

DIE KÄLTE

+ Klimatechnik

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.

MEDIA
DATA 2012




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.

Frequency:	12 editions
Volume:	65 th volume 2012
Editorial Department:	Markus Simmert (Chief Editor)
Ads:	Sandra Bayer sandra.bayer@diekaelte.de
Print run:	5,500
Qualified circulation:	5,121
Subscribed circulation:	1,790
Circulation auditing:	 www.ivw.de

Target groups

Reader demographics	Amount of qualified circulation	
	%	copies
Installation, assembly, maintenance, repairs – trades that provide services for air-conditioning, cooling, deep freezing, ventilation, heat recovery, and energy technology	74.4	3,810
Wholesale and B2B sales	6.7	343
Planning, consulting (independent engineers who offer planning and consulting services, engineering and planning agencies for cooling, air-conditioning, and ventilation systems, cooling and freezing systems)	5.8	297
Manufacturers of systems, machines, and equipment for freezing, cooling, air-conditioning, and ventilation	5.7	292
Key cooling and air-conditioning consumers, users (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)	5.2	266
Research, development, (further) training; Technical universities, applied science colleges, institutes, and trade schools	2.2	113
Qualified circulation in Germany and abroad	100.0	5,121

Advertising rates

All prices exclude VAT.				
size	width x depth [mm]		basic rates b/w in €	basic rates 4c in €
1/1 page	187x265		1,990.–	2,680.–
3/4 page	↕ 139x265	↔ 187x189	1,520.–	2,250.–
2/3 page	↕ 123x265	↔ 187x170	1,350.–	2,120.–
Juniorpage	135x190		1,200.–	1,995.–
1/2 page	↕ 91x265	↔ 187x130	1,040.–	1,510.–
1/3 page	↕ 59x265	↔ 187x 85	710.–	1,220.–
1/4 page	1sp. 43x265	2sp. 91x130 4sp. 187x63	530.–	1,010.–
1/8 page	1sp. 43x130	2sp. 91x 63 4sp. 187x30	270.–	720.–
placement next to table of contents/ Euronews	↕ 91x265	↔ 187x130	1,080.–	1,575.–
2./3./4. coverpage	187x265			2,930.–
Frontcoverpage*	dimension image: 172x147 mm dimension logo: 63x19 mm			3,400.–

* 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	600.00 €
For guaranteed position, add 10% to the basic rate for ads.	

Classified ads: (per mm height)

Basic price mm-ad	single-column line (43 wide)	2.20 €
Job offer	single-column line (43 wide)	2.00 €
Job applications	single-column line (43 wide)	1.25 €
Box number charge		9.20 €

Our Service: In addition to the print issue, job adverts are published for two months at www.diekaelte.de – 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, *SBZ*, *TGA Fachplaner*, *Gebäude-Energieberater*, *DIE KÄLTE + Klimatechnik* and *GLASWELT* can be combined.


We offer the following rebates in addition to other discounts 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.

EDITORIAL PLAN 2012

	Issue	Technical topics	Reports from shows/congresses
Publication date: 19 01 2012 Closing date: 04 01 2012	01	<ul style="list-style-type: none"> › Refrigerants › Air conditioning for computer and server rooms › Process measuring and control technology: BUS systems 	DKV congress 2011 (report, part 2)
 Publication date: 23 02 2012 Closing date: 09 02 2012	02	<ul style="list-style-type: none"> › Chilled and frozen food display cabinets, portable frozen food and cold rooms › Air conditioning (split-/multisplit air conditioning units, VRF systems) › Ventilation technology 	07. – 10.03.12 SHK, Essen 09. – 14.03.12 Internorga, Hamburg
Publication date: 15 03 2012 Closing date: 01 03 2012	03	<ul style="list-style-type: none"> › Industrial refrigeration › Condensate removal (pumps, pipings, hygiene) › Air curtains 	
Publication date: 12 04 2012 Closing date: 27 03 2012	04	<ul style="list-style-type: none"> › Supermarket refrigeration › Chilled ceilings / cooling plates › Heat recovery of air conditioning systems 	18. – 21.04.12 IFH/Intherm, Nuremberg

	Issue	Technical topics	Reports from shows/congresses
Publication date: 16 05 2012 Closing date: 02 05 2012	05	<ul style="list-style-type: none"> › Refrigeration rental services › Ice storage plants › Air humidification / dehumidification 	
Publication date: 14 06 2012 Closing date: 30 05 2012	06	<ul style="list-style-type: none"> › Solar cooling › Heat pumps for heating and air conditioning › Process measuring and control technology: measurement instrumentation 	Report BIV teachers meeting
Publication date: 19 07 2012 Closing date: 05 07 2012	07	<ul style="list-style-type: none"> › Chilled and frozen food display cabinets, portable frozen food and cold rooms › Decentral airconditioning (split-/multisplit air conditioning units, VRF systems) › Fans 	Report FGK general meeting
Publication date: 16 08 2012 Closing date: 02 08 2012	08	<ul style="list-style-type: none"> › Supermarket refrigeration › Airconditioning of switch cabinets › Fire protection (ventilation flaps, insulating materials) 	

EDITORIAL PLAN 2012

	Issue	Technical topics	Reports from shows/congresses
Publication date: 13 09 2012 Closing date: 30 08 2012	09	<ul style="list-style-type: none"> › Process cooling › Central HVAC plants › Process measuring and control technology: control technology 	
Publication date: 02 10 2012 Closing date: 18 09 2012	10	CHILLVENTA 2012 MAIN ISSUE	09. – 11.10.12 Chillventa, Nuremberg
Publication date: 15 11 2012 Closing date: 31 10 2012	11	<ul style="list-style-type: none"> › Fittings for refrigeration systems › Industrial heat pumps › Heat exchanger › Chillventa review (part 1) 	
Publication date: 13 12 2012 Closing date: 29 11 2012	12	<ul style="list-style-type: none"> › Refrigeration rental services › Refrigeration racks › Compressors › Chillventa review (part 2) 	DKV congress 2012 (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.



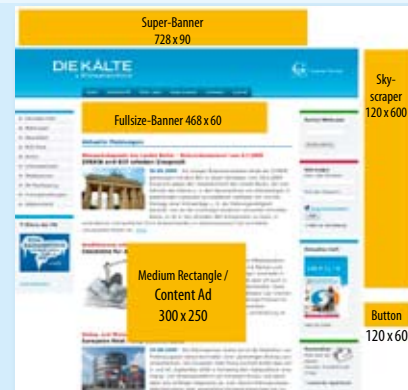
The newsletter


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.



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.–	630.–
Wide Skyscraper	Total Website	30 kb (flash: 40 kb)	160 x 600	50.–	700.–
Sticky Skyscraper	Total Website	30 kb (flash: 40 kb)	120 x 600	52.–	720.–
Fullsizebanner	Total Website	20 kb (flash: 30 kb)	468 x 60	40.–	560.–
Button	Total Website	20 kb (flash: 30 kb)	120 x 60	13.–	250.–
Super Banner	Total Website	30 kb (flash: 40 kb)	728 x 90	52.–	720.–
Medium Rectangle/ Content Ad	Homepage	30 kb (flash: 40 kb)	300 x 250	80.–	990.–
Wallpaper	Total Website	60 kb	Superbanner + Skyscraper and colourframe	85.–	1,250.–
Flash Layer	Hompage	40 kb	Individual	100.–	

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



auditing:		www.ivw.de
page impressions	13,300	monthly average (as of June 2011)
visits	5,700	monthly average (as of June 2011)

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.	600.–
Skyscraper	to the right of the newslettertext	120 x 600	540.–
Full-size banner (head)	at the beginning of the newsletter	468 x 60	485.–
Full-size banner	between two sections	486 x 60	435.–

Special Types of advertising on request

Technical requirements for online advertising types:

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



Subscribers: 1,385 (as of July 2011)

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