

Mediadata 2026

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)*	271.070
• User (Visits/month)*	178.275
• Newsletter recipients**	10.215

*Average of the last 6 months (December 2025 - May 2026) according to Matomo **15.06.2026

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 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!



Publishing address

Solarthemen Media GmbH
Bültestraße 70 b • 32584 Löhne
Tel. +49 (0) 5731 83460 • Fax +49 (0) 5731 83469
www.solarserver.de
Managing Directors: 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	39,-	1900,-	6600,-
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

Head Banner

Super Banner

Medium Rectangle

Skyscraper

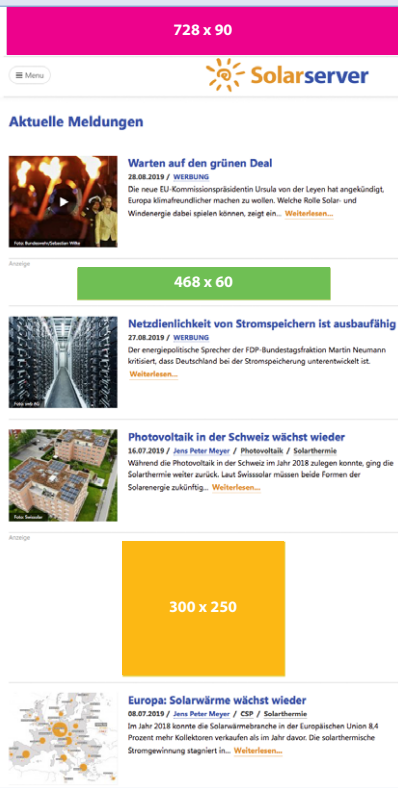




Desktop



Tablet



Phone



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Advertorials

- In the newsfeed on www.solarserver.de
- Remains at the top of the home page for three days
- Text-image teaser appears in the Solarserver newsletter on the day of publication
- 1 year in the search engine relevant Solarserver archive

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	1200 x 800 px	up to 3500 characters	up to 12 month	1890,-
Video / Audio	1200 x 800 px	up to 300 characters	up to 12 month	1990,-

Solarserver Newsletter

Weekly price (5 working days)

Head Banner

600 x 90 px **1290,- €**

Text-picture ad „premium“

directly below first message
heading: up to 55 letters
text: up to 300 letters
picture: 270 x 180 px **1290,- €**

Text-picture ad

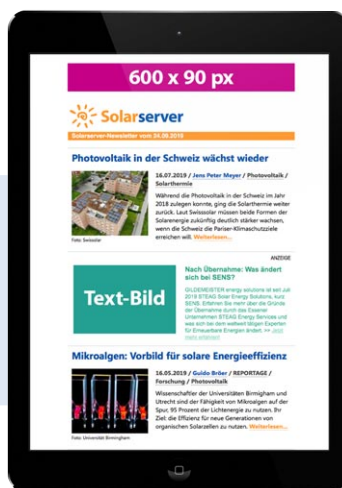
below the 2nd message **990,- €**

Banner

600 x 90 px
below the 4th message **790,- €**

Head Banner

Text-picture ad



- Max. Size of banners and images: 65 kB, JPG, PNG, GIF
- Link to the website: Original URL (not compressed)

Special Newsletter

Price per issue*

Head Banner

600 x 90 px **390,- €**

Text-picture ad „premium“

directly below first message
heading: up to 55 letters
text: up to 300 letters
picture: 270 x 180 px **390,- €**

Text-picture ad

below the 2nd message **290,- €**

Banner

600 x 90 px
below the 4th message **240,- €**

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

All prices are exclusive of VAT. The data protection regulations of Solarthemen Media GmbH apply

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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 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 Solarthemen extra edition

Print run	900 copies
Sold edition (print + e-paper)	555 copies
of which e-paper subscriptions	371 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,- € *	990,- € *	ab 550,- € *	ab 490,- € *	790,- € *
Special placement Front page Solarthemen 55 x 85 mm	1/1 page 210 x 297 mm plus 3 mm bleed	Portrait formats 2/3 page (138 x 297 mm): € 890,- 1/3 page (82 x 297 mm): € 550,- plus 3 mm bleed each	Landscape formats 1/2 page (210 x 148 mm) € 690,- 1/3 page (210 x 101 mm) € 550,- 1/4 page (210 x 77 mm) € 490,- plus 3 mm bleed each	Junior-Page 138 x 210 mm plus 3 mm bleed

Net price plus VAT

Publication dates for Solarthemen monthly edition

Edition	Date of publication	Advertising deadline	Print copy deadline
Solarthemen 595	January 22, 2026	January 12, 2026	January 14, 2026
Solarthemen 596	February 17, 2026	February 09, 2026	February 11, 2026
Solarthemen 597	March 17, 2026	March 09, 2026	March 11, 2026
Solarthemen 598	April 21, 2026	April 13, 2026	April 15, 2026
Solarthemen 599	May 12, 2026	May 04, 2026	May 06, 2026
Solarthemen 600	June 16, 2026	June 08, 2026	June 10, 2026
Solarthemen 601	July 14, 2026	July 06, 2026	July 08, 2026
Solarthemen 602	August 11, 2026	August 03, 2026	August 05, 2026
Solarthemen 603	September 15, 2026	September 07, 2026	September 09, 2026
Solarthemen 604	October 13, 2026	October 05, 2026	October 07, 2026
Solarthemen 605	November 17, 2026	November 09, 2026	November 11, 2026
Solarthemen 606	December 15, 2026	December 07, 2026	December 09, 2026

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