

# Mediadata 2021

## Solarserver + Solarthemen

The „Solarserver“, the leading German-language solar portal on the Internet, and the paid information service “Infodienst-Solarthemen” for Renewable energy professionals have grown together. The two present themselves now together on the Solarserver's internet platform [www.solarserver.de](http://www.solarserver.de). In addition, the magazine “Solarthemen” serve the information needs of their subscribers either via e-paper or in print format.

## Your advertising opportunities

- Targeted addressing of professionals in the solar and renewable industries
- Target group-specific campaign control via website, newsletter and print / e-paper
- multimedia formats and advertorials
- Classic advertisements and inserts in print magazines and in e-paper

## Main topics

- photovoltaics
- Energy storage
- Solar thermal
- Politics economy
- Renewable energy projects
- Solar construction
- Renewable heating networks
- Renewable mobility

## Range of services

- Latest news on renewable energies
- Comprehensive background information
- Interviews with decision-makers and opinion leaders
- Topic channels for quick orientation
- Online services (including solar yield calculator, radiation data, PV statistics, direct marketing calculator)• Branchenverzeichnis
- Business Directory
- Job Market

## Solar servers in numbers

• Page Views (PI/month)*	<b>215036</b>
• User (Visits/month)*	<b>101472</b>
• Newsletter recipients	<b>3415</b>

Average of the last 6 months (10/2020-03/2021) according to Matomo

## The media association

Solarserver and Solarthemen are part of a strong media network. With the online portal and the two specialist magazines Solarthemen and Energiekommune as well as the job market [eejobs.de](http://eejobs.de) we offer you leading specialist media in the field of renewable energies from a single source. Plan your cross-media advertising campaigns with us! Perfect your employer branding! Benefit from our combination discounts with all of this!

**Solarthemen****eejobs.de**  
Jobbörse für erneuerbare Energien**Energiekommune**

## Publishing address

Solarthemen Media GmbH  
Bültestraße 70 b • 32584 Löhne  
Tel. +49 (0) 5731 83460 • Fax +49 (0) 5731 83469  
[www.solarserver.de](http://www.solarserver.de)  
Geschäftsführer: Guido Bröer, Andreas Witt  
Amtsgericht: Bad Oeynhausen, Handelsregisterblatt 16814

## Your contact person:

Ute Meyer-Heinemann  
Tel. 0176 42068868  
[werbung@solarthemen.de](mailto:werbung@solarthemen.de)

Arndt Klöckner  
Tel. 0170 4944794  
[anzeigen@solarthemen.de](mailto:anzeigen@solarthemen.de)

## Banner advertising

Formate	Format (px)	TKP €/1000 contacts	50.000 Ad Impressions package for 1 month	150.000 Ad Impressions package for 3 month
Head Banner	1160 x 135	59,-	2900,-	7900,-
Super Banner	728 x 90	39,-	1900,-	4900,-
Medium Rectangle	300 x 250	39,-	1900,-	4900,-
Wide Skyscraper	160 x 600	39,-	1900,-	4900,-

We would be happy to make you an individual offer for topic-specific special placements

All prices are in euros plus VAT.  
The general terms and conditions of Solarthemen Media GmbH apply

## Examples for the adaptation of the banner formats

**Legend:**

- Head Banner: 1160 x 135
- Super Banner: 728 x 90
- Medium Rectangle: 300 x 250
- Skyscraper: 160 x 600

**Desktop:** Shows the full website layout with multiple banner placements. Dimensions: 1160 x 135 (top), 160 x 600 (side), 728 x 90 (middle), 300 x 250 (bottom).

**Tablet:** Shows the website layout adapted for a tablet screen. Dimensions: 728 x 90 (top), 468 x 60 (middle), 300 x 250 (bottom).

**Phone:** Shows the website layout adapted for a smartphone screen. Dimensions: 468 x 60 (top), 320 x 50 (middle), 300 x 250 (bottom).

## Verlagsadresse:

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## Advertorials

Example for placing your advertorial as a video or text-photo advertorial.

Video-Advertorial

Text-Foto-Advertorial



size	Foto/Startfoto	Text	Period of validity	Price
<b>Text + Foto</b>	800 x 600 px	bis 3500 Zeichen	bis zu 12 Monate	<b>1890,-</b>
<b>Video</b>	200 x 170 px	bis 165 Zeichen	bis zu 12 Monate	<b>1990,-</b>
<b>Audio</b>	800 x 600 px	bis 165 Zeichen	bis zu 12 Monate	<b>1990,-</b>

## Solarserver-Newsletter

Weekly price (5 working days)

### Head Banner

600 x 90 px **690,- €**

### Text-picture ad

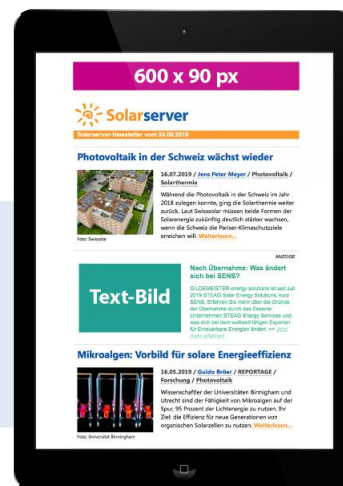
heading:: up to 55 letters  
Text: up to 300 letters  
pictura: 270 x 180 px

**690,- €**

Placement in the head or in the content as a text-image display.

Head Banner

Text-picture ad



## Solar server business directory

### Basic entry € 149 per year

- Company name, address, telephone number
- Description text up to 600 characters
- Map of your location
- Company logo
- Entry in up to 3 key areas
- E-mail form to contact you

**€ 149 per year**

### Reduced basic entry (for craft businesses)

for small guild companies with up to 10 employees

**€ 49 per year**

### Another focus

Entry for a further focus, e.g. "Photovoltaics" or "Storage"

**€ 29 per year**

All prices are exclusive of VAT.

## Your contact persons:

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Tel. 0176 42068868  
werbung@solarthemen.de

Arndt Klöckner  
Tel. 0170 4944794  
anzeigen@solarthemen.de



**Cross-media information package for subscribers.** Solarthemen, the information service for renewable energy, reaches its subscribers at least once a week as HTML email. The subscription also provides access to the exclusive Solarthemen area (S+) of the Solarserver. In addition, subscribers are given a monthly Solarthemen special edition which can be obtained either as a printed booklet or as an e-paper.

This is the quality journalism for which solar topics have been known since 1996. Since autumn 2019, embedded in the contemporary online presence of the Solarserver, Solarthemen enrich the heavily frequented online portal with a premium journalism channel.

**Your exclusive advertising.** You can find all classic ad formats and insert options in the Solarthemen extra edition, which occurs monthly. Your advertising will be in the e-paper linked to the landing page of your choice.

**Short, up-to-date, do a lot of research.** The information service Solarthemen is primarily from used by entrepreneurs and decision-makers in the field of renewable energies.

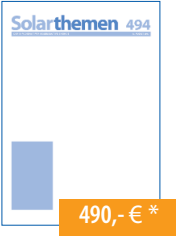
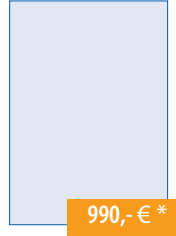
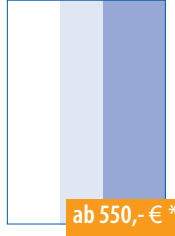
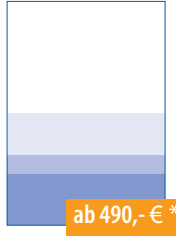
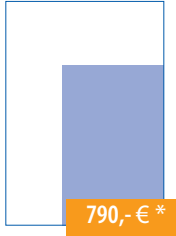
**Circulation and distribution of solar themes extra edition.**

Print run	700 copies
Sold edition (print + e-paper)	697 copies
of which e-paper subscriptions	169 copies

**price insert (incl. porto):**

≤ 10 g:	0,30 €/Pcs.
each more 10 g:	0,10 €/Pcs.
postcard:	0,25 €/Pcs.

**Advertisement formats for Solarthemen extra edition**

 <p><b>490,- € *</b></p>	 <p><b>990,- € *</b></p>	 <p><b>ab 550,- € *</b></p>	 <p><b>ab 490,- € *</b></p>	 <p><b>790,- € *</b></p>
<p><b>Special placement</b> Front page Solarthemen</p>	<p><b>1/1 page</b> 210 x 297 mm plus 3 mm bleed</p>	<p><b>Portrait formats</b> 2/3 Seite (138 x 297 mm): € 890,- 1/3 Seite (82 x 297 mm): € 550,- plus 3 mm bleed each</p>	<p><b>Landscape formats</b> 1/2 Seite (210 x 148 mm) € 690,- 1/3 Seite (210 x 101 mm) € 550,- 1/4 Seite (210 x 77 mm) € 490,- plus 3 mm bleed each</p>	<p><b>Junior-Page</b> 138 x 210 mm plus 3 mm bleed</p>

Net price plus VAT

**Publication dates for Solarthemen extra edition**

Ausgabe	Date of publication	Advertising deadline	Print copy deadline
Solarthemen 535	January 21, 2021	January 11, 2021	January 14, 2021
Solarthemen 536	February 18, 2021	February 8, 2021	February 11, 2021
Solarthemen 537	March 18, 2021	March 8, 2021	March 11, 2021
Solarthemen 538	April 22, 2021	April 12, 2021	April 15, 2021
Solarthemen 539	20. May 2021	10. May 2021	12. May 2021
Solarthemen 540	June 17, 2021	June 7, 2021	June 10, 2021
Solarthemen 541	July 15, 2021	July 5, 2021	July 8, 2021
Solarthemen 542	August 19, 2021	August 9, 2021	August 12, -2021
Solarthemen 543	September 16, 2021	September 6, 2021	September 9, 2021
Solarthemen 544	October 21, 2021	October 11, 2021	October 14, 2021
Solarthemen 545	November 18, 2021	November 8, 2021	November 11, 2021
Solarthemen 546	December 16, 2021	December 6, 2021	December 9, 2021

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