

# DIE KÄLTE

## + Klimatechnik

**MEDIA**  
DATA 2010

Germany's leading trade magazine in the refrigeration and air conditioning industry.

With DIE KÄLTE + Klimatechnik you reach all major decision-makers within Germany. Put your advertisement right where your target audience looks for information about its daily business.




### Character

Monthly German-language technical magazine for professionals in the area of commercial refrigeration and air conditioning systems.

Readers are engineers, technicians and installers of such systems in large commercial environments such as supermarkets, breweries, and other industries where refrigeration and cooling are basic to their business.

Subjects covered include handling technology, research, applications, controls and systems maintenance, energy savings and environmental considerations.

<b>Frequency:</b>	12 editions
<b>Volume:</b>	63 <sup>rd</sup> volume 2010
<b>Editorial Department:</b>	Dr. Mattias Schmitt (Chief Editor) Markus Simmert
<b>Ads:</b>	Sandra Bayer sandra.bayer@diekaelte.de
<b>Print run:</b>	5,500
<b>Qualified circulation:</b>	5,146
<b>Subscribed circulation:</b>	1,839
<b>Circulation auditing:</b>	 www.ivw.de

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# Target groups

Reader demographics	Amount of qualified circulation	
	%	copies
<b>Installation, assembly, maintenance, repairs</b> – trades that provide services for air-conditioning, cooling, deep freezing, ventilation, heat recovery, and energy technology	75.2	3,870
Wholesale and B2B sales	6.3	324
<b>Planning, consulting</b> (independent engineers who offer planning and consulting services, engineering and planning agencies for cooling, air-conditioning, and ventilation systems, cooling and freezing systems)	5.5	283
<b>Manufacturers</b> of systems, machines, and equipment for freezing, cooling, air-conditioning, and ventilation	5.7	293
<b>Key cooling and air-conditioning consumers, users</b> (industrial companies) Companies in all economic and industrial fields that employ cooling and air-conditioning systems, devices, etc. (such as the foodstuffs sector, deep-freeze products, the chemicals sector, the pharmaceuticals industry, supermarkets, department stores, wholesale florists, wholesale grocers)	5.0	257
Research, development, (further) training	1.2	62
Technical universities, applied science colleges, institutes, and trade schools	1.1	57
<b>Qualified circulation in Germany and abroad</b>	<b>100.0</b>	<b>5, 146</b>

# Advertising rates

All prices exclude VAT.			
size	width x depth [mm]	basic rates b/w in €	basic rates 4c in €
1/1 page	187 x 265	1,890.–	2,635.–
3/4 page	☒ 139 x 265      ☒ 187 x 189	1,440.–	2,185.–
2/3 page	☒ 123 x 265      ☒ 187 x 170	1,270.–	2,045.–
Juniorpage	135 x 190	1,100.–	1,915.–
1/2 page	☒ 91 x 265      ☒ 187 x 130	975.–	1,455.–
1/3 page	☒ 59 x 265      ☒ 187 x 85	655.–	1,145.–
1/4 page	1sp. 43 x 265    2sp. 91 x 130    4sp. 187 x 63	495.–	975.–
1/8 page	1sp. 43 x 130    2sp. 91 x 63    4sp. 187 x 30	255.–	685.–
placement next to table of contents/ Euronews	☒ 91 x 265      ☒ 187 x 130	1,040.–	1,530.–
2./4. coverpage	187 x 265		2,850.–
Frontcoverpage*	dimension image: 172 x 147 mm dimension logo: 63 x 19 mm		3,310.–

\* Image + logo (in a separate field) on the cover + 1/1 4c ad on the first right-hand advertisement page within the issue.  
Print material for this placement must be submitted four weeks before publication

Surcharge:	
Special colours, each colour	360.00 €
Classified ads: (per mm height)	
Basic price mm-ad    single-column line (43 wide)	2.10 €
Job offer    single-column line (43 wide)	1.90 €
Job applications    single-column line (43 wide)	1.20 €
Box number charge	9.20 €
Our Service: In addition to the print issue, job adverts are published for two months at <a href="http://www.diekaelte.de">www.diekaelte.de</a> – at no additional charge!	
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	

Combinations	
As part of Gentner's SHK package, <i>SBZ, TGA Fachplaner, Gebäude-Energieberater, DIE KÄLTE + Klimatechnik</i> and <i>GLASWELT</i> can be combined.	
We offer the following rebates in addition to other rebates if advertisements are placed in at least two of these titles:	
with identical frequency:	with different frequency:
two titles: 10 %	two titles: 5 %
three titles: 15 %	three titles: 8 %
four titles: 20 %	four titles: 10 %
five titles: 23 %	five titles: 15 %
The combination discount is granted if advertisements are placed within the same contractual year in the same format	

	Issue	Technical topics	Product news (focus)	Reports from shows/congresses
	<p><b>01</b></p> <p>Publication date: <b>21 01 2010</b> Closing date: <b>07 01 2010</b></p>	<ul style="list-style-type: none"> <li>› CO2-Refrigeration racks</li> <li>› Central and decentral ventilation and air conditioning</li> </ul>	<p><b>Chilled and frozen food display cabinets:</b></p> <p>Portable frozen food and cold rooms, doors, shelves and accessoires</p>	DKV congress 2009 (report, part 2)
SHK main issue	 <p><b>02</b></p> <p>Publication date: <b>18 02 2010</b> Closing date: <b>04 02 2010</b></p>	<ul style="list-style-type: none"> <li>› Noise emission and vibrations</li> <li>› Heat pumps</li> </ul>	<p><b>Ventilation:</b></p> <p>Air ducts, vents, air treatment</p>	<b>10. – 13.03.10 SHK Essen</b>
	<p><b>03</b></p> <p>Publication date: <b>18 03 2010</b> Closing date: <b>04 03 2010</b></p>	<ul style="list-style-type: none"> <li>› Air filters</li> <li>› Heat exchangers</li> </ul>	Refrigeration / air conditioning Measuring and control technology Installation	
	<p><b>04</b></p> <p>Publication date: <b>15 04 2010</b> Closing date: <b>30 03 2010</b></p>	<ul style="list-style-type: none"> <li>› Convector fluids</li> <li>› Refrigeration rental services</li> </ul>	<p><b>Room air conditioners:</b></p> <p>Compact, split and multi split air conditioning units, VRF systems</p>	
	<p><b>05</b></p> <p>Publication date: <b>14 05 2010</b> Closing date: <b>29 04 2010</b></p>	<ul style="list-style-type: none"> <li>› Chilled and frozen food display cabinets</li> <li>› Humidification (ventilation)</li> </ul>	Refrigeration / air conditioning Measuring and control technology Installation	Report on 9 <sup>th</sup> KK congress
	<p><b>06</b></p> <p>Publication date: <b>10 06 2010</b> Closing date: <b>26 05 2010</b></p>	<ul style="list-style-type: none"> <li>› R22: recycling, retrofitting</li> <li>› Drycoolers</li> </ul>	<p><b>Peripheral devices:</b></p> <p>Tubes, fittings, insulation</p>	Report BIV teachers meeting
	<p><b>07</b></p> <p>Publication date: <b>08 07 2010</b> Closing date: <b>24 06 2010</b></p>	<ul style="list-style-type: none"> <li>› Compression</li> <li>› Fans</li> </ul>	Refrigeration / air conditioning Measuring and control technology Installation	Report FGK general meeting
	<p><b>08</b></p> <p>Publication date: <b>05 08 2010</b> Closing date: <b>22 07 2010</b></p>	<ul style="list-style-type: none"> <li>› F-gas regulation: preview 2011</li> <li>› Cooling surfaces, chilled ceilings</li> </ul>	<p><b>Tools &amp; equipment:</b></p> <p>Fitting tools, pipe cutters, disposal systems</p>	
	<p><b>09</b></p> <p>Publication date: <b>02 09 2010</b> Closing date: <b>19 08 2010</b></p>	<ul style="list-style-type: none"> <li>› Air curtains</li> <li>› <b>Chillventa preview</b></li> </ul>	Refrigeration / air conditioning Measuring and control technology Installation	
Chillventa main issue	 <p><b>10</b></p> <p>Publication date: <b>07 10 2010</b> Closing date: <b>23 09 2010</b></p>	<b>Trade fair main issue – Chillventa 2010</b>		<b>13.–15.10.10 Chillventa, Nuremberg</b>
	<p><b>11</b></p> <p>Publication date: <b>11 11 2010</b> Closing date: <b>27 10 2010</b></p>	<ul style="list-style-type: none"> <li>› <b>Chillventa review (part 1)</b></li> <li>› Absorption</li> </ul>	Refrigeration / air conditioning Measuring and control technology Installation	
	<p><b>12</b></p> <p>Publication date: <b>09 12 2010</b> Closing date: <b>25 11 2010</b></p>	<ul style="list-style-type: none"> <li>› Measuring devices (compression, temperature, humidity)</li> <li>› <b>Chillventa review (part 2)</b></li> </ul>	<p><b>Software:</b></p> <p>Business management in crafts enterprises</p>	DKV congress 2010 (report, part 1)

# ONLINE ADVERTISING

## Types of advertising and rates

### Character

This portal offers daily news and reports to all users. Subscribers and registered users can also take advantage of such additional services as databases, newsletters, and a digital print and newsletter archive.

### Target groups

Professionals in the area of commercial refrigeration and air conditioning systems (engineers, technicians and installers). Professional planners, manufactures, wholesale and B2B sales, technical universities and others.



### The newsletter

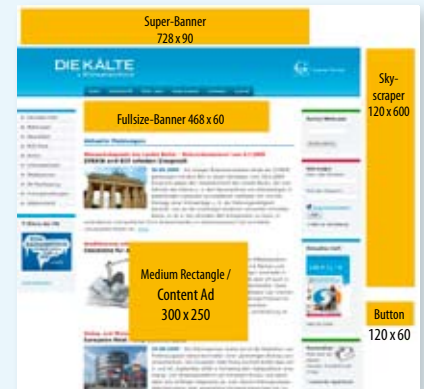
The newsletter for subscribers and registered users offers additional information surrounding the print medium once a month. Flash messages for important industry events round off this service.



## WEBSITE – www.diekaelte.de

Type of advertising	placement	max filesize	size w x h [ in px]	CPM in €	Rates for 4 weeks in €
Standard Skyscraper	Total Website	30 kb (flash: 40 kb)	120 x 600	45.–	555.–
Wide Skyscraper	Total Website	30 kb (flash: 40 kb)	160 x 600	50.–	615.–
Sticky Skyscraper	Total Website	30 kb (flash: 40 kb)	120 x 600	52.–	640.–
Fullsizebanner	Total Website	20 kb (flash: 30 kb)	468 x 60	40.–	490.–
Button	Total Website	20 kb (flash: 30 kb)	120 x 60	13.–	160.–
Super Banner	Total Website	30 kb (flash: 40 kb)	728 x 90	52.–	640.–
Medium Rectangle/ Content Ad	Homepage	30 kb (flash: 40 kb)	300 x 250	80.–	985.–
Wallpaper	Total Website	60 kb	Superbanner + Skyscraper and colourframe	85.–	1,045.–
Flash Layer	Hompage	40 kb	Individual	100.–	

Formats: HTML, Flash, GIF, JPEG, expandable formats on request



### auditing:

page impressions	12,300	monthly average (as of July 2009)
visits	4,300	monthly average (as of July 2009)

## Newsletter

Type of advertising	placement	size w x h [ in px]	rate in €
Advert within text	between two sections	1.500 characters in the enlargement, Teaser: four lines, each with 45 characters + fig.	510.–
Skyscraper	to the right of the newslettertext	120 x 600	510.–
Full-size banner (head)	at the beginning of the newsletter	468 x 60	460.–
Full-size banner	between two sections	486 x 60	410.–

Special Types of advertising on request

### Technical requirements for online advertising types:

max. 15 kb, Flash max. 20 kb, technology: HTML, Flash, GIF, JPEG



Subscribers: 1,200 (as of July 2009)