

Energie & Management

MEDIA FOR THE ENERGY MARKET



Energie & Management
29 Years
Quality Journalism for the Energy Industry

2023 Media Data
PRINT & ONLINE & DIGITAL

more than **11,368,245**
contacts in a year



289,850

contacts with
decision-makers in a year
with year-round advertising in E&M;
data from Czaia/E&M



271,149

annual views of our LinkedIn posts
Total views on LinkedIn from July 2021 to July 2022



2,261,029

visits in a year
IVW Online / Google Analytics
from July 2021 to July 2022

6,916

contacts through Xing community
number of online members of
E&M groups in July 2022



1,301,761

premium newsletter contacts in a year
online reach with year-round banner
advertising in all newsletters;
statistics from subscriber numbers and
newsletter releases



7,237,540

views of our news on Twitter
Twitter data from August 2021 to August 2022

General information

Publisher Energie & Management Verlagsgesellschaft mbH
 Schloß Mühlfeld 20, 82211 Herrsching, Germany
 Phone: +49 / (0)8152 / 9311-0
 Fax: +49 / (0)8152 / 9311-22
 Email: info@emvg.de
 Web: www.energie-und-management.de

Managing directors Timo Sendner; t.sendner@emvg.de

Publisher and editorial staff Helmut Sendner, publisher
 h.sendner@emvg.de
 Stefan Sagmeister, editor-in-chief
 s.sagmeister@emvg.de
 Fritz Wilhelm, deputy editor-in-chief
 f.wilhelm@emvg.de

Media / advertisements Sebastian Lichtenberg
 s.lichtenberg@emvg.de; +49 / (0)8152 / 9311-88
 Dirk Kaufmann
 d.kaufmann@emvg.de; +49 / (0)8152 / 9311-77
 Karin Wiesner
 k.wiesner@emvg.de; +49 / (0)8152 / 9311-55
 Benjamin Rudolf
 b.rudolf@emvg.de; +49 / (0)4293 / 89089-11
 Antje Baraccani
 a.baraccani@emvg.de; +49 / (0)4293 / 89089-13

Sales / subscriber services Sebastian Lichtenberg
 s.lichtenberg@emvg.de
 Dirk Kaufmann
 d.kaufmann@emvg.de

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Frequency of The Energie & Management newspaper prints	12 issues per year and compendia 3-4 times per year. Eleven issues are published monthly in newspaper format. The Energie & Management newspaper is available as an ePaper a day ahead of official publication of the print edition.	Print documents	Digital data must be transmitted to us as a high-resolution PDF file, with fonts / data saved in uncompressed form in CMYK mode. (Please refer to the instruction sheet for more details on transmitting ads.)
Place of publication	Herrsching, Germany	Data transmission	Please send your data per email to: anzeigen@frunit.de
Subscription rates	Single issue: EUR 19.95 (plus postage) Annual subscription in Germany: EUR 299.00. Annual subscription in other European countries: EUR 349.00 The subscription rate in Germany includes VAT. The subscription rate for students is 50 % of the full price.	Printer	sourc-e GmbH Hohenstaufenring 61, 50674 Cologne, Germany
Printing	We offset print on 80 g matte coated photo paper (100 % recycled paper) using computer-to-plate (CTP) technology.	Design	frunit GmbH frunit Publishers Putzbrunner Str. 38, 85521 Ottobrunn, Germany
		Other information	Standard colour surcharges are based on Euroscale colours (CMYK). Costs for film production are charged separately.

Readership and circulation

Energy & Management – a successful advertising vehicle

Energy & Management is an efficient advertising vehicle if you are looking to reach decision-makers in the energy industry. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your advertising in our digital media ensures that your business attracts even greater attention.

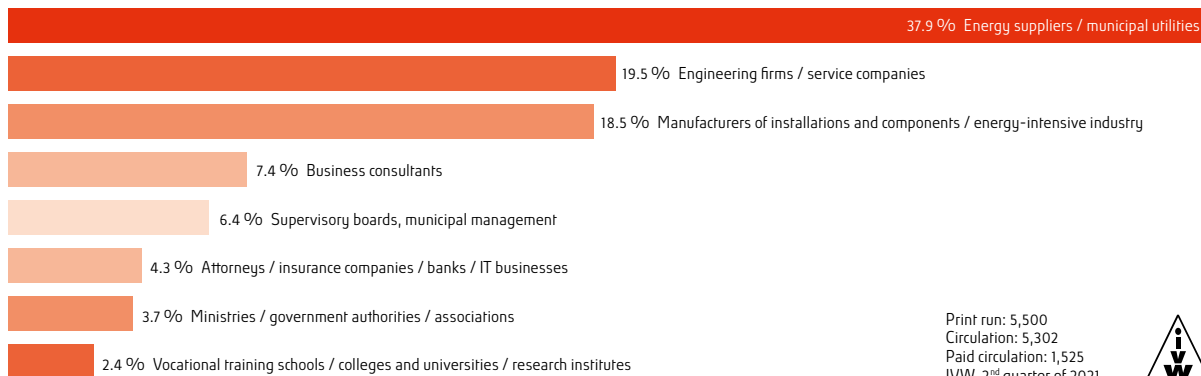
Energy & Management – a premium target group

E&M addresses the entire energy economy as well as energy-related industries, focusing on energy suppliers, municipal utilities, manufacturers of energy equipment and technology, and service providers.

Decision-makers and disseminators

Readers and subscribers to our media

- work in top positions as managing directors, business owners, board members, division heads, line managers and skilled specialists.
- decide on product selection and services and / or have budget responsibility.
- belong to companies of all sizes, mainly SMEs in the energy sector.



Print run: 5,500
 Circulation: 5,302
 Paid circulation: 1,525
 IVW, 2nd quarter of 2021



Understanding demographic changes

More and more readers are young and well qualified

E&M's readers are educated and skilled, averaging 43 years in age. About 56 % of our readers are between 40 and 59. The market segment of readers under the age of 40 is steadily growing, approaching 40 % of all readers. Some 17 % of our readers are young career-starters and not yet 30.

The typical E&M reader is male (87 %), employed (90 %), and a graduate (78 %). The share of subscribers with a college or university

degree is particularly impressive. You cannot overlook E&M if you want your ad to get attention in the energy sector. Some 82 % of our readers work for energy suppliers (power supply companies and municipal utilities), energy service providers, businesses in plant construction and technology, and in the renewable energy sector. Additionally, the target group of freelancers and self-employed in the energy market makes up nearly 15 % of our readership.

Position within the company



Decision-makers at a glance

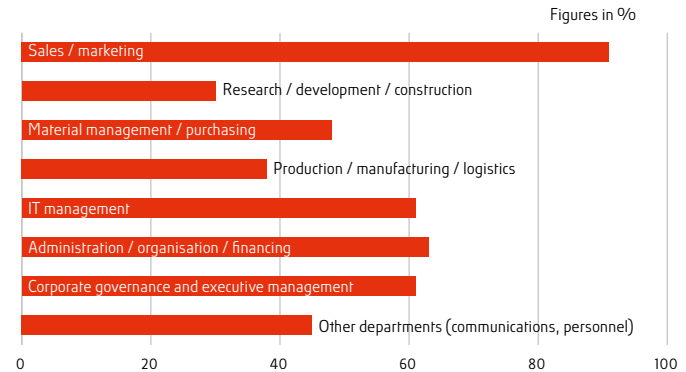
Across all company divisions

E&M addresses the high-earning reader with a gross annual income of more than 80,000 euros (33 %) in the very group that has purchasing power and decision-making authority. Some 28 % of our subscribers are in top management and 43 % are managers in energy companies – across all important company divisions.

Our newspaper is read particularly frequently in sales / marketing and IT departments, at the administrative and organisational levels, and in top management (company directors). About 19 % of

our readers make decisions on purchasing and materials management, while 15 % work in production, logistics and manufacturing, and nearly 12 % are involved in R&D and construction. This means that E&M enables you to present your products and services directly to decision-makers and target groups with relevant influence on their companies' purchasing strategies.

Decision-makers by function



Expertise has many facets

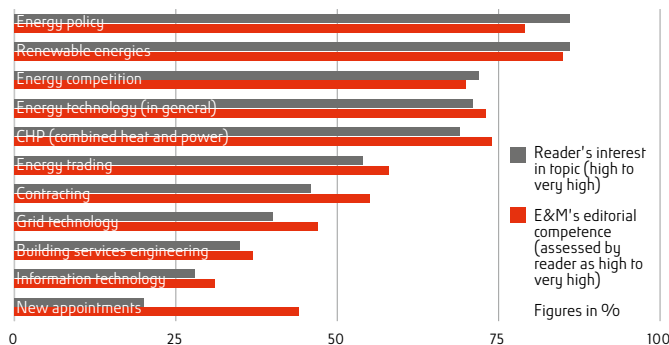
A balance of topics

E&M covers a broad and balanced range of topics. Some 39 % of respondents to our survey underlined this feature. The survey also gave a similarly positive evaluation to our editorial competence on all important energy topics. Our reporting on energy policy, energy technology, energy management and renewable energies leads the way – proof of our editorial skills in these areas.

According to 85 % of subscribers, our newspaper is often their first choice when it comes to finding out about trends, technological innovation and

changes in the market today. Some 50 % of target groups praised the exclusivity of articles and information, and 83 % applauded the newspaper's clear use of language. So it's no surprise that E&M's coverage is rated as good to excellent.

A broad range of topics



Extensive use

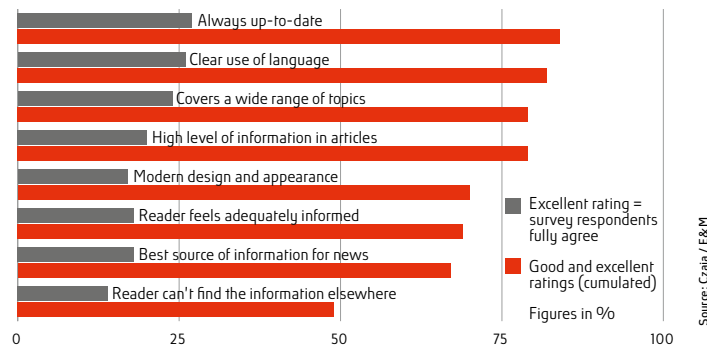
Readers take time to look through the newspaper

E&M readers' extensive use of the newspaper is impressive. Some 69 % of subscribers regularly read all issues and look through the newspaper more than once. A typical E&M reader takes an average of 43 minutes to go through its pages. Some 72 % find the newspaper so interesting that they look at every article and every page gets their attention. About 26 % allow themselves an hour or more of reading time. Speed readers (11 %) take less than

15 minutes, but don't read more than a quarter of the articles.

Some 82 % of readers have a personal subscription, and nearly half of them pass the newspaper on to colleagues. This means that each issue has an average of 3.1 readers. Our many readers greatly appreciate our unflinching standards in editorial quality. E&M enjoys very high reader loyalty and some 58 % of survey participants would especially miss the newspaper.

Up-to-date and exclusive




Issue	Schedule	Focus	Trade fairs and events
1 / 2023	<p>Publication date: 9 January 2023</p> <p>Deadline for submitting ads: 9 December 2022</p> <p>Deadline for submitting print material as insert: 16 December 2022</p>	<p>HR / Personnel in the energy sector Solutions to meet the shortage of skilled workers in the energy market / new ways of recruiting / training staff in the digital age</p> <p>Fuels of the future Bioethanol fuel / synthetic fuels in the mobility sector / the race to find the most efficient process for synthesis</p> <p>Grid design for the energy transition Grid resilience / current plans for grid expansion / regulating renewable energy feed-in</p> <p>CHP CHP in the smart city / load management with CHP / new technology and innovation / maintenance of CHP plants</p> <p>Natural gas / biogas Market realignment from L-gas to H-gas / how things are going at the new LNG terminals / assessment of storage levels</p> <p>Contracting Benefits of contracting models for the housing industry / examples of best practice</p>	<p>Handelsblatt Annual Energy Summit</p> <p>Fuels of the Future</p> <p>Future Power Grids Conference</p>
2 / 2023	<p>Publication date: 1 February 2023</p> <p>Deadline for submitting ads: 13 January 2023</p> <p>Deadline for submitting print material as insert: 16 January 2023</p>	<p>E&M's 2023 direct marketing survey Winners / losers / market overview / virtual power plants</p> <p>Energy trading Strategies for dealing with fluctuating prices / purchasing in times of crisis / gas storage as a new safeguard</p> <p>IT and smart grids Intelligent grid operation / smart metering</p> <p>Marketing/distribution for municipal utilities and power supply companies Digital platforms / monitoring marketing/distribution / digitising the customer interface / data-based business models</p> <p>CHP Preview of new engine developments / renewable fuels in CHP</p> <p>Contracting / efficiency / energy management Local energy approaches for municipalities with energy service providers</p> <p>PPA (power purchase agreement) market overview Cap on electricity revenue / 2022 in review and the forecast / pricing trends</p>	<p>elektrotechnik</p>


Issue	Schedule	Focus	Trade fairs and events
3 / 2023	<p>Publication date: 1 March 2023</p> <p>Deadline for submitting ads: 9 February 2023</p> <p>Deadline for submitting print material as insert: 13 February 2023</p>	<p>Smart energy solutions as a business model for municipal utilities The systems integration of flexible power producers and consumers / optimizing the operation of connected energy systems</p> <p>Automation in the energy industry New digital accelerators / opportunities and limitations in robotic process automation / AI as the key to automation</p> <p>CHP Technical highlights / CHP to mitigate climate change / hydrogen, natural gas, biofuels in CHP plants</p> <p>Renewable energies and business models Innovations to counter the downturn caused by uncertainty / repowering as a new hope / photovoltaics: the new star</p> <p>Gases of the future How natural gas businesses become green / new marketing opportunities / marketing of biomethane</p> <p>Contracting/ efficiency / energy management Models for Mieterstrom [electricity produced in the immediate vicinity of the consumer and which is not fed into the public grid]</p> <p>Geothermal energy and the heating market Subsurface geothermal energy exploitation as a component of the heating transition</p>	<p>GeoTHERM</p> <p>Automatisierungstreff [IT and automation]</p> <p>ISH [water and energy management in buildings]</p> <p>Conference for Wind Power Drives</p> <p>Biogas Expo & Congress</p>

Issue	Schedule	Focus	Trade fairs and events
4 / 2023	<p>Publication date: 3 April 2023</p> <p>Deadline for submitting ads: 13 March 2023</p> <p>Deadline for submitting print material as insert: 17 March 2023</p>	<p><i>Preview issue for the 2023 E-world trade fair</i></p> <p>Carbon-neutral production and energy supply Efficient industrial production / potential for energy savings in industry / fuel: switching away from natural gas</p> <p>Wind energy services and marketing Maintenance as the key to cost efficiency / latest trends in PPA / marketing wind power</p> <p>Contracting / efficiency / energy management Digital energy for improved energy efficiency / Industry 4.0 uses contracting for more flexibility and sustainability / examples of best practice</p> <p>Sector coupling Latest storage technology / gaining flexibility with sector coupling / current projects in the transport and heating sectors</p>	<p>Hanover Energy Solutions Battery Conference Handelsblatt 2023 Jahrestagung Stadtwerke [annual municipal utilities conference]</p>
	<p>Special section in E&M 4/2023 CHP EXTRA</p>	<p><i>Exhibition issue for the 2023 Hanover Energy Solutions trade fair</i></p> <p><i>We are the official media partner for the trade fair with an increased online readership of more than 20,550 recipients</i></p> <p>Survey of latest developments in CHP Renewable fuels / supply security with decentralised CHP systems / CHP in sector coupling as an important component of power supply / new engine technology / decentralised cooling and heating supply systems / hydrogen as the new fuel in CHP plants</p>	
	<p>Special section in E&M 4/2023 E&M MUNICIPAL UTILITIES</p>	<p><i>We are the official media partner for the Handelsblatt 2023 Jahrestagung Stadtwerke with an increased online readership of more than 20,550 recipients</i></p> <p>Latest trends for municipal utilities Optimising marketing and distribution at municipal utilities / positive interaction with customers: how to undertake the customer journey / data-based business models / e-mobility: bearer of hope</p>	


Issue	Schedule	Focus	Trade fairs and events
5 / 2023	<p>Publication date: 2 May 2023</p> <p>Deadline for submitting ads: 11 April 2023</p> <p>Deadline for submitting print material as insert: 14 April 2023</p>	<p><i>Exhibition issue for the 2023 E-world energy & water trade fair: reporting from the fair</i></p> <p><i>We are the official media partner for the 2023 E-world energy & water trade fair with an increased online readership of more than 20,550 recipients</i></p> <p>Energy trading Strategies to deal with price fluctuations / new kinds of purchasing / digital purchasing platforms are on the rise</p> <p>IT and smart grids Experience with the smart meter rollout / new business models for competitive metering point operators / invoicing and meter-to-cash</p> <p>Consulting in the energy industry and legal counsel Gaining transparency with advisory services / synergies emerging from consulting / how new legislation changes legal advice</p> <p>Contracting / efficiency / energy management Efficiency and business models / efficient networks: a success story / efficiency in street lighting management</p> <p>CHP plants and components Innovation in components and engines / market environment for CHP plants in a renewable heating market</p> <p>Ocean wind – offshore wind power Germany's newest offshore projects / offshore maintenance and servicing (O&M) / financing</p>	<p>E-world energy & water</p> <p>PCIM Europe [power electronics, intelligent motion, renewable energy, and energy management]</p> <p>Berliner ENERGIETAGE</p> <p>Biogas Innovationskongress</p> <p>Zukunft Offshore</p>

Issue	Schedule	Focus	Trade fairs and events
6 / 2023	<p>Publication date: 1 June 2023</p> <p>Deadline for submitting ads: 9 May 2023</p> <p>Deadline for submitting print material as insert: 15 May 2023</p>	<p>Sourcing of electricity and gas Digital markets / purchasing platforms as an alternative to traders / risk management as key to secure buying</p> <p>Logistics in the energy industry Suppliers in national and international competition / logistics chains: a factor for success in the energy transition / examples of best practice: how sourcing works today</p> <p>Financing Business financing / the pitfalls of crowdfunding / citizen participation in financing municipal utilities</p> <p>Contracting / efficiency / energy management Contracting models for municipalities and cities</p> <p>CHP How operators increase the profitability of CHP plants / lowering costs, improving revenues</p> <p>Photovoltaics and sector coupling PV project development market / PV acreage market / ground-mounted plants and large-scale storage / solar power feed-in to e-cars and back</p>	<p>The smarter E EUROPE BDEW [German Association of Energy and Water Industries] Congress INservFM [facility management] Gasturbinen 2023 Branchentag Windenergie NRW [conference for the wind energy industry in North Rhine-Westphalia] H2 Forum WINDFORCE</p>
	<p>Special section in E&M 6/2023 THE SMARTER E EUROPE</p>	<p><i>We are the official media partner for the 2023 The smarter E EUROPE event with an increased online readership of more than 20,550 recipients</i></p> <p>New highlights at The smarter E EUROPE</p> <p>Storage and mobility E-cars as storage in the energy transition / new trends in charging infrastructure/ grid integration of e-mobility / fuel cells versus batteries</p> <p>Photovoltaics The situation today and prospects for Germany's solar market / PV: an instrument for retaining customers / new applications: agro PV and floating solar farms</p> <p>Hydrogen and fuel cells Using hydrogen in the mobility sector / current projects</p>	

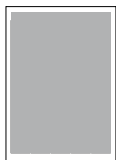
Issue	Schedule	Focus	Trade fairs and events
7 / 2023	<p>Publication date: 3 July 2023</p> <p>Deadline for submitting ads: 9 June 2023</p> <p>Deadline for submitting print material as insert: 15 June 2023</p>	<p>E&M 2023 green power survey E&M's unique survey of Germany's green power market Overview of winners and losers / the new players / interviews with experts: their opinions</p> <p>Renewable energies and business models Latest trends in the wind sector / underestimated solar thermal energy / the situation today for (small) hydropower plants</p> <p>Municipal utilities The right risk management for dealing with crises / demand for new strategies to market/distribute power and gas / how can my company go green?</p> <p>Contracting / efficiency / energy management Tendering practices and laws in contracting / software tools for contractors</p> <p>Start-ups and smart innovation Start-ups as drivers of the energy transition / cooperate or buy up: the right way for energy suppliers to deal with innovation / profiles of selected start-ups</p> <p>CHP Integrating heat pumps into CHP plants: pros and cons</p>	
	<p>Special issue IT & DIGITAL TRANSFORMATION</p> <p>Printed in DIN A4 format, this magazine appears as an insert in the 7/2023 issue of E&M</p>	<p>IT & Digital Transformation <i>with an increased online readership of more than 20,550 recipients</i></p> <p>Strategies and solutions offered by smart energy service providers for smart cities Challenges facing measuring point operations / from mandatory to full rollout of smart metering systems / data-based business models used by energy suppliers / energy suppliers and the provision of digital infrastructure for the general public / the internet of things as business model for energy suppliers</p>	
8 / 2023	<p>Publication date: 1 August 2023</p> <p>Deadline for submitting ads: 10 July 2023</p> <p>Deadline for submitting print material as insert: 14 July 2023</p>	<p>E&M 2023 PPA (power purchase agreements) barometer Survey of what's heading up or down in the PPA market / PPA isn't just PPA: the latest trends / expert assessments</p> <p>Mobility and infrastructure Platform-based mobility (digital plans, networking, invoicing) / integrating e-mobility into distribution grids / advancing the shift in transportation via sector coupling</p> <p>Municipal utilities in competition New approaches in marketing/distribution / ideas for products / using software to analyse customer behaviour</p> <p>Contracting / efficiency / energy management Efficient and green supply of cooling and heating in cities / using waste heat more efficiently / the heating transition at the community level</p> <p>CHP Examples of decarbonisation in the industrial sector / cooling with CHP systems</p> <p>Hydrogen Climate-neutral hydrogen: a competitive location factor / what's needed to get the H2 market up and running / current hydrogen projects</p>	

Issue	Schedule	Focus	Trade fairs and events
<p>9 / 2023</p>	<p>Publication date: 1 September 2023 Deadline for submitting ads: 11 August 2023 Deadline for submitting print material as insert: 16 August 2023</p>	<p>E&M 2023 survey of direct marketing Major survey among Germany's direct marketers / winners and losers / experts' assessments</p> <p>Distribution grids and operators Integration of infrastructure for e-mobility / distribution grids: intelligence instead of copper / infrastructure for e-mobility</p> <p>Gas market and gas trading / gas supply before winter New LNG terminals nearing completion / storage levels / assessment of current market realignment</p> <p>Finding marketing/distribution solutions for municipal utilities Digital marketing and distribution: key for reaching customers / examples of best practice for data-based business models / using internal digitising to improve process efficiency</p> <p>HR / personnel in the energy sector Home office: the new normal / new trend: new work / personnel recruitment made easy</p> <p>CHP Intelligent control of CHP plants / CHP as a component of sector coupling</p> <p>Contracting / efficiency / energy management Efficiency measures in industry and commerce</p>	<p>gat / wat HIVOLTEC</p>
	<p>Special issue STARK IM WIND Printed in DIN A4 format, this magazine appears as an insert in the 9/2023 issue of E&M</p>	<p><i>We are the official media partner for the 2023 HUSUM Wind trade fair with an increased online readership of more than 20,550 recipients</i></p> <p>Wind power in view of Germany's new expansion targets Wind farm development: by public utilities or by service providers? / concentration and structure of the O&M market (onshore) / development of added capacity, prices, and the availability of components / problem area: licencing / final spurt in needs-oriented night-time marking of aviation obstructions</p>	<p>HUSUM Wind</p> 

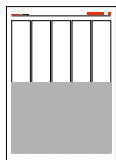
Issue	Schedule	Focus	Trade fairs and events
10 /2023	<p>Publication date: 4 October 2023</p> <p>Deadline for submitting ads: 8 September 2023</p> <p>Deadline for submitting print material as insert: 15 September 2023</p>	<p>Mobility and charging infrastructure Operating the charging grid as a business model / invoicing models for the energy industry</p> <p>IT security in the energy economy Protecting crucial infrastructure / the internet of things and crucial infrastructure / cyber-attacks: how do we protect ourselves and best respond?</p> <p>Energy trading Portfolio management made easy / brokerage vs. the energy exchange / national emissions trading</p> <p>Financing in the energy sector Strategy development / green finance / opportunities in digitising</p> <p>Hydrogen as an opportunity for decarbonising Introducing power-to-X-projects / redesign of natural gas infrastructure / sector coupling</p> <p>CHP CHP and climate change mitigation / the role of CHP in flexibility options and supply security</p>	<p>eMove 360° Europa it-sa [IT security expo and congress] metering days decarbXpo [expo for decarbonised industries]</p>
	<p>Special section in E&M 10/2023 SMART METERING & DIENSTLEISTUNGEN</p>	<p>SMART METERING & DIENSTLEISTUNGEN [services] <i>with an increased online readership of more than 20,550 recipients</i></p> <p>Featuring this special section, we are the official media partner for the 2023 metering days congress Challenges facing measuring point operations / ongoing development of smart meter gateways / focus on smart meter gateway administration / the operation of in the smart grid</p>	
11 /2023	<p>Publication date: 1 November 2023</p> <p>Deadline for submitting ads: 11 October 2023</p> <p>Deadline for submitting print material as insert: 16 October 2023</p>	<p>E&M's 2023 cogeneration ranking</p> <p>Decentralised power production and distribution Cogeneration (CHP) plants as suppliers of power and heating to industry and commerce / innovative CHP plants</p> <p>Biogas / biomethane The role of renewable gases in the CHP sector / biomethane: is it going to start now? / carbon capture</p> <p>Flexible options for stabilising the grid Market-based approaches to flexible options / managing decentralised power generators and consumer consumption to stabilise the electricity grid</p> <p>PPA RE-Source event in Amsterdam: focus on PPA / contract design / volume of contracts in 2023</p> <p>Contracting / efficiency / energy management Overview of energy efficiency networks and their scope / successful examples in industry and municipalities</p> <p>Geothermal energy Geothermal energy in city districts / using geothermal energy can mitigate climate change / new technologies in power generation</p>	<p>Biogas Convention & Trade Fair AGRITECHNICA SPS – Smart Production Solutions VKU [German Association of Local Public Utilities] Netzforum Kongress</p>

Issue	Schedule	Focus	Trade fairs and events
12 / 2023	<p>Special annual issue 2023 E&M JAHRESMAGAZIN in DIN A4 magazine format Publication date: 1 December 2023 Deadline for submitting ads: 10 November 2023 Deadline for submitting print material as insert: 15 November 2023</p>	<p>E&M JAHRESMAGAZIN <i>with an increased online readership of more than 20,550 recipients</i></p> <p>The editorial highlight of the year for leading players in the energy sector E&M's editorial staff presents the latest trends in the energy economy. A special feature: the CHP plant of the year.</p> 	
1 / 2024	<p>Publication date: 11 January 2024 Deadline for submitting ads: 11 December 2023 Deadline for submitting print material as insert: 15 December 2023</p>	<p>Biogas Biomethane: bearer of hope / biogas at the community level / using biogas for transportation / new trends in biogas plants</p> <p>Energy trading and energy marketing/distribution Strategies for dealing with volatile prices / algo trading: where is it heading? / brokerage versus the energy exchange</p> <p>HR / personnel in the energy sector Digitising human resources management / new kinds of advanced training / the challenge of employee recruitment</p> <p>Contracting / efficiency / energy management Business models and players / examples of best practice</p> <p>Smart energy Grids, metering, strategies: how to supply energy the smart way</p> <p>CHP Hydrogen in CHP plants / an overview of manufacturers of hydrogen CHP facilities</p>	<p>Handelsblatt 2024 Annual Energy Summit 2024 Future Power Grids Conference</p>

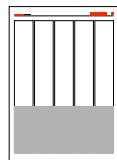
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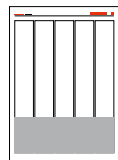
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270 x 385 mm



1/2 A3 page
270 x 192 mm

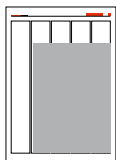


1/3 A3 page
270 x 128 mm

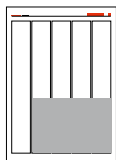


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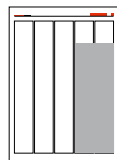
A4 sizes



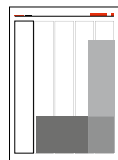
full A4 page
210 x 297 mm



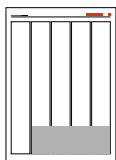
1/2 A4, horizontal
210 x 148.5 mm



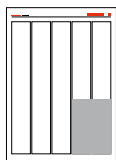
1/2 A4, vertical
105 x 297 mm



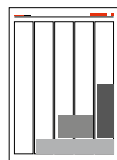
1/3 A4 page
210 x 99 mm
71 x 297 mm



1/4 A4, horizontal
210 x 75 mm

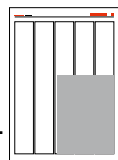


1/4 A4, vertical
105 x 148.5 mm



1/8 A4 page
210 x 38 mm
90 x 65 mm
43 x 133 mm

Special size



Junior page
148 x 210 mm

Issue sizes

Energie & Management

Newspaper size:

A3, 297 mm width x 420 mm height

Type area: 270 mm width x 385 mm height

Columns: 5 columns, each 50.8 mm

(Gutter width: 3.5 mm)

Bleed: 3 mm on each side

ePaper

The Energie & Management digital newspaper is available for download a day ahead of official publication of the print edition.

Magazines / special issues / supplements

Magazine size:

A4, 210 mm width x 297 mm height

Type area: 160 mm width x 244 mm height

Columns: 3 columns, each 50 mm

(Gutter width: 5 mm)

Bleed: 3 mm on each side

Advertising rates

A3 sizes	Base price (b/w) in EUR	Colour surcharge* in EUR	4c in EUR
full page	4,350.00	585.00	6,105.00
1/2 page horizontal	3,370.00	485.00	4,825.00
1/3 page horizontal	2,160.00	485.00	3,615.00
1/4 page horizontal	1,670.00	385.00	2,825.00
A4 sizes			
A4	3,535.00	485.00	4,990.00
1/2 page vertical / horizontal	1,795.00	385.00	2,950.00
1/3 page vertical / horizontal	1,155.00	285.00	2,010.00
1/4 page vertical / horizontal	850.00	285.00	1,705.00
1/8 page vertical / horizontal / rectangle	425.00	185.00	980.00
Special sizes and special placement**			
Junior page	1,790.00	385.00	2,990.00
Business profile			
1/2 A4 page; logo in 4c		1,620.00	
full A4 page; logo in 4c		2,930.00	
Profile insertion fee (incl. postage)			
up to 25 g weight	per 1,000 pieces	420.00	
each additional 5 g weight	per 1,000 pieces	25.00	

* per Euroscale colour

** Other special sizes, special placements, or double-page ad space are available on request. A banner ad across the bottom of two pages does not have exclusive placement on either page; further advertising space on both pages remains available for other ads.

Discount rates

Discounts for full-page ads: 3 ads = 10 %; 6 ads = 15 %; 9 ads = 20 %; 12 ads = 25 %

Discounts for frequently repeated ads: 3 ads = 5 %; 6 ads = 10 %; 9 ads = 13 %; 12 ads = 15 %

Discounts apply to ads accepted within twelve months from the date when the first ad is published.

Colour surcharges are not discounted.

Prices do not include statutory VAT.

Our current list of advertising rates (No. 29) has been valid since 1 October 2022.

Enter your company in the right E&M business directory in print and online

The E&M business compass in every newspaper edition and the placement of your company's profile in the E&M Marketplace Energy business directory together give your enterprise a sustainable cross-media presence.

A four-colour ad costs **only EUR 230 per issue**. Take advantage of this offer starting any month.

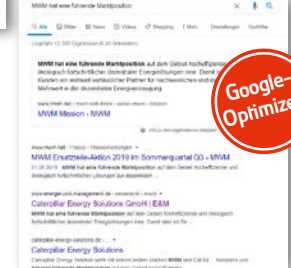
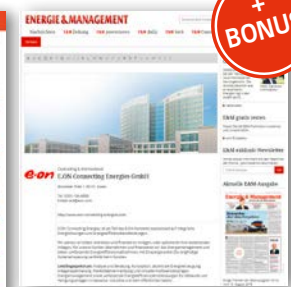
+ BONUS: Your company is also profiled in the exclusive online E&M Marketplace Energy business directory.

- **Professional** multiple contacts and **continuous** advertising presence.
- **Image enhancement and strengthening of your corporate brand:** your company and portfolio are presented in the context of high-quality editorial content and benefit from our positive image as an independent leading voice in the energy sector.
- **Sustainable SEO optimisation at low cost:** secondary synergy effects enhance your own web ranking thanks to the high domain authority of our website (+ DA 52) as well as skilled key wording and linking.

What we need from you:

Your customised ad (300 dpi resolution) in PDF format 50 x 60 mm or your company logo and address | Phone | Fax | Email | Web + maximum of 500 characters in text

Illustration shown in original size



The following ad categories appear in these issues.

Category / Issue No.	1	2	3	4	5	6	7	8	9	10	11	12
Cogeneration of heat and power	●	●	●	●	●	●	●	●	●	●	●	●
Contracting / heating services	●	●	●	●	●	●	●	●	●	●	●	●
Energy storage	●	●	●	●	●	●	●	●	●	●	●	●
Renewable energies	●	●	●	●	●	●	●	●	●	●	●	●

A larger selection of categories is available on request.

E&M posts your job ad for the energy market in print and online

Up-to-date and online

Posting your job ad in the Energie & Management newspaper means it is always in the right place at the right time! Twelve monthly issues of the newspaper provide a continuous overview of the latest job openings in the energy sector. All job ads can be optimised for online search engines to give your ad an even wider reach!

Get the maximum distribution of your job ad:

Print	Energie & Management newspaper for your job ad in the energy market. All 12 issues carry E&M's Job Market [Stellenmarkt] pages. Please refer to pages 9 to 16 below for publication schedules. More than 17,000 contacts per issue (3.1 readers per issue).
Online	energiejobs.online: This is the job market and career gateway for the entire energy sector. Here you will find job postings for specialist and management positions in the gas, water and energy industries.
Newsletter	Your job ad appears in the E&M Newsletter every day. More than 49,000 contacts each month.
Meta search engines	Job ads are placed in 60+ meta job search engines such as indeed.de + kalaydo.de
+ BONUS:	Each job ad at a price from € 1,728.00 in an E&M print edition includes free placement of the ad in E&M's above-mentioned online network.

Combinations of printed and online advertising are available at attractive prices.

Prices

Job ads
Print € 3.60 per mm height / per column 4c
A job ad in H&M printed editions for 60 days at a price from € 1,728 is posted at no extra charge on energiejobs.online and energie-und-management.de

Technical data

Type area 270 mm width / 385 mm height
Column width 5 columns, each 50.8 mm (gutter width: 3.5 mm)
Other features Quantity discounts and special formats are available on request.

Formatbeispiele Print

Weitere Formate und Sonderformate möglich

Height mm	2 columns 105 mm wide	3 columns 160 mm wide	4 columns 210 mm wide	5 columns 270 mm wide
120	€ 864.00	€ 1,296.00	€ 1,728.00	€ 2,160.00
150	€ 1,080.00	€ 1,620.00	€ 2,160.00	€ 2,700.00
160	€ 1,152.00	€ 1,728.00	€ 2,304.00	€ 2,880.00
180	€ 1,296.00	€ 1,944.00	€ 2,592.00	€ 3,240.00
190	€ 1,440.00	€ 2,052.00	€ 2,736.00	€ 3,420.00
200	€ 1,440.00	€ 2,160.00	€ 2,880.00	€ 3,600.00
220	€ 1,584.00	€ 2,376.00	€ 3,168.00	€ 3,960.00
240	€ 1,728.00	€ 2,592.00	€ 3,456.00	€ 4,320.00

Prices for job ads are valid from 1 October 2021 and subject to statutory VAT.

Online placement from € 790.00

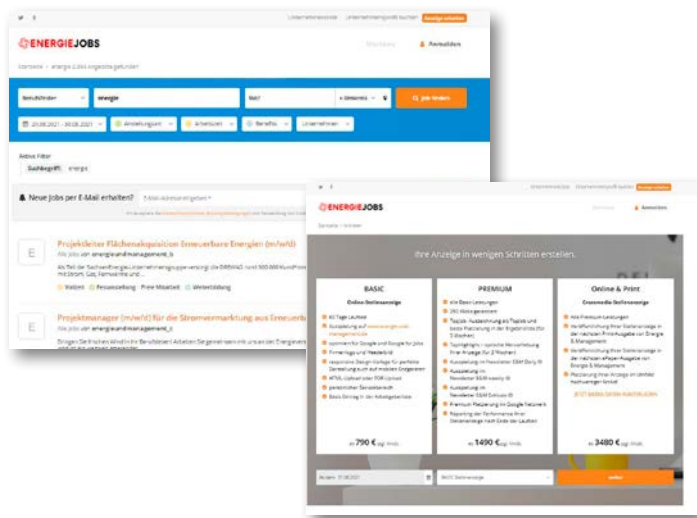
In Kooperation mit:

E&M posts your job ad online for the energy market

With a posting on energiejobs.online, you can recruit the right person for your job vacancy in the energy, gas or water sector.

Your online job ad appears exactly where potential applicants are searching for it – on energy market web portals!

We offer combination options on our partner web portals – energiejobs.online, stellenonline.de and energie-und-management.de – to give your job opening even greater visibility. And you can place your ad at the top with your top-rated employer profile or top highlight to really spotlight your name as an employer for potential candidates.



Prices

Your advertisement in Job Market [Stellenmarkt]	Content	Display runtime	Price in €
BASIC job ad	Standard template or upload PDF or HTML zip file PDF conversion to HTML	60 days (includes a 14-day refresher)	790.00
PREMIUM job ad	HTML ad + TopJob + TopHighlight + Newsletter + guaranteed 350 clicks	60 days 3 weeks 1x each	1,490.00
Job ad	All PREMIUM services + publication in E&M newspaper + ePaper issue	Appears in print issue and 60 days online Minimum purchase: € 1,728.00 per printed ad	

Additional options	Placement	Display runtime	Price in €
TopJob	Start page / list view	21 days	+ 200.00
Special placement under "Top-Jobs" on start page Your company logo and the job title have top placement on the start page of the Job Market [Stellenmarkt] site, appearing at the top of the results list (display runtime is 21 days).			
TopHighlight	List view, coloured underlay	21 days	+ 100.00

Prices are not eligible for discounts or agency commissions.

Company information	Placement	Display runtime	Price in €
Business card	Company list Logo, address + URL	Unlimited as of registration	free of charge
Company profile	Company list Images, text + video	1 year	595.00
Top-rated employer	Logo on start page + link to company profile	30 days	495.00

Top-rated employer profile (logo, company profile, contact information) in the company directory of energiejobs.online, including placement of your logo on the start page.

Inserts and tip-on cards

Insert specifications

Minimum size: A6 (105 mm x 148 mm)

Maximum size: A4 (210 mm x 297 mm)

Guidelines

Folded inserts must have either a cross fold, roll fold or half fold format. One side must be closed and machine processing must be guaranteed. If you wish to use any special formats for inserts, this must be clarified in any case with us in advance.

Samples

Authentic samples (three copies) must be presented before we accept the order.

Delivery address

Lensing Druck GmbH & Co. KG

Feldbachacker 16, 44149 Dortmund, Germany

Delivery

Inserts must be delivered to the printer free of charge no later than four days before the publication date. Accompanying paperwork must indicate the quantity involved and the correct Energie & Management issue number for insertion.

Insert prices

up to 25 g weight	per 1,000 pieces	EUR 420, includes postage
each additional 5 g weight	per 1,000 pieces	EUR 25, includes postage

Prices are valid from 1 October 2017 and do not include VAT.

Tip-on cards

Additional processing and postage costs are charged for tip-on postcards (price on request).

Data transmission

Printing / paper

E&M is printed on 80 g matte coated photo paper (100 % recycled paper) in a 70 mm raster using CTP (computer-to-plate) technology.

Digital data transmission

Data for printing must be delivered as a PDF/X-3 (ISO standard 15930-3:2002). For information on the PDF/X-3 standard, please visit: www.eci.org/en/projects/pdfx3.

Colours

We cannot print spot colours. Colours and images must be created in CMYK; special colours (HKS and Pantone) and two-colour or three-colour images must be converted to CMYK. The standard colour setting for printing is ISO Coated v2 (ECI) (see: www.eci.org/en/downloads).

Images / fonts

TIF and JPEG images must have a minimum resolution of 300 dpi.

Please do not use RGB images in any file!

Fonts must be embedded.

File name

Please assign a name to the file as follows: publication (for example, Energie & Management = E&M), number of issue, name of ad, and subject (if possible).

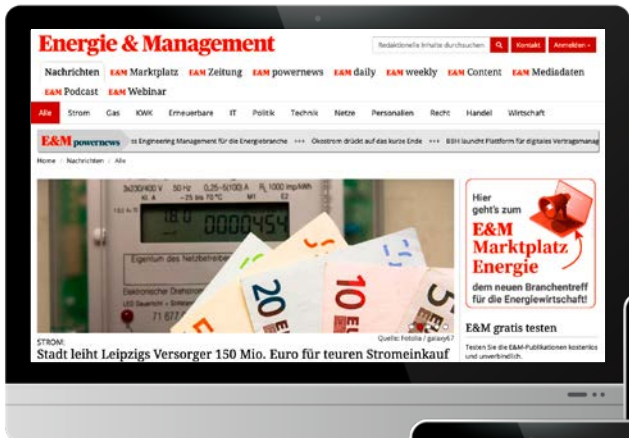
Data transmission

Via email: anzeigen@trurnit.de

As a CD: trurnit GmbH | trurnit Publishers,

Putzbrunner Str. 38, 85521 Ottobrunn, Germany

The deadlines for data transmission are on pages 9 to 17.



Energie & Management

Online media channels and digital news

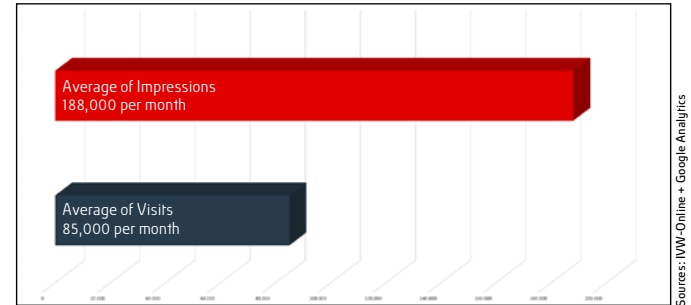


Our profile

Web address	www.energie-und-management.de
What we do	energie-und-management.de provides premium content on business, technology and policy in the energy sector for present and future decision-makers and managers. Our editorial staff delivers the most important news quickly and reliably every working day, bringing topicality and background information with top-level journalism.
Target groups	We address managing directors, owners, board members, specialists and managers in the energy sector and manufacturers / suppliers and service companies.
Reach	energie-und-management.de has been online for 23 years and its reach has continuously expanded. Our website boasted more than 3,353,000 pageviews since July 2020.
Publisher	Energie & Management Verlagsgesellschaft mbH Schloß Mühlfeld 20, 82211 Herrsching, Germany Phone: +49 / (0)8152 / 9311-0 Fax: +49 / (0)8152 / 9311-22 Email: info@emvg.de
Access control	Certified by IVW Online! 

Usage Data/IVW-Data + GA

Average of Visits*: 85,000 per month
Average of Impressions*: 188,000 per month



(* Average covering the period July 2021-July 2022)

Broad appeal on our website: exclusively on our information gateway

Target your customers with your banner ad on E&M online! The online version of the Energie & Management newspaper provides the ideal platform – bringing current news, interesting facts from the energy business, job market information, an event calendar, archives and much more.

More than
85,000
visits each
month

More than
188,000
pageviews each
month

Officially
certified by
IWW
Online

Advertising on www.energie-und-management.de

Banner type	Size in pixels	Placement	Price per week in EUR
1. Standard Banner	160 x 160	open area	410.00
2. Full-Banner	468 x 60	open area	775.00
3. Wide Banner Super	1050 x 90	open area	1,200.00
4. Wide Sky Scraper	160 x 600	open area	1,300.00
5. Rectangle	300 x 250	open area	1,300.00
6. Wallpaper	728 x 90, 160 x 600	open area	1,490.00

Prices do not include statutory VAT

Ad Impressions and ad clicks can be provided on request.

The screenshot shows the homepage of the Energie & Management website. Numbered callouts indicate the following advertising placements:

- 1:** A small banner ad located in the bottom right corner of the page.
- 2:** A large rectangular banner ad positioned above the main article content.
- 3:** A banner ad located in the top navigation bar area.
- 4:** A vertical banner ad on the right side of the page, adjacent to the main content area.
- 5:** A large banner ad placed above the main article, featuring a world map graphic.
- 6:** A banner ad located in the top right corner of the page, near the search and user account links.

E&M exklusiv: the free newsletter for the energy market

Publication frequency

Weekly (on Wednesdays)

Subscribers

About 20,500 subscribers (as of 26 August 2021)

E&M exklusiv covers all aspects of the energy sector:

- Energy industry and energy policy
- Energy production and distribution
- Energy technology and management
- Energy services
- Decentralised energy
- Renewable energies
- Energy and emissions trading

Target groups

- Directors / plant managers: 6 %
- Employees / salaried staff members: 13 %
- Skilled employees: 12 %
- Line managers / authorised representatives: 22 %
- Division heads / authorised signatories: 22 %
- Managing directors / board members / sole owners: 25 %

Readership and circulation

E&M exklusiv is an efficient advertising vehicle when you want to reach decision-makers in the energy business. E&M enjoys high reach and strong reader loyalty in German-speaking countries, boasting a large number of select readers in all energy markets. Additional placement of your ad in our digital media ensures that your business attracts even greater attention.



20,550 contacts per week

Ad types and prices

Ad type	Size in pixels	Data volume	Price per week in EUR
Mini-Banner	160 x 160	max. 50 KB	635
Skyscraper	160 x 600	max. 50 KB	910
Content-Box	Image horizontal	1,000 Characters + Link	1,100
Small Graphic Banner	760 x max. 270	max. 50 KB	540
Medium Graphic Banner	760 x max. 400	max. 50 KB	708
Large Graphic Banner	760 x max. 540	max. 50 KB	828
YouTube-Video	-	750 Characters + Link	800

Prices do not include statutory VAT

E&M daily: the online daily newspaper

E&M daily brings you up-to-date news from the world of energy, sent to you as a PDF or HTML email attachment every workday. E&M daily: up-to-date and everywhere.

TIP: Your standard print ad in the newspaper can be transferred 1:1 into the daily PDF newspaper E&M daily.

Deadline for submitting ads and documents

One week before the start of your ad campaign.

Data formats

PDF, EPS, TIF, and JPEG: minimum image resolution must be 200 dpi.

Formats must be exact with no crop marks.

Ad formats for the newspaper can also be used on pages in the E&M daily.

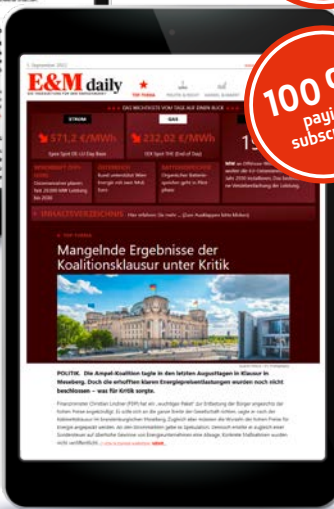
Your ad in the PDF and HTML E&M daily

	Small Graphic Banner	Medium Graphic Banner	Large Graphic Banner	YouTube-Video
Size/Px	760 x max. 270	760 x max. 400	760 x max. 540	750 Characters + Link
Price per week	€ 590	€ 690	€ 790	€ 450
Price per month	€ 1,490	€ 1,690	€ 1,890	€ 1,490

Prices do not include statutory VAT

Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.



Premium target group

13,400 contacts per week

100% paying subscribers

E&M weekly: our online overview service

Our weekly overview of the most important news in the world of energy! Every Monday, readers of the E&M weekly and the E&M newsletter are updated on relevant news and fundamental information/data from the past week. The E&M weekly is web-based and sent to you as a PDF email attachment.

You can reach some 2,640 readers (subscribers) of the E&M newspaper at the start of the week through the E&M weekly.

Deadline for ads and materials:

Three days before each publication

Data formats

PDF, EPS, TIF, and JPEG: image resolution must be at least 200 dpi.

Formats must be exact with no crop marks.

All horizontal formats from our print range can be used.

Your ad in the HTML E&M weekly

	Small Graphic Banner	Medium Graphic Banner	Large Graphic Banner	YouTube-Video
Size/Px	760 x max. 270	760 x max. 400	760 x max. 540	750 Characters + Link
Price per week	€ 450	€ 490	€ 590	€ 450
Price per month	€ 1,200	€ 1,400	€ 1,600	€ 1,200

Prices do not include statutory VAT

Our tip

Take advantage of our attractive packages and publish your ad in the E&M newspaper and the E&M weekly newsletter for a combination price.



E&M content marketing with advertorials – your story for our network

The planned marketing of your editorial content

Content marketing in the energy economy is driven by relevant editorial content in communications about your company, brand, products and employees. Positive effects of such communication are diverse and range from increasing awareness of a brand and cultivating a desired image to improving customer retention and gaining new customers.

E&M's expert package: one contribution is posted on E&M web portals

- Your contribution is posted as an advertorial on the home page.
- Your contribution is published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime is at least one week on the start page.
- We feature your news on Twitter, Facebook, LinkedIn and Xing News.

Base price: € 2,500.00 excluding statutory VAT

E&M's premium package: two contributions are posted on E&M web portals

- Contributions are posted as advertorials on the home page.
- Contributions are published exclusively in the E&M Newsletter (some 20,000 recipients).
- Display runtime: each contribution is placed on the start page for at least a week.
- We feature your news on Twitter, Facebook, LinkedIn and Xing News.

Base price: € 4,200.00 excluding statutory VAT



Our services

- Target group + reach + relevance
- High visibility of your brand on the web
- Organic growth and keyword ranking

What we need from you

- Copy with at least 2,500 characters + headline (max. 55 characters) + subheading with max. 185 characters.
- Image (landscape format, 760 x 281 px)
- Link

Energie & Management

E&M's Themen [topics] channel

Contributions from the energy sector are posted daily on E&M's Themen [topics] channel – created to publish your editorial contribution as an attractive advertorial.

www.energie-und-management.de



Twitter channel

E&M's Twitter channel is our rapid and precise news stream that reaches a continually growing community of followers in the energy economy. We recommend communicating your news with this medium in combination with other measures.

www.twitter.com/zeitung_energie



Social media channels

E&M provides other channels to enhance your viral marketing.



Facebook marketing

E&M's Facebook channel purposefully reaches a specific and continually expanding fan base in the energy economy. Make use of this outreach and our attractive specialist topics for your B2B marketing; we provide you with a powerful promotional and editorial module by posting your news on Facebook.

www.facebook.com/energieundmanagement

E&M Marktplatz Energie

The digital meeting place for the B2B energy market

We offer the right space for your communications in the energy market:

Using your own content on this strong and well-targeted platform, you can generate qualified B2B traffic and leads.

Advantages for you as an exhibitor on E&M Energy Marketplace:

- **Your individual marketplace presence:** the flexible design of your marketplace presence includes the posting of your latest press releases, company videos and event announcements. Your company profile in the E&M Energy Marketplace business directory ensures your sustainable presence and creates an excellent opportunity for establishing contacts.
- **Extensive reach with a strong image factor:** your content is presented as an integral part of our highly respected editorial content. High visitor frequency to the E&M web portal, averaging more than 85,000 visits and over 188,000 page impressions per month (as of July 2022 as certified by IVW), ensure the generation of increased traffic and qualified leads.



- **Positive synergy that improves your SEO:** you benefit from the high domain authority of the E&M web portal and strengthen your own findability on the web.

Company portrait on E&M Energy Marketplace

Your company's profile is posted from just EUR 990 a year.

Categories and prices

Alternately, you can take advantage of booking one of these account categories in the E&M Energy Marketplace to post:

- an event announcement with a detailed description, image, and link to your event page;
- a product, press release or company announcement with an image and link to a URL of your choice;
- a video with a description and link to a URL of your choice.

Entry in the E&M Energy Marketplace business directory with your detailed company description, logo, image and link to your company's website

	Save 10%	Save 30%
E&M Energy Marketplace Bronze Account	E&M Energy Marketplace Silver Account	E&M Energy Marketplace Gold Account
EUR 1,530 for 12 months	EUR 2,295 for 12 months	EUR 3,370 for 12 months
Up to 4 posts a year	Up to 8 posts a year	Up to 12 posts a year

E&M Energiefunk – the podcast for the energy industry

E&M Energiefunk is a regular podcast on hot topics in the energy sector and developments in energy policy. Listeners hear the highlights of the week and enjoy interviews and conversations with business owners, scientists, politicians and technicians who are active throughout the entire energy economy. The podcast also draws on the expertise of E&M's full team of journalists.

Podcast – the sponsorship package – wide reach on a small budget

Single-topic podcast

Approximately 10 to 15 minutes is dedicated to one topic.

Advantage: episode is clearly related to your company / project / product

Disadvantage: PR or advertising message may be noticeable

The sponsorship package includes:

- Your website banner / logo (permanently on the page of the relevant podcast under E&M online)
- Episode show notes ("sponsored by")
- Home page post on E&M online ("sponsored by")

Cost of package: EUR 2,390 plus VAT

Magazine podcast

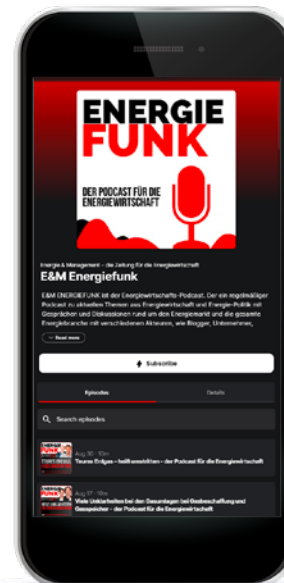
A segment approximately four minutes long is part of a multi-topic episode that includes up to three other editorial segments (magazine style).

Advantage: journalistic presentation – the PR or advertising aspect is not in the foreground

The sponsorship package includes:

- Website banner (permanently on the page of the relevant podcast)

Cost of package: EUR 1,590 plus VAT



Podcast reach:

The podcast has more than 16,000 subscribers; on average, some 4,800 to 5,600 listeners play each episode.

E&M's Energiefunk podcast addresses the entire energy economy as well as energy-related industries, with a focus on energy suppliers, municipal utilities, manufacturers of power plants and related technology, and energy service providers.

Technical information

File formats

GIF, JPEG: maximum 80 KB
HTML, Flash: maximum 80 KB

The KB figures given for each ad are maximum sizes and comprise the total sum of all data used in the ad (including files to be subsequently added, images, Flash, and the like).

Address for delivery

Kindly send the advertising material for your campaign by email to: s.lichtenberg@emvg.de

Delivery deadline

Please deliver your ad at least five working days before the start of your ad campaign.

This gives us enough time together to test ad formats and ensure that your ad campaign is launched as desired. We do not take responsibility for delays caused by late deliveries.

General Terms and Conditions

The General Terms and Conditions of Energiemarkt GmbH apply. You will find them under: <https://www.energie-und-management.de/unternehmen/agb>

We require the following meta information on delivery:

- Name of customer
- Booking period
- Ad size
- Contact for further enquiries
- Click URL
- Alt text (optional)

Flash versions

Please submit GIF or JPEG files in the ad format you booked as a backup for our users who have not installed Flash.

Reporting

All banner campaigns run through our ad server system. We are happy to send you an evaluation on request. The period of time needed to attain the pageviews you book varies and depends on banner format because not all formats can be displayed consistently on all of energie-und-management.de's pages, which means that not every pageview includes all banners.

Contact

Sebastian Lichtenberg
Phone: +49 / (0)8152 / 9311-88
Fax: +49 / (0)8152 / 9311-22
s.lichtenberg@emvg.de

FROM ENERGY PROFESSIONALS FOR ENERGY PROFESSIONALS

For more than 29 years, Energie & Management has published up-to-date, market-driven and practical information for professionals in the energy sector. It is our declared aim to foster the success of experts – across all media and with top editorial quality. Our recognised and professional publications are written for top decision-makers in the energy business.

PRINT & ONLINE Media

Dirk Kaufmann

d.kaufmann@emvg.de
+49 / (0)8152 / 9311-77



Sebastian Lichtenberg

s.lichtenberg@emvg.de
+49 / (0)8152 / 9311-88



Karin Wiesner

k.wiesner@emvg.de
+49 / (0)8152 / 9311-55



Benjamin Rudolf

b.rudolf@emvg.de
+49 / (0)4293 / 89089-11



Antje Baraccani

a.baraccani@emvg.de
+49 / (0)4293 / 89089-13



Publisher and editorial staff

Energie & Management
Verlagsgesellschaft mbH
Schloß Mühlfeld 20
82211 Herrsching, Germany
Phone: +49 / (0)8152 / 9311-0
Fax: +49 / (0)8152 / 9311-22
Email: info@emvg.de
Web: www.energie-und-management.de

Represented by

bigbenreklamebureau GmbH
An der Surheide 29
28870 Fischerhude Ottersberg, Germany
Phone: +49 / (0)4293 / 89089-0
Fax: +49 / (0)4293 / 89089-29
Email: info@bb-rb.de
Web: www.bigben-reklamebureau.de