COOLING, AIR CONDITIONING, VENTILATION

KK

DIE KÄLTE + KLIMATECHNIK

Media kit
print + digital
2025

Foto: stock.adobe.com

Gentner

www.diekaelte.de

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Your contact persons at the publishing house

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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[1]

1,537

Subscribers[1]

4,004

Newsletter Recipient[2]

4,990

Subscribers Facebook Page[3]

Strong community

,,KältenKlub“ 2,423 members[4]

1 Quarterly circulation IVW 1.7.2023–30.06.2024
2 Own count, recipient files of the KK newsletter, July 2024
3 Own count, Facebook followers, July 2024
4 Own count, members of „KältenKlub“, July 2024

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 78 th volume 2025

7 Subscription rate: (2019 without postage)

Annual subscription inland	201.90 €
Annual subscription abroad	201.90 €
Single copy sales	24.90 €

8 Organ: BIV - Federal Guild Association of German refrigeration system builders

9 Membership/ Participation:

10 Publishing house: Alfons W. Gentner Verlag GmbH & Co. KG
Postfach 10 17 42, 70015 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone + 49 (0) 711 63672-0
www.gentner.de

11 Publisher: Alfons W. Gentner Verlag GmbH & Co.KG

12 Ad sales: Monika Grünberg, Ad sales manager
Phone: + 49 (0) 711/63672-864,
gruenberg@gentner.de

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

14 Pages analysis: 2023 - 12 issues

Total number of pages:	744,00 pages	100.00 %
Editorial section:	593,39 pages	79,76 %
Advertising section:	299,53 pages	40,26 %
thereof:		
Classified ads:	3.42 pages	1.14 %
Supplements/bound inserts:	0.00 pages	0.00 %
Own ads:	148.42 pages	49.55 %
Inserts:	3 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 01.07.2023 to 30.06.2024)

Print run:	5,500		
Actual circulation (TvA):	5,304	thereof abroad	284
subscribed copies	1,565		
Paid circulation	1,537	thereof member copies	0
single copy sales	0		
other sales	29		
Free copies	3,739	permanent recipients	238
remaining, archive and	196	varying recipients	3,501
voucher copies		advertising copies	0

3 Geographical distribution analysis:

	%	copies
Germany	93.61	4,965
Abroad	6.39	339
Actual circulation	100	5,304

3.1 Print run Germany:

Nielsen 1	15.40 %	765 copies
Nielsen 2	20.21 %	1,003 copies
Nielsen 3A	14.53 %	721 copies
Nielsen 3B	15.51 %	770 copies
Nielsen 4	17.50 %	869 copies
Nielsen 5+6	9.41 %	467 copies
Nielsen 7	7.44 %	370 copies
Total	**100 %**	**4,965 copies**

3.2 Print run abroad:

Switzerland	38.38 %	130 copies
Austria	41.41 %	140 copies
Scandinavia	2.69 %	9 copies
Benelux	3.37 %	11 copies
France	0.34 %	1 copies
Italy	3.70 %	13 copies
Eastern Europe	5.72 %	19 copies
USA/Canada	0.67 %	2 copies
other foreign contries	3.70 %	13 copies
Abroad	**100 %**	**339 copies**

1.1 Industries/branches of trade/companies		
Readership groups	Ratio of actual circulation Germany	
	%	copies
Installation, assembling, maintenance, repairs – specialized companies that undertake cooling, refrigeration, deep cooling, air-conditioning, ventilation, heat recovery, energy technology (planning/construction/fitting/service/ repair of cooling, refrigeration and air-conditioning systems, ventilation systems, etc.)	60.2	3,193
Wholesale and specialized trade, sales, import 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	5.2	276
Planning, development, consulting (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	705
Manufacturers/Production Manufacturing plants for plants, and equipment, machines, technical equipment, devices, supplies and other products for cooling, refrigeration, air-conditioning, ventilation, heat recovery, energy recovery	18.2	965
Cooling and air-conditioning large scale consumers, users (enterprises) Companies in all industrial and economic fields that rely on the use of cooling and air-conditioning plants and equipment, devices, appliances, etc	2.1	111
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
actual total circulation	100	4,965

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:	**16,964**
2.3 Total number of varying recipients:	**15,015**

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

› **paid circulation**	1,565
thereof: subscribed copies:	1,537
other sales:	29
Actual distributed circulation (TvA)	5,304
› **thereof Germany**	4,965
› **thereof abroad**	339
› **Free copies**	3,739
permanent free copies	238
varying free copies	3,501
advertising copies	0

3 Description of analysis:

3.1 In reference to the total (percentage surveyed):

Total (TvA)	5,304	100.00 %

3.2 Date of analysis: June 30th 2024

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

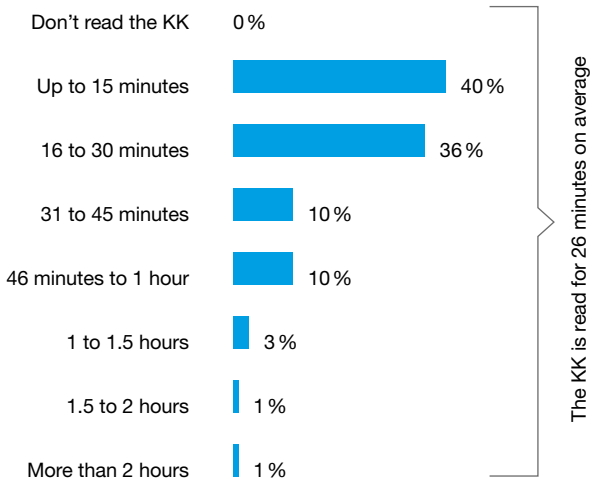
3.4 Target of the analysis: not applicable

3.5 Definition of the reader: not applicable

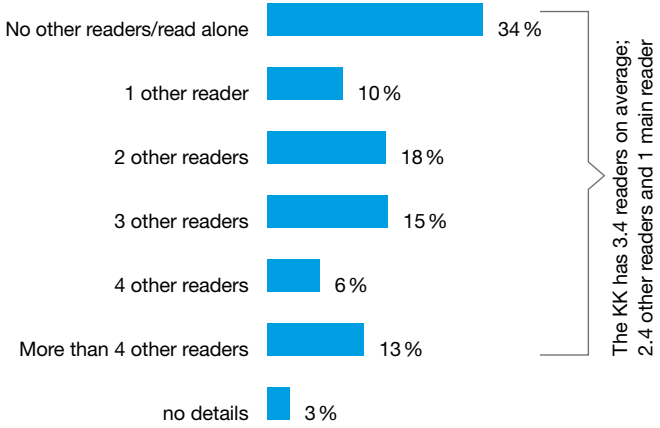
3.6 Time period of the analysis: July 2023 – June 2024

3.7 Responsible for the analysis: Gentner Verlag

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



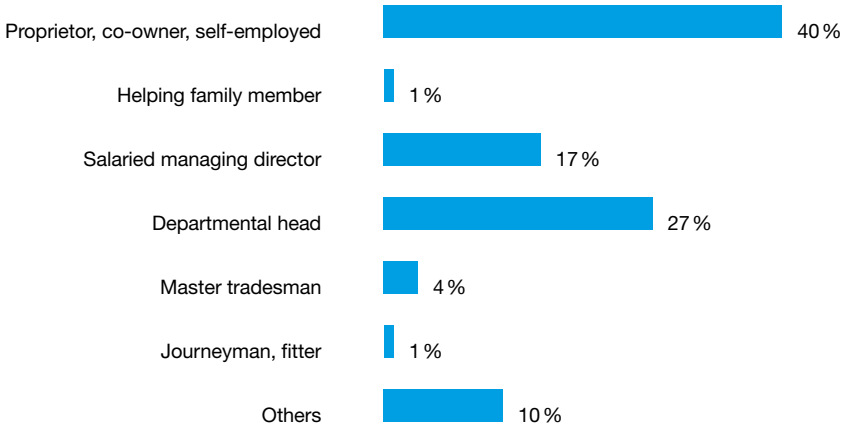
KK DIE KÄLTE + Klimatechnik is read by 3.4 people on average



Source: Reader Analysis 2023

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

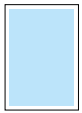
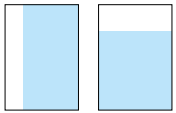
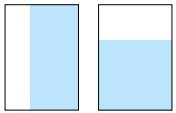
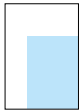
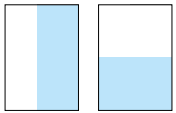
KÄLTE+Klimatechnik readers hold higher positions



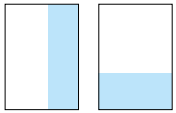
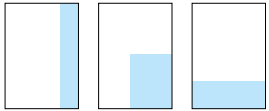
Source: Reader Analysis 2023

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	3,535.–		187 × 265	210 × 297
3/4 Page	3,060.–		↕ 139 × 265 ↔ 187 × 189	↕ 142 × 297 ↔ 210 × 219
2/3 Page	2,875.–		↕ 123 × 265 ↔ 187 × 170	↕ 132 × 297 ↔ 210 × 188
Juniorpage	2,710.–		135 × 190	145 × 208
1/2 Page	1,980.–		↕ 91 × 265 ↔ 187 × 130	↕ 101 × 297 ↔ 210 × 148

* 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.

Format	colour rate (up to 4c) in €		Print space formats width × height in mm	Bleed formats* width × height in mm
1/3 Page	1,650.–		↕ 59 × 265 ↔ 187 × 85	↕ 69 × 297 ↔ 210 × 103
1/4 Page	1,345.–		1 col. 43 × 265 2 col. 91 × 130 4 col. 187 × 63	54 × 297 101 × 148 210 × 81
Cover page (Cover + 1/1)**	4,760.–			measurement image: 184 × 147
Cover page package XL Cover page package plus Cover image special section KÄLTENCLUB	5,420.–			
Cover image special section KÄLTENCLUB	990.–			Bleed formats: measurement image: 184 × 147
2. Cover page 4c	3,935.–			
3. Cover page 4c	3,935.–			
4. Cover page 4c	3,935.–		187 × 265	
½ page next to the contents	2,210.–		↕ 91 × 265	↕ 101 × 297
Advertorial 1/1 Page 4c	4,065.–		187 × 265	210 × 297
Advertorial 1/2 Page 4c	2,275.–		↕ 91 × 265 ↔ 187 × 130	↕ 103 × 297 ↔ 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:

Placement:	Surcharge for mandatory Placement requirements	10 % of the advertisement price
Colour:	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, Technische Isolierung, Gebäude-Energieberater, KK DIE KÄLTE + Klimatechnik, GLASWELT, K&L Magazin, SKILLS Magazin, ERNEUERBARE ENERGIEN, photovoltaik* and *HZwei* can be freely combined.

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

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

Ad specials:

Bound inserts (discounts according to frequency):

2 pages 2,705.00 € 4 pages 3,855.00 €

Technical quidelines upon request. Paper quality up to 170g/m², more weight on request. Discounts according to frequency as stated.

Loose inserts (no discount available): up to 25 g weight 340.00 €/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 1,000 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

Please note our general standard terms and conditions: www.gentner.de/mediaservice/agb-anzeigen

Classiefied 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 column lines / 91 mm wide 3 column lines / 135 mm wide 4 column lines / 187 mm wide	2.80 5.60 8.40 11.20	1.80 3.60 5.40 7.20	3.00 6.00 9.00 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	corner ad: 91 × 130	728.00	468.00	780.00

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**

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 caused 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, please 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
01 Publication date: **02.01.2025** Advertising deadline: **04.12.2024**	› **Refrigeration:** Refrigerants › **Air-conditioning technology:** Decentralized Air-Conditioning Technology (Split, Multisplit and VRF units) › **Ventilation technology:** Industrial and commercial ventilation
02 Publication date: **06.02.2025** Advertising deadline: **20.01.2025**	› **Refrigeration:** Commercial refrigeration › **Components:** pumps, heat exchangers, etc. › **Ventilation technology:** Filter technology
ISH **03** Publication date: **06.03.2025** Advertising deadline: **17.02.2025**	› **Refrigeration:** cold stores and freezers, cold rooms › **Air conditioning technology:** EDP/ server room cooling › **Heat Pump Technology:** commissioning and maintenance › **Ventilation technology:** air ducts and culverts
Trade fairs and events: March 17th -20th, 2025 ISH, Frankfurt	
04 Publication date: **03.04.2025** Advertising deadline: **17.03.2025**	› **Refrigeration:** supermarket refrigeration/refrigeration units › **Air conditioning technology:** special solutions › **Ventilation technology:** systems with heat recovery
05 Publication date: **08.05.2025** Advertising deadline: **16.04.2025**	› **Refrigeration:** Natural refrigerants › **Air conditioning technology:** Hotel air conditioning › **Ventilation technology:** Industrial and Commercial Ventilation
06 Publication date: **05.06.2025** Advertising deadline: **16.05.2025**	› **Refrigeration:** industrial and process refrigeration › **Air conditioning technology:** Office air conditioning › **Ventilation technology:** air purification systems and treatment › **Heat pump technology**

Issue categories

Short & Current
- News from the industry
- Personal details
- Guild
- Abroad

Planning & Technology
- Refrigeration
- Air-conditioning technology
- Ventilation technology
- Heat pump technology
- MSR technology

Events & Dates
- Trade fairs
- Conferences, Seminars
- Symposia
- Companies

Education and training

From the trailer
- Personalities from the industry
- Expert information
- Product presentations

Questions from the practice

Permanent columns
- International News
- new products
- last page

Edition		Technology topics
07	Publication date: 03.07.2025 Advertising deadline: 13.06.2025	› **Refrigeration:** CO2-Uses › **Air conditioning technology:** air humidification and dehumidification › **Ventilation technology:** Special industrial and Commercial ventilation **SPECIAL: Industrial and commercial ventilation**
08	Publication date: 07.08.2025 Advertising deadline: 21.07.2025	› **Refrigeration:** Components: compressors, evaporators, ect. › **Air conditioning technology:** Room air conditioners (split, multisplit and VRF units) › **Ventilation technology:** Fans › **Heat pump technology**
09	Publication date: 04.09.2025 Advertising deadline: 18.08.2025	› **Refrigeration:** chillers › **Air conditioning technology:** Components: pumps, heat exchangers, ect. › **Ventilation technology:** Controlled home ventilation
10	Publication date: 02.10.2025 Advertising deadline: 15.09.2025	› **Refrigeration:** Refrigerants › **Air conditioning technology:** EDP / server room cooling › **Ventilation technology:** air curtain systems **SPECIAL: heating pumps in industrial and Commercail ventil**
Trade fairs and events: 28 –29.10.2025 European Heat Pump Summit, Nuremberg		
11	Publication date: 06.11.2025 Advertising deadline: 20.10.2025	› **Refrigeration:** Exhaust and adsorption refrigeration systems › **Air conditioning technology:** special solutions › **Ventilation technology:** Supply and exhaust air units › **Heat pump technology**
12	Publication date: 04.12.2025 Advertising deadline: 17.11.2025	› **Refrigeration:** Maintenance & Co. › **Air conditioning technology:** systems with heat recovery › **Ventilation technology:** ventilation dampers / smoke extraction / fire protection

Issue categories

Short & Current
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- Personal details
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- Abroad

Planning & Technology
- Refrigeration
- Air-conditioning technology
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- Heat pump technology
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Questions from the practice

Permanent columns
- International News
- new products
- last page

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!

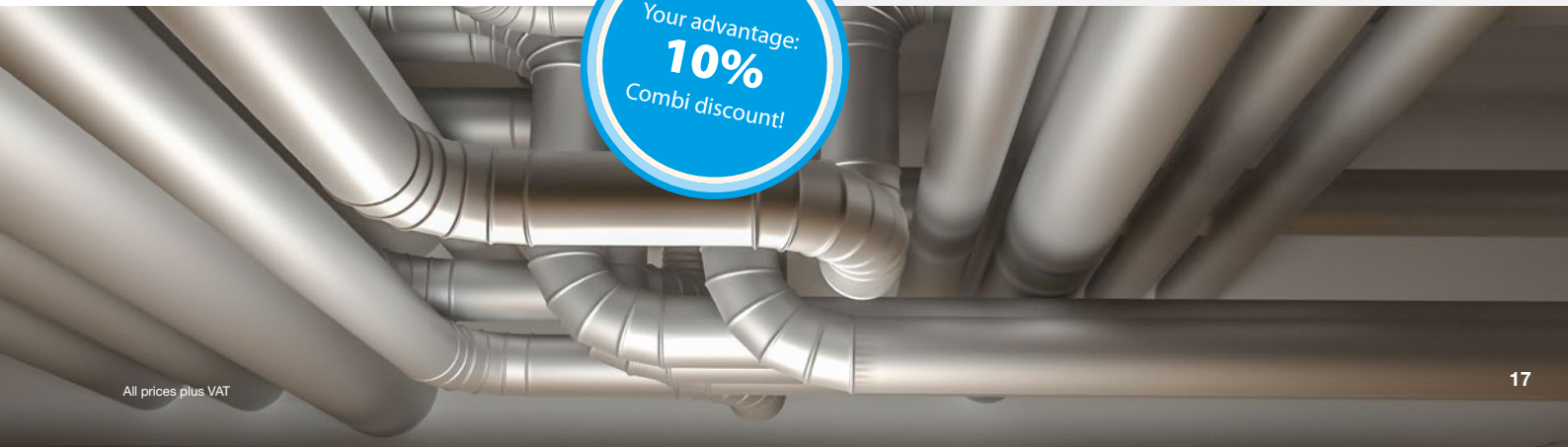
Prices:

Advertisements unit price TGA+E Fachplaner		Discounted Combi price for 16,500 copies	Advertisements unit price KK DIE KÄLTE + Klimatechnik	
1/1 page 4c	5,960.00 €	8,546.00 €	3,535.00 €	1/1 page 4c
1/2 page 4c	3,620.00 €	5,040.00 €	1,980.00 €	1/2 page 4c
1/3 page 4c	2,990.00 €	4,176.00 €	1,650.00 €	1/3 page 4c
1/4 page 4c	2,450.00 €	3,416.00 €	1,345.00 €	1/4 page 4c

Dates:

TGA+e Fachplaner
Issue 07/2025
Publication date: 04.07.2025
Advertising deadline: 16.06.2025

KK DIE KÄLTE + Klimatechnik
Issue 07/2025
Publication date: 03.07.2025
Advertising deadline: 13.06.2025



All prices plus VAT

Ensure high target group coverage – at particularly attractive conditions!

The use of **heat pumps** in non-residential buildings can be large Potential savings mean compliance with legal requirements meet requirements.

In our **topic special** we highlight the opportunities and risks, Find out about factors relevant to planning and achieve them in a targeted manner the two important decision-making groups

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

Use this focused editorial environment to generate 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	5.960,00 €	8.546,00 €	3.535,00 €	1/1 page 4c
1/2 page 4c	3.620,00 €	5.040,00 €	1.980,00 €	1/2 page 4c
1/3 page 4c	2.990,00 €	4.176,00 €	1.650,00 €	1/3 page 4c
1/4 page 4c	2.450,00 €	3.416,00 €	1.345,00 €	1/4 page 4c

Dates:

TGA+e Fachplaner
Issue 10/2025
Publication date: 07.10.2025
Advertising deadline: 17.09.2025

KK DIE KÄLTE + Klimatechnik
Issue 10/2025
Publication date: 02.10.2025
Advertising deadline: 15.09.2025

Your advantage:
10%
Combi discount!

All prices plus VAT

KK Wall Calendar 2026

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

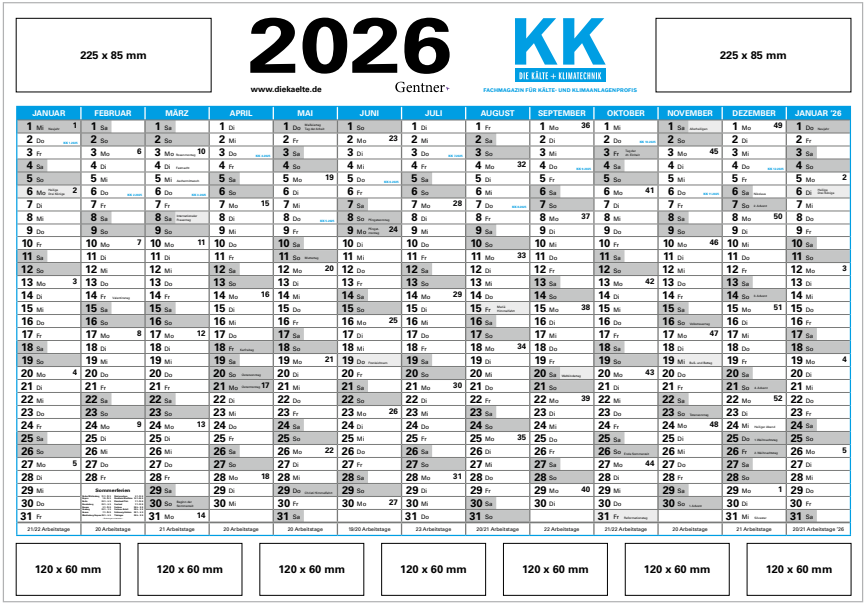
Standard 890 €

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



Advertisement deadline: September 24, 2025
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

Print magazine
- Print ad
- Special editions
- Print advertorial

Website
- Display advertising
- Online advertorial
- Online catalogue service

Newsletter
- KK Newsletter
- KK Themed Newsletter
- KältenKlub Newsletter

E-Paper
the printed magazine conveniently on your tablet

KK DIE KÄLTE + KLIMATECHNIK

Social Media
- Traffic campaigns on Facebook for your product novelties

Corporate Publishing
- Customer magazines
- Annual reports
- Microsites

Lead generation
- Dossier Sponsorship
- Whitepaper
- Webinar

KältenKlub
- Network for refrigeration engineers and mechatronics engineers for refrigeration technology

PINK trailer
- Our trailer from the project initiative Young talent Cold (PINK)

1 Web address: 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

Please note our general terms and conditions for online advertising on 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

Contact Online Advertising:
Monika Grünberg, advertising manager
Phone: +49 711 6 36 72-864, gruenberg@gentner.de

Ad Management,
Phone: +49 711 6 36 72-810/811, datenanlieferung@gentner.de

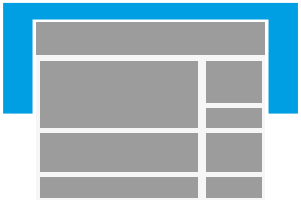
5 Access control:

6 Usage data:

Visits:	23,733
Total page impressions/month:	42,959

Source: IVW online usage data, 06/24

Fireplace-Ad



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

Format: 1.240 × 90 px + 160 × 600 px (2 ×)
JPEG, GIF or Redirect (iframe), max. 100 KB per advertising medium

CPM: 135 € **Targeting: 148 €**

Superbanner

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

Format: 728 × 90 px
JPEG, GIF or Redirect (iframe), max. 100 KB

CPM: 70 € **Targeting: 77 €**

Wallpaper

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

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

CPM: 111 € **Targeting: 122 €**

Halfpage Ad

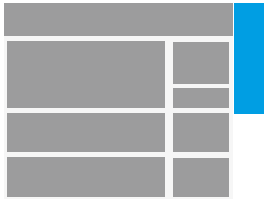
In addition to the content, it appears on all pages.
Sticky: remains visible while scrolling.

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

CPM: 111 € **Targeting: 122 €**

Sticky half page ad
CPM: 150 € **Targeting: 166 €**

Wide Skyscraper



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

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

CPM: 70 € **Targeting: 77 €**

Sticky Skyscraper
CPM: 93 € **Targeting: 103 €**

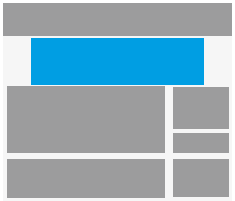
Medium Rectangle

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

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

CPM: 87 € **Targeting: 96 €**

Billboard

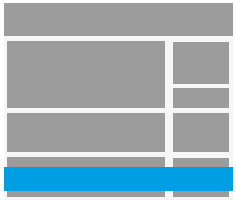


Below the horizontal navigation bar.
Appears on all pages, including the homepage.

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

CPM: 111 € **Targeting: 122 €**

Sticky Footer

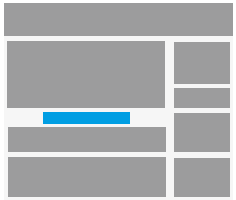


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

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

CPM: 93 € **Targeting: 103 €**

Fullbanner

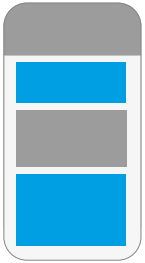


Between the articles, appears on all pages.

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

CPM: 58 € **Targeting: 64 €**

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 × 150 px, JPG, GIF, max. 100KB

CPM: 81 €
Targeting: 90 €

Mobile Medium Rectangle

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

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

CPM: 87 €
Targeting: 96 €

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**
4	**Special advertising formats:**
	Upon request

All prices exclude VAT.

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 × 72 px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head
Price: 790 €

Between two articles
Price: 610 €

Text image ad standard

Display: 270 × 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 for position 1: 930 €
Price from position 2: 850€

Video post standard

Display: 270 × 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 for position 1: 930€
Price from position 2: 850€

Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, …
Display: 150 × max. 150 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 560 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL
Price: 495 €

Text image ad XL

Display: 560 × 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 for position 1: 1,255 €
Price from position 2: 1,150€

Video post XL

Display: 560 × 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. 500 characters
URL
Price for position 1: 1,255 €
Price from position 2: 1,150€

- **Subscribers:** 4,404 as of July 2024
- **Total opening rate:** 94.03 % in July 2024
- **Opening rate unique:** 45.93 % in July 2024

Publication frequency	Delivery of the data
weekly	5 working days before dispatch date to datenanlieferung@gentner. de

Newsletter dates 2025			
weekly newsletter in 2025!			
10.01.2025	04.04.2025	27.06.2025	19.09.2025
17.01.2025	11.04.2025	04.07.2025	26.09.2025
24.01.2025	17.04.2025	11.07.2025	02.10.2025
07.02.2025	25.04.2025	18.07.2025 Kältemittel	10.10.2025
14.02.2025	02.05.2025	25.07.2025	17.10.2025
21.02.2025	09.05.2025	01.08.2025	24.10.2025
28.02.2025	16.05.2025	08.08.2025	30.10.2025
07.03.2025	23.05.2025	15.08.2025	07.11.2025
14.03.2025 Wärmepumpen-technik	30.05.2025	22.08.2025	14.11.2025
21.03.2025	06.06.2025	29.08.2025	21.11.2025
28.03.2025	13.06.2025	05.09.2025	28.11.2025
	20.06.2025	12.09.2025	05.12.2025
			12.12.2025

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

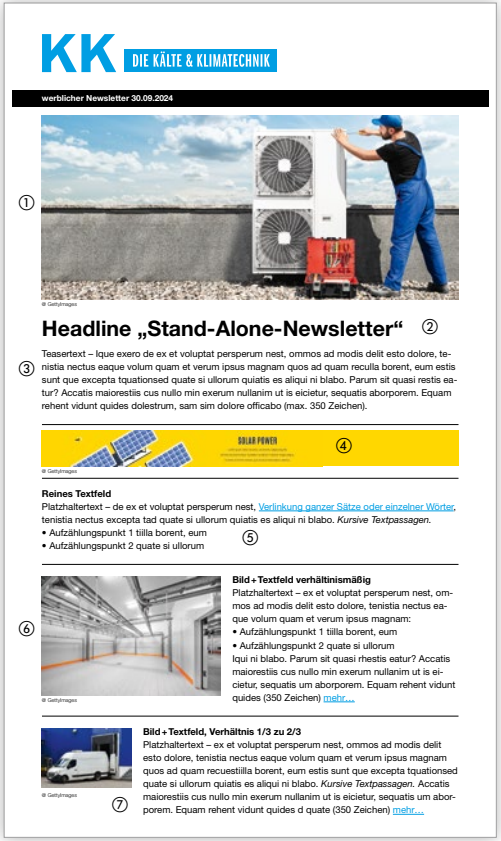
⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options::
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

⑥ **Image + text field, proportionate**
Image: 560 pixels, Height variable, landscape format, max. 200 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. 200 KB, JPG
Headline: 35 characters
Text: 350 characters; image linking possible.

Price: **2,280.– €**

Data delivery: at least 12 working days before sending date


KK DIE KÄLTE & KLIMATECHNIK

werblicher Newsletter 30.09.2024

①

© Gettyimages

Headline „Stand-Alone-Newsletter“ ②

③ Teasertext – Ique exero de ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis sunt que excepta tquationsed quate si ullorum quiatis es aliqui ni blabo. Parum sit quasi restis eatur? Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestrum, sam sim dolore officabo (max. 350 Zeichen).

SOLAR POWER ④

© Gettyimages

Reines Textfeld
Platzhaltertext – de ex et voluptat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tad quate si ullorum quiatis es aliqui ni blabo. *Kursive Textpassagen.*
• Aufzählungspunkt 1 tiilla borent, eum ⑤
• Aufzählungspunkt 2 quate si ullorum

⑥ © Gettyimages

Bild + Textfeld verhältnismäßig
Platzhaltertext – ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam:
• Aufzählungspunkt 1 tiilla borent, eum
• Aufzählungspunkt 2 quate si ullorum
Iqui ni blabo. Parum sit quasi rhestis eatur? Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) mehr...

© Gettyimages

Bild + Textfeld, Verhältnis 1/3 zu 2/3
Platzhaltertext – ex et voluptat persperum nest, ommos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recuestiilla borent, eum estis sunt que excepta tquationsed quate si ullorum quiatis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestiis cus nullo min exerum nullanim ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides d quate (350 Zeichen) mehr...

⑦

Content marketing campaign

Online advertorial incl. social media push
Position yourself as an expert in your industry and convince your target group with your message.

With the content marketing campaign, we combine the effect of editorial content with a targeted advertising approach. Basis of the Campaign is an online advertorial on www.diekaelte.de, which resembles an editorial contribution. In this way, we increase awareness and credibility with the target group. For more reach and visibility of the online advertorial, we use social media ads. These enable precise and advanced targeting, which makes your message stand out to the right decision-makers. You benefit from a sustainable impact and maximized performance.

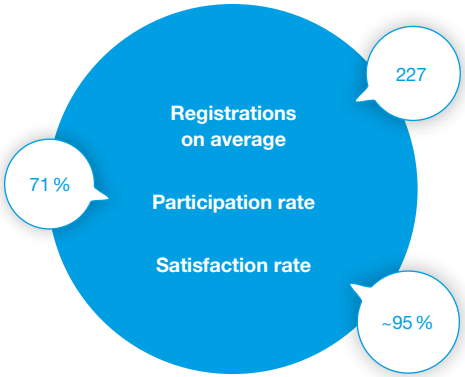
The good thing is that the online advertorial will remain on after the end of the campaign website and can still be found by search engines.

The structure of the online advertorial is flexible: In addition to meaningful text and images, videos or image galleries can also be integrated.

Services:

- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on www.diekaelte.de (marked with ad)
- create measures via relevant social media channels
- take care of monitoring and optimization
- create a report on the online advertorial at the end of the Campaign Duration
- Duration of the content marketing campaign is 4 weeks

Price: 2,700.– €



An overview of the upcoming webinars and the recordings of past webinars can be found on **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.

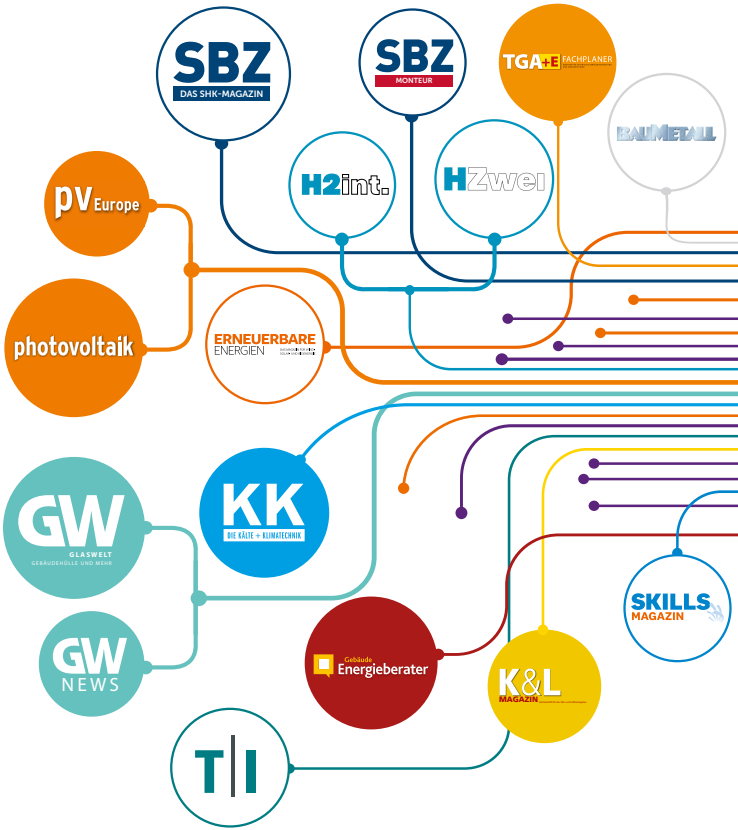
Anne L.: Thank you for the excellent and practical information from the speakers!!

Source: Own count n = > 3,000

Demonstrate the expertise of your company and strengthen your brand: Let our webinar be your stage!

Increase your visibility and reach with our webinar offering.Reach your target group directly, present yourself as an expert and win 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 demonstrate your expertise and present your own brand.	We promote your own webinars and promote them through our channels for visibility and relevant participants.
Services: › Advice on the selection of topics and the structure of the webinar › Your specialist speakers guide you through the content of the webinar › Participant generation via relevant channels (Print advertisements, newsletter advertisements and stand-alone newsletters to promote the webinar) › Your logo and topic on the webinar registration landing page › You will receive all GDPR-compliant leads from webinar participants for one-time use › Participant management, organizational support, technical instruction & implementation by our webinar team › Moderation and Q&A session by our specialist editorial team › You will receive a detailed report as well as the questions from the Webinar	**Services:** › We promote your webinars, training courses or events in our newsletter and thus support you with the Acquisition of participants in the relevant target group › You will receive an attention-grabbing text image ad in the Events section of the newsletter
7,500.– €	**495.– €**



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 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 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

Bild: Adobe Stock

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.

Bild: GettyImages

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.

Jörg Detzel
Marketing and sales manager Alfons W. Gentner Verlag

BAUMETALL
Trade magazin for tinsmith technology
baumetall.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
gw-news.eu (Englisch)

haustec.de
The largest editorial portal about building services engineering
haustec.de

Hzwei
Trade journal for hydrogen
www.hzwei.info
www.h2-international.com

KK DIE KÄLTE + Klimatechnik
Trade journal Refrigeration, air conditioning and ventilation technology
diekaelte.de

K&L Magazin
Trade 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 Competence development in professional life

skills-magazin.de

Technische Isolierung
magazine for technical building services and the insulation technology

www.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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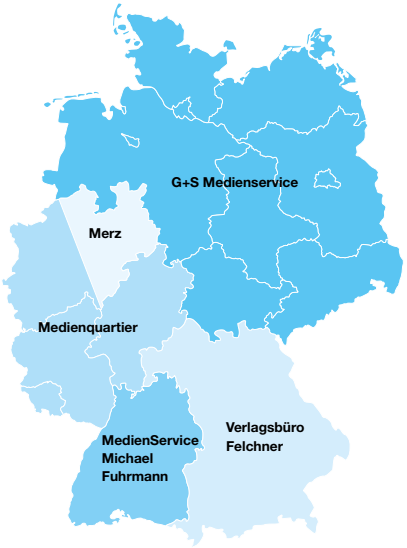

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