

Mediadata 2022

Solarserver + Solarthemen

The Solarserver website (www.solarserver.de) and the Solarthemen info service offer numerous options for your campaign planning - from classic print products to mail newsletters and modern online formats.

Your advertising possibilities

- Banner advertising on www.solarserver.de
- Advertorials on www.solarserver.de and also announced in the Solarserver newsletter as a mail service
- Video advertorials on www.solarserver.de, announced in the Solarserver newsletter as a mail service
- header banner and text-image ads in the daily Solarserver newsletter as a mail service
- classic ads and inserts in print and digital PDF editions

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 (PV/month)*	209303
• User (Visits/month)*	109130
• Newsletter recipients**	3856

*Average of the last 6 months(April-September2021) according to Matomo **14.10.2021

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 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
Geschäftsführer: Guido Bröer, Andreas Witt
Amtsgericht: Bad Oeynhausen, Handelsregisterblatt 16814

Your contact person:

Ute Meyer-Heinemann
Tel. 0176 42068868
meyer-heinemann@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


Head Banner
Super Banner
Medium Rectangle
Skyscraper

Desktop **Tablet** **Phone**

Publishing address

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

Your contact person:

Ute Meyer-Heinemann
 Tel. 0176 42068868
 meyer-heinemann@solarthemen.de

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
Text + Foto	800 x 600 px	bis 3500 Zeichen	bis zu 12 Monate	1890,-
Video	200 x 170 px	bis 165 Zeichen	bis zu 12 Monate	1990,-
Audio	800 x 600 px	bis 165 Zeichen	bis zu 12 Monate	1990,-

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,-€
Text-picture ad „premium“

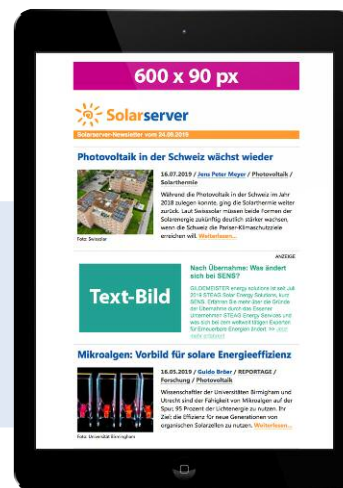
top placement directly after the first article

840,-€

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.

Publishing address

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

Your contact person:

Ute Meyer-Heinemann
 Tel. 0176 42068868
 meyer-heinemann@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.

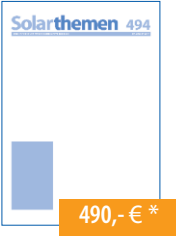
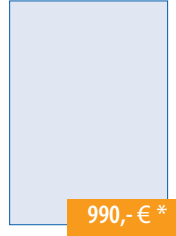
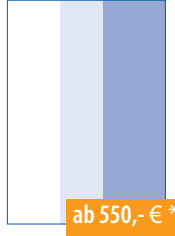
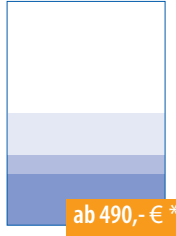
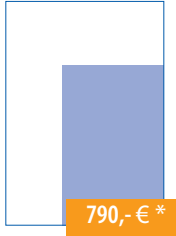
Circulation and distribution of solar themes extra edition.

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>490,- € *</p>	 <p>990,- € *</p>	 <p>ab 550,- € *</p>	 <p>ab 490,- € *</p>	 <p>790,- € *</p>
<p>Special placement Front page Solarthemen 55 x 85 mm</p>	<p>1/1 page 210 x 297 mm plus 3 mm bleed</p>	<p>Portrait formats 2/3 Seite (138 x 297 mm): € 890,- 1/3 Seite (82 x 297 mm): € 550,- plus 3 mm bleed each</p>	<p>Landscape formats 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>Junior-Page 138 x 210 mm plus 3 mm bleed</p>

Net price plus VAT

Publication dates for Solarthemen extra edition

Edition	Date of publication	Advertising deadline	Print copy deadline
Solarthemen 547	January 20, 2022	January 10, 2022	January 12, 2022
Solarthemen 548	February 17, 2022	February 7, 2022	February 9, 2022
Solarthemen 549	March 17, 2022	March 7, 2022	March 9, 2022
Solarthemen 550	April 14, 2022	April 4, 2022	April 6, 2022
Solarthemen 551	May 19, 2022	May 9, 2022	May 11, 2022
Solarthemen 552	June 16, 2022	June 6, 2022	June 8, 2022
Solarthemen 553	July 14, 2022	July 4, 2022	July 6, 2022
Solarthemen 554	August 18, 2022	August 8, 2022	August 10, 2022
Solarthemen 555	September 15, 2022	September 5, 2022	September 7, 2022
Solarthemen 556	October 13, 2022	October 3, 2022	October 5, 2022
Solarthemen 557	November 17, 2022	November 7, 2022	November 9, 2022
Solarthemen 558	December 15, 2022	December 5, 2022	December 7, 2022

Publishing address

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

Your contact person:

Ute Meyer-Heinemann
 Tel. 0176 4206886
 meyer-heinemann@solarthemen.de