

**COOLING, AIR CONDITIONING,  
VENTILATION**

Media kit  
print + digital  
2024

**KK** **DIE KÄLTE**  
**+Klimatechnik**

Foto: stock.adobe.com

Gentner 

[www.diekaelte.de](http://www.diekaelte.de)

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### Your contact persons at the publishing house

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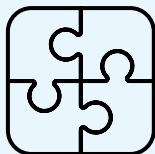
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barner@diekaelte.de



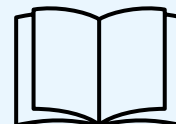
### Topics

practice-oriented and well-founded technical papers on the topics refrigeration technology, air-conditioning technology, ventilation technology, MSR, Heat pumps



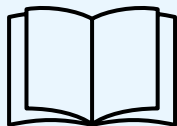
### Market leader

(in DE) at the Refrigeration/air conditioning trade journals



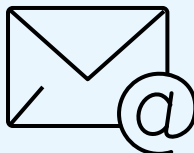
### 5,500 Copies

Print run<sup>1</sup>



1,543

Subscribers<sup>1</sup>



4,101

Newsletter Recipient<sup>2</sup>



4,972

Subscribers Facebook Page<sup>3</sup>



### Strong community

„KältenKlub“: 2,227 members<sup>4</sup>

<sup>1</sup> Quarterly circulation IVW 1.7.2022–30.6.2023

<sup>2</sup> Own count, recipient files of the KK newsletter, August 2023

<sup>3</sup> Own count, Facebook followers, September 2023

<sup>4</sup> Own count, members of „KältenKlub“, September 2023

**1 Title:** DIE KÄLTE + Klimatechnik

**2 Brief description:**

As a technical journal **DIE KÄLTE + Klimatechnik** offers practice-related and well-researched reports on refrigeration, air-conditioning, cooling and deep cooling, control technology and automated control systems, cryogenics, ventilation engineering, heat pump technology, heat recovery and rational use of energy. The magazine is an absolute essential tool for the daily work with its application-related information and technical articles.

**3 Target group:**

KK is primarily read by specialized companies that plan, install and maintain/repair refrigeration, cooling and air-conditioning plants and ventilating systems. The magazine's readership also includes engineering and planning offices in this field, universities and polytechnics as well as companies from all industrial and economic sectors reliant on the practical application of air-conditioning and refrigeration systems ("major users").

**4 Frequency:** monthly

**5 Magazine format:** DIN A4

**6 Volume** 77 th volume 2024

**7 Subscription rate:** Annual subscription inland 181.90 €  
(2019 without postage) Annual subscription abroad 181.90 €  
Single copy sales 22.00 €

**8 Organ:** BdHB, Bundesverband der Haus- und Betriebstechniker e.V.

**9 Membership/  
Participation:**



**10 Publishing house:**

Alfons W. Gentner Verlag GmbH & Co. KG  
Postfach 10 17 42, 70015 Stuttgart  
Forststraße 131, 70193 Stuttgart  
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www.gentner.de

**11 Publisher:**

Alfons W. Gentner Verlag GmbH & Co.KG

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**13 Editor:**

Dirk Rehfeld, Editor-in-Chief  
Phone: + 49 (0) 711/63672-849,  
rehfeld@diekaelte.de

**14 Pages analysis:**

Total number of pages:	1,154.73 pages	100.00 %
Editorial section:	944.00 pages	81.75 %
Advertising section:	394.41 pages	34.16 %

**thereof:**

Classified ads:	3.99 pages	1.89 %
Supplements/bound inserts:	0.00 pages	0.00 %
Own ads:	163.25 pages	41.39 %
Inserts:	4 inserts	
Labels:	0.00	

**15 Content analysis of  
editorial section:**

unlevied

## 1 Circulation auditing:



## 2 Circulation analysis: Copies per issue on an annual average (from 01.07.2022 to 30.06.2023)

<b>Print run:</b>	5,500		
<b>Actual circulation (TvA):</b>	5,283	thereof abroad	284
subscribed copies	1,579		
Paid circulation	1,543	thereof member copies	0
single copy sales	0		
other sales	36		
Free copies	3,704	permanent recipients	236
remaining, archive and	217	varying recipients	3,468
voucher copies		advertising copies	0

## 3 Geographical distribution analysis:

	%	copies
Germany	94.62	4,999
Abroad	5.38	284
Actual circulation	100	5,283

## 3.1 Print run Germany:

Nielsen 1	15.03 %	751 copies
Nielsen 2	20.85 %	1,042 copies
Nielsen 3A	14.84 %	742 copies
Nielsen 3B	15.46 %	773 copies
Nielsen 4	16.72 %	836 copies
Nielsen 5+6	9.70 %	484 copies
Nielsen 7	7.40 %	370 copies

**Total 100 % 4,999 copies**

## 3.2 Print run abroad:

Switzerland	38.11 %	108 Ex
Austria	38.46 %	109 Ex
Scandinavia	3.50 %	10 Ex
Benelux	4.20 %	12 Ex
France	1.05 %	3 Ex
Italy	3.50 %	10 Ex
Eastern Europe	5.59 %	16 Ex
USA/Canada	0.70 %	2 Ex
other foreign countries	4.9 %	14 Ex

**Abroad 100 % 284 Ex**

## 1.1 Industries/branches of trade/companies

Readership groups	Ratio of actual circulation Germany %	copies
<b>Installation, assembling, maintenance, repairs – specialized companies that undertake cooling, refrigeration, deep cooling, air-conditioning, ventilation, heat recovery, energy technology</b> (planning/construction/fitting/service/ repair of cooling, refrigeration and air-conditioning systems, ventilation systems, etc.)	59.0	3,117
<b>Wholesale and specialized trade, sales, import</b> Wholesale, trading firms and distribution companies for equipment and installations, machines, technical equipment, components, supplies for cooling, refrigeration, air-conditioning, ventilation, control engineering, insulating technology, heat recovery, use of energy	5.8	306
<b>Planning, development, consulting</b> (independent engineers who offer planning and consulting services, engineering and planning offices for cooling, refrigeration, air-conditioning and ventilation plants and equipment, cold storage and refrigeration plants)	13.3	703
<b>Manufacturers/Production</b> Manufacturing plants for plants, and equipment, machines, technical equipment, devices, supplies and other products for cooling, refrigeration, air-conditioning, ventilation, heat recovery, energy recovery	19.0	1,004
<b>Cooling and air-conditioning large scale consumers, users (enterprises)</b> Companies in all industrial and economic fields that rely on the use of cooling and air-conditioning plants and equipment, devices, appliances, etc	1.9	100
Research, development, vocational training, advanced vocational training, technical universities, polytechnic universities, senior technical colleges, institutes, technical schools HTL/HWF, trade schools, advanced vocational schools, etc.	1.0	53
tatsächl. verbreitete Auflage	100	5,283

## Brief summary of the data collection method for the AMF-card 3 and 3-E

### 1 Method:

Circulation analysis by data evaluation – total data collection

### 2 Description of recipients at the time of data collection:

#### 2.1 Description of recipient pool:

The addresses of all recipients are collected in the recipient data pool. Due to existing postal information, the data can be sorted into Nielsen regions and recipients in Germany and abroad respectively. In addition, the line of business is also included.

**2.2 Total number of recipients in pool:** 19,127

**2.3 Total number of varying recipients:** 17,081

#### 2.4 Structure of recipients of an average issue according to distribution channels:

› **paid circulation** 1,579  
    **thereof:** subscribed copies: 1,543  
              other sales: 36

Actual distributed circulation (TvA) 5,283

› **thereof Germany** 4,999

› **thereof abroad** 284

› **Free copies** 3,704

    permanent free copies 236

    varying free copies 3,468

    advertising copies 0

### 3 Description of analysis:

#### 3.1 In reference to the total (percentage surveyed):

Total (TvA) 5,283 100.00 %

#### 3.2 Date of analysis: June 30th 2023

#### 3.3 Description of data base:

The following source was used to correlate the branches of trade to the addresses of the recipients:  
Information by the recipients

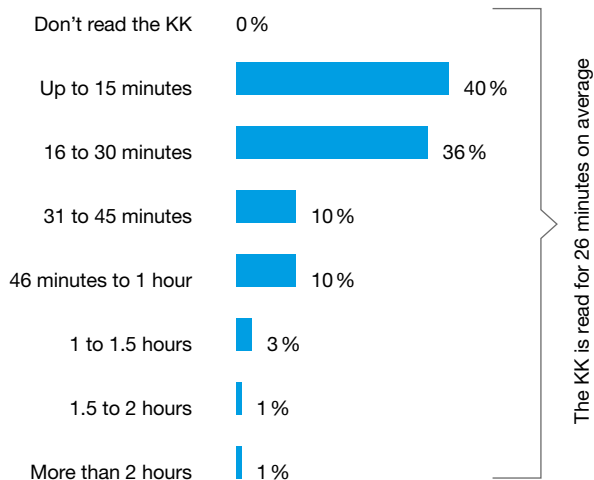
#### 3.4 Target of the analysis: not applicable

#### 3.5 Definition of the reader: not applicable

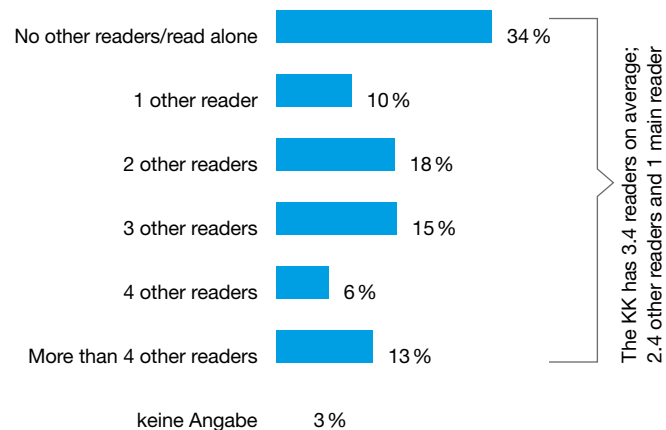
#### 3.6 Time period of the analysis: July 2022–June 23

#### 3.7 Responsible for the analysis: Gentner Verlag

## KK DIE KÄLTE + Klimatechnik is read for 26 minutes on average



## KK DIE KÄLTE + Klimatechnik is read by 3.4 people on average

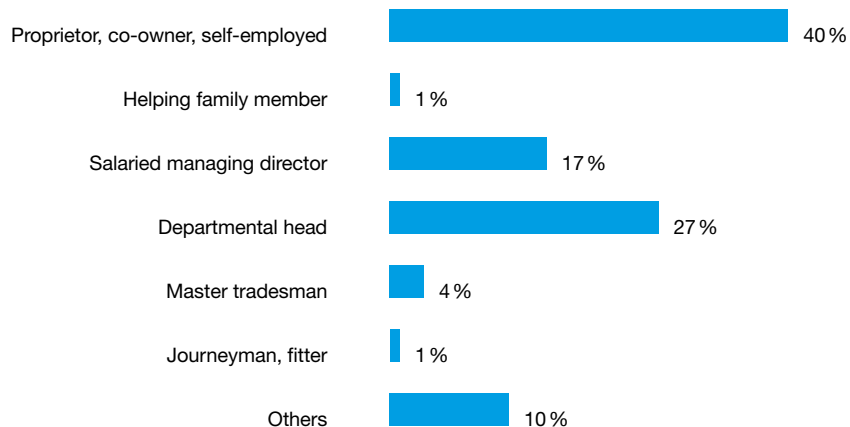


Source: Reader Analysis 2023

Carried out and evaluated from 13.04- 15.06.2023, teleResearch, Insitut für Marktforschung



## KÄLTE+Klimatechnik readers hold higher positions

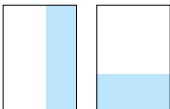
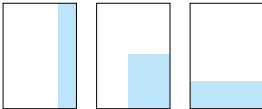
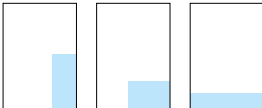


Source: Reader Analysis 2023

Carried out and evaluated from 13.04- 15.06.2023, teleResearch, Insitut für Marktforschung

**Advertisement formats and prices: The applicable statutory VAT rate must be added to all prices.**

Format	colour rate (up to 4c) in €		Print space formats width × height in mm	Bleed formats* width × height in mm
1/1 Page	3,430.–		187 × 265	210 × 297
3/4 Page	2,970.–		<div> <div>↑</div> <div>↓</div> </div> 139 × 265 <div> <div>←</div> <div>→</div> </div> 187 × 189	<div> <div>↑</div> <div>↓</div> </div> 142 × 297 <div> <div>←</div> <div>→</div> </div> 210 × 219
2/3 Page	2,790.–		<div> <div>↑</div> <div>↓</div> </div> 123 × 265 <div> <div>←</div> <div>→</div> </div> 187 × 170	<div> <div>↑</div> <div>↓</div> </div> 132 × 297 <div> <div>←</div> <div>→</div> </div> 210 × 188
Juniorpage	2,630.–		135 × 190	145 × 208
1/2 Page	1,920.–		<div> <div>↑</div> <div>↓</div> </div> 91 × 265 <div> <div>←</div> <div>→</div> </div> 187 × 130	<div> <div>↑</div> <div>↓</div> </div> 101 × 297 <div> <div>←</div> <div>→</div> </div> 210 × 148

Format	colour rate (up to 4c) in €		Print space formats width × height in mm	Bleed formats* width × height in mm
1/3 Page	1,600.–		<div> <div>↑</div> <div>↓</div> </div> 59 × 265 <div> <div>←</div> <div>→</div> </div> 187 × 85	<div> <div>↑</div> <div>↓</div> </div> 69 × 297 <div> <div>←</div> <div>→</div> </div> 210 × 103
1/4 Page	1,305.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	54 × 297 101 × 148 210 × 81
1/8 Page	905.–		1 col. 43 × 130 2 col. 91 × 63 4 col. 187 × 30	54 × 148 101 × 81 210 × 48
Cover page (Cover + 1/1)**	4,620.–			measurements image: 210 × 155 measurements logo: 63 × 19
2. Cover page 4c	3,820.–			
3. Cover page 4c	3,820.–			
4. Cover page 4c	3,820.–		187 × 265	
½ page next to the contents	2,145.–		<div> <div>↑</div> <div>↓</div> </div> 91 × 265	<div> <div>↑</div> <div>↓</div> </div> 101 × 297
Advertorial 1/1 Page 4c	3,430.–		187 × 265	210 × 297
Advertorial 1/2 Page 4c	1,920.–		<div> <div>↑</div> <div>↓</div> </div> 91 × 265 <div> <div>←</div> <div>→</div> </div> 187 × 130	<div> <div>↑</div> <div>↓</div> </div> 103 × 297 <div> <div>←</div> <div>→</div> </div> 210 × 144

\* Bleed ad format plus 3mm allowance on all sides. In general, advertisements can be cancelled up to the advertising deadline. Cancellation must be made in writing.  
Special forms of advertising such as title pages and cover pages cannot be cancelled.

\*\* Product image without text + logo (in a separate window) on the cover page + ad 1/1 4c on the first right-hand ad side inside the magazine.  
Printing material deadline for this placement is four weeks before publication date.

## Surcharges:

<b>Placement:</b>	Surcharge for mandatory Placement requirements	10 % of the advertisement price
<b>Colour:</b>	Special colours, per colour	743.00 €

## Discounts: Ads within 12 months (insertion year)

Frequency		Quantity	
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 *SBZ*, *TGA+E Fachplaner*, *Gebäude-Energieberater*, *KK DIE KÄLTE + Klimatechnik*, *GLASWELT*, *K&L Magazine*, *ERNEUERBARE ENERGIEN* and *photovoltaik* can be combined.

If at least two magazines will be booked within one calendar year results in the following discount - in addition to the regular discount:

two titles: 5 %    three titles: 8 %    four titles: 10 %    five titles: 15 %

## Ad specials:

Bound inserts (discounts according to frequency):

2 pages 2,705.00 €    4 pages 3,855.00 €

Technical guidelines upon request. Paper quality up to 170g/m<sup>2</sup>, more weight on request. Discounts according to frequency as stated.

Loose inserts (no discount available): up to 25g weight 331.00 €/thousand

Incl. postal charges; higher weight on request.

Minimum format: 105 mm width × 148 mm height

Maximum format: 200 mm width × 287 mm height

Split run insert as from 1000 copies possible,

selection rate: 79 Euro (one-time costs)

Adhesive ads: on request

## Contact: Delivery address for ad specials

See order confirmation after 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. USt ID Nr. DE147510257

## Bank details:

### Baden-Württembergische Bank

IBAN: DE72 6005 0101 0002 8259 22 / BIC: SOLADEST600

### Deutsche Bank AG Stuttgart

IBAN: DE33 6007 0070 0165 0100 00 / BIC: DEUTDESS

### Postbank Stuttgart

IBAN: DE38 6001 0070 0031 9657 07 / BIC: PBNKDEFF

### BAWAG Wien

IBAN: AT24 6000 0000 0161 2538 / BIC: OPSKATWW

### PostFinance Zürich

IBAN: CH72 0900 0000 9182 6506 4 / BIC: POFICHXX

Please note our general standard terms and conditions:  
<http://www.gentner.de/Anzeigen-AGB>

Classified ads				
format	width × height	job offers b/w to 4c	job applications b/w to 4c	mm-ad b/w to 4c
price mm EURO	1 column line / 43 mm wide	2.80	1.80	3.00
	2 column lines / 91 mm wide	5.60	3.60	6.00
	3 column lines / 135 mm wide	8.40	5.40	9.00
	4 column lines / 187 mm wide	11.20	7.20	12.00
1/1 page	187 × 265	2,968.00	1,908.00	3,180.00
1/2 page	high 91 × 265 wide 187 × 130	1,484.00	954.00	1,590.00
1/4 page	91 × 130	728.00	468.00	780.00
box number ad rate		12.–	12.–	12.–
cost lump sum for generating the master copies for printing (one-time costs)		35.–	35.–	35.–

All prices exclude VAT.

- 1 Magazine format:** 210 mm wide × 297 mm high (DIN A4)
- Print space:** 187 mm wide × 265 mm high,  
4 columns, each 43 mm wide
- 2 Printing and binding methods:** Offset print, adhesive binding, delivery of files,  
non-separated PDF-X/3 format
- 3 Data submission:** Please send us your print documents only digitally,  
either per e-mail to **[schweigler@gentner.de](mailto:schweigler@gentner.de)**
- 4 Data formats:** Non-separated PDF/X-3, Acrobat (PDF 1.3),  
CMYK mode
- Fonts, logos and images are included.
  - Resolution: image components CT: 300 dpi, line  
work LW 1200 dpi
  - No transparencies and layers
- We reserve the right to charge for the conversion  
of PDF files at cost price, if unsolicited other print  
documents are submitted instead.
- 5 Colours:** Euro Scale
- Special colours and hues that cannot be attained  
by combining colours on the scale require an  
express agreement with the publishing house. For  
technical reasons, special colours are created from  
the Eurocolour Scale. Minor deviations in tonal  
value are within hue tolerance in offset printing  
technology. Spot colour means that your ad may  
only consist of two of the three additional primary  
colours (cyan, magenta and yellow) in addition to  
black (and/or white).

- 6 Proof:** Please note that when you send us a proof, it must  
be a genuine proof of the data sent by e-mail or  
CD. The name of the colour parameter and proof  
designation has to be printed on the proof.

As a control element the Ugra/FOGRA media  
wedge must be printed as well. Kindly send us the  
proof by mail to our production management. (see  
no. 9)

- 7 Data storage:** Data is archived. Unchanged reruns are therefore  
possible, in general. However, we cannot provide  
any guarantee for the data.

- 8 Guarantee:** We accept no liability for the printing quality cau-  
sed by incomplete or differing data (texts, colours  
or images) sent to us.

The publishing house guarantees the customary  
print quality for the booked title in question within  
the scope of possibilities given by the printing  
data.



- 9 Contact:** If you are unable to provide data in the formats as  
required or by the means mentioned here, or you  
cannot convert it into the formats requested, plea-  
se do not hesitate to contact our technical hotline  
in any case: Phone: +49 (0) 711 636 72 -862

The postal address for submitting data by mail or  
for the proofs is:

Alfons W. Gentner Verlag GmbH & Co. KG  
Frau Melanie Schweigler  
Postfach 10 17 42, 70015 Stuttgart  
Germany

Phone: +49 (0) 711 636 72 -862

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

Edition	Technology topics	Issue categories
<b>01</b> Publication date: 04.01.2024 Advertising deadline: 11.12.2023	<ul style="list-style-type: none"> <li>› <b>Refrigeration:</b> Refrigerants</li> <li>› <b>Air-conditioning technology:</b> Decentralised air-conditioning technology</li> <li>› <b>Ventilation technology:</b> Industrial and commercial ventilation</li> <li>› <b>MSR technology:</b> Temperature, humidity and pressure measurement</li> </ul>	<b>Short &amp; Current</b> <ul style="list-style-type: none"> <li>› News from the industry</li> <li>› Personal details</li> <li>› Guild</li> <li>› Abroad</li> </ul>
<b>02</b> Publication date: 01.02.2024 Advertising deadline: 16.01.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration:</b> CO<sub>2</sub>-facilities</li> <li>› <b>Air conditioning technology:</b> server room cooling</li> <li>› <b>Ventilation technology:</b> Air preparation/distribution, air curtain systems</li> <li>› <b>MSR technology:</b> Control of refrigeration and air conditioning systems</li> </ul>	<b>Planning &amp; Technology</b> <ul style="list-style-type: none"> <li>› Refrigeration</li> <li>› Air-conditioning technology</li> <li>› Ventilation technology</li> <li>› Heat pump technology</li> <li>› MSR technology</li> </ul>
 Publication date: 07.03.2024 Advertising deadline: 20.02.2024	<b>03</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration:</b> Supermarket Refrigeration/Cooling Units</li> <li>› <b>Air conditioning technology:</b> Installation and Air Ducts</li> <li>› <b>Heat Pump Technology:</b> Commissioning and Maintenance</li> <li>› <b>Ventilation technology:</b> Air Ducts</li> </ul>	<b>Events &amp; Dates</b> <ul style="list-style-type: none"> <li>› Fairs</li> <li>› Conferences, Seminars</li> <li>› Symposia</li> <li>› Companies</li> </ul>
Trade fairs and events: 19. – 22.03.24 SHK Essen, Essen		
 Publication date: 04.04.2024 Advertising deadline: 15.03.2024	<b>04</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Cooling and freezing warehouses, refrigerated cells</li> <li>› <b>Air-conditioning technology:</b> VRF-Technologie</li> <li>› <b>Ventilation technology:</b> Controlled residential ventilation</li> <li>› <b>MSR technology:</b> Building automation, software, and hardware</li> </ul>	<b>Education and training</b> <b>From the trailer</b> <ul style="list-style-type: none"> <li>› Personalities from the industry</li> <li>› Expert information</li> <li>› Product presentations</li> </ul> <b>Questions from the practice</b>
Trade fairs and events: 23. – 26.04.24 IFH/Intherm, Nürnberg		
<b>05</b> Publication date: 02.05.2024 Advertising deadline: 15.04.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Industrial Refrigeration, Commercial Refrigeration</li> <li>› <b>Air-conditioning technology:</b> Special Requirements and Applications</li> <li>› <b>Ventilation technology:</b> Ventilation Systems with Heat Recovery</li> <li>› <b>MSR technology:</b> Leak Detection and Devices</li> </ul>	<b>Permanent columns</b> <ul style="list-style-type: none"> <li>› International News</li> <li>› Products</li> <li>› News from the KältenKlub</li> </ul>
<b>06</b> Publication date: 06.06.2024 Advertising deadline: 17.05.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration:</b> Industrial and process refrigeration</li> <li>› <b>Air-conditioning technology:</b> Decentralised air-conditioning technology</li> <li>› <b>Ventilation technology:</b> Air purification and treatment</li> <li>› <b>Heat pump technology</b></li> </ul>	

Edition	Technology topics	Issue categories
<b>07</b> Publication date: 04.07.2024 Advertising deadline: 18.06.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Industrial Refrigeration, Commercial Refrigeration</li> <li>› <b>Air-conditioning technology:</b> Air Humidification and Dehumidification</li> <li>› <b>Ventilation technology:</b> Specialized Industrial and Commercial Ventilation</li> <li>› <b>MSR technology:</b> Temperature, Humidity, and Pressure Measurement</li> </ul>	<div><b>SPECIAL: Industrial and commercial ventilation</b></div> <ul style="list-style-type: none"> <li><b>Short &amp; Current</b> <ul style="list-style-type: none"> <li>› News from the industry</li> <li>› Personal details</li> <li>› Guild</li> <li>› Abroad</li> </ul> </li> <li><b>Planning &amp; Technology</b> <ul style="list-style-type: none"> <li>› Refrigeration</li> <li>› Air-conditioning technology</li> <li>› Ventilation technology</li> <li>› Heat pump technology</li> <li>› MSR technology</li> </ul> </li> <li><b>Events &amp; Dates</b> <ul style="list-style-type: none"> <li>› Fairs</li> <li>› Conferences, Seminars</li> <li>› Symposia</li> <li>› Companies</li> </ul> </li> <li><b>Education and training</b></li> <li><b>From the trailer</b> <ul style="list-style-type: none"> <li>› Personalities from the industry</li> <li>› Expert information</li> <li>› Product presentations</li> </ul> </li> <li><b>Questions from the practice</b></li> <li><b>Permanent columns</b> <ul style="list-style-type: none"> <li>› International News</li> <li>› Products</li> <li>› News from the KältenKlub</li> </ul> </li> </ul>
<b>08</b> Publication date: 01.08.2024 Advertising deadline: 16.07.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Compressors and Evaporators</li> <li>› <b>Air-conditioning technology:</b> Room Air Conditioners (Split, Multi-Split, and VRF Devices)</li> <li>› <b>Ventilation technology:</b> Fans</li> <li>› <b>MSR technology:</b> BUS Systems</li> </ul>	
<b>09</b> Publication date: 05.09.2024 Advertising deadline: 20.08.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Propane Systems</li> <li>› <b>Air-conditioning technology:</b> Indoor and Outdoor Units</li> <li>› <b>Ventilation technology:</b> Schools and Hotel Operations</li> <li>› <b>MSR technology:</b> Plant Controls</li> </ul>	
<b>10</b> Publication date: 01.10.2024 Advertising deadline: 13.09.2024	<ul style="list-style-type: none"> <li>› <b>Trade Fair Special Edition Chillventa 2024</b></li> <li>› <b>Everything about the main topics of the trade fair:</b></li> <li>› <b>Refrigeration, air conditioning, and heat pump technology</b></li> </ul>	
Trade fairs and events: 08. – 10.10.24, Chillventa, Nürnberg		
<b>11</b> Publication date: 07.11.2024 Advertising deadline: 21.10.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Industrial and Process Cooling</li> <li>› <b>Air-conditioning technology:</b> Custom Solutions</li> <li>› <b>Ventilation technology:</b> Industrial and Commercial Ventilation</li> <li>› <b>Heat Pump Technology</b></li> </ul>	
<b>12</b> Publication date: 05.12.2024 Advertising deadline: 19.11.2024	<ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Ice Storage</li> <li>› <b>Air-conditioning technology:</b> Heat Recovery</li> <li>› <b>Ventilation technology:</b> Ventilation Dampers / Smoke Ventilation / Fire Protection</li> <li>› <b>MSR technology:</b> Practical Applications of Apps</li> </ul>	



### Ensure high target group coverage – at particularly attractive conditions!

In the market for **industrial and commercial ventilation** in Germany, the demand for heat recovery solutions and compact units remains high.

In our **topic special**, we provide intensive information on news and specialist topics from this sector and reach the two important decision-maker groups

- › **Specialist planners for TGA and Electro-Planner**
- › **Plant engineers and tradesmen for air conditioning/ventilation technology.**

Take advantage of this concentrated editorial environment to attract attention and interest for your products and solutions!

### Prices:

Advertisements unit price TGA+e Fachplaner		Discounted Combi price for 16,500 copies	Advertisements unit price KK DIE KÄLTE + Klimatechnik	
1/1 page 4c	5,790.00 €	8,298.00 €	3,430.00 €	1/1 page 4c
1/2 page 4c	3,520.00 €	4,896.00 €	1,920.00 €	1/2 page 4c
1/3 page 4c	2,890.00 €	4,041.00 €	1,600.00 €	1/3 page 4c
1/4 page 4c	2,380.00 €	3,316.50 €	1,305.00 €	1/4 page 4c
1/8 Seite 4c	1,330.00 €	2,011.50 €	905.00 €	1/8 Seite 4c

### Dates:

#### TGA+e Fachplaner

Issue 7/2024

Publication date: 02.07.2024

Advertising deadline: 13.06.2024

#### KK DIE KÄLTE + Klimatechnik

Issue 7/2024

Publication date: 04.07.2024

Advertising deadline: 18.06.2024

NEW: The special will also be available for download at [diekaelte.de](http://diekaelte.de) and [tga-fachplaner.de](http://tga-fachplaner.de).

Your  
advantage:  
**10%**  
Combi discount +  
additional  
Online-Reach

### KK Wall Calendar 2025

Your advertising and events in view throughout the entire year

#### Your advertising options:

##### Premium 1,490 €

Large advertising space at the top  
Format: 225 mm wide × 85 mm high

##### Standard 890 €

Small advertising space at the bottom  
Format: 120 mm wide × 60 mm high

##### Event Listing\* 150 €

Location + 2 lines with approximately  
30 characters including spaces

\*subject to availability, only 1 event listing per day possible

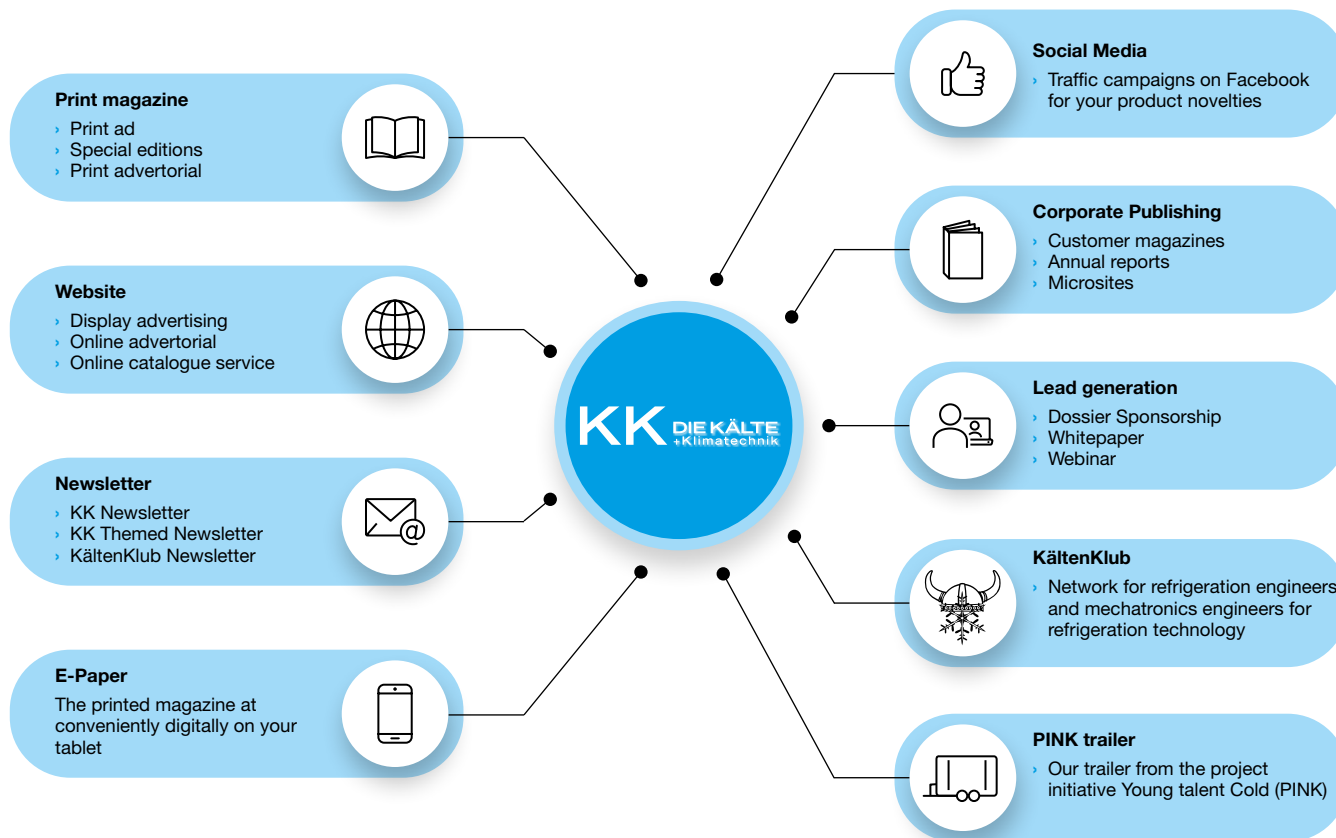
<div> <div>225 x 85 mm</div> <div> <div>2025</div> <div>KK DIE KÄLTE + Klimatechnik</div> <div>www.diekalte.de Gentrer</div> </div> <div>225 x 85 mm</div> </div>											
JANUAR	FEBRUAR	MÄRZ	APRIL	MAI	JUNI	JULI	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DEZEMBER
1 Mo 1	1 Di 2	1 Fr 2	1 Mo 14	1 Mi 2	1 Sa 2	1 So 27	1 Di 2	1 Sa 2	1 Di 3	1 Fr 3	1 Mo 4
2 Di 3	2 Fr 3	2 Mo 3	2 Mi 3	2 Sa 3	2 So 23	2 Di 3	2 Sa 3	2 Di 3	2 Sa 3	2 Di 4	2 Mo 4
3 Mi 4	3 Sa 4	3 Mo 4	3 Mi 4	3 Sa 4	3 So 24	3 Di 4	3 Sa 4	3 Di 4	3 Sa 4	3 Di 5	3 Mo 5
4 Do 5	4 So 5	4 Mo 5	4 Mi 5	4 Sa 5	4 So 25	4 Di 5	4 Sa 5	4 Di 5	4 Sa 5	4 Di 6	4 Mo 6
5 Fr 6	5 Mo 6	5 Mi 6	5 Sa 6	5 So 19	5 Di 6	5 Sa 6	5 Di 6	5 Sa 6	5 Di 7	5 Fr 7	5 Mo 7
6 So 7	6 Mo 7	6 Mi 7	6 Sa 7	6 So 20	6 Di 7	6 Sa 7	6 Di 7	6 Sa 7	6 Di 8	6 Fr 8	6 Mo 8
7 Mo 8	7 Mi 8	7 Sa 8	7 Mo 15	7 Mi 8	7 Sa 8	7 So 28	7 Di 8	7 Sa 8	7 Di 9	7 Fr 9	7 Mo 9
8 Di 9	8 Fr 9	8 Mo 9	8 Mi 9	8 Sa 9	8 So 29	8 Di 9	8 Sa 9	8 Di 9	8 Sa 9	8 Di 10	8 Mo 10
9 Mi 10	9 Sa 10	9 Mo 10	9 Mi 10	9 Sa 10	9 So 30	9 Di 10	9 Sa 10	9 Di 10	9 Sa 10	9 Di 11	9 Mo 11
10 Do 11	10 So 11	10 Mo 11	10 Mi 11	10 Sa 11	10 So 31	10 Di 11	10 Sa 11	10 Di 11	10 Sa 11	10 Di 12	10 Mo 12
11 Fr 12	11 Mo 12	11 Mi 12	11 Sa 12	11 So 21	11 Di 12	11 Sa 12	11 Di 12	11 Sa 12	11 Di 13	11 Fr 13	11 Mo 13
12 So 13	12 Mo 13	12 Mi 13	12 Sa 13	12 So 22	12 Di 13	12 Sa 13	12 Di 13	12 Sa 13	12 Di 14	12 Fr 14	12 Mo 14
13 Mo 14	13 Mi 14	13 Sa 14	13 Mo 14	13 Mi 14	13 Sa 14	13 So 23	13 Di 14	13 Sa 14	13 Di 15	13 Fr 15	13 Mo 15
14 Di 15	14 Fr 15	14 Mo 15	14 Mi 15	14 Sa 15	14 So 24	14 Di 15	14 Sa 15	14 Di 15	14 Sa 15	14 Di 16	14 Mo 16
15 Mi 16	15 Sa 16	15 Mo 16	15 Mi 16	15 Sa 16	15 So 25	15 Di 16	15 Sa 16	15 Di 16	15 Sa 16	15 Di 17	15 Mo 17
16 Do 17	16 So 17	16 Mo 17	16 Mi 17	16 Sa 17	16 So 26	16 Di 17	16 Sa 17	16 Di 17	16 Sa 17	16 Di 18	16 Mo 18
17 Fr 18	17 Mo 18	17 Mi 18	17 Sa 18	17 So 27	17 Di 18	17 Sa 18	17 Di 18	17 Sa 18	17 Di 19	17 Fr 19	17 Mo 19
18 So 19	18 Mo 19	18 Mi 19	18 Sa 19	18 So 28	18 Di 19	18 Sa 19	18 Di 19	18 Sa 19	18 Di 20	18 Fr 20	18 Mo 20
19 Mo 20	19 Mi 20	19 Sa 20	19 Mo 19	19 Mi 20	19 Sa 20	19 So 29	19 Di 20	19 Sa 20	19 Di 21	19 Fr 21	19 Mo 21
20 Di 21	20 Fr 21	20 Mo 21	20 Mi 21	20 Sa 21	20 So 30	20 Di 21	20 Sa 21	20 Di 21	20 Sa 21	20 Di 22	20 Mo 22
21 Mi 22	21 Sa 22	21 Mo 22	21 Mi 22	21 Sa 22	21 So 31	21 Di 22	21 Sa 22	21 Di 22	21 Sa 22	21 Di 23	21 Mo 23
22 Do 23	22 So 23	22 Mo 23	22 Mi 23	22 Sa 23	22 So 32	22 Di 23	22 Sa 23	22 Di 23	22 Sa 23	22 Di 24	22 Mo 24
23 Fr 24	23 Mo 24	23 Mi 24	23 Sa 24	23 So 24	23 Di 24	23 Sa 24	23 Di 24	23 Sa 24	23 Di 25	23 Fr 25	23 Mo 25
24 So 25	24 Mo 25	24 Mi 25	24 Sa 25	24 So 25	24 Di 25	24 Sa 25	24 Di 25	24 Sa 25	24 Di 26	24 Fr 26	24 Mo 26
25 Mo 26	25 Mi 26	25 Sa 26	25 Mo 26	25 Mi 26	25 Sa 26	25 So 26	25 Di 26	25 Sa 26	25 Di 27	25 Fr 27	25 Mo 27
26 Di 27	26 Fr 27	26 Mo 27	26 Mi 27	26 Sa 27	26 So 27	26 Di 27	26 Sa 27	26 Di 27	26 Sa 27	26 Di 28	26 Mo 28
27 Mi 28	27 Sa 28	27 Mo 28	27 Mi 28	27 Sa 28	27 So 28	27 Di 28	27 Sa 28	27 Di 28	27 Sa 28	27 Di 29	27 Mo 29
28 Do 29	28 So 29	28 Mo 29	28 Mi 29	28 Sa 29	28 So 29	28 Di 29	28 Sa 29	28 Di 29	28 Sa 29	28 Di 30	28 Mo 30
29 Fr 30	29 Mo 30	29 Mi 30	29 Sa 30	29 So 30	29 Di 30	29 Sa 30	29 Di 30	29 Sa 30	29 Di 31	29 Fr 31	29 Mo 31
30 So 31	30 Mo 31	30 Mi 31	30 Sa 31	30 So 31	30 Di 31	30 Sa 31	30 Di 31	30 Sa 31	30 Di 31	30 Fr 31	30 Mo 31
31 Mo											
120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm	120 x 60 mm

Advertisement deadline: September 25, 2024

Print run: 5,500 copies

Distribution: Shipped with the November issue of  
KK DIE KÄLTE + Klimatechnik (11/2024)

Wall calendar: 1.000 mm wide × 700 mm high



## 1 Web address: [www.diekaelte.de](http://www.diekaelte.de)

## 2 Brief description:

Specialist portal for refrigeration, air-conditioning technology and ventilation engineering.

Contents: daily up-to-date reports from the industry, an archive containing issues and e-mail newsletters which reach far back, extensive research opportunities in professional articles and product news (partly available only to subscribers), RSS-feed, job market

## 3 Target group:

Refrigeration plant mechanics, air-conditioning technicians, manufacturers, planners, specialist wholesaler, companies that operate refrigeration and air-conditioning plants, polytechnic universities

## 4 Publishing house:

Alfons W. Gentner Verlag GmbH & Co. KG  
Forststraße 131, 70193 Stuttgart, Germany  
Postfach 10 17 42, 70015 Stuttgart, Germany  
Phone: +49 711 6 36 72 -0, Fax: +49 711 6 36 72-760  
Internet: [www.gentner.de](http://www.gentner.de)

Please note our general terms and conditions for online advertising on [www.gentner.de](http://www.gentner.de) under menu item media service, which we would be happy to send to you as well.

Phone: +49 711 6 36 72-861

### Contact Editorial Department:

Dirk Rehfeld, chief editor

Phone: +49 711 6 36 72-849, [rehfeld@diekaelte.de](mailto:rehfeld@diekaelte.de)

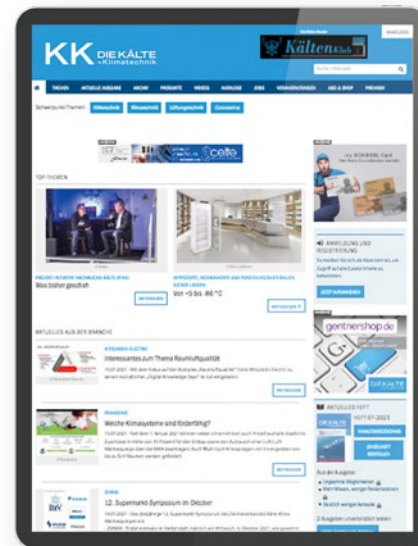
### Contact Online Advertising:

Monika Müller, advertising manager

Phone: +49 711 6 36 72-864, [mueller@gentner.de](mailto:mueller@gentner.de)

Ad Management,

Phone: +49 711 6 36 72-810/811, [datenanlieferung@gentner.de](mailto:datenanlieferung@gentner.de)



## 5 Access control:

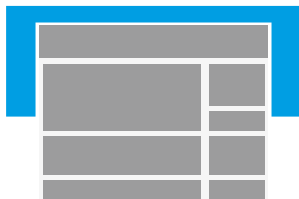


## 6 Usage data:

Visits:  
Page impressions:  
Source: [www.itvw.de](http://www.itvw.de)

28,134  
52,312

## Fireplace-Ad



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

Format: 1.240 × 90px  
160 × 600px (2 x)

**CPM: 132 € Targeting: 145 €**

## Superbanner

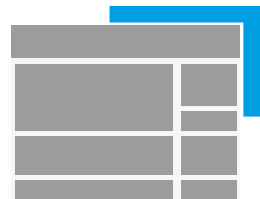


Upper screen edge, appears on all pages, including the homepage.

Format: 728 × 90px

**CPM: 68 € Targeting: 75 €**

## Wallpaper

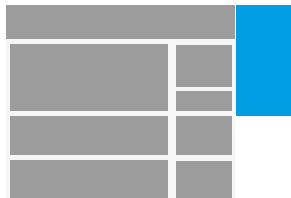


Upper screen edge and right next to the content; cross-screen advertising format.

Format: 728 × 90px  
160 × 600px

**CPM: 109 € Targeting: 120 €**

## Halfpage Ad



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

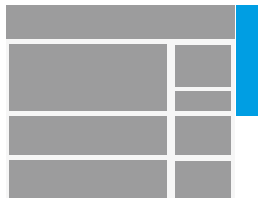
Format: 300 × 600px

**CPM: 109 € Targeting: 120 €**

Sticky Halfpage Ad

**CPM: 148 € Targeting: 162 €**

## Wide Skyscraper



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

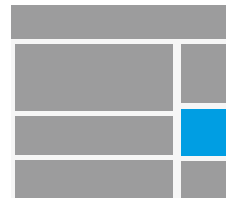
Format: 160 × 600px

**CPM: 68 € Targeting: 75 €**

Sticky Skyscraper

**CPM: 91 € Targeting: 101 €**

## Medium Rectangle

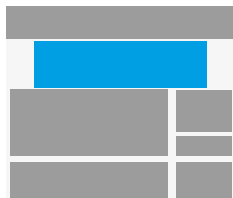


In the right content column, it appears on all pages, including the homepage.

Format: 300 × 250px

**CPM: 86 € Targeting: 94 €**

## Billboard



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

Format: 940 × 250px

CPM: 109 € Targeting: 120 €

## Sticky Footer

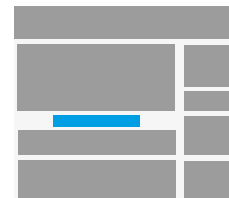


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

Format: 770 × 125px

CPM: 91 € Targeting: 101 €

## Fullbanner

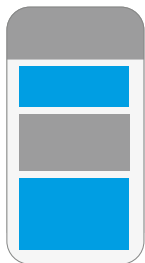


Between the articles, appears on all pages.

Format: 468 × 60px

CPM: 57 € Targeting: 62 €

## Mobile Content-Ads: Ihr Werbeauftritt auf mobilen Endgeräten



### 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

CPM: 80 €  
Targeting: 88 €

### Mobile Medium Rectangle

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

Format:  
300 × 250px

CPM: 86 €  
Targeting: 94 €

### 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 12

### 3 Data delivery:

Five working days before the start of the campaign via email to:  
[datenanlieferung@gentner.de](mailto:datenanlieferung@gentner.de)

### 4 Special advertising formats:

Upon request

## KK newsletter

The KK newsletter is responsive and adapts its layout individually to the respective end device. This ensures that your advertising is optimally displayed on all screen sizes and formats.

### Banner



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

Head

**Price: 752 €**

Between two articles

**Price: 579 €**

### Text image ad standard



Display: 270 x max. 180 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

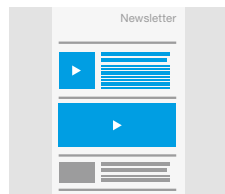
Headline: max. 60 characters

Teaser: max. 350 characters

URL

**Price: 795 €**

### Video post standard



Display: 270 x max. 180 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Headline: max. 60 characters

Teaser: max. 350 characters

URL

**Price: 1,071 €**

### Event promotion / jobs Text image ad

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

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 560 px.,

jpg, max. 200 KB, Copyright

Headline: max. 50 characters

Teaser: max. 350 characters

URL

**Price: 450 €**

### Text image ad XL

Display: 560 x max. 373 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Headline: max. 120 characters

Teaser: max. 500 characters

URL

**Price: 1,073 €**

### Video post XL

Display: 560 x max. 373 px.

**Format to be supplied:**

Width (fixed) 560 px.;

Height max. 373 px.,

jpg, max. 200 KB, Copyright

Optional: Headline with

max. 120 characters

Teaser: max. 350 characters

URL

**Price: 1.092 €**

- › **Subscribers:** 4.101 in August 2023
- › **Total opening rate:** 76,39% in August 2023
- › **Opening rate unique:** 37,09% in August 2023

### Publication frequency

14-day

### Delivery of the data

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

### Newsletter dates 2024

Dispatch date	Topics	Dispatch date	Topics
12.01.2024		19.07.2024	refrigerant
26.01.2024	News from the Kältenclub	26.07.2024	
09.02.2024		09.08.2024	News from the Kältenclub
23.02.2024	News from the Kältenclub	23.08.2024	
08.03.2024		06.09.2024	News from the Kältenclub
15.03.2024	Heat pump technology	20.09.2024	
22.03.2024	News from the Kältenclub	04.10.2024	News from the Kältenclub
05.04.2024		08.10.2024	Inside Chillventa
19.04.2024	News from the Kältenclub	09.10.2024	Inside Chillventa
03.05.2024		10.10.2024	Inside Chillventa
17.05.2024	News from the Kältenclub	18.10.2024	News from the Kältenclub
03.06.2024		04.11.2024	News from the Kältenclub
14.06.2024	News from the Kältenclub	15.11.2024	
28.06.2024		29.11.2024	News from the Kältenclub
12.07.2024	News from the Kältenclub	13.12.2024	

### Discounts

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

3 newsletters	5 %	9 newsletters	15 %
6 newsletters	10 %	12 newsletters	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

- ① **Leading image**  
560 pixels wide; height variable. Image goes over the entire width of the newsletter.
  - ② **Headline „Stand-Alone-Newsletter“**  
across the entire width, max. 45 characters
  - ③ **Teaser-Text**  
max. 350 characters incl. blank characters
  - ④ **Fullbanner**  
560 pixels wide; Height variable
  - 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
  - ⑥ **Image + text field, proportionate**  
Image: 560 pixels, Height variable, landscape format, max. 80 KB, JPG  
Headline: 35 characters  
Text: 350 characters; image linking possible..
  - ⑦ **Image + text field, 1/3 to 2/3 ratio**  
Image: ideally 560 pixels wide, height variable, landscape format, max. 80 KB, JPG  
Headline: 35 characters  
Text: 350 characters; image linking possible.
- Price:** 2,730.– €
- Data delivery:** at least 12 working days before sending date



werblicher Newsletter 18.01.2021




①

### Headline „Stand-Alone-Newsletter“

②

Teasertext – Ique exero de ex et voluptat persperrum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recula borent, eum estis sunt que excepta tqationesed quate si ulorum quatis es aliqui ni blabo. Parum sit quasi restis estur? Accatis maiorestis cus nullo min exerum nullanin ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolesturam, sam sim dolore officabo (max. 350 Zeichen).

③




④

**Reines Textfeld**  
Platzhaltertext – de ex et voluptat persperrum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tad quate si ulorum quatis es aliqui ni blabo. *Kursive Textpassagen.*  
• Aufzählungspunkt 1 tilla borent, eum  
• Aufzählungspunkt 2 quate si ulorum

⑤

**Bild + Textfeld verhältnismäßig**  
Platzhaltertext – ex et voluptat persperrum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam:  
• Aufzählungspunkt 1 tilla borent, eum  
• Aufzählungspunkt 2 quate si ulorum  
Iqui ni blabo. Parum sit quasi rheitis estur? Accatis maiorestis cus nullo min exerum nullanin ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) [mehr...](#)

⑥



⑦

**Bild + Textfeld, Verhältnis 1/3 zu 2/3**  
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### Your content in editorial layout

The online advertorial\* is an ad with an editorial look and feel and is placed directly in our editorial environment. As a result, this form of advertising enjoys a high level of attention and credibility and is also not hidden by adblockers. After reaching its target, the advertorial remains on the website and continues to generate traffic via Google search.

Services	Advertorial
<b>Design with customer-specific content</b> (texts, images, videos, etc.) and publication on our website	Microsite in article layout with text, images, video embedding, links to your to your landing pages
<b>Newsletter ads</b>	1 text/image ad, more if needed
<b>Detailed reporting</b>	Yes
<b>Readers</b> (Guaranteed reach in the defined target group)	By arrangement, Minimum purchase 100 readers
<b>Run time</b>	Until target is reached, thereafter remain on page
<b>Performance-oriented billing model:</b> Cost per reader from at least 5 sec. dwell time on the advertorial	<b>Cost per Reader (CPR) = 19,- €</b> Min. 100 readers = 1,900 € plus VAT

\* Labelled as an advertisement

Data delivery 12 days before the start of the term.  
Please also note our information on data delivery at  
[www.gentner.de/mediaservice/datenanlieferung](http://www.gentner.de/mediaservice/datenanlieferung)

Teaser on diekaelte.de



links to the advertorial

**Jan Peter Trewen, President, Building Solutions - Europe von Uppener, der ab dem 1. Oktober 2018 zu Ideal Standard International wechseln wird.**

**Zent-Frenger an Swegon verkauft**

01.09.2018 - Die Uppener Gruppe plant, die gesamten Geschäftsanteile der Zent-Frenger GmbH an die schwedische Swegon Group AB zu verkaufen. Die entsprechenden Verträge wurden am 5. September 2018 unterzeichnet. Vorbehaltlich der Zustimmung des Kartellamtes, soll der Verkauf bereits im Oktober wirksam werden. Damit fokussiert sich Uppener auf den dreistufigen Vertriebs seiner Lösungen über den Handel und das Fachhändlernetz.

Die in Heppenheim ansässige Zent-Frenger GmbH ist Spezialist für Kältebockensysteme und Gasdruckversorgungsanlagen mit Fokus auf gewerblich genutzte Gebäude. Dabei handelt es sich um projektspezifische Lösungen, die komplett aus einer Hand vertrieben und installiert werden. Die Uppener Gruppe hatte das Unternehmen 2010 übernommen.

Zent-Frenger hat in den vergangenen drei Jahren eine gute Entwicklung genommen und damit die besten Voraussetzungen, um mit seinem Portfolio weiter zu wachsen", so Jan Peter Trewen, Präsident, Building Solutions - Europe bei Uppener. "Da sich Uppener stark auf der deutschen Vertriebsweg fokussiert, haben sich aufgrund der unterschiedlichen Geschäftsmodelle wenig Synergien in der Vermarktung ergeben. Daher haben wir uns dazu entschlossen, das Unternehmen zu verkaufen. Mit der Swegon Group AS haben wir einen Käufer gefunden, bei dem wir die Zukunft von Zent-Frenger in den besten Händen sehen."

Your advertorial on diekaelte.de

### Content marketing campaign including social media push

#### Even More Reach in Your Target Audience

With the content marketing campaign, we extend our reach within your target audience through additional actions across our social media channels. The foundation of the campaign is a sponsored article (online advertorial) on [www.diekaelte.de](http://www.diekaelte.de), resembling an editorial piece. Through this native advertising tool, we enhance attention and credibility among the target audience. As part of this content marketing campaign, we offer an expanded target audience targeting through our relevant social media channels. Therefore, you will receive even more traffic and, consequently, more readers for your topic in this package.

The advantage: The sponsored article remains on the website even after the campaign ends and can be discovered by search engines (SEO-relevant).

The structure of the sponsored article is flexible: In addition to compelling text and images, videos or image galleries can also be integrated.

#### Services:

- We discuss with you the objectives and target audience of the campaign.
- Create the sponsored article on [www.diekaelte.de](http://www.diekaelte.de) (marked with 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's duration.
- The duration of the content marketing campaign is 4 weeks

**Price: 2,500€**



## Dossier

The KK DIE KÄLTE + Klimatechnik dossier supports you in lead generation. As an exclusive advertising partner of the dossier, you will receive qualified leads from potential customers who have a concrete interest in your product segment. Your expenditure is low and you save your sales department the cold acquisition.

The online dossier (PDF) is produced by us on a specific topic, e.g. operational management, from KK DIE KÄLTE + Klimatechnik articles with a of 20 - 30 pages and provided with a linkable table of contents.

### Services:

- › Exclusive advertising partner
- › Cover picture can be used from the sponsor (optional)
- › Logo incl. link to dossier landing page
- › Exclusive display before or after the table of contents (1/1 page 4c)
- › 50 Leads (data protection compliant)

**Price: 5,145 €**

(additional leads bookable – 50 € per lead)



Ihre Adresse:

☒ Herr ☐ Frau

Titel

Vorname

Nachname

Büroname

Position

Straße

Postleitzahl

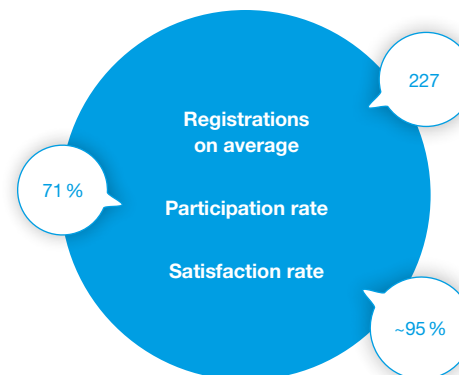
Ort

Deutschland

E-Mail

Telefon-Nr.

Branche



An overview of the upcoming webinars and the recordings of past webinars can be found on [haustec.de/haustec-webinare](https://haustec.de/haustec-webinare)

### Feedback der Teilnehmer

**Julian M.:** Thank you very much for the excellent webinar! Great speaker!

**Mira E.:** Thank you for your very informative speech

**Hauke S.:** Thank you very much, it was very enlightening :-)

**Anca R.:** Thank you very much for the information

**Barbara W.:** Thank you very much for the informative event.

**Anne L.:** Thank you for the excellent and practical information from the speakers!!

## Demonstrate your company's expertise with a virtual technical lecture.

We organise and host your webinar (CLASSIC) with support from our editorial team (PREMIUM).  
Are you hosting webinars yourself? Use our reach to invite your target group to the webinar (AUDIENCE).

		WEBINAR PREMIUM	WEBINAR CLASSIC	WEBINAR AUDIENCE
		We organise your webinar		Wir promoten Ihr Webinar
Webinar organization	Advice on the choice of topics and the structure of the webinar	X	X	
	Your expert speakers will guide through the webinar	X	X	
	we support you through checklists and a storyboard	X	X	
	Technical briefing + moderation by our webinar team	X	X	
	Moderation + Q&A session by our specialist editorial team	X	–	
	Include presentations, videos, sound files and/or surveys	X	X	
participant recruitment	Participant management by our webinar team	X	X	
	Your logo on our landing page for webinar registration	X	X	
	Print advertisement to promote the webinar	X	X	
	Newsletter ads to promote the webinar	X	X	X
	Stand-alone newsletter to promote the webinar	X	X	X
Webinar follow-up	Compliant leads from live transmission and the recording	X	X	
	Detailed reporting	X	X	
	Submitting the questions from the webinar	X	X	
		7,500.– €	6,500.– €	2,500.– €



## KK GUIDED TOURS

CHILLVENTA

As an exhibitor at Chillventa 2024, would you like to inform and personally advise your customers about your innovations? We offer you an effective opportunity with the popular KK Guided Tours. The tours are exclusively conducted by KK DIE KÄLTE + KLIMATECHNIK with the support of Messe Nürnberg.

Themed tours will take place every day of Chillventa (8th – 10th October):

- › **Refrigeration Technology (every day of the fair)**
- › **Ventilation, and Air Conditioning Technology (every day of the fair)**
- › **Heat Pump Technology (every day of the fair)**
- › **Special Tour for Apprentices (one day of the fair)**

### Key facts:

- › Daily themed tours
- › The tours will be accompanied by a professionally competent editor
- › 20–30 participants per tour
- › Speaking time for you as an exhibitor: 10 minutes (via microphone)
- › Participants will be equipped with headsets
- › After the fair, you will receive the addresses of the participants

### Your advantages:

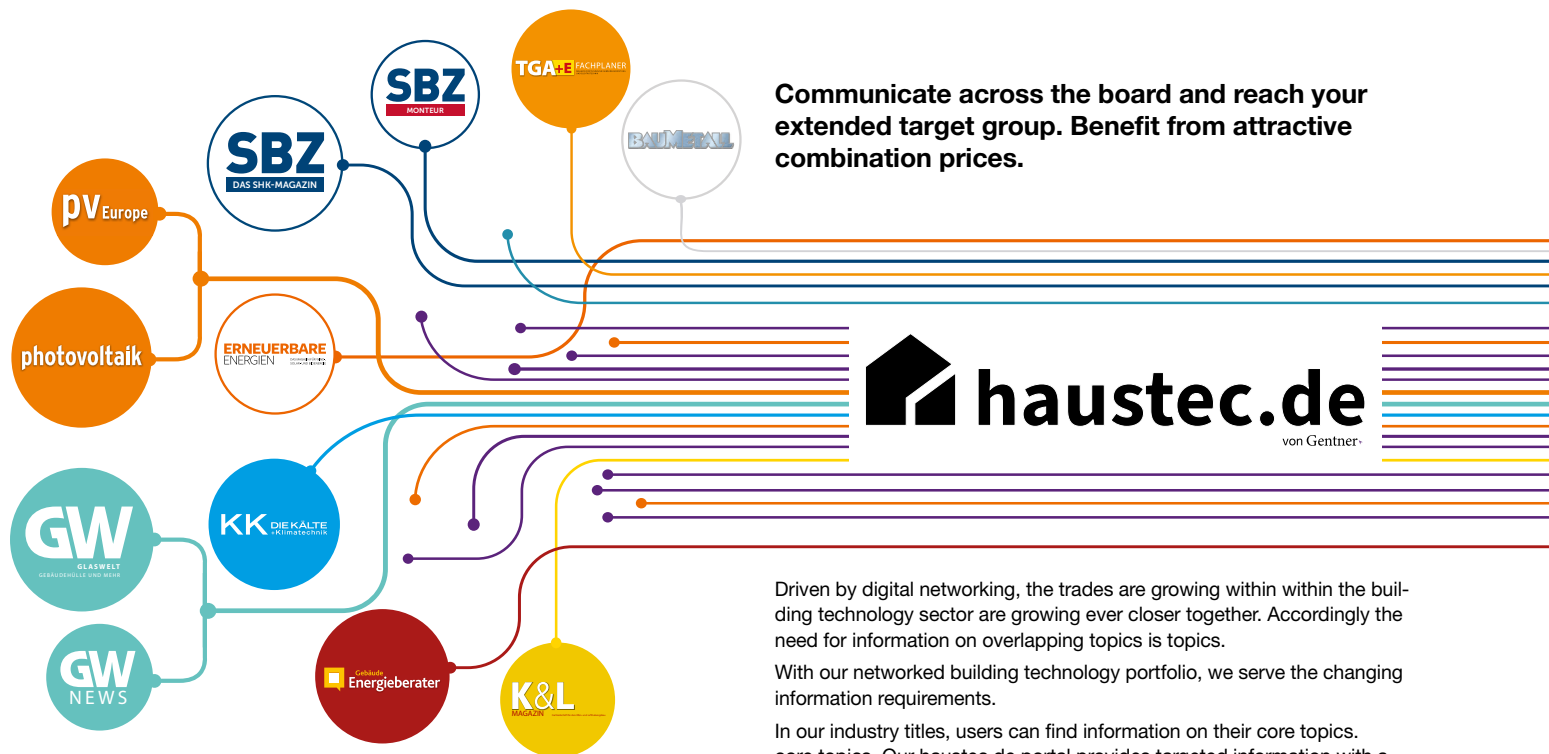
- › Save time and manpower in visitor support
- › KK event team takes care of the organization
- › Deliver an interested professional audience (promotion on our own websites, in our newsletters, and on the Messe Nürnberg website)
- › After the fair, you will receive the addresses of the participants
- › The tours are part of the Chillventa reports in KK DIE KÄLTE + Klimatechnik
- › Media coverage on our websites and our social media channels

### Costs:

- › **Refrigeration Technology: 1,700€**  
The group visits your booth 3 times (once per fair day)
- › **Ventilation, and Air Conditioning Technology: 1,700€**  
The group visits your booth 3 times (once per fair day)
- › **Heat Pump Technology: 1,700€**  
The group visits your booth 3 times (once per fair day)
- › **Special Tour for Apprentices: 790€**  
The group visits your booth 1 time on one fair day

### Interested? We are happy to provide advice.

Monika Müller  
Advertisement Management  
Phone: +49 (0) 711-63672-864  
mueller@gentner.de



**Communicate across the board and reach your extended target group. Benefit from attractive combination prices.**

**haustec.de**  
von Gentner

Driven by digital networking, the trades are growing within within the building technology sector are growing ever closer together. Accordingly the need for information on overlapping topics is topics.

With our networked building technology portfolio, we serve the changing information requirements.

In our industry titles, users can find information on their core topics. core topics. Our haustec.de portal provides targeted information with a cross-segment content offering. On just one platform the all-round view of the bigger picture.

## We understand our craft

"We understand our craft" is more than just a slogan at Gentner. It is our philosophy in action and runs like a red thread through our entire range of media.

Benefit from our expertise and experience! Whether customer magazine, newsletter, annual report, company chronicle, or microsite or microsite - we skilfully implement your idea.

Corporate publishing from a good source:

- › High editorial credibility through in-depth industry knowledge.
- › Knowledge transfer between editors-in-chief of market-leading publications and your internal contacts
- › In-depth target group expertise in your markets
- › High reach in broad and pointed target groups
- › A large network of recognized specialists in your industry
- › Extensive online expertise
- › Many years of experience in print and online
- › Creativity and passion for your task

**We will find the right option for your idea!**  
**Talk to us:**





## Knowledge advantage with our digital company license for your entire company

**For companies, libraries and craft businesses, etc.**

Stay well-informed and always up-to-date in your field with our digital KK company license.

### The corporate digital license includes:

- › Unlimited access to all KK content
- › E-paper editions
- › Online archive
- › Market overviews, topic PDFs, focuses, and editions
- › Discounted webinar participation (limited to the number of licenses)
- › Discounts on educational offerings
- › And more.

We have the right license for your company size!

Call me at 0711/ 63 67 28 17 or  
send me an e-mail at [detzel@gentner.de](mailto:detzel@gentner.de).



Jörg Detzel  
Marketing and sales manager Alfons W. Gentner Verlag



Media kit 2024



### BAUMETALL

Klempnertechnik  
im Hochbau

[baumetall.de](http://baumetall.de)



### ERNEUERBARE ENERGIEN

Das Magazin für die  
Energiewende

[erneuerbareenergien.de](http://erneuerbareenergien.de) [geb-info.de](http://geb-info.de)



### Gebäude- Energieberater

Das Magazin für den  
entscheidenden  
Energie-Experten

[geb-info.de](http://geb-info.de)



### GLASWELT

Fassade, Fenster, Glas  
und Sonnenschutz

[glaswelt.de](http://glaswelt.de)  
[gw-news.eu](http://gw-news.eu) (Englisch)



### haustec.de

Das größte redaktionelle  
Portal rund um die  
Gebäudetechnik

[haustec.de](http://haustec.de)



### KK DIE KÄLTE + Klimatechnik

Fachzeitschrift  
Kälte-, Klima- und  
Lüftungstechnik

[diekaelte.de](http://diekaelte.de)



### K&L Magazin

Fachzeitschrift für  
den Kachelofen- und  
Luftheizungsbau

[kl-magazin.de](http://kl-magazin.de)



### photovoltaik

Solartechnik für  
Installateure | Planer |  
Architekten

[photovoltaik.eu](http://photovoltaik.eu)  
[pveurope.eu](http://pveurope.eu) (Englisch)



### SBZ Das SHK-Magazin

Sanitär-, Heizungs-,  
Klima- und  
Lüftungstechnik

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[sbz-monteur.de](http://sbz-monteur.de)



### smartLiving

Das Magazin rund um  
die Immobilienwelt in  
der Region Stuttgart

[smartliving-magazin.de](http://smartliving-magazin.de)



### TGA+E-Fachplaner

Magazin für Technische  
Gebäudeausrüstung  
und Elektrotechnik

[tga-fachplaner.de](http://tga-fachplaner.de)

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