

# energie:bau

media folder 2017

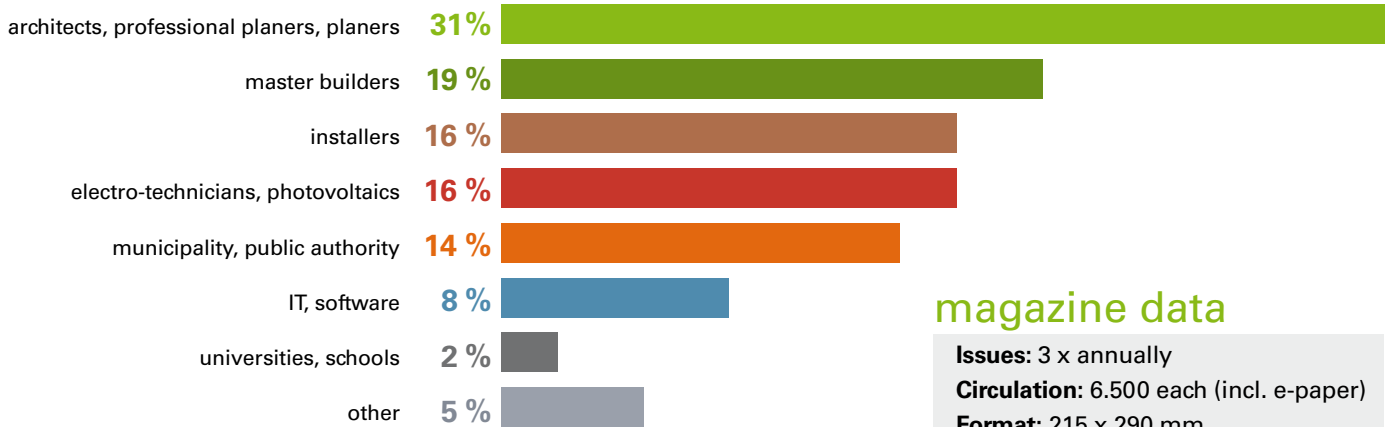
## The target group for your topics!

As an independent trade magazine, **energie:bau** combines the fields architecture & technology. The emphasis is on energy efficiency and sustainability in the culture of building and this is documented in architecturally exciting examples. Unique concepts, refined technology and innovative solutions from the fields building and renovation, heating and cooling, electricity and control as well as energy and economy are paramount.

The year 2017 is completely characterised by the trend-topics **smart building, e-mobility and building technology**. We give insights into everyday use of technology and present real life examples.



## 6.500 addresses: The target groups in percent



## magazine data

**Issues:** 3 x annually  
**Circulation:** 6.500 each (incl. e-paper)  
**Format:** 215 x 290 mm  
**Type-space:** 188 x 234 mm  
**Print:** Offset print, stapled

## The topic 2017: Smart building + 3 main focus points

2017, energie:bau offers three issues on energy efficient building – all of them have an additional focus point: Electro-mobility, building technology and heating technology. As so far, products, procedures and methods from the three main areas **BUILDING & RENOVATION, HEATING & COOLING** as well as **ELECTRICITY & CONTROL** are covered in every issue. Energy-optimised building requires a holistic approach, "energie:bau" delivers the information.



Issue	smart building + e-mobility
ET/DU	21.06.2017 / 02.06.2017
Cover topic	<p><b>We supply the power!</b></p> <p>Today's house builders have to include e-mobility in their thought processes. Parking space, charging points and the power supply must be considered. The power supply through photovoltaics or alternative energy production needs to be planned. We deliver the field reports: How does e-fuelling work? What does a personal e-fuelling station cost and which advantages does it have? What has to be considered in planning? How do guests and citizens profit? Which subsidy funding is available? Where can e-fuel stations be listed and advertised? Where is the development heading?</p>
Further focus points	<p><b>building &amp; renovation</b> insulated building envelopes, shading systems</p> <p><b>heating &amp; cooling</b> air conditioning and ventilation</p> <p><b>electricity &amp; control</b> photovoltaics, accumulators, controllers</p>

1) ET= Date of publication, DU = Deadline for print material

## Advertising in the magazine – formats & prices

### Advertising: format, prices

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

\* all specifications in mm

### 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:

<http://agb.starmuehler.eu>

### 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



**smart building + building technology**  
13.10.2017 / 02.10.2017

**Lets houses think for your customers!**  
The advantages of the machine: Intelligent control und management save energy and money. Man-machine cooperation using Bluetooth, W-LAN, displays and push-messages. Which good solutions exist? What about data security and sharing? Why is good insulation an issue in smart building? The dimensions of technology, comfort, safety and saving energy in regard to a networked life.  
**A key topic for manufacturers of building technology, house technology and networks.**




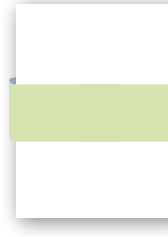
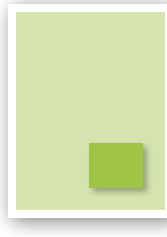
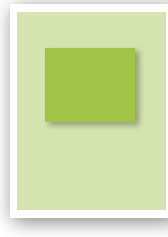
<b>building &amp; renovation</b>	insulation (building) software
<b>heating &amp; cooling</b>	living space ventilation. IR-heating
<b>electricity &amp; control</b>	measurement-, control- and management technology

**smart building + heating technology**  
15.12.2017 / 01.12.2017

**Future technology already exists**  
Industrial buildings, private homes, public buildings – all profit from new, efficient heating-units. We introduce products and networks. Intelligent heating with more and more abilities is the core of smart building. What are these systems capable of? We show examples of commendable implementations and consult technicians, developers and users.  
**A key topic for you as a supplier of modern heating technology.**

<b>building &amp; renovation</b>	building materials
<b>heating &amp; cooling</b>	heating, air-conditioning and ventilation
<b>electricity &amp; control</b>	building automation, lighting

**Forms of special advertising**

<b>Cover flap</b>	<b>Inside cover flap</b>	<b>Flap on the cover</b>	<b>Banderole</b>	<b>Product supplement</b>	<b>Tip on card</b>
					
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,-

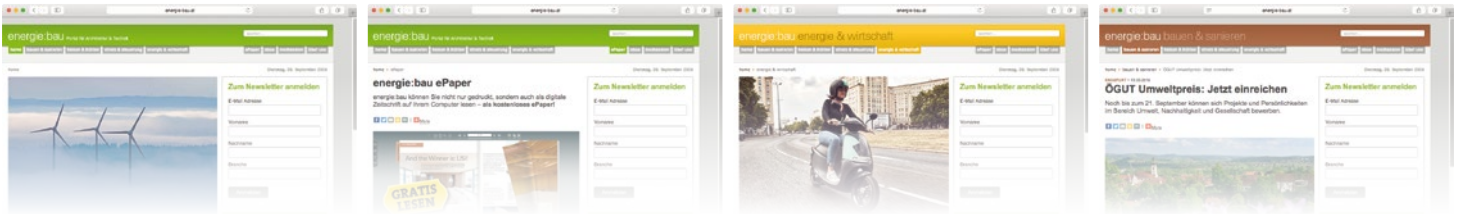
**Digital data:** Exposable material by e-mail to office@starmuehler.at or to Starmühler Agentur & Verlag, Schellinggasse 1/7, A-1010 Vienna, Austria or by upload to ftp.starmuehler.at (password on request)

**Deadline for advertisements:** 14 days

**Deadline for print documents:** 10 days before publication date

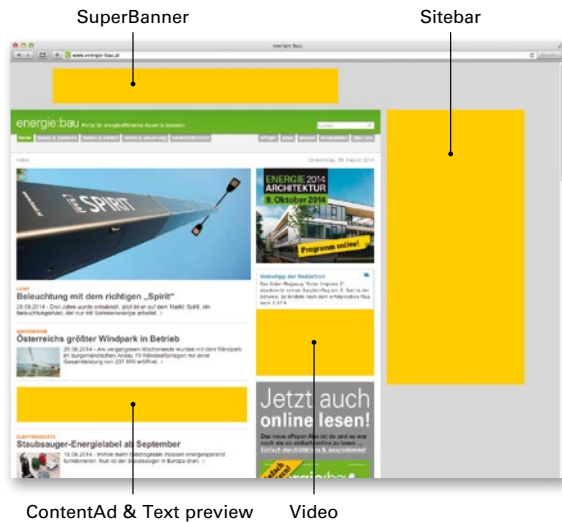
# energie-bau.at

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## Online-advertising on energie:bau.at

With close to 6.000 visits per month and more than 17000 Pls, energie-bau.at is the ideal platform for your advertising, product news and forthcoming date announcements



Book your desired advertising format – From February 2017, also in the appropriate key sections e-mobility and smart building

We offer all common advertising formats – special sizes on request.

<p><b>Banner</b> 468W x 60H price/month € 760,-</p>	<p><b>SuperBanner</b> 728W x 90H price/month € 880,-</p>	<p><b>Skyscraper</b> 170W x 600H price/month € 880,-</p>
<p><b>ContentAd</b> 525W x 130H price/month € 1.130,-</p>	<p><b>Sitebar</b> 350W x 700H price/month € 1.470,-</p>	<p><b>All formats in pixel, formats according to IAB-standards</b></p>
<p><b>Text</b> price/month € 640,-</p>	<p><b>Video</b> (embedded) price/month € 1.370,-</p>	

## Newsletter advertising

The weekly newsletter has more than 8.200 subscribers (status January 2017).



Special advertising formats on request

We have an open-rate of **28,0 %**  
The average open-rate of the media industry is 16,4 %

We have a click-rate of **5,8 %**  
The average click-rate of the media industry is 3,0 %

<p><b>Banner</b> 468W x 60H price/month € 570,-</p>	<p><b>Skyscraper</b> 170W x 600H price/month € 570,-</p>
<p><b>Sitebar</b> 350W x 700H price/month € 960,-</p>	<p><b>ContentAd</b> 550W x 90H price/month € 920,-</p>
<p><b>Text</b> price/month € 690,-</p>	<p><b>Date-Tip</b> price/month € 290,-</p>

## Your sales contacts

**Eveline Schnabel**, advertising sales print  
M +43 676 47 11 668 eveline.schnabel@energie-bau.at

**Sylvia Beinhart**, advertising sales online  
T +43 1 470 0991 sylvia.beinhart@inode.at

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