

energie:bau

media folder 2018

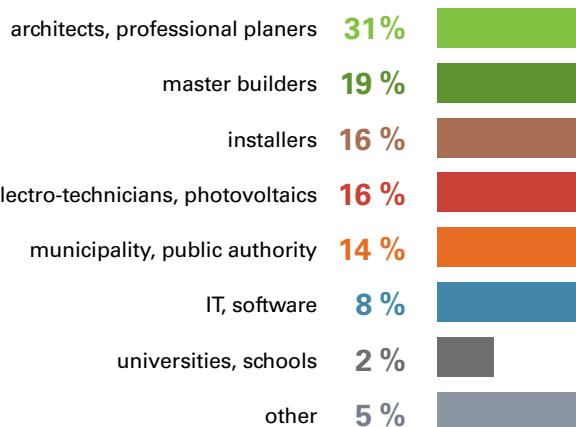
The target group for your topics!

As an independent trade magazine, **energie:bau** combines the fields of architecture & technology. Energy efficiency and sustainability in building culture are emphasized and documented in architecturally exciting examples. The main focus is on unique concepts, ingenious technology and innovative solutions in the fields building & renovation, heating & cooling as well as power & control.

The focus for the **year 2018** is on bright Ideas and development in the fields **renovation, photovoltaics & storage, energy-architecture** and **industrial- & commercial construction**. We take a close look at the newest technologies and present real-life examples.



6.500 addresses: The target groups in percent



magazine data

Issues: 4 x annually
 Circulation: 6.500 each (incl. e-paper)
 Format: 215 x 290 mm
 Type-space: 234 x 188 mm
 Print: Offset print, stapled

The main topics of the individual issues in 2018



Issue	#01 Renovation ET 09.02.2018 / DU 26.01.2018	#02 Photovoltaics & Storage ET 04.05.2018 / DU 20.04.2018
Cover-theme	Buildings from and for tomorrow Renovation at the latest level: What is economically and ecologically cost-effective? What are the best practice examples? Which role do windows and façade (-elements) play, what importance does pre-fabrication have in and for renovation?	Technological brains What do photovoltaics mean for future markets and what is the status of heat storage, which is becoming more and more important? What do new storage systems achieve and how can they be integrated into buildings?
Key issues	building & renovation building shells, shading systems heating & cooling living space ventilation, IR-heating electricity & control photovoltaics, storage, controls systems	building & renovation insolation, (building) software heating & cooling air conditioning & ventilation electricity & control measurement- & control technology
Trade-shows	Bauen & Energie, Wien 25.–28.01.2018 Nachbericht Energiesparmesse, Wels 02.–04.03.2018 Vorschau HausBau & EnergieSparen, Tulln 19.–21.01.2018 GETEC, Freiburg 02.–04.02.2018 Die Energie der Alpen, Garmisch-Partenkirchen 21.–22.02.2018	Int. Passivhaustagung, München 09.–10.03.2018 Nachbericht Intersolar, München 20.–22.06.2018 Vorschau SMART, Wien 15.–17.05.2018 IFH Intherm, Nürnberg 10.–13.04.2018

Advertising in the magazine – formats & prices

Advertising: format*, prices

* all specifications in mm

format	full bleed	type-space	4c
1/1 page	215 x 290	188 x 255	€ 3.200,00
1/2 page vertical	108 x 290	92 x 255	€ 2.000,00
1/2 page horizontal	215 x 145	188 x 125	€ 2.000,00
1/3 page vertical	71 x 290	60 x 255	€ 1.800,00
1/3 page horizontal	215 x 102	188 x 80	€ 1.800,00
1/4 page vertical		92 x 125	€ 1.200,00
1/4 page horizontal		188 x 60	€ 1.200,00
1/8 page vertical		60 x 90	€ 900,00
1/8 page horizontal		188 x 30	€ 900,00

Promotions: Advertisements in an editorial design

1/1 page	188 x 255	€ 2.800,00
1/2 page vertical	92,5 x 255	€ 1.500,00
1/2 page horizontal	188 x 125	€ 1.500,00

Supplement

up to 10 g / thousand: € 340,00
 up to 30 g / thousand: € 395,00
 up to 40 g / thousand: 465,00

Supplement on request

Info

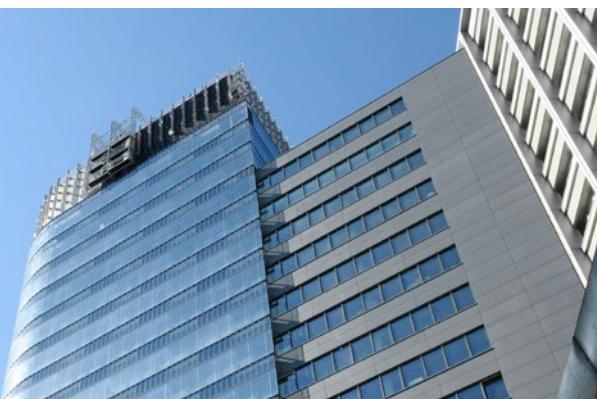
Placement surcharges:

U4: 20 %
 U2 and U3: 15 %
 Fixed internal placement: 10 %

All prices + 5 % advertising tax and 20 % VAT.

Terms and conditions:

www.starmuehler.at/agb



#03 Energy-Architecture

ET 05.10.2018 / DU 21.09.2018

Intelligent Buildings

Energy independence and increasingly automatized buildings make our homes smarter and smarter. How intelligent can ventilation, air-conditioning and heating be? Which control systems make our lives safer and more efficient?

building & renovation building materials
heating & cooling heating-, cooling- & ventilation-technology
electricity & control building automisation, light

#04 Industry- & Commercial Building

ET 14.12.2018 / DU 30.11.2018

Thinking bigger

The key words sustainability, recyclability as well as photovoltaics and storage are also valid for industrial- & commercial building. Building materials, the right management and consumption optimisation also play a role.

building & renovation roof & façade, windows & doors
heating & cooling heat pumps, solar thermal energy
electricity & control building technology, energy management

Intersolar, München

20.–22.06.2018 Nachbericht
Bau+Energie Messe, Bern
27.–30.09.2018 Nachbericht
Chillventa, Nürnberg
16.–18.10.2018 Vorschau

Chillventa, Nürnberg

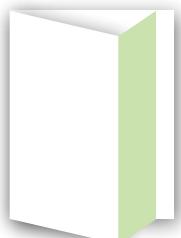
16.–18.10.2018 Nachbericht
Haus & Bau Messe, Ried im Innkreis
09.–11.11.2018
GET Nord, Hamburg
22.–24.11.2018

Forms of special advertising

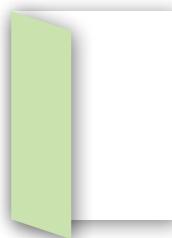
Cover flap



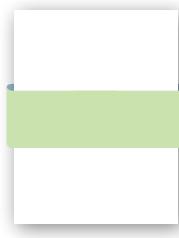
Inside cover flap



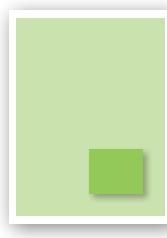
Flap on the cover



Banderole



Product supplement



Tip on Card



Fold-open flap on the cover with a 215 x 211 mm advertisement, attached to the outside binding edge. Price: € 8.590,-

Enlarge U2/U4 with a 1/3 or 1/2-page flap
Price: (1/3 vertical) including inside cover page € 5.690,-

Flap that opens to the back or front, attached to the outside binding edge.
75 x 290 mm
€ 4.990,-

Centerspread
banderole + 2 x
promo:
€ 8.290,-
Glued: € 4.890,-

Placed on carrier
advertisement, price
calculation is based
on product (weight)

Placed on carrier
advertisement, postcard format,
price up to 10g
€ 5.190,-

Digital data: Disposable material by e-mail to office@starmuehler.at or to Star-mühler Agentur & Verlag, Schellinggasse 1/7, A-1010 Vienna, Austria or by upload to ftp.starmuehler.at (password on request)

Deadline for advertisements: 14 days

Deadline for print documents: 10 days before publication date

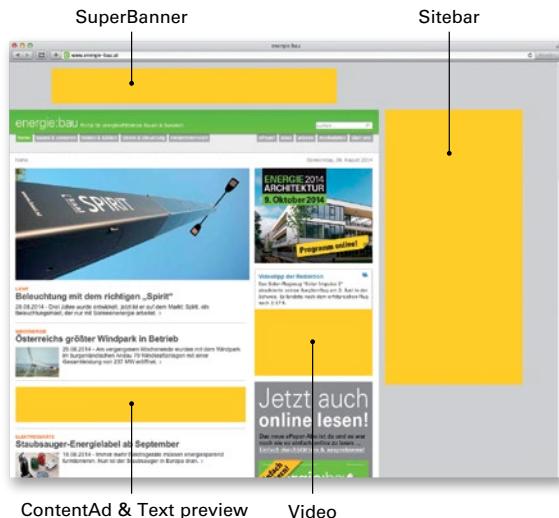
energie-bau.at

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Also reach your target group online!

Online-advertising on energie-bau.at

With 4.800 monthly visitors and more than 15.500 Pls, energie-bau.at is the ideal platform for your advertising, product news & time announcements.



Book your desired advertising format on www.energie-bau.at – we offer all common advertising formats and special sizes on request.

Banner
468W x 60H
price/month € 760,-

ContentAd
525W x 130H
price/month € 1.130,-

Text
price/month € 640,-

SuperBanner
728W x 90H
price/month € 880,-

Sidebar
350W x 700H
price/month € 1.470,-

Video (embedded)
price/month € 1.370,-

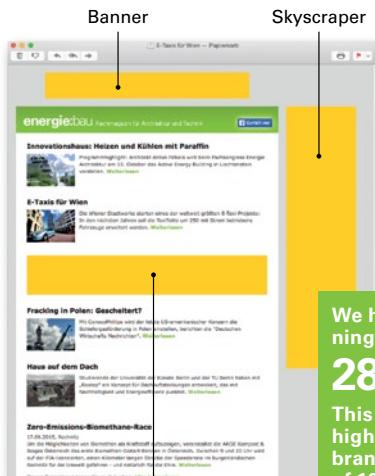
31 %
Architects and planning offices
19 %
Master builders and ancillary building trade
16 %
Photovoltaics specialists and electricians
16 %
Installers
18 %
Further

1:20 min
Session duration
1,5
pages/session

All formats in pixel, formats according to IAB-standards

Newsletter advertising

We send out more than 32.000 newsletters per month, with an opening rate of 28 %.



ContentAd & Text preview

We have an opening rate¹⁾ of **28,0 %**
This is noticeably higher than the branch average of 16,4 %

We have a click-rate²⁾ of **5,8 %**
The click-rate branch average is around 3,0 %

The newsletter also offers special format advertising. We are happy to provide information!

Banner
468W x 60H
price/month € 570,-

Sidebar
350W x 700H
price/month € 960,-

Text
price/month € 690,-

Skyscraper
160W x 600H
price/month € 570,-

ContentAd
550W x 90H
price/month € 920,-

Date-Tipp
price/month € 290,-

Your sales contacts

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- 1) Die open-rate gibt an, wieviel Prozent der Newsletter-Abonnenten den Newsletter öffnen und somit die Werbe-Schaltungen sehen.
- 2) Die click-rate gibt an, wieviel Prozent der Newsletter-Abonnenten einen oder mehr Clicks im Newsletter tätigen.
Datenbasis: Erstes Halbjahr 2017.