

The magazine
for the energy transition

Media kit
Print + Digital
2026

ERNEUERBARE ENERGIEN

DAS MAGAZIN FÜR WIND-,
SOLAR- UND BIOENERGIE



www.erneuerbareenergie.de

image: Adobe Stock / gopixa

Page 3	Profile
Page 4	A powerful team
Page 5	Portrait
Page 6	Magazine: Reader demographics
Page 7	Recipient structure analysis
Page 8	Magazine: Price list / formats
Page 11	Technical specifications
Page 12	Magazine: Schedule and editorial calendar
Page 14	Specials
Page 16	ERE Crossmedia
Page 17	Websites: Profiles / usage data
Page 18	Company directory
Page 19	Wind Energy Directory
Page 20	Websites: Prices / Formats
Page 21	Website / Mobile: Prices / Formats
Page 22	Newsletter: Prices / Formats
Page 23	Stand-Alone-Newsletter
Page 24	Content Marketing
Page 25	Video packages
Page 27	Webinar packages
Page 28	ERE Podcast
Page 29	Target group concept of Gentner Media
Page 30	Digital company license
Page 31	Portfolio
Page 32	Contacts

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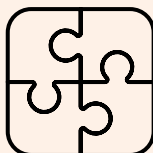
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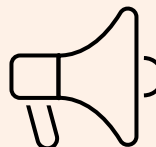
Information

For 36 years, the largest independent magazine for renewable energies in Germany



Topics

Wind power, solar and bioenergy, energy transition 2.0., clean mobility, storage, digitalisation



Industry info

Journalistic articles on political processes and decisions, internationally, at federal and municipal level.



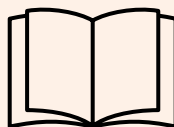
Target group

e.g. investors, project developers and operators of wind energy, solar and biogas projects (details on page 4)



Focused

Top decision-maker level



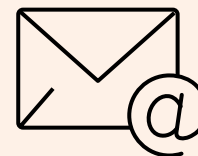
Print run

14,000 Copies¹



277,316

Page impressions,
158.588 visits per month²



9,995

Newsletter Recipients³

¹ 1 Copies per issue on average annually

² IVW online usage data, May 2025

³ Publisher information, mailing file July 2025

A powerful team

Utilize the reach and expertise for your target audience approach and benefit from our combination discounts.
Contact us. We would be happy to create a customized offer for you.

	ERNEUERBARE ENERGIEN DAS MAGAZIN FÜR WIND-, SOLAR- UND BIOENERGIE	photovoltaik SOLARTECHNIK FÜR INSTALLATEURE PLANER ARCHITECTEN	pV Europe	 Gebäude Energieberater
Target groups	› Investors › project developers and operators of wind energy, solar and biogas projects › municipalities › municipal utilities and energy cooperatives as regenerative planners, service providers, assessors and financiers › public authorities › universities and institutes	› Solar installers › electrical and HVAC installers and -planners › roofers › public utilities › energy suppliers › wholesalers › operator › developers › public authorities › housing associations › architects › building engineers	› EPCs › project developer › investors › solar engineers/installers › specialist planner › manufacturers and suppliers › public utilities › energy suppliers › wholesalers › operators › developers › authorities and institutes	› Energy consultants (self-employed or from architecture and planning offices, trades, etc.) › energy auditors › housing industry › building authorities
Print issue	14.000 copies (IVW certified)	9,300 copies (IVW certified)	–	9,300 copies (IVW certified)
Website	www.erneuerbareenergien.de 277,316 page impressions monthly (As of May 2025)	www.photovoltaik.eu 348,078 page impressions monthly	www.pveurope.eu 120,113 page impressions monthly	www.geb-info.de 163,804 page impressions monthly
Newsletter	9,995 subscribers (As of July 2025)	13,986 subscribers	6,241 subscribers	16,800 subscribers
Social Media Channels	18,053 LinkedIn contacts 6,401 Meta (Facebook) follower 3,549 X (Twitter) follower 442 YouTube subscribers	2,558 LinkedIn contacts 4,775 Meta (Facebook) follower 4,919 X (Twitter) follower 5,030 YouTube subscribers	3,555 LinkedIn contacts 33,478 Meta (Facebook) follower 3,640 X (Twitter) follower	5,940 LinkedIn contacts 3,021 Meta (Facebook) follower 1,579 X (Twitter) follower 526 Xing follower 1,330 YouTube subscribers

1 Titel: **ERNEUERBARE ENERGIEN –
Das Magazin für die Energiewende**

2 Brief summary:

ERNEUERBARE ENERGIEN informs in exciting journalistic magazine articles about the latest industry trends. The focus on new technical developments from the research laboratories and design and design offices of the industry. Technical articles and interesting facts around the topics are rounded off by products, people and companies in the renewable energy sector.

3 Target group:

Investors, project developers and operators of wind energy, solar and biogas projects municipalities. Public utilities and energy cooperatives as a regenerative planner. Service providers, appraiser and financier. Authorities, universities and institutes.

4 Publication frequency:	10 issues	
5 Booklet format:	DIN A4	
6 Volume:	38. volume 2026	
7 Subscription price: (2025 without postage)	Yearly subscription (domestic)	98.90 €
	Yearly subscription (foreign country)	98.90 €
		20.90 €
	Retail price	20.90 €

8 Organ:

–

**9 Membership/
Participation:**

IWW, AGOF

10 Publisher:

Gentner Energy Media GmbH
A company of the
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Media kit 2026

1 Circulation auditing:



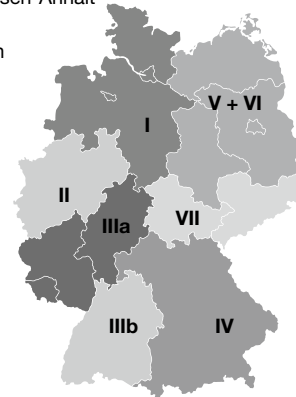
2 Circulation analysis: Copies per issue on annual average (01.07.2024–30.06.2025)

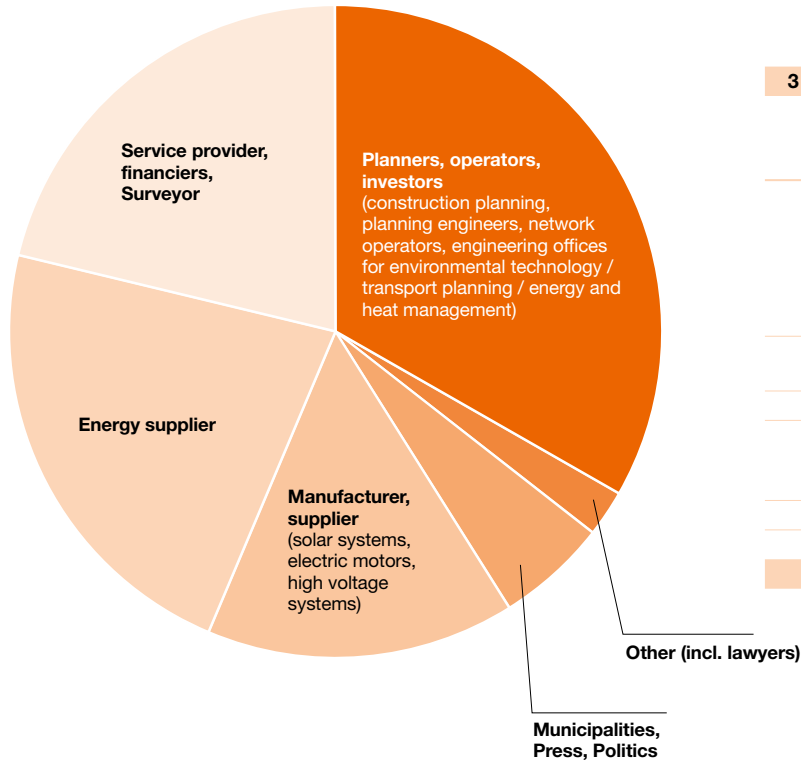
Print run	14,000		
qualified circulation (TvA):	13,760	thereof abroad	143
Sold copies:	1,800	thereof abroad:	122
Subscribed copies:	1,761	thereof member copies	0
Individual copies:	0		
Other sales:	39		
Free copies:	11,960		
Rest, archive and voucher copies	240		

3 Geographical distribution:

	Amount of qualified circulation	
	%	copies
Germany	98.96	13,617
Abroad	1.04	143
Qualified circulation	100	13,760

Nielsen-Gebiet I Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	18.40 %	2,505 copies
Nielsen-Gebiet II Nordrhein-Westfalen	18.54 %	2,524 copies
Nielsen-Gebiet IIIa Hessen, Rheinland-Pfalz, Saarland	12.50 %	1,702 copies
Nielsen-Gebiet IIIb Baden-Württemberg	14.88 %	2,026 copies
Nielsen-Gebiet IV Bayern	19.81 %	2,698 copies
Nielsen-Gebiet V + VI Berlin, Mecklenburg-Vorpommern, Brandenburg, Sachsen-Anhalt	9.58 %	1,305 copies
Nielsen-Gebiet VII Thüringen, Sachsen	6.29 %	857 copies

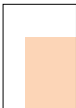
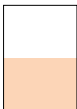
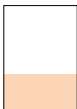
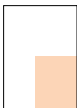




3 Recipient groups:

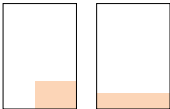
	Proportion of actual Circulation	
	%	copies
Planners, operators, investors (construction planning, planning engineers, network operators, engineering offices for environmental technology / transport planning / energy and heat management)	35.1	4,830
Service providers, financiers, appraisers	19.4	2,669
Energy supplier	22.1	3,041
Manufacturer, supplier (solar systems, electric motors, high voltage systems)	14.0	1,926
Municipalities, Press, Politics	6.9	949
Other (incl. lawyers)	2.5	344
total	100	13,760

1 Advertisement formats and prices: The applicable statutory Tax rate must be added to all prices.

Size	basis rates (b/w to 4c) in €		Print space format width × depth in mm	Format in bleed* width × depth in mm
1/1 Page	4,498.–		175 × 248	210 × 297
Juniorpage	2,316.–		115 × 165	132 × 187
1/2 Page	2,249.–	 	 85 × 248  175 × 121	 100 × 297  210 × 148
1/3 Page	1,498.–	 	 55 × 248  175 × 79	 68 × 297  210 × 102
1/4 Page	1,123.–	  	1 col. 40 × 248 2 col. 85 × 121 4 col. 175 × 58	52 × 297 100 × 148 210 × 79

* Format with bleed, plus an additional 3 mm trimming allowance on all sides.

In general, ads can be canceled until the ad deadline. Cancellations must be made in writing. Special ad formats such as cover pages and back covers are non-cancellable.

Size	basis rates (b/w to 4c) in €		Print space format width × depth in mm	Format in bleed* width × depth in mm
1/8 Page	591.–		2 col. 85 × 58 4 col. 175 × 26	100 × 79 210 × 45
4 th cover page	5,406.–		175 × 248	210 × 297
2 nd cover page	5,406.–		175 × 248	210 × 297
Advertorial 1/1 Page 4c	4,498.–		175 × 248	210 × 297
Advertorial 1/2 Page 4c	2,249.–		85 × 248	100 × 297
Double page	8,996.–			420 × 297

* Format with bleed, plus an additional 3 mm trimming allowance on all sides.

In general, ads can be canceled until the ad deadline. Cancellations must be made in writing. Special ad formats such as cover pages and back covers are non-cancellable.

Surcharge:

Placement: Surcharge for mandatory placement regulations 10 % of the advertising price

Color: Special colors, per color 919.–€

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 %

Combination Discounts

As part of the Gentner combination, the titles *BZ*, *TGA+E Fachplaner*, *Technische Isolierung*, *Gebäude-Energieberater*, *KKDIE KÄLTE + Klima-technik*, *GLASWELT*, *K&L Magazin*, *SKILLS Magazin*, *ERNEUERBARE ENERGIEN*, *HZwei* and *photovoltaik* can be freely combined.

When booking at least two titles within a calendar year, the following discount applies – in addition to the respective volume discount:

2 titles: 5 % 4 titles: 10 %
3 titles: 8 % 5 titles: 15 %

Special advertising formats:

Bound inserts (discount according to the colour scale):

2 pages € 4,957.– 4 pages € 5,968.–

Paper quality up to 170 g/m, higher weight on request. Please ask for trim allowances when delivering bound inserts. The information on the weight of bound-in inserts and five samples with front page must be submitted to us by the respective magazine advertising deadline.

Inserts (not discountable): up to 25g weight 278.–€/thousand

Prices subject to machine processing.

including postage, higher weight on request

Minimum format: 105 mm width × 148 mm height

Maximum format: 200 mm width × 287 mm height

Partial insert from 1,000 copies possible

Selection costs: 85.– € (one-time)

We will gladly inform you about the delivery conditions.

The information on the weight of five samples of the inserts must be available to us by the respective issue advertising deadline.

Glued-on advertising material and other special formats on request.

Contact: Delivery address for special advertising formats:

The delivery address for special forms of advertising can be found in your order confirmation, which you will receive after your booking.

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.

Tax ID: DE327997831

Bank details:

Landesbank Baden-Württemberg

IBAN: DE66 6005 0101 0405 2408 12 / BIC: SOLADEST600

Postbank 3036702

IBAN: DE82 6001 0070 0003 0367 02 / BIC: PBNKDEFF

- 1 Magazin format:** DIN A4, 210 mm wide × 297 mm high
- Print space:** 175 mm wide × 248 mm high,
4 columns each 40 mm wide
- 2 Printing and binding methods, print materials:** Offset printing, adhesive binding,
delivery exposable, unseparated data
in PDF/X-3 format
- 3 Submitting data:** Please send us your print documents only as files:
by email to 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 separa-
tely 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 additio-
nal 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 CD. 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 possibili-
ties 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 6 36 72 – 828
- The postal address for submitting data by mail and
for proofs is:
- Gentner Energy Media GmbH
Carmen Welte
PO Box 10 48 36, 70042 Stuttgart
Phone +49 (0) 711 6 36 72–828

Please also note our information on data delivery
at <https://www.gentner.de/mediaservice/datenanlieferung>

Issue	01	02	03	04	05
Publication Date: Advertising deadline:	13.01.2026 12.12. 2025	05.02.2026 19.01.2026	10.03.2026 19.02.2026	14.04.2026 24.03.2026	11.06.2026 21.05.2026
Energy market	› Financing of renewable energy projects	› PV and wind: Installed capacity 2025 › Renewable power marketing › Preview: E-World	› PV, storage- and wind-financing	› Wind Yield Forecast and Assessment	› Wind/PV: PPA/Direct Marketing › Offshore Financing
Technology	› IT security for critical infrastructure – wind and solar	› Co-location › Offshore technology › PV park management	› Solar damage cases – prevention, detection and repair › PV recycling & repowering › Condition monitoring	› Tower and Rotor: Damage Prevention, Monitoring, Refurbishment › PV Systems on Parking Lots › Wind Forecasts and Measurements	› Repowering Wind Farms › Co-Location Special Issue: PV & Storage, Agri-PV, Floating PV › Preview of The smarter E Europe: Inverters, Modules, Mounting Systems
Transformation		› Hydrogen grid conversion › Grid flexibility	› Hydrogen for Heavy Industry › Storage & Dynamic Electricity Prices	› Updates on Charging Infrastructure › Energy Management & Inverters for the Power Grid	› Storage for the Grid › The smarter E Europe: Storage, C&I, and Utility
Energy supplier		› Municipal heating networks › Making municipal transformation financially feasible	› Heat Planning Trends › Transformation of the Urban Energy System	› Municipal Wind Farm: How to Implement It?	› Linking Heat Planning with the Electricity and Gas Grid
Fairs and Exhibitions		10.–12.02. 2026 E-World energy & water Essen 03.– 05.03. 2026 PV Symposium Bad Staffelstein		20.–24.04. 2026 Hannover Messe: 21.–23.04. 2026 Wind Europe, Madrid 19.–21.05. 2026 World Hydrogen Summit & Exhibition, Rotterdam 28.05.2026 The Blue Beach	23.–25.06. 2026 The Smarter E, München Juni 2026 Windforce Bremerhaven

Issue	06	07	08	09	10
Publication Date: Advertising deadline:	14.07.2026 25.06.2026	15.09.2026 27.08.2026	06.10.2026 17.09.2026	03.11.2026 15.10.2026	08.12.2026 19.11.2026
Energy market	› Commercial Operation Management of Wind Farms › Cybersecurity	› Preview of Wind Energy Hamburg › What to Do When a Renewable Energy Project Faces Financial Difficulties	› Land Lease	› Energy Sharing › Citizen Participation in Wind and Solar Farms	Annual Survey 2026: › Innovations in Wind and Solar › Innovations in Hydrogen › Innovations in Energy Storage
Technology	› Wind Farm Planning › PV Mounting Systems (Ground-Mounted, Rooftop) › Site Acquisition	› Revamping & Recycling in the Solar Sector › Occupational Safety as an Operator's Responsibility › Operation Management Special	› Dismantling, Reuse, and Recycling of Wind Turbines / Installation & Deinstallation	› New Components for Existing Plants	› Urban PV › Digitalization & AI in the Wind and Solar Industry › Wind Energy in Forest Areas
Transformation	› Cost Perspective of Green Hydrogen › Power-to-Heat/Cool	› Business Models in the Mobility Transition	› German Electrolyzer Production › Hydrogen Success Models	› Flexible Electricity Tariffs: Experience / Impact on the Grid	› Experience with Overbuilding Grid Connection Points
Energy supplier	› Large Heat Pump for Municipal Applications	› Municipal Energy Storage Projects	› District Solutions	› Citizens Financing the Energy and Mobility Transition	› Municipal Utilities Outlook for 2026
Fairs and Exhibitions	07.08.2026 Rostock Wind	22. – 25.09. 2026 HH Wind Energy		10. – 12.11. 2026 Windenergietag, Linstow	

Special: Co-Location

Target Group: Project Developers, Solar Installers, Electrical Contractors, as well as Energy Suppliers, Grid Operators, the Electricity Sector, Political Stakeholders, and Investors

Print Circulation: 24,000 copies

Print Distribution: Supplement in the June issue of photovoltaik (5/26) and the June issue of ERNEUERBARE ENERGIEN (5/26), available at our booth at The smarter E Europe

E-Paper Distribution: Additional distribution of the PDF for free download.

Publication Date: June 10, 2026

Advertising Deadline: May 19, 2026

Prices for advertisements or advertorials:

In the German print edition

1/1 page*	4,600 €
1/2 page*	2,400 €
1/3 page	1,600 €
1/4 page	1,300 €
1/8 page	700 €

* Advertorials available in full-page or half-page format only
Submission deadline for advertorial materials: May 14, 2026

A renewable ground-mounted installation and a battery storage system at the same location with a shared grid connection – that's the principle of co-location. It offers intelligent solutions for land use and grid integration of batteries and other renewable energy sources. The shared use of land and infrastructure provides efficiency and economic benefits.

Benefits:

- › Use of existing land in densely populated or agriculturally utilized areas
- › Two systems at one site – only one permitting process
- › Shared use of infrastructure such as grid connection and access roads
- › Synergies in operation management
- › Relief for the grid connection

Topics Covered:

- › PV and storage from the planner's perspective: feasibility, profitability, and grid compatibility
- › Park control and inverters that optimally integrate renewables and storage while preparing data for operators
- › Storage technologies for hybrid power plants
- › Modules, internal cabling, grid connection
- › Certification
- › Operation management and monitoring
- › Electricity marketing



Print edition
Supplement in the trade fair
issues of photovoltaik and
ERNEUERBARE ENERGIEN

Hydrogen Special

Target Group:	Investors, Municipal Utilities, Project Developers/Planners, Research and Development
Circulation:	14,000 copies of ERNEUERBARE ENERGIEN plus PDF available for download via photovoltaik and other Gentner publishing products
Print Distribution:	Featured section in ERNEUERBARE ENERGIEN
PDF Distribution:	Additional distribution of the PDF available for free download upon registration
Publication Date:	July 14, 2026
Advertising Deadline:	June 23, 2026

Prices for advertisements/advertorials*:

1/1 page	3,360 €
1/2 page	1,622 €
1/3 page	1,134 €
1/4 page	848 €
1/8 page	424 €

* Advertorials only 1/1 page or 1/2 page

Green hydrogen is ideally suited to support the decarbonization of emission-intensive industries and to help municipalities boost regional value creation. Yet, due to economic and regulatory challenges, this energy carrier still falls short of reaching its full potential.

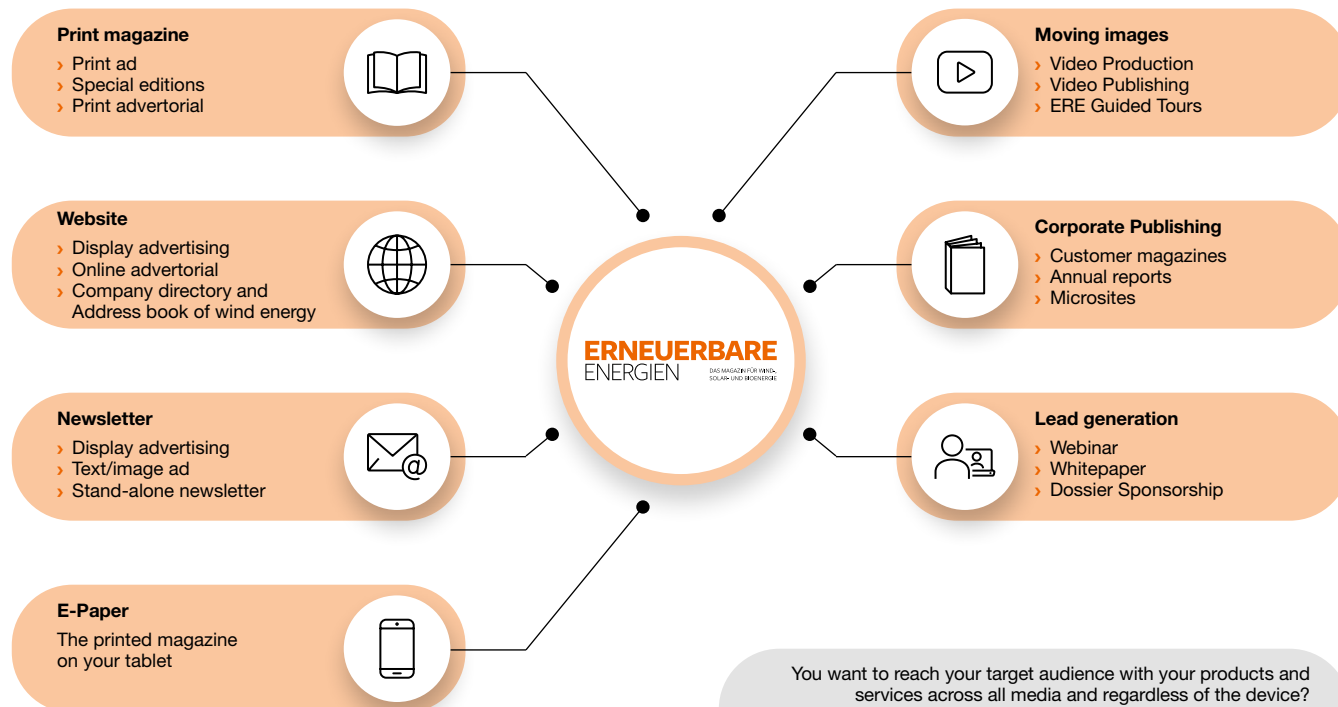
What projects and services is your company developing to ensure that green hydrogen becomes firmly established as one of the key pillars of the energy transition?

Present your solutions and concepts in our Hydrogen Special!

Topics Covered:

- › Hydrogen Regions
- › Hydrogen Network West Coast
- › Local Production of Green Hydrogen with the Fronius Solhub
- › The E-Farm Principle
- › Financing Hydrogen Projects
- › Electrolyzer Technology
- › Power-to-Gas
- › Power-to-Heat
- › Power-to-Liquid
- › Digitalization for Efficient Hydrogen Utilization
- › Decentralized Green Hydrogen Production
- › Offshore Green Hydrogen
- › Green Hydrogen from Africa
- › Hydrogen Pipelines
- › Hydrogen Transport
- › Hydrogen for Industry
- › Hydrogen Mobility
- › Hydrogen Refueling Stations
- › Large-Scale Refueling at APEX Group





You want to reach your target audience with your products and services across all media and regardless of the device?
Let us develop your advertising campaign:
krumbach@erneuerbareenergien.de

1 Web-Adresse: www.erneuerbareenergien.de

2 Brief description:

The website erneuerbareenergien.de reports on a daily basis on the following topics of wind power, solar energy and bioenergy on the energy turnaround 2.0. In addition to sector coupling, clean mobility, storage and digitalisation, we inform about current political processes and decisions at international, federal and local level.

3 Target group:

Investors, project developers and operators of wind energy, solar and Municipalities, public utilities and energy cooperatives as regenerative planners, service providers, Experts and financiers Authorities, universities and institutes

4 Publisher:

Gentner Energy Media GmbH

A Company of the Gentner Publishing Group

Contact person online advertising:

Patrick Krumbach, Advertising management

Phone: +49 (0) 511 27 04 717, krumbach@erneuerbareenergien.de

Contact Ad Management:

Phone: + 49 (0) 711 6 36 72-810, -811,

datenanlieferung@gentner.de

5 Auditing:

–

6 Usage data:

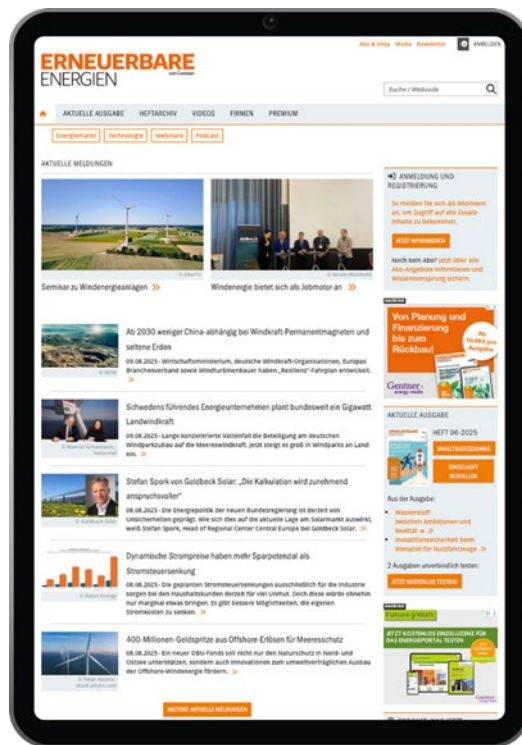
Total page impressions/month:

291,316

Visits total/month:

158,588

Source: IVW Online Usage Data, July 2025



With your entry in the company directory, you are right there, where your customers are looking for you.

Standard entry (10 issues) in one category, print and online, incl. company name, address, telephone, fax, URL and e-mail,

Price / Issue*	29.– €
Price / issue incl. logo (15 mm height)	51.– €
Each additional line	7.– €

Premium entry incl. standard entry with logo, online company profile and video

Preis / Ausgabe	75.– €
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The entries are extended for a further year if they are not cancelled six weeks before the annual deadline.

New from 2026:
Company Directory included in all 10 print editions!

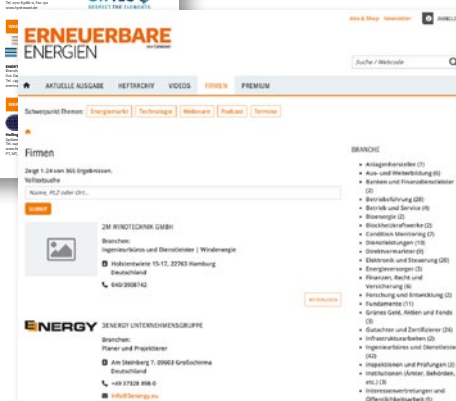
Prices plus Tax.

* Up to 600 characters of text can be published in the online entry.

Example print



Example online



The standard work for the wind industry for 28 years

With address, personal and company data at home and abroad from plant manufacturers, planners, component suppliers, financial and legal service providers and legal service providers to certification companies. In German and English, it is an indispensable reference work for many investors and operators.

- Print run 3,000 copies
- Display and distribution at trade fairs and events DACH region and abroad in 2026
- Subscription bonus for new subscribers to our trade magazine
- Distribution to advertisers and subscribers of our magazine
- Retail sales

Publication date: December 11, 2026

Advertising deadline: October 26, 2026

Print and online entries

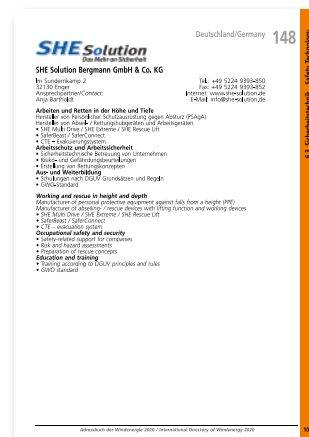
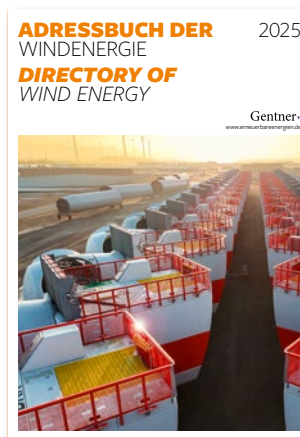
Standard entry print and online	124.00 €
Standard entry with logo print and online (The standard entry consists of an address field as well as a maximum of 600 characters of text).	309.00 €

Premium entry: (incl. logo, 600–1,200 characters text)	464.00 €
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Company profile (up to 2 500 characters text, image + logo if applicable)	876.00 €
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Professional article for rubric. incl. design (Headline + technical article with 2,000 characters plus 1–2 photos)	1,236.00 €
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Prices are per category and country plus Tax.



Ad formats and prices

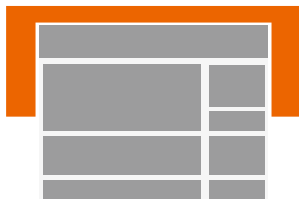
Cover pages 2/3 and 4	2,588.00 €
2/1 page (296 × 210)	3,250.00 €
1/1 page (148 × 210)	1,710.00 €
2/3 page (128 × 120)	1,370.00 €

The 1/1 formats + 3 mm bleed allowance

Texts and advertisement data by e-mail to: weinbrenner@erneuerbareenergien.de

To the address book

Fireplace-Ad



Upper screen edge, left and right next to the content;
cross-screen advertising format.

Format: 1,240 × 90px + 160 × 600px (2 ×) ,
JPG, GIF, or Redirect (iframe), max. 100 KB
per advertising unit

CPM: 125 € Targeting: 137 €

Superbanner

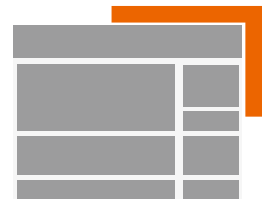


Upper screen edge,
appears on all pages, including the homepage.

Format: 728 × 90px,
JPG, GIF, or Redirect, max. 100 KB

CPM: 64 € Targeting: 71 €

Wallpaper



Upper screen edge and right next to
the content; cross-screen advertising format.

Format: 728 × 90px + 160 × 600px,
JPG, GIF, or Redirect (iframe), max. 100 KB
per advertisement

CPM: 103 € Targeting: 113 €

Halfpage Ad



In addition to the content, it appears on all pages.
Sticky: remains visible while scrolling.

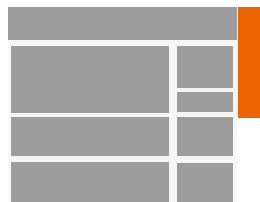
Format: 300 × 600px,
JPG, GIF, or Redirect, max. 100 KB

CPM: 103 € Targeting: 113 €

Sticky Halfpage Ad

CPM: 139 € Targeting: 153 €

Wide Skyscraper



In addition to the content, it appears on all pages.
Sticky: Remains visible while scrolling.

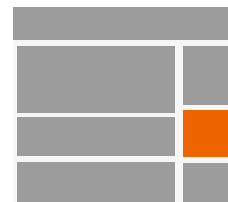
Format: 160 × 600px,
JPG, GIF, or Redirect, max. 100 KB

CPM: 64 € Targeting: 71 €

Sticky Skyscraper

CPM: 86 € Targeting: 95 €

Medium Rectangle



In the right content column, it appears on all pages,
including the homepage.

Format: 300 × 250px,
JPG, GIF, or Redirect, max. 100 KB

CPM: 81 € Targeting: 89 €

Enlarge
your range in
Combination with
photovoltaik.eu

Billboard

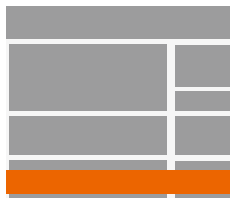


Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 940 × 250px,
JPG, GIF or Redirect, max. 150KB

CPM: 103 € Targeting: 113 €

Sticky Footer

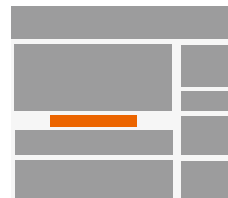


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125 px,
JPG, GIF or Redirect, max. 100KB

CPM: 86 € Targeting: 95 €

Fullbanner

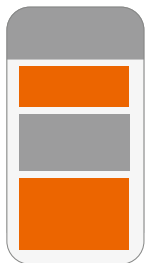


Between the articles, appears on all pages.

Format: 468 × 60px,
JPG, GIF or Redirect, max. 100KB

CPM: 54 € Targeting: 59 €

Mobile Content-Ads: your advertising presence at mobile devices



Mobile Content Ad 2:1

The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:
300 × 150px, JPG, GIF, max. 100 KB

CPM: 72 €
Targeting: 79 €

Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format placed in the content area, providing high mobile visibility.

Format:
300 × 250px, JPG, GIF, max. 100 KB

CPM: 77 €
Targeting: 85 €

1 Discounts for display advertising including mobile:

50,000 ad impressions 5 %
75,000 ad impressions 10 %
100,000 ad impressions 15 %

2 Payment terms:

See page 10

3 Data delivery:

Five working days before the start of the campaign via email to:
datenanlieferung@gentner.de

4 Special advertising formats:

Upon request

ERNEUERBARE ENERGIEN-Newsletter

Banner



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

Head

Prices: Standard: 760 €
XL: 1,025 €

Between two articles

Prices: Standard: 730 €
XL: 990 €

Text image ad standard

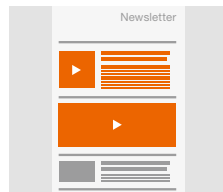


Display: 270 x max. 180 px.

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

Price: 730 €

Video post standard



Display: 270 x max. 180 px.

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

Price: 730 €

Event promotion / jobs Text image ad

Placement in the section jobs or
events, dates, webinars, ...
Display: 150 x max. 150px.

Format to be supplied:

Width (fixed) 560px.;
Height max. 560px.,
jpg, max. 200KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 425 €

Text image ad XL

Display: 560 x max. 373px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price: 990 €

Video post XL

Display: 560 x max. 373px.

Format to be supplied:
Width (fixed) 560px.;
Height max. 373px.,
jpg, max. 200KB, Copyright
Optional: Headline with
max. 120 characters
Teaser: max. 500 characters
URL

Price: 990 €

- › **Subscribers:** 9,995
- › **Open rate (unique)** 76.8 %
- › **Open rate (total)** 38.4 %

Source: Publisher's evaluation, shipping file July 2025



Erscheinungsweise

Weekly,
Monday and Thursday

Anlieferung der Daten

5 working days before dispatch date
to datenanlieferung@gentner.de

Special Newsletter Dates

E-world energy & water	04.02.2026
The Smarter E Europe	17.06.2026
WindEnergy Hamburg	09.09. and 15.09.2026

Discounts

Decrease within 12 months (calendar year): Scale of times

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

- | | |
|---|--|
| <p>① Leading image
560 pixels wide; height variable. Image goes over the entire width of the newsletter.</p> <p>② Headline „Stand-Alone-Newsletter“
across the entire width, max. 45 characters</p> <p>③ Teaser-Text
max. 350 characters incl. blank characters</p> <p>④ Fullbanner
560 pixel wide; height variable</p> <p>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</p> | <p>⑥ Image + text field, proportionate
Image: 560 pixel wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, Text: 350 characters; image linking possible.</p> <p>⑦ Image + text field, 1/3 to 2/3 ratio
Image: 560 pixel wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, Text: 350 characters; image linking possible.</p> <p>Subscribers: 9.995 (as of July 2025)
Price: 2,550.– €, plus Tax
Data delivery: at least 12 working days before sending date</p> |
|---|--|



Content Marketing Campaign

Online Advertorial including Social Media Push

Position yourself as an expert in your industry and convince your target audience with your message.

With the content marketing campaign, we combine the effectiveness of editorial content with targeted advertising language. The basis of the campaign is an online advertorial on www.erneuerbareenergien.de, resembling an editorial article. This increases attention and credibility among the target audience. To enhance the reach and visibility of the online advertorial, we utilize social media ads. These allow us to achieve precise and expanded targeting, ensuring your message reaches the right decision-makers. You benefit from sustainable impact and maximized performance.

The great thing is that the online advertorial remains on the website even after the campaign ends and can still be found by search engines. The structure of the online advertorial is flexible: in addition to informative text and images, videos or image galleries can also be integrated.

Services:

- We discuss the objectives and target audience of the campaign with you.
- Create the sponsored article on www.erneuerbareenergien.de (marked as an advertisement).
- Implement measures across relevant social media channels.
- Handle monitoring and optimization.
- Provide a report on the sponsored article at the end of the campaign duration.
- The duration of the content marketing campaign is 4 weeks.

Price: 2,900.– € per Website



ERNEUERBARE ENERGIEN
VIDEOS

ERE-Videos 2026

On-Site Video Recordings

including distribution to the target audience

We skillfully showcase your product innovations on-site. To achieve 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 great look. We assist you with both the content and technical preparation. The goal is to create videos that are technically sophisticated, editorially sound, and visually attractive. With a comprehensive service package, we also deliver these product videos to your target audience.

Trade fair videos

Our film team visits your company at the stand, accompanied by an editor

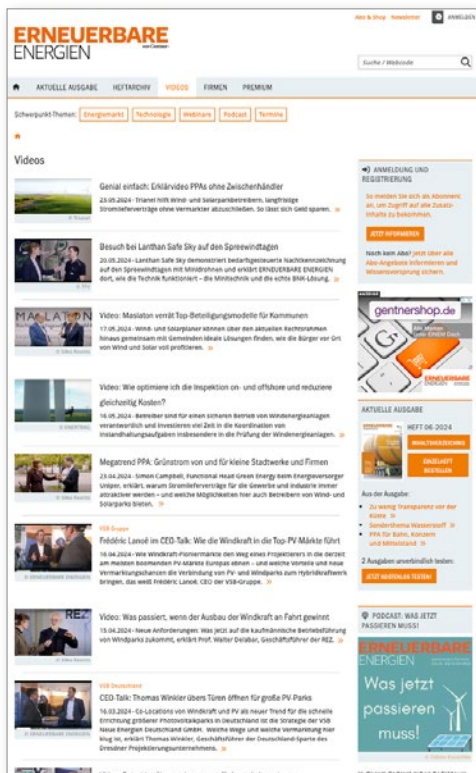
- › Your speaker presents the innovations/info.
- › The videos are edited afterwards
- › Streaming of the videos via our YouTube channel
- › Total video speaking time max. 10–15 min (via microphone), from which up to 3 short videos with question/answer with your desired content.

Scope of services:

- › Video incl. rights of use › Post-production (prelims and credits, belly bands etc.) credits, belly bands etc.) › Streaming of the videos via our YouTube-channel*, websites and social media channels › Posting in the video section of the websites, running time min. 1 year › Publication via numerous via numerous channels (newsletter, social media, etc.)

Price: from € 2,500.–

Moving images are essential to modern-day communications.



Video publishing

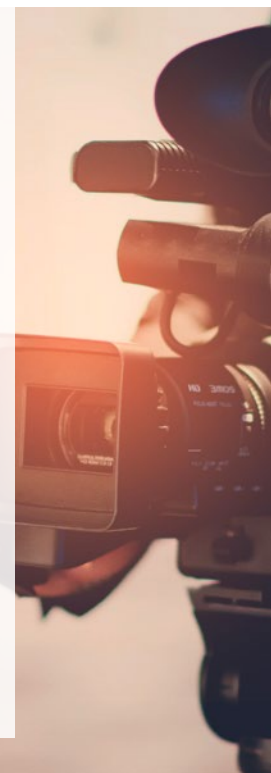
You possess videos that you want Project planners and operators of wind energy, solar, and biogas projects, municipalities, or municipal utilities to know about? We are able to reach the relevant target groups and corresponding ranges through our video channels on www.erneuerbareenergien.de. Utilise the credibility of our media and the trust in it to strengthen your brand.

Services:

- › Term of at least 1 year
- › Website: Announcement on the homepage
- › Video channel on the erneuerbareenergien.de with linking to your video
- › Adding the original video to our YouTube-Playlist
- › Optional: Posting of your original video in our YouTube-channel
- › Newsletter: Teaser with link to the video
- › Social Media: LinkedIn, Facebook, YouTube
- › Reporting

Price: 2,200.– €* per video

* All prices exclude Tax.



Demonstrate in-depth expertise and strengthen your brand: Our webinars as your stage!

Increase your visibility and reach with our webinar offering. Directly engage your target audience, present yourself as an expert, and generate valuable leads. We offer you the perfect platform to demonstrate in-depth expertise and effectively position your brand. Book your webinar package now!

Webinar Premium	Webinar Promotion
We organize your webinar. You showcase your expertise and present your own brand. Services: › Consultation on topic selection and the structure of the webinar › Your expert speakers lead the content of the webinar › Participant generation through relevant channels (Print ads, newsletter ads, and standalone newsletters to promote the webinar) › Your logo and topic on the landing page for webinar registration › You receive all GDPR-compliant leads of the webinar participants for one-time use › Participant management, support in organization, technical briefing, and implementation by our webinar team › Moderation and Q&A session by our editorial team › You receive a detailed report as well as the questions from the webinar	We promote your webinars, training sessions, or events in our newsletter, thereby supporting you in attracting participants from the relevant target audience. Services: › We promote your webinars, training sessions, or events in our newsletter, thereby supporting you in attracting participants from the relevant target audience. › You receive a captivating text-image ad in the event section of the newsletter.
6,500.– €	405.– €

Podcast „What Needs to Happen Now!“

What needs to happen now for the energy transition to succeed?

In this podcast, editors of the trade magazine ERNEUERBARE ENERGIEN explore which ideas and solutions can drive forward a sustainable energy system.

We discuss the key levers to accelerate the expansion of renewable energy, the influence of municipal districts, the role of green hydrogen, and much more.

Tune in:

www.erneuerbareenergien.de/podcast

Title: Podcast „What Needs to Happen Now!“

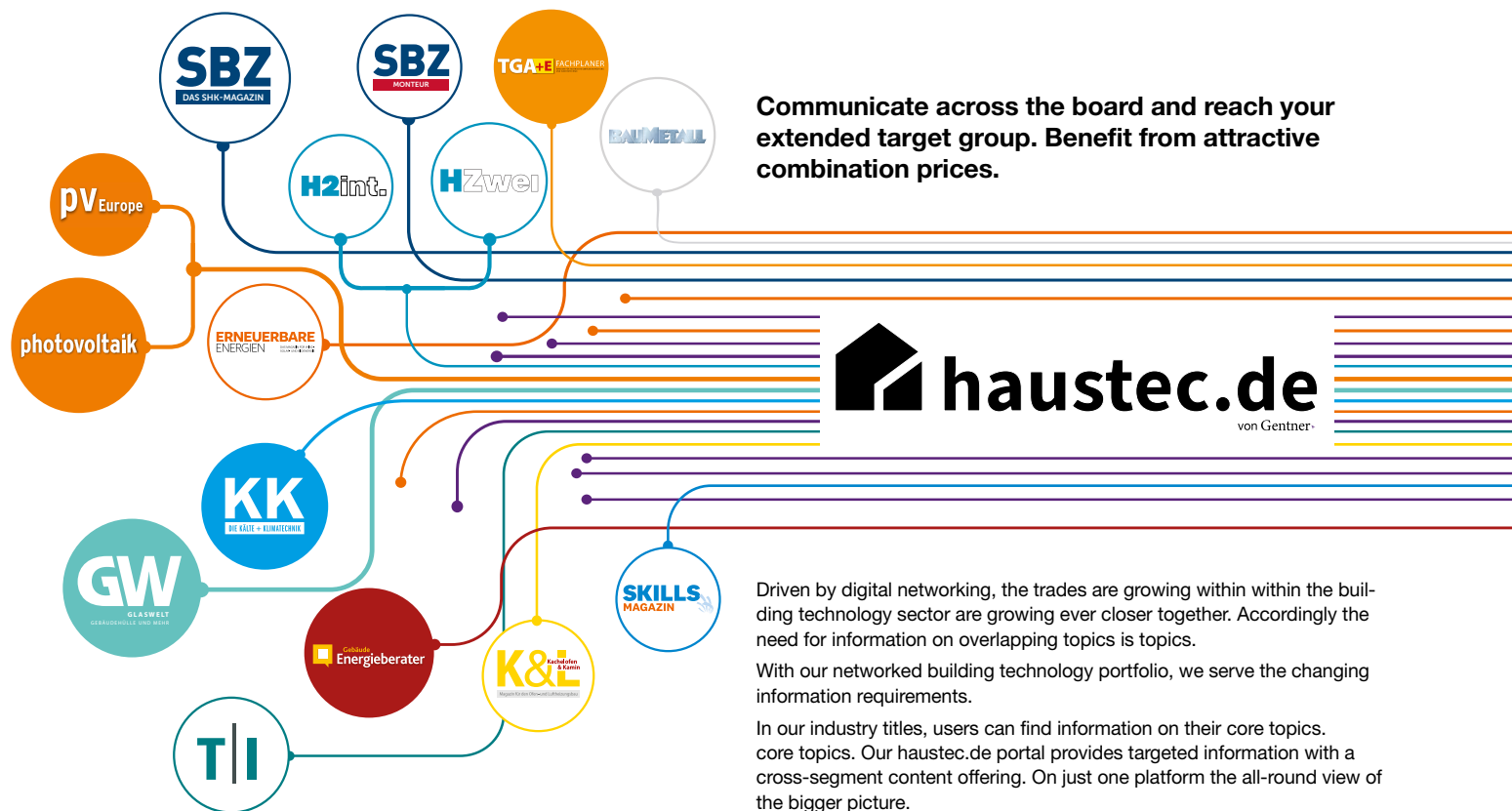
Channels: YouTube: www.erneuerbareenergien.de/podcast
Spotify: <https://open.spotify.com/show/5W27mkNofhrBo5YtLMPGXg>

Promotion: Via our print edition, website (erneuerbareenergien.de), newsletter, and social media channels — with sponsor mention.

Are you interested in participating as an interview partner or sponsor for an upcoming episode?

We'd be happy to hear from you.





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send me an e-mail at detzel@gentner.de.



Jörg Detzel
Head of marketing Alfons W. Gentner Verlag



Image: Gettyimages

Media kit 2026



BAUMMETALL

Trade magazin for
tinsmith technology
baummetall.de



ERNEUERBARE ENERGIEN

The magazine for the
energy transition
erneuerbareenergien.de



Gebäude-Energieberater

The magazine for energy experts
who provide decisive advice
geb-info.de



GLASWELT

Facade, windows, glass and
sun protection
glaswelt.de



haustec.de

The largest editorial portal about
building services engineering
haustec.de



Hzwei

Trade journal for hydrogen

hzwei.info
h2-international.com



KK DIE KÄLTE + Klimatechnik

Trade journal Refrigeration, air con-
ditioning and ventilation technology
diekaelte.de



K&L Magazin

rade journal for the tiled stove and
air heating construction
kl-magazin.de



photovoltaik

Solar technology for installers,
planners and architects
photovoltaik.eu
pveurope.eu (Englisch)



SBZ – Das SHK-Magazin

Sanitary-, Heating-, air conditioning
and ventilation technology
sbz-online.de
sbz-monteur.de



SKILLS Magazin

Trade magazine for the Competen-
ce development in professional life

skills-magazin.de



Technische Isolierung

magazine for technical building ser-
vices and the insulation technology

tech-isolierung.de



TGA+E-Fachplaner

Magazine for technical building
services and electrical engineering

tga-fachplaner.de

Gentner

The media kit for all Gentner publications can be found on
our website: www.gentner.de/mediaservice/mediadaten

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