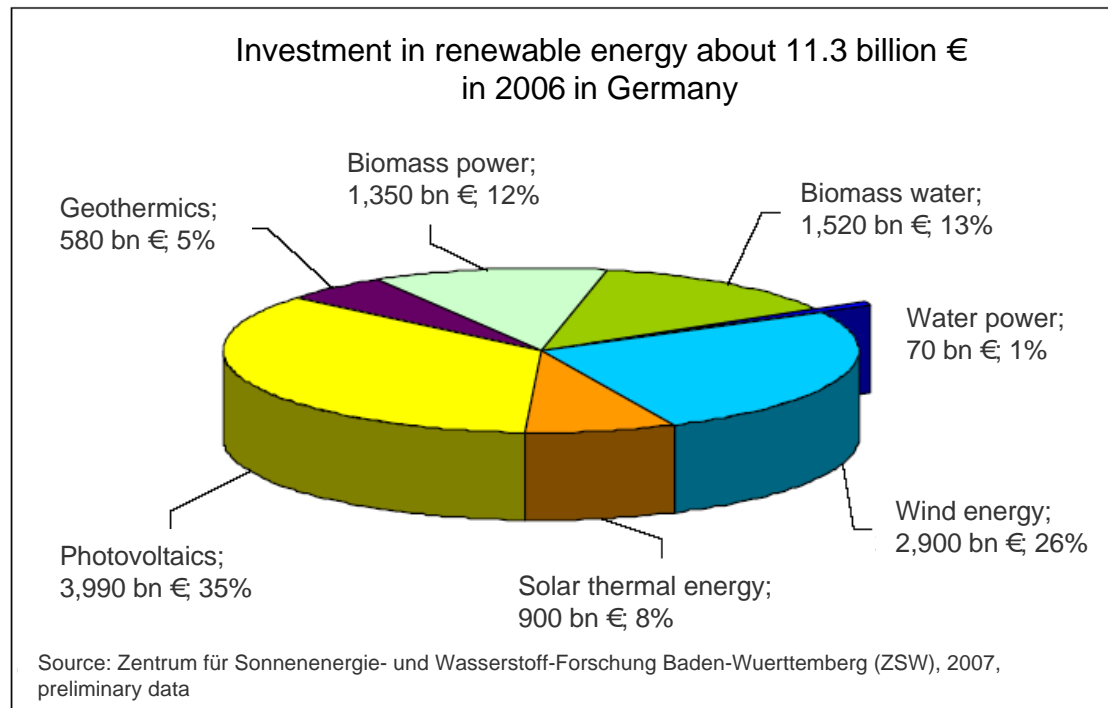




The Magazine for Professionals

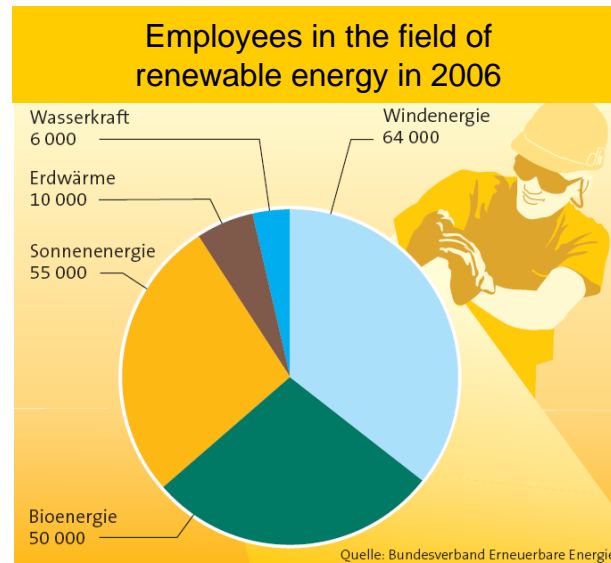
# Key market segment of the 21<sup>st</sup> century

- ☀ Total sales in 2006: 5 billion Euro
- ☀ In the field of all renewable energy the main focus is on photovoltaics



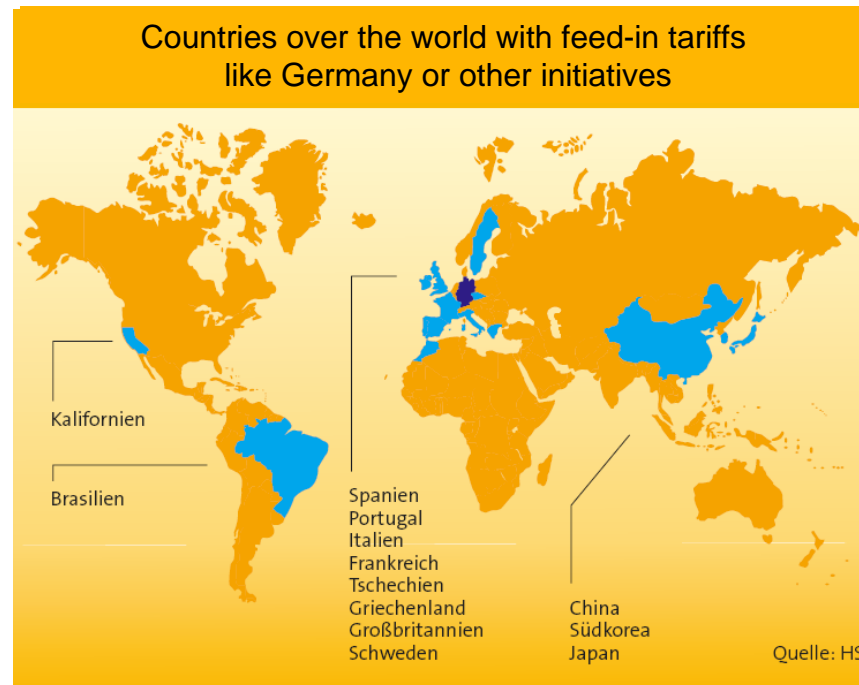
# Key market segment of the 21<sup>st</sup> century

- ☀ Worldwide growth rate is estimated to be 20% - 30% for the next 15 years
- ☀ Covering the entire value chain the German photovoltaics industry attracts foreign capital investments
- ☀ Job increase in the solar energy branch



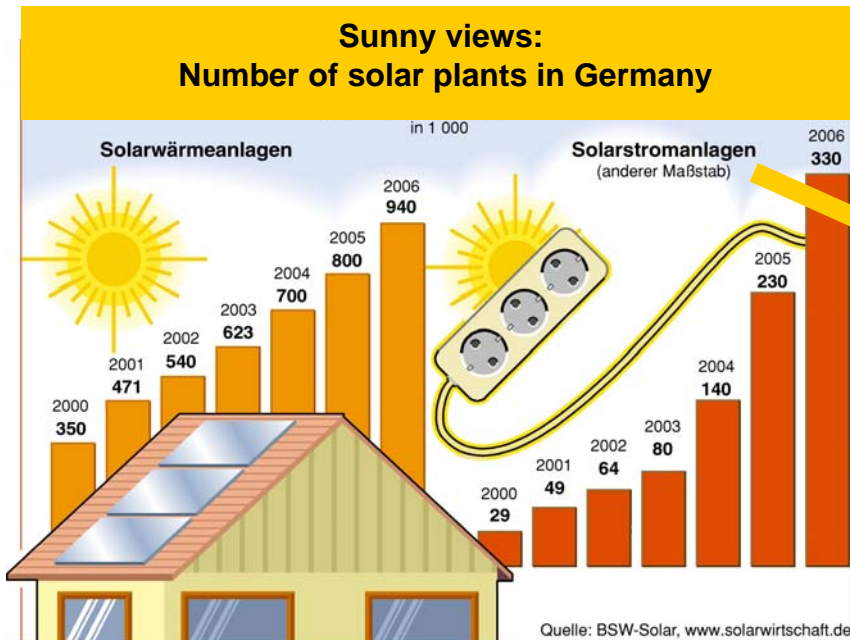
# Internationality

- ☀ 25% of the worldwide installed solar modules and 40 % of the inverters are made in Germany
- ☀ Export rate of German manufacturer is currently at 35 % with an upward trend
- ☀ Great export chances for the photovoltaics industry by the use of feed-in tariffs like Germany



# The trade benefits

- ☀️ Craftsmen decide about distributor and brands. One out of two craftsmen make their own installation plans.
- ☀️ Architects and energy consultants share in planning and decision making
- ☀️ Number of installed solar power plants



= 800 MegaWatt installed power

# A topic for all crafts

## ☀ Cooperation of craftsmen

Electro technicians cooperate in solar technics with...	
roofer	47,1 %
heating installer	39,5 %
metal-structure	7,2 %
glaziers	0,4 %
other	28,3 %

\*Mehrfachnennung möglich Quelle: ZVEH, April 2007

- ☀ Demand for professional development. 6 out of 10 participated in further education
- ☀ Specialised craftsmen already generates 21% of their revenues in photovoltaics

# Benefit from demand

- ☀ Photovoltaics is (also) a topic for consumers
- ☀ Financial aid furthers the willingness to invest. The feed-in tariffs are valid for 20 years
- ☀ More request for installations on business plants increases the demand additionally

# Why a new publication?

- ☀ High demand for b-to-b-communication
- ☀ The existing magazines do not provide the reader with professional informations or are not specific enough
- ☀ The market demands detailed professional informations to avoid wasted audience
- ☀ Specific desire for an independent advertising platform
- ☀ Professionalization and internationalization

# Publisher Alliance

## Gentner Verlag/Solarpraxis AG

### ☀ Gentner Verlag

- ☀ 80 years of publishing experience with trade magazines in the fields of sanitary, heating, ventilation, facade



- ☀ Internatinal trade magazines and trade fair activities in eastern Europe, India and China

### ☀ Solarpraxis AG

- ☀ Specialised media and reference book publisher in the field of renewable energy
- ☀ Offers additional engineers and communication services for ambitious customers and institutions

- ☀ In march 2008 a further trade magazine  with focus on renewable heat engineering has been launched sucessfully

# Our editorial intention

- ☀ One publication with topics for the following trades:
  - ☀ Heating and water supplies, electro-technics, solar, roofing, facade constructions, ventilation and climatisation
  - ☀ Architects
  - ☀ Photovoltaics trade and wholesale dealer
  - ☀ Agriculture (machines and farmer associations)
  - ☀ Deciders and engineers in photovoltaics industry, opinion leaders
- ☀ photovoltaik is solely a b-to-b-magazine and therefore avoids wasted audience
- ☀ The chief editor is located at Solarpraxis AG and in permanent, technical exchange with the editors of the Gentner publishing house.

# Topics

- ☀ Contemporary standards, laws, guidelines, e.g. energy pass
- ☀ Expert knowledge
- ☀ Practice reports
- ☀ Marketing for craftsmen
- ☀ Informations on financing, legislation and liability
- ☀ Business and political basic environment
- ☀ Note:
  - ☀ photovoltaik wants to be a reference book with a higher value of benefits
  - ☀ The magazine understands itself as a community platform

# Distribution

- ☀ Print run: 25,600 copies
- ☀ Medium-term strategy: 5,000-10,000 subscribers
- ☀ Promotion in all magazines of the cooperation and in architecture magazines
- ☀ Specific address generation with registration on [www.photovoltaik.eu](http://www.photovoltaik.eu) for qualified distribution

# Use for our advertisers

Reliability through experienced and competent publishing partners

☀ Competitive media performance (sources: Rate cards 2008, IVW 1/2008))

	photovoltaik	Photon	Sonne Wind+Wärme
distributed circulation, copies	24,932	45,558	17,599
subscription, copies	1,004	8,820	4,116
subscription costs, €	87.80	44.00	99.00
ad 1/1 4c, €	3,380.00	4,680.00	2,816.00
cost per thousands, €	137.17	102,73	160,01

- ☀ USP: the only professional magazine for photovoltaics
- ☀ Extensive and qualified addresses
- ☀ Various ad placement options (product and image ads, marketplace, job offering ads with 50% discount)

# Adresses / Contact

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