

Mediadata 2023

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 (PI/month)*	496.764
• User (Visits/month)*	261.455
• Newsletter recipients**	7942

*Average of the last 6 months(November 2022 - April 2023) according to Matomo **02.05.2023

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. +49 (0) 176 42068868
werbung@solarthemen.de

Banner advertising

Formate	Format (px)	TKP €/1000 contacts	50.000 Ad Impressions package for 1 month	200.000 Ad Impressions package for 4 month
Head Banner	1160 x 135	45,-	2200,-	7900,-
Super Banner	728 x 90	29,-	1400,-	4900,-
Medium Rectangle	300 x 250	29,-	1400,-	4900,-
Wide Skyscraper	160 x 600	29,-	1400,-	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: 1160 x 135 (Head Banner), 728 x 90 (Super Banner), 300 x 250 (Medium Rectangle), 160 x 600 (Skyscraper)

Tablet: 728 x 90 (Super Banner), 468 x 60 (Medium Rectangle), 300 x 250 (Medium Rectangle)

Phone: 468 x 60 (Medium Rectangle), 320 x 50 (Medium Rectangle), 300 x 250 (Medium Rectangle)

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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
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

840,- €

Text-picture ad „premium“

directly below first message

heading:: up to 55 letters

Text: up to 300 letters

picture: 270 x 180 px

990,- €

Text-picture ad

below the second message

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.

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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 Solarsserver. 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 Solarsserver, 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 Solarthemen extra edition

Print run	1000 copies
Sold edition (print + e-paper)	626 copies
of which e-paper subscriptions	365 copies

price insert (incl. porto):

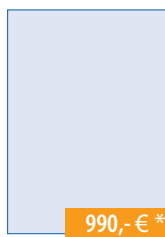
≤ 10 g:	0,30 €/Pcs.
each more 10 g:	0,10 €/Pcs.
postcard:	0,25 €/Pcs.

Advertisement formats for Solarthemen monthly edition



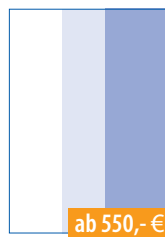
490,- € *

Special placement
Front page Solarthemen
55 x 85 mm



990,- € *

1/1 page
210 x 297 mm
plus 3 mm bleed



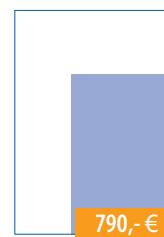
ab 550,- € *

Portrait formats
2/3 Seite (138 x 297 mm): € 890,-
1/3 Seite (82 x 297 mm): € 550,-
plus 3 mm bleed each



ab 490,- € *

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



790,- € *

Junior-Page
138 x 210 mm
plus 3 mm bleed

Net price plus VAT

Publication dates for Solarthemen extra edition

Edition	Date of publication	Advertising deadline	Print copy deadline
Solarthemen 559	January 19, 2023	January 9, 2023	January 11, 2023
Solarthemen 560	February 16, 2023	February 6, 2023	February 8, 2023
Solarthemen 561	March 17, 2023	March 6, 2023	March 8, 2023
Solarthemen 562	April 20, 2023	April 11, 2023	April 12, 2023
Solarthemen 563	May 18, 2023	May 8, 2023	May 10, 2023
Solarthemen 564	June 15, 2023	June 5, 2023	June 7, 2023
Solarthemen 565	July 20, 2023	July 10, 2023	July 12, 2023
Solarthemen 566	August 17, 2023	August 7, 2023	August 9, 2023
Solarthemen 567	September 21, 2023	September 11, 2023	September 13, 2023
Solarthemen 568	October 19, 2023	October 9, 2023	October 11, 2023
Solarthemen 569	November 16, 2023	November 6, 2023	November 8, 2023
Solarthemen 570	December 14, 2023	December 4, 2023	December 6, 2023

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