

**COOLING, AIR CONDITIONING,  
VENTILATION**

**KK**

**DIE KÄLTE + KLIMATECHNIK**

Media kit  
print + digital  
2026

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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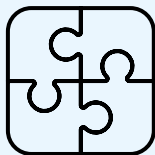
### Subscription/Distribution

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### Editorial

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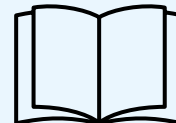
### Topics

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



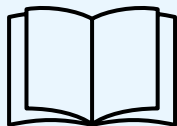
### Market leader

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



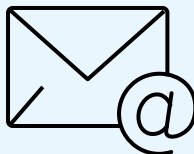
### 5,500 Copies

Print run<sup>1</sup>



1,442

Subscribers<sup>1</sup>



3,858

Newsletter Recipient<sup>2</sup>

∞ Meta

5,036

Subscribers Facebook Page<sup>3</sup>



### Strong community


„KältenKlub“ 2,541 members<sup>4</sup>

<sup>1</sup> Quarterly circulation IVW 1.7.2024–30.6.2025

<sup>2</sup> Own count, recipient files of the KK newsletter, July 2025

<sup>3</sup> Own count, Facebook followers, August 2025

<sup>4</sup> Own count, members of „KältenKlub“, October 2025

- 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** 79 th volume 2026
- 7 Subscription rate:**  
 Annual subscription inland 210.90 €  
 Annual subscription abroad 210.90 €  
 Single copy sales 25.90 €
- 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  
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 gruenberg@gentner.de
- 13 Editor:** Dirk Rehfeld, Editor-in-Chief  
 Phone: + 49 (0) 711/63672-849,  
 rehfeld@diekaelte.de
- 14 Pages analysis:**  
 Total number of pages: 804.00 pages 100.00 %  
 Editorial section: 667.34 pages 83.00 %  
 Advertising section: 136.66 pages 17.00 %
- thereof:**  
 Classified ads: 2.79 pages 1.14 %  
 Supplements/bound inserts: 0.00 pages 0.00 %  
 Own ads: 145..92 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 01.07.2024 to 30.06.2025)

|                                  |       |                       |       |
|----------------------------------|-------|-----------------------|-------|
| <b>Print run:</b>                | 5,500 |                       |       |
| <b>Actual circulation (TvA):</b> | 5,315 | thereof abroad        | 290   |
| subscribed copies                | 1,487 |                       |       |
| Paid circulation                 | 1,442 | thereof member copies | 0     |
| single copy sales                | 0     |                       |       |
| other sales                      | 45    |                       |       |
| Free copies                      | 3,828 | permanent recipients  | 230   |
| remaining, archive and           | 185   | varying recipients    | 3,598 |
| voucher copies                   |       | advertising copies    | 0     |

### 3 Geographical distribution analysis:

|                    | %     | copies |
|--------------------|-------|--------|
| Germany            | 94.54 | 5,025  |
| Abroad             | 5.46  | 290    |
| Actual circulation | 100   | 5,315  |

### 3.1 Print run Germany:

|             |         |              |
|-------------|---------|--------------|
| Nielsen 1   | 15.00 % | 754 copies   |
| Nielsen 2   | 19.90 % | 1.000 copies |
| Nielsen 3A  | 15.05 % | 756 copies   |
| Nielsen 3B  | 15.43 % | 775 copies   |
| Nielsen 4   | 17.95 % | 902 copies   |
| Nielsen 5+6 | 9.52 %  | 478 copies   |
| Nielsen 7   | 7.15 %  | 359 copies   |

**Total 100 % 5,025 copies**

### 3.2 Print run abroad:

|                         |         |            |
|-------------------------|---------|------------|
| Switzerland             | 40.07 % | 116 copies |
| Austria                 | 37.91 % | 110 copies |
| Scandinavia             | 2.89 %  | 8 copies   |
| Benelux                 | 3.25 %  | 9 copies   |
| France                  | 0.36 %  | 1 copy     |
| Italy                   | 4.69 %  | 4 copies   |
| Eastern Europe          | 5.05 %  | 15 copies  |
| USA/Canada              | 0.36 %  | 1 copy     |
| Other foreign countries | 5.42 %  | 16 copies  |

**Abroad 100 % 290 copies**

## 1.1 Industries/branches of trade/companies

| Readership groups  | Ratio of actual circulation Germany<br>% | 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.) | 60.6                                     | 3,221  |
| <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   | 4.9                                      | 260    |
| <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)   | 15.3                                     | 813    |
| <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  | 16.2                                     | 861    |
| <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   | 2.1                                      | 112    |
| 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.   | 0.9                                      | 48     |
| actual total circulation   | 100                                      | 5,315  |

## 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:** 17,274

**2.3 Total number of varying recipients:** 15,375

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

› **paid circulation** 1,487  
     **thereof:** subscribed copies: 1,442  
               other sales: 45

Actual distributed circulation (TvA) 5,315

› **thereof Germany** 5,025

› **thereof abroad** 290

› **Free copies** 3,828

    permanent free copies 230

    varying free copies 3,598

    advertising copies 0

### 3 Description of analysis:

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

Total (TvA) 5,315 100.00 %

#### 3.2 Date of analysis: June 30th 2025

#### 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

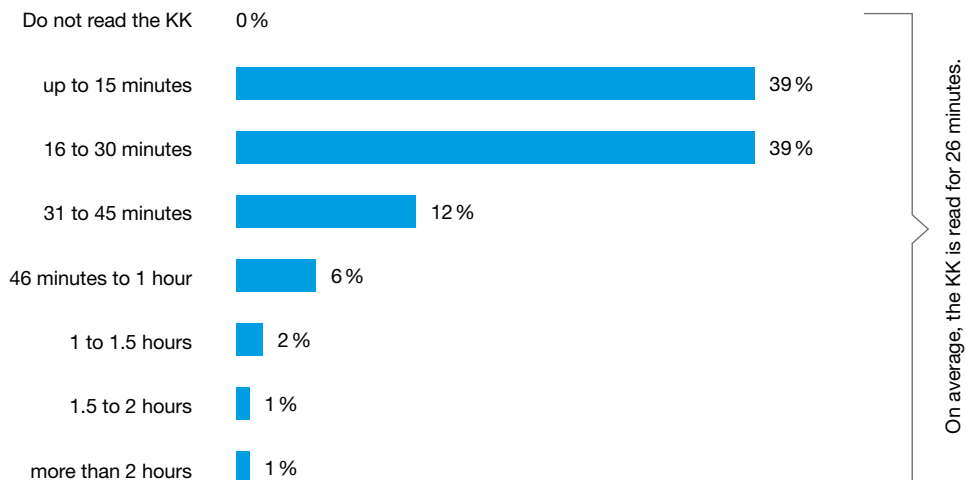
#### 3.4 Target of the analysis: not applicable

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

#### 3.6 Time period of the analysis: July 2024–June 2025

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

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

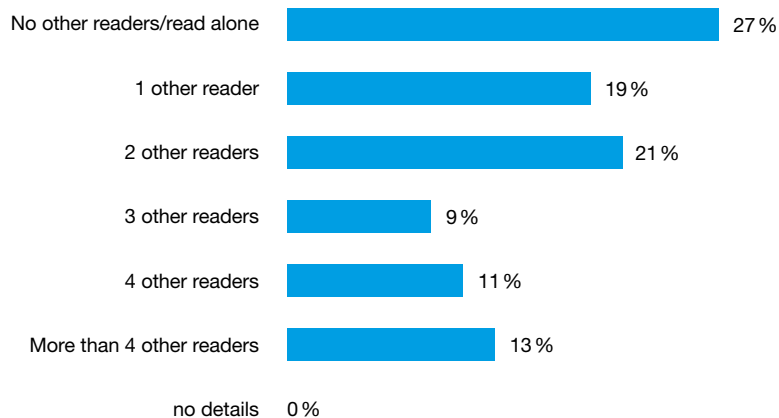


Source: Reader Analysis 2025

Carried out and evaluated from 28.04. – 27.05.2025, teleResearch, Insitut für Marktforschung



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

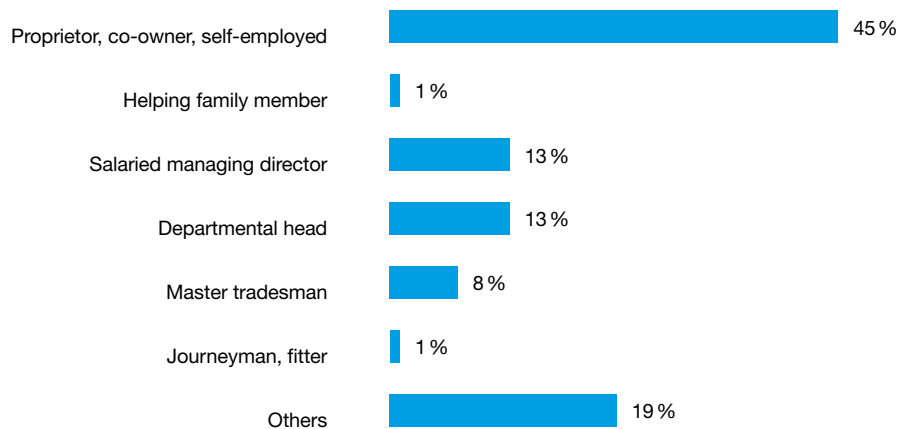


The KK has 3.4 readers on average;  
2.4 other readers and 1 main reader

Source: Reader Analysis 2025

Carried out and evaluated from 28.04. – 27.05.2025, teleResearch, Insitut für Marktforschung







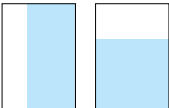




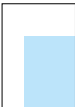





## KÄLTE+Klimatechnik readers hold higher positions



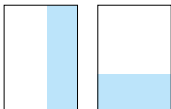




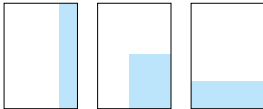


Source: Reader Analysis 2025

Carried out and evaluated from 28.04. – 27.05.2025, teleResearch, Insitut für Marktforschung

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

| Format     | colour rate<br>(up to 4c) in € |   | Print space formats<br>width × height in mm  | Bleed formats*<br>width × height in mm   |
|------------|--------------------------------|---|--|--|
| 1/1 Page   | 3,600.–                        |  | 187 × 265  | 210 × 297  |
| 3/4 Page   | 3,120.–                        |  |  139 × 265<br> 187 × 189 |  142 × 297<br> 210 × 219 |
| 2/3 Page   | 2,935.–                        |  |  123 × 265<br> 187 × 170 |  132 × 297<br> 210 × 188 |
| Juniorpage | 2,765.–                        |  | 135 × 190  | 145 × 208  |
| 1/2 Page   | 2,020.–                        |  |  91 × 265<br> 187 × 130  |  101 × 297<br> 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<br>(up to 4c) in € |   | Print space formats<br>width × height in mm   | Bleed formats*<br>width × height in mm  |
|---|--------------------------------|---|---|---|
| 1/3 Page  | 1,685.–                        |  |  59 × 265<br> 187 × 85  |  69 × 297<br> 210 × 103 |
| 1/4 Page  | 1,375.–                        |  | 1 col. 43 × 265<br>2 col. 91 × 130<br>4 col. 187 × 63   | 54 × 297<br>101 × 148<br>210 × 81   |
| Cover page<br>(Cover + 1/1)**   | 4,855.–                        |   |   | measurement image: 184 × 147  |
| Cover page package XL<br>Cover page package plus<br>Cover image special<br>section KÄLTENCLUB | 5,530.–                        |   |   |   |
| Cover image special<br>section KÄLTENCLUB   | 1,000.–                        |   |   | Bleed formats: measure-<br>ment image: 184 × 147  |
| 2. Cover page 4c  | 3,990.–                        |   |   |   |
| 3. Cover page 4c  | 3,990.–                        |   |   |   |
| 4. Cover page 4c  | 3,990.–                        |   | 187 × 265   |   |
| ½ page next to the contents   | 2,255.–                        |   |  91 × 265  |  101 × 297   |
| <b>Print-Advertorial</b>  |                                |   |   |   |
| 1/1 Page 4c   | 4,140.–                        | Specifications on request   | * Trimmed format plus 3 mm bleed on all sides. In principle, advertisements can be cancelled up to the advertising deadline. Cancellations must be made in writing. Special advertising formats such as cover pages and inside/outside cover pages cannot be cancelled.       |   |
| 1/2 Page 4c   | 2,320.–                        | Specifications on request   |   |   |
| <b>Print-Online-Advertorial</b>   |                                |   |   |   |
| 1/1 Page  | 5,380.–                        | Specifications on request   | ** Image-only product display + logo (in a separate field) on the cover page + 1/1 page 4-color advertisement on the first right-hand advertising page inside the magazine.<br><br>Deadline for printing materials for this placement is 4 weeks before the publication date. |   |
| 1/2 Page  | 3,015.–                        | Specifications on request   |   |   |

**Surcharges:**

|                   |  |                                 |
|-------------------|--|---------------------------------|
| <b>Placement:</b> | Surcharge for mandatory Placement requirements | 10 % of the advertisement price |
| <b>Colour:</b>    | Special colours, per colour                    | 765.00 €                        |

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

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

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

**Ad specials:**

Bound inserts (discounts according to frequency):

|                    |                    |
|--------------------|--------------------|
| 2 pages 2,760.00 € | 4 pages 3,930.00 € |
|--------------------|--------------------|

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 340.00 €/thousand

Prices are subject to machine processing.

Including postage fees, higher weight upon request.

Minimum format: 105 mm width × 148 mm height

Maximum format: 200 mm width × 287 mm height

Partial insert possible from 1,000 copies.

Selection costs: €85.00 (one-time).

Adhesive ads: on request

**Contact: Delivery address for ad specials**

See order confirmation after booking.

**Payment terms:**

2 % discount for payment within 8 days from the invoice date. No discount for occasional ads, postage fees, digit fees, or quotation postage.

Net 30 days from the invoice date; pre-calculation reserv

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 refer to our General Terms and Conditions at [www.gentner.de/mediaservice/agb-anzeigen](http://www.gentner.de/mediaservice/agb-anzeigen)

| Classified ads |                                 |                         |                               |                    |
|----------------|---------------------------------|-------------------------|-------------------------------|--------------------|
| format         | width × height                  | job offers<br>b/w to 4c | job applications<br>b/w to 4c | mm-ad<br>b/w to 4c |
| price mm EURO  | 1 column line / 43 mm wide      | 2.85                    | 1.80                          | 3.00               |
|                | 2 column lines / 91 mm wide     | 5.70                    | 3.60                          | 6.00               |
|                | 3 column lines / 135 mm wide    | 8.55                    | 5.40                          | 9.00               |
|                | 4 column lines / 187 mm wide    | 11.40                   | 7.20                          | 12.00              |
| 1/1 page       | 187 × 265                       | 3,021.00                | 1,908.00                      | 3,180.00           |
| 1/2 page       | high 91 × 265<br>wide 187 × 130 | 1,511.00                | 954.00                        | 1,590.00           |
| 1/4 page       | corner ad: 91 × 130             | 741.00                  | 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](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 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  | Issue categories   |
|--|--|--|
| <br>Publication date: 08.01.2026<br>Advertising deadline: 09.12.2025 | <b>01</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Refrigerants</li> <li>› <b>Air conditioning technology:</b> Decentralized air conditioning systems</li> <li>› <b>Ventilation technology:</b> Industrial and commercial ventilation</li> <li>› <b>Heat pump technology:</b> Cascade solutions</li> </ul>  | <b>Short &amp; Current</b> <ul style="list-style-type: none"> <li>› News from the industry</li> <li>› Personnel</li> <li>› Guild news</li> <li>› International</li> </ul>  |
| <br>Publication date: 05.02.2026<br>Advertising deadline: 19.01.2026 | <b>02</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Energy management &amp; digitalization</li> <li>› <b>Air conditioning technology:</b> Server room cooling</li> <li>› <b>Ventilation technology:</b> Air treatment / air distribution</li> <li>› <b>Heat pump technology:</b> Use of heat pumps in existing buildings</li> </ul>                            | <b>Planning &amp; Technology</b> <ul style="list-style-type: none"> <li>› Refrigeration technology</li> <li>› Air conditioning technology</li> <li>› Ventilation technology</li> <li>› Heat pump technology</li> <li>› Measurement, control and regulation technology (MSR)</li> </ul> |
| Trade fairs and events: 22.–26.2.2026 EuroShop, Düsseldorf   |  |  |
| <br>Publication date: 05.03.2026<br>Advertising deadline: 16.02.2026 | <b>03</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Supermarket refrigeration / refrigerated cabinets</li> <li>› <b>Air conditioning technology:</b> Smart buildings – practical example of intelligent control</li> <li>› <b>Ventilation technology:</b> Air ducts and outlets</li> <li>› <b>Heat pump technology:</b> High-temperature heat pumps</li> </ul> | <b>Events &amp; Dates</b> <ul style="list-style-type: none"> <li>› Trade fairs</li> <li>› Conferences, seminars</li> <li>› Symposia</li> <li>› Companies</li> </ul>  |
| Trade fairs and events: 17.–20.3.2026 SHK+E, Essen   |  |  |
| <br>Publication date: 02.04.2026<br>Advertising deadline: 16.03.2026 | <b>04</b> <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Cold and deep-freeze warehouses, cold rooms</li> <li>› <b>Air conditioning technology:</b> VRF technology</li> <li>› <b>Ventilation technology:</b> Controlled residential ventilation</li> <li>› <b>Heat pump technology:</b> District supply and low-temperature local</li> </ul>                        | <b>Education &amp; Training</b><br><b>From the Hanger</b> <ul style="list-style-type: none"> <li>› Industry personalities</li> <li>› Technical information</li> <li>› Product presentations</li> </ul>   |
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| <b>05</b><br>Publication date: 07.05.2026<br>Advertising deadline: 17.04.2026  | <ul style="list-style-type: none"> <li>› <b>Refrigeration technology:</b> Industrial and commercial refrigeration</li> <li>› <b>Air conditioning technology:</b> Combination with photovoltaics and solar thermal energy</li> <li>› <b>Ventilation technology:</b> Ventilation systems with heat recovery</li> <li>› <b>Heat pump technology:</b> Practical examples</li> </ul>                | <b>Questions from practice</b><br><b>Regular Sections</b> <ul style="list-style-type: none"> <li>› International news</li> <li>› New products</li> <li>› Last page</li> </ul>  |
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| Edition   | Technology topics  | Issue categories  |
|---|--|---|
| <b>07</b><br>Publication date: 02.07.2026<br>Advertising deadline: 15.06.2026         | › <b>Refrigeration technology:</b> Ammonia and CO <sub>2</sub> systems<br>› <b>Air conditioning technology:</b> Projects from the propane sector<br><b>SPECIAL: Industrial and commercial ventilation</b>  | <b>Short &amp; Current</b><br>› News from the industry<br>› Personnel<br>› Guild news<br>› International  |
| <b>08</b><br>Publication date: 06.08.2026<br>Advertising deadline: 20.07.2026         | › <b>Refrigeration technology:</b> Compressor and evaporator technology<br>› <b>Air conditioning technology:</b> Air conditioning with renewable energies<br>› <b>Ventilation technology:</b> Indoor pollutant exposure<br>› <b>Heat pump technology:</b> PV, battery storage and heat pumps                       | <b>Planning &amp; Technology</b><br>› Refrigeration technology<br>› Air conditioning technology<br>› Ventilation technology<br>› Heat pump technology<br>› Measurement, control and regulation technology (MSR) |
| <b>09</b><br>Publication date: 03.09.2026<br>Advertising deadline: 17.08.2026         | › <b>Refrigeration technology:</b> AI in system control<br>› <b>Air conditioning technology:</b> Solutions for retrofitting existing buildings<br>› <b>Ventilation technology:</b> Solutions for new construction and renovation<br>› <b>Heat pump technology:</b> Smart grid and sector coupling                  | <b>Events &amp; Dates</b><br>› Trade fairs<br>› Conferences, seminars<br>› Symposia<br>› Companies  |
| <b>CHILLVENTA</b><br>Publication date: 01.10.2026<br>Advertising deadline: 14.09.2026 | <b>10</b><br><b>MAIN TRADE FAIR ISSUE CHILLVENTA 2026</b><br>Everything related to the <b>main topics</b> of the trade fair:<br><b>Refrigeration, air conditioning and heat pump technology</b>  | <b>Education &amp; Training</b><br><b>From the Hanger</b><br>› Industry personalities<br>› Technical information<br>› Product presentations   |
| Trade fairs and events: 13. – 15.10.2026 Chillventa, Nürnberg                         |  |   |
| <b>11</b><br>Publication date: 05.11.2026<br>Advertising deadline: 19.10.2026         | › <b>Refrigeration technology:</b> Industrial and process refrigeration<br>› <b>Air conditioning technology:</b> Special solutions<br>› <b>Ventilation technology:</b> Industrial and commercial ventilation<br>› <b>Heat pump technology:</b> Heat pumps for active and passive cooling                           | <b>Questions from practice</b><br><b>Regular Sections</b><br>› International news<br>› New products<br>› Last page  |
| <b>12</b><br>Publication date: 03.12.2026<br>Advertising deadline: 16.11.2026         | › <b>Refrigeration technology:</b> Waste heat recovery<br>› <b>Air conditioning technology:</b> Air conditioning of large building complexes<br>› <b>Ventilation technology:</b> Ventilation dampers / smoke extraction / fire protection<br>› <b>Heat pump technology:</b> Planning tips for reversible operation |   |

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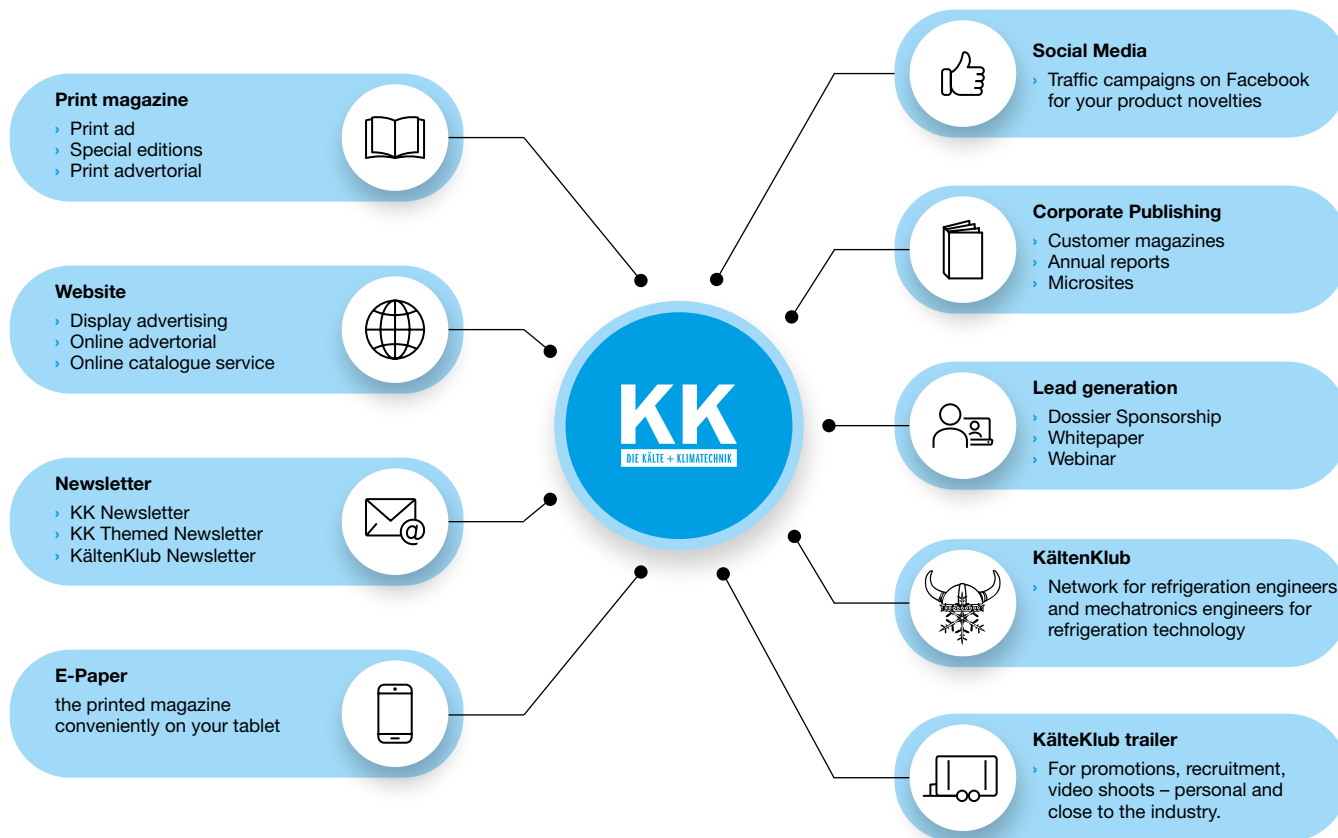
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## 2 Brief description:

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:

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

Ad Management,

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



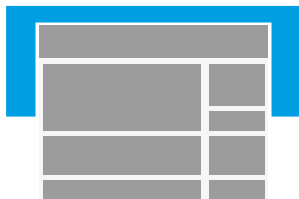
## 5 Access control:

-

## 6 Usage data:

|                                 |        |
|---------------------------------|--------|
| Visits:                         | 7,849  |
| Total page impressions/month:   | 12,149 |
| Source: Google Analytics, 06/25 |        |

### Fireplace-Ad



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

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

**CPM: 135 €      Targeting: 148 €**

### Superbanner

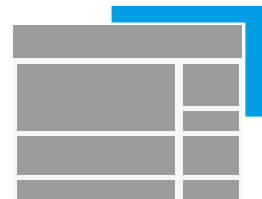


Upper screen edge, appears on all pages, including the homepage.

Format: 728 × 90px  
 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 × 90px + 160 × 600px  
 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.

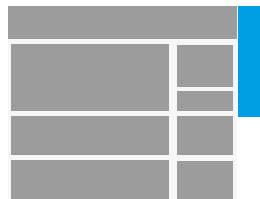
Format: 300 × 600px  
 JPEG, GIF or Redirect, max. 100 KB

**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.

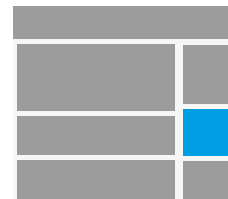
Format: 160 × 600px  
 JPEG, GIF or Redirect, max. 100 KB

**CPM: 70 €      Targeting: 77 €**

Sticky Skyscraper

**CPM: 93 €      Targeting: 103 €**

### Medium Rectangle

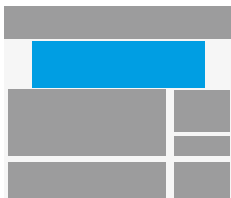


In the right content column, it appears on all pages, including the homepage.

Format: 300 × 250px  
 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 × 250px  
JPG, GIF or redirect, max. 150 KB

**CPM: 111 €     Targeting: 122 €**

## Sticky Footer

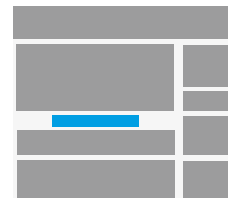


At the bottom of the page, spanning the entire width of the content, it appears on all pages and remains visible at the bottom of the screen.

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

**CPM: 93 €     Targeting: 103 €**

## Fullbanner

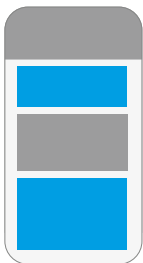


Between the articles, appears on all pages.

Format: 468 × 60px  
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 × 150px, 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 × 250px, 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 13

### 3 Data delivery:

Five working days before the start of the campaign via email to:  
**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



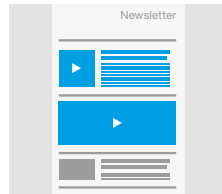
**Format:** 560 x 72 px.,  
jpg, gif or animated gif,  
max. 200 KB  
**URL**  
**Head**  
**Price:** – **Standard:** 790 €  
– **XL:** 1,070 €  
  
Between two articles  
**Price:** – **Standard:** 610 €  
– **XL:** 824 €

### 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 for position 1:** 930 €  
**Price from position 2:** 850 €

### 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 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 x 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 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 for position 1:** 1,255 €  
**Price from position 2:** 1,150 €

### 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. 500 characters  
**URL**  
**Price for position 1:** 1,255 €  
**Price from position 2:** 1,150 €

- › **Subscribers:** 3,828 as of August 2025
- › **Total opening rate:** 58.75 % in August 2025
- › **Opening rate unique:** 30.16 % in August 2025

### Publication frequency

weekly

### Delivery of the data

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

### Newsletter dates 2026

|                      |        |             |                          |
|----------------------|--------|-------------|--------------------------|
| 09.01.               | 03.04. | 10.07.      | 09.10.                   |
| 16.01.               | 10.04. | 17.07.      | 13.10. Inside Chillventa |
| 23.01.               | 17.04. | Refrigerant |                          |
| 30.01.               | 24.04. | 24.07.      | 14.10. Inside Chillventa |
| 06.02.               | 30.04. | 31.07.      |                          |
| 13.02.               | 08.05. | 07.08.      | 15.10. Inside Chillventa |
| 20.02.               | 15.05. | 14.08.      | 23.10.                   |
| 27.02.               | 22.05. | 21.08.      | 30.10.                   |
| 06.03.               | 29.05. | 28.08.      | 06.11.                   |
| 13.03.               | 05.06. | 04.09.      | 13.11.                   |
| Heat Pump Technology | 12.06. | 11.09.      | 20.11.                   |
| 20.03.               | 19.06. | 18.09.      | 27.11.                   |
| 26.06.               | 25.09. | 25.09.      | 04.12.                   |
| 27.03.               | 03.07. | 02.10.      | 11.12.                   |

### 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

werblicher Newsletter 30.09.2024



### Headline „Stand-Alone-Newsletter“ ②

Teaser text – Ique exero de ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam reculla borent, eum estis sunt que excepta tiquationesd quate si ullorum quatis es aliqui ni blabo. Parum sit quasi restis ea-tur? Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis aborporem. Equam rehent vidunt quides dolestum, sam sim dolore officabo (max. 350 Zeichen).



#### Reines Textfeld

Platzhaltertext – de ex et voluplat persperum nest, Verlinkung ganzer Sätze oder einzelner Wörter, tenistia nectus excepta tad quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.*

- Aufzählungspunkt 1 tilla borent, eum
- Aufzählungspunkt 2 quate si ullorum



#### Bild + Textfeld verhältnismäßig

Platzhaltertext – ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus ea-que volum quam et verum ipsus magnam:

- Aufzählungspunkt 1 tilla borent, eum
  - Aufzählungspunkt 2 quate si ullorum
  - Aufzählungspunkt 3 quate si ullorum
- Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides (350 Zeichen) [mshr...](#)



#### Bild + Textfeld, Verhältnis 1/3 zu 2/3

Platzhaltertext – ex et voluplat persperum nest, omnos ad modis delit esto dolore, tenistia nectus eaque volum quam et verum ipsus magnam quos ad quam recuestilla borent, eum estis sunt que excepta tiquationesd quate si ullorum quatis es aliqui ni blabo. *Kursive Textpassagen.* Accatis maiorestis cus nullo min exerum nullanum ut is eicietur, sequatis um aborporem. Equam rehent vidunt quides d quate (350 Zeichen) [mshr...](#)

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

- ✓ The online advertorial remains on the website even after the campaign has ended and can continue to be found by search engines.

### Services:

- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on [www.diekaelte.de](http://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: 2,900.– €** per Website



## 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   |
|---|---|
| <p>We organize your webinar. You demonstrate your expertise and present your own brand.</p> <p><b>Services:</b></p> <ul style="list-style-type: none"> <li>› Advice on the selection of topics and the structure of the webinar</li> <li>› Your specialist speakers guide you through the content of the webinar</li> <li>› Participant generation via relevant channels (Print advertisements, newsletter advertisements and stand-alone newsletters to promote the webinar)</li> <li>› Your logo and topic on the webinar registration landing page</li> <li>› You will receive all GDPR-compliant leads from webinar participants for one-time use</li> <li>› Participant management, organizational support, technical instruction &amp; implementation by our webinar team</li> <li>› Moderation and Q&amp;A session by our specialist editorial team</li> <li>› You will receive a detailed report as well as the questions from the Webinar</li> </ul> | <p>We promote your own webinars and promote them through our channels for visibility and relevant participants.</p> <p><b>Services:</b></p> <ul style="list-style-type: none"> <li>› 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</li> <li>› You will receive an attention-grabbing text image ad in the Events section of the newsletter</li> </ul> |
| 7,500.– €   | 495.– €   |



## KK GUIDED TOURS

## CHILLVENTA

As an exhibitor at Chillventa 2026, would you like to inform your customers specifically about your new products and provide personal consultations?

We offer you an effective opportunity to do so with the popular KK Guided Tours. The tours are organized exclusively by KK DIE KÄLTE + KLIMATECHNIK with the support of Messe Nürnberg.

The topic-related tours will take place on each day of Chillventa (13–15 October 2026):

- › **Refrigeration technology (every day of the fair)**
- › **Air conditioning and ventilation technology (every day of the fair)**

### Key facts:

- › Topic-related tours every day
- › The tours are accompanied by a technically qualified editor
- › Speaking time for you as an exhibitor: 10 minutes (via microphone)
- › Participants are equipped with headsets
- › After the trade fair, you will receive the participants' contact details

### Your advantages:

- › Save time and manpower for visitor support
- › Organization handled by the KK event team
- › We deliver an interested professional audience (promotion via our own websites, newsletters and the Messe Nürnberg website)
- › Receive participants' contact details after the fair
- › The tours are part of Chillventa reports in KK DIE KÄLTE + KLIMATECHNIK
- › Media coverage on our websites and social media channels

### Costs:

- › **Refrigeration technology: €1,790**  
The group visits your stand 3 times (once per day)
- › **Air conditioning and ventilation technology: €1,790**  
The group visits your stand 3 times (once per day)

### Interested? We will be happy to advise you!

Monika Grünberg  
 Advertising Manager  
 Phone: +49 (0) 711-63672-864  
[gruenberg@gentner.de](mailto:gruenberg@gentner.de)

# Your Special Appearance Promotion Package

The KälteKlub Mobile is not only used for recruiting young professionals – you can also book it!

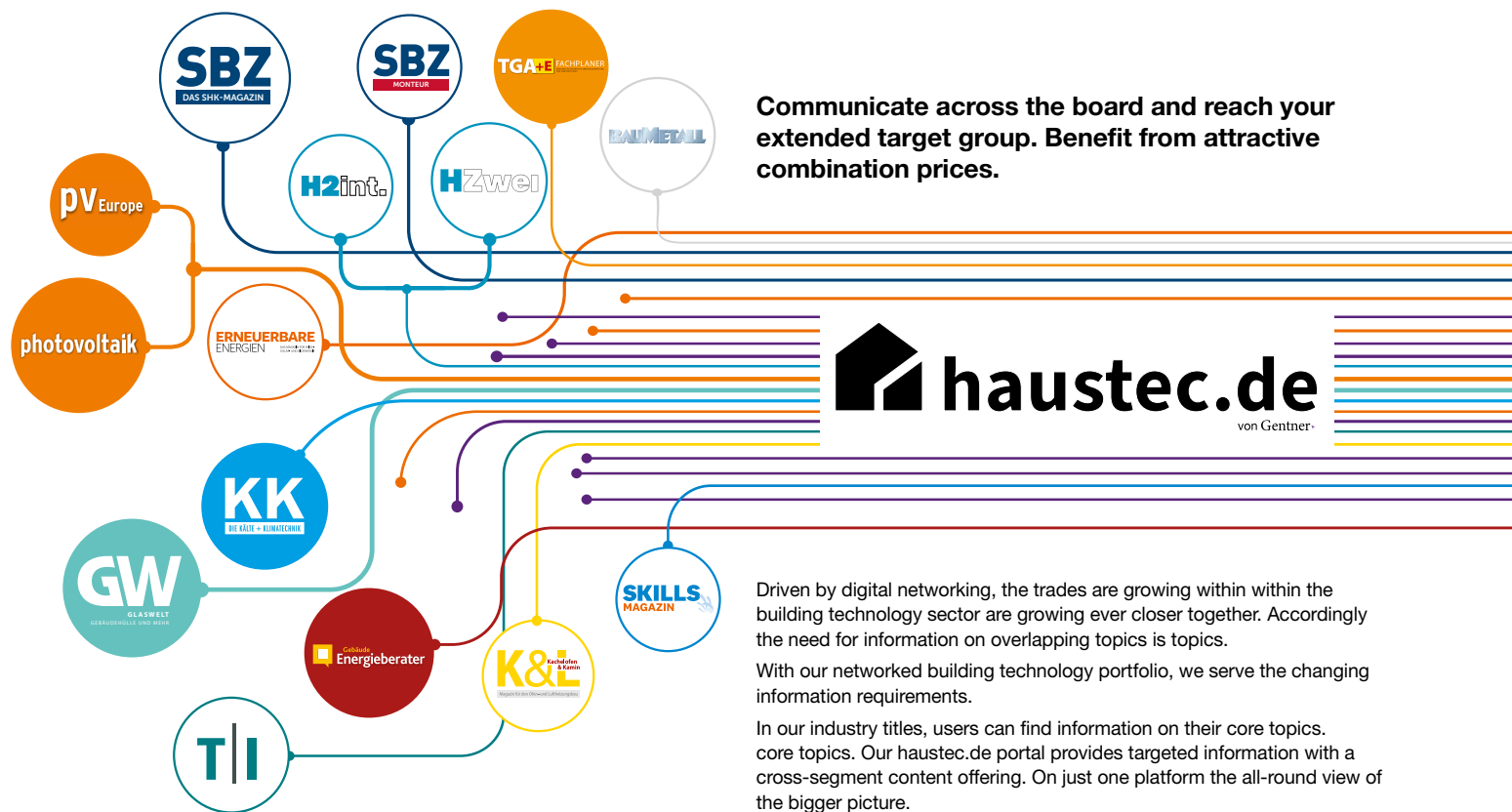
- The KälteKlub Mobile is with you for about two days for video shoots for the sections
- Technical Knowledge from the Trailer, "On the Stool with...", and "Hands-on Practice from the Trailer."
- Wide-reaching distribution through our print and online channels
- Full-page print advertisement featuring your company logo – branded according to the event

**Price: € 3,900**

Sounds interesting?

More information: [gruenberg@gentner.de](mailto:gruenberg@gentner.de), +49 (0)711 63672-864





## 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







**BAUMETALL**  
Trade magazin for  
tinsmith technology  
[baumetall.de](http://baumetall.de)



**ERNEUERBARE ENERGIEN**  
The magazine for the  
energy transition  
[erneuerbareenergien.de](http://erneuerbareenergien.de)



**Gebäude-Energieberater**  
The magazine for energy experts  
who provide decisive advice  
[geb-info.de](http://geb-info.de)



**GLASWELT**  
Facade, windows, glass and  
sun protection  
[glaswelt.de](http://glaswelt.de)



**haustec.de**  
The largest editorial portal about  
building services engineering  
[haustec.de](http://haustec.de)



**Hzwei**  
Trade journal for hydrogen  
  
[hzwei.info](http://hzwei.info)  
[h2-international.com](http://h2-international.com)



**KK DIE KÄLTE + Klimatechnik**  
Trade journal Refrigeration, air con-  
ditioning and ventilation technology  
[diekaelte.de](http://diekaelte.de)



**K&L Magazin**  
rade journal for the tiled stove and  
air heating construction  
[kl-magazin.de](http://kl-magazin.de)



**photovoltaik**  
Solar technology for installers,  
planners and architects  
[photovoltaik.eu](http://photovoltaik.eu)  
[pveurope.eu](http://pveurope.eu) (Englisch)



**SBZ – Das SHK-Magazin**  
Sanitary-, Heating-, air conditioning  
and ventilation technology  
[sbz-online.de](http://sbz-online.de)  
[sbz-monteur.de](http://sbz-monteur.de)



**SKILLS Magazin**  
Trade magazine for the Competen-  
ce development in professional life  
  
[skills-magazin.de](http://skills-magazin.de)



**Technische Isolierung**  
magazine for technical building ser-  
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[tech-isolierung.de](http://tech-isolierung.de)



**TGA+E-Fachplaner**  
Magazine for technical building  
services and electrical engineering  
  
[tga-fachplaner.de](http://tga-fachplaner.de)

# Gentner

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

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