

# TGA Fachplaner

**MEDIA**  
DATA 2010

TGA Fachplaner – the magazine and online portal for the building services industry.

With TGA Fachplaner you reach all major decision-makers in the trades that deal with technical facility equipment within Germany. Put your advertisement right where your target audience looks for information about its daily business.



## Character

**TGA Fachplaner** – the magazine for the building services industry – is aimed at decision-makers, engineers and technicians involved with planning, consulting, project and facilities management in the building services industry. Addressing the wide range of issues of concern to its target group, **TGA Fachplaner** reports on plumbing, heating, ventilation, air conditioning, building controls, renewable energy, fire protection, energy technology and energy consulting. Assisting readers with their day-to-day work are sections on software, new regulations, literature, legal issues, construction contract procedures (VOB), professional fees (HOAI), and product news with detailed supplier contact information.

<b>Frequency:</b>	12 editions
<b>Volume:</b>	9 <sup>th</sup> volume 2010
<b>Editorial Departement:</b>	Jochen Vorländer (Chief Editor)
<b>Ads:</b>	Sandra Bayer sandra.bayer@gentner.de
<b>Print run:</b>	8,500
<b>Controlled circulation:</b>	8,117
<b>Subscribed circulation:</b>	1,525
<b>Circulation auditing:</b>	 www.ivw.de

## Contacts

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New York, NY 10001-2002

# Target groups

Reader demographics	Amount of qualified circulation	
	%	copies
<b>Installation companies with planning departments</b> Specialist heating, ventilation, air conditioning, plumbing and building technology contractors.	21.7	1,759
<b>Consulting engineers</b> Independent consulting and design engineers dealing with heating, ventilation, air conditioning, plumbing and industrial heating, air conditioning and ventilation systems	70.1	5,691
Public sector planning departments	2.3	187
Planning departments in trade and industry	1.8	147
Developers, construction companies and housing authorities	2.9	234
Professional organizations, associations, local trade associations, public agencies, local authorities	0.6	47
Research, development, occupational training and development	0.6	52
<b>Qualified circulation in Germany and abroad</b>	<b>100.0</b>	<b>8, 117</b>

# Advertising rates

All prices exclude VAT.			
size	width x depth [mm]	basic rates b/w in €	basic rates 4c in €
1/1 page	187x265	2,900.–	4,000.–
3/4 page	⇓ 139x265 ⇔ 187x189	2,225.–	3,325.–
2/3 page	⇓ 123x265 ⇔ 187x170	1,990.–	3,110.–
Juniorpage	135x190	1,625.–	2,490.–
1/2 page	⇓ 91x265 ⇔ 187x130	1,500.–	2,355.–
1/3 page	⇓ 59x265 ⇔ 187x85	1,045.–	1,915.–
1/4 page	1sp. 43x265 2sp. 91x130 4sp. 187x63	760.–	1,595.–
1/8 page	1sp. 43x130 2sp. 91x63 4sp. 187x30	395.–	865.–
<b>Coverpage package</b>			
Image without text on the frontcover + 4c ad on the 2nd coverpage	Image: 148x210 Ad: 187x265		5,585.–
4 <sup>th</sup> coverpage	187x265		4,425.–
1/2 page next to table of contents, page 7	⇓ 91x265 ⇔ 187x130	1,600.–	2,460.–
1/1 page next to meteorological data	187x265	2,950.–	4,100.–
1/1 page next to rules and regulations, page 5	187x265	3,050.–	4,150.–

## Surcharge:

Special colours, each colour 465.00 €

## Classified ads: (per mm height)

Basic price mm-ad	single-column line (43 wide)	3.30 €
Job offer	single-column line (43 wide)	1.95 €
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](http://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 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
	<b>01</b> Publication date: 18 12 2009 Closing date: 04 12 2009	<ul style="list-style-type: none"> <li>› Building automation</li> <li>› Heat pump engineering</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Ventilation technology:</b> Central air conditioning, hose systems, ventilation systems, air passages, filters, smoke extraction</li> <li>› <b>Plumbing ceramics, showers and public baths</b></li> </ul>	
	<b>02</b> Publication date: 29 01 2010 Closing date: 15 01 2010	<ul style="list-style-type: none"> <li>› Drinking water hygiene</li> <li>› Ventilation on demand</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Renewable energy:</b> Heat pumps, biomass boilers, solar thermal energy</li> <li>› <b>Hand-held measuring devices:</b> Temperature, moisture, pressure, air flow, flow, thermography, energy consulting</li> </ul>	
SHK show issue	 <b>03</b> Publication date: 26 02 2010 Closing date: 12 02 2010	<ul style="list-style-type: none"> <li>› Swimming pool technology</li> <li>› Use of pool and rain water</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Preview of products at the spring trade fairs</b> SHK, IFH/Intherm</li> <li>› <b>Air conditioning:</b> VRF air conditioning systems, chilled water generators, heat recovery</li> <li>› <b>Software and the internet</b></li> </ul>	10.–13.03.2010 Essen: SHK Essen
IFH, Light+Building, ACS show issue	 <b>04</b> Publication date: 26 03 2010 Closing date: 08 03 2010	<ul style="list-style-type: none"> <li>› Building automation</li> <li>› EnEV (German Energy Saving Ordinance) software</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Preview of products at the spring trade fairs</b> SHK, IFH/intherm, light+building, ACS</li> <li>› <b>Heat generation:</b> Condensing boiler technology, heat pumps, biomass boilers, burners, components and fittings</li> </ul>	11.–16.04.2010 Frankfurt: Light + Building 11.–16.04.2010 Frankfurt: ACS 14.–17.04.2010 Nuremberg: IFH/Intherm
	<b>05</b> Publication date: 30 04 2010 Closing date: 12 04 2010	<ul style="list-style-type: none"> <li>› Heat pump applications</li> <li>› Cooling for room air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Heating components and fittings:</b> Pumps, thermostatic valves, shut-off valves and regulators</li> <li>› <b>Domestic ventilation:</b> Ventilation and extraction units, room ventilators, air distribution, combination units with heat pumps</li> </ul>	
Intersolar show issue	 <b>06</b> Publication date: 28 05 2010 Closing date: 12 05 2010	<ul style="list-style-type: none"> <li>› Solar thermal</li> <li>› Cogeneration</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Solar thermal:</b> Collectors, storage systems, pumps, fixtures and fittings, Hydraulic modules, pipework systems</li> <li>› <b>Installation engineering:</b> Pipework systems for heating and sanitary installations, fittings, pipe insulation</li> </ul>	09.–11.06.2010 Munich: Intersolar 22.–23.06.2010 Stuttgart: Consense
	<b>07</b> Publication date: 25 06 2010 Closing date: 11 06 2010	<ul style="list-style-type: none"> <li>› Heating and air conditioning in a minimum-energy building</li> <li>› Heat recovery from exhaust gases and processes</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Heat generation:</b> Condensing boiler technology, heat pumps, biomass boilers, burners, components and fittings, steam generation</li> <li>› <b>Building automation:</b> Control systems, regulators, sensors, drives, actuators, individual room control, thermostatic valve actuators</li> <li>› <b>Software and the internet</b></li> </ul>	
	<b>08</b> Publication date: 06 08 2010 Closing date: 23 07 2010	<ul style="list-style-type: none"> <li>› Fire protection</li> <li>› Sustainable building services</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Fire protection:</b> Compartmentalization, shut-off devices, smoke detectors, enclosures/air ducts, fire gas fans</li> <li>› <b>Sanitary fittings (industrial):</b> Filters, valves and faucets, water meters, backflow preventers, thermostats, pressure reducers, circulating pumps, pressure booster systems, drinking water systems</li> <li>› <b>Water treatment:</b> Water softening systems, desalination systems, make-up water treatment, drinking water disinfection</li> </ul>	
	 <b>09</b> Publication date: 03 09 2010 Closing date: 20 08 2010	<ul style="list-style-type: none"> <li>› Building automation</li> <li>› Life cycle costs</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Heaters:</b> Radiators, convection, underfloor, wall and ceiling heaters, bathroom and designer radiators</li> <li>› <b>Bathroom fittings and accessories</b></li> </ul>	05.–08.10.2010 Essen: Security Stuttgart: Interpellets
Chillventa show issue	 <b>10</b> Publication date: 01 10 2010 Closing date: 17 09 2010	<ul style="list-style-type: none"> <li>› Ventilation and air conditioning</li> <li>› Air conditioning</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Preview of products at Chillventa</b></li> <li>› <b>Combined heat (cold) and power</b></li> <li>› <b>Solar thermal:</b> Collectors, storage, pumps, fittings, hydraulic modules, pipework systems</li> </ul>	13.–15.10.2010 Nuremberg: Chillventa 13.–16.10.2010 Stuttgart: Interbad
GET Nord show issue	<b>GET Nord</b> <b>11</b> Publication date: 05 11 2010 Closing date: 22 10 2010	<ul style="list-style-type: none"> <li>› Planning cogen systems</li> <li>› Home ventilation</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Air conditioning:</b> VRF air conditioning systems, chilled water generators, heat recovery</li> <li>› <b>Sanitary ware, showers and public baths</b></li> <li>› <b>Software and the internet</b></li> </ul>	17.–19.11.2010 Hamburg: GET Nord
	<b>12</b> Publication date: 03 12 2010 Closing date: 19 11 2010	<ul style="list-style-type: none"> <li>› Fire protection</li> <li>› Air conditioning on facades</li> </ul>	<ul style="list-style-type: none"> <li>› <b>Fire protection:</b> Compartmentalization, shut-off devices, smoke detectors, enclosures/air ducts, fire gas fans</li> <li>› <b>Drainage:</b> Pipe systems, separators, drains, pump stations, rainwater usage, water recycling</li> </ul>	

## The main areas of editorial interest at a glance and the issues in which we report on them:

Topic	Issue
Fire protection	1, 8, 12
Building automation	1, 3, 4, 7, 9
Installation engineering / industrial fixtures and fittings	3, 4, 5, 6, 8
Air conditioning	3, 4, 5, 7, 10, 11, 12
Cogen	6, 10, 11
Ventilation and domestic ventilation	1, 2, 3, 4, 5, 7, 10, 11, 12
Bathroom ceramics / baths	1, 3, 4, 9, 11
Software	3, 4, 7, 11
Solar thermal	2, 3, 4, 6, 7, 10
Drinking water	2, 3, 4, 8, 11
Heat generation	1, 2, 3, 4, 5, 6, 7, 9, 11
Heat pumps	1, 2, 3, 4, 5, 6, 7, 10, 11
Water treatment	3, 4, 8, 12

# ONLINE ADVERTISING

## Types of advertising and rates

### Character

Portal for building services planners

Content: The archive, search and topic functions at [www.tga-fachplaner.de](http://www.tga-fachplaner.de) provide intelligent links between the contents of the magazine, the monthly email newsletter and the news section. News bulletins and in-depth editorial briefings deliver up-to-the-minute news from within and around the industry, written in the context of other news items and opinions. Some content is available only to magazine subscribers, although it is also listed in the public search facility.

### Target groups

Building services planners in planning offices and planning departments, tradesmen involved with planning in the fields of heating, plumbing and air conditioning, energy advisors, decision makers from companies producing buildings services products.



### The newsletter

Every four weeks,

our newsletter for subscribers and registered users delivers unique information that supplements the print media. We also

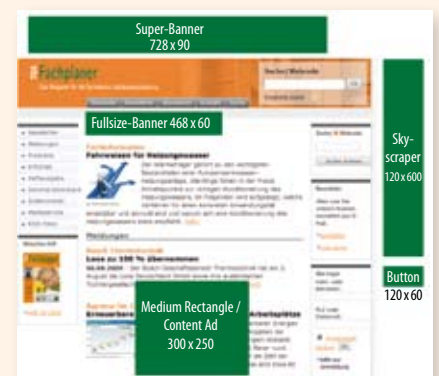
send out flash newsletters on important events in the industry. Our newsletter archive is available online.



## WEBSITE – [www.tga-fachplaner.de](http://www.tga-fachplaner.de)

Type of advertising	placement	max filesize	size w x h [ in px]	CPM in €	Rates for 4 weeks in €
<b>Standard Skyscraper</b>	Total Website	30 kb (flash: 40 kb)	120 x 600	45.–	860.–
<b>Wide Skyscraper</b>	Total Website	30 kb (flash: 40 kb)	160 x 600	50.–	955.–
<b>Sticky Skyscraper</b>	Total Website	30 kb (flash: 40 kb)	120 x 600	52.–	995.–
<b>Fullsizebanner</b>	Total Website	20 kb (flash: 30 kb)	468 x 60	40.–	765.–
<b>Button</b>	Total Website	20 kb (flash: 30 kb)	120 x 60	13.–	250.–
<b>Super Banner</b>	Total Website	30 kb (flash: 40 kb)	728 x 90	52.–	995.–
<b>Medium Rectangle/ Content Ad</b>	Homepage	30 kb (flash: 40 kb)	300 x 250	80.–	1,530.–
<b>Wallpaper</b>	Total Website	60 kb	Superbanner + Skyscraper and colourframe	85.–	1,625.–
<b>Flash Layer</b>	Hompage	40 kb	Individual	100.–	

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



<b>auditing:</b>		<a href="http://www.ivw.de">www.ivw.de</a>
<b>page impressions</b>	29,550	monthly average (as of August 2009)
<b>visits</b>	11,223	monthly average (as of August 2009)

## Newsletter

Type of advertising	placement	size w x h [ in px]	rate in €
<b>Advert within text</b>	between two sections	1.500 characters in the enlargement, Teaser: four lines, each with 45 characters + fig.	510.–
<b>Skyscraper</b>	to the right of the newslettertext	120 x 600	510.–
<b>Full-size banner (head)</b>	at the beginning of the newsletter	468 x 60	455.–
<b>Full-size banner</b>	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



Skyscraper

**Subscribers:** 1,690 (as of October 2009)