and/or surveys	X	X
Teilnehmerwerbung	Participant management by our webinar team	X	X
	Your logo on our landing page for webinar registration	X	X
	Print advertisement to promote the webinar	X	X
	Newsletter ads to promote the webinar	X	X
	Stand-alone newsletter to promote the webinar	X	X
Webinar-Nachbereitung	Compliant leads from live webinar	X	X
	Detailed reporting	X	X
	Submitting the questions from the webinar	X	X
		<b>6.500,- €</b>	<b>6.500,- €</b>

### You conduct webinars yourself, seminars, trainings or events?

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

#### Event Promotion

##### photovoltaik:

- › 12,192 newsletter subscribers
- › Text/image ad in the section „Events & Dates“

**Price: 454 €**

##### pv Europe:

- › 6,907 newsletter Subscribers
- › Text/image display in the Events section, Seminars, Webinars“ \*

**Price: 361 €**

\* Specifications see pages 26 and 27

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### 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](http://www.gentner.de/mediaservice/agb-anzeigen)

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