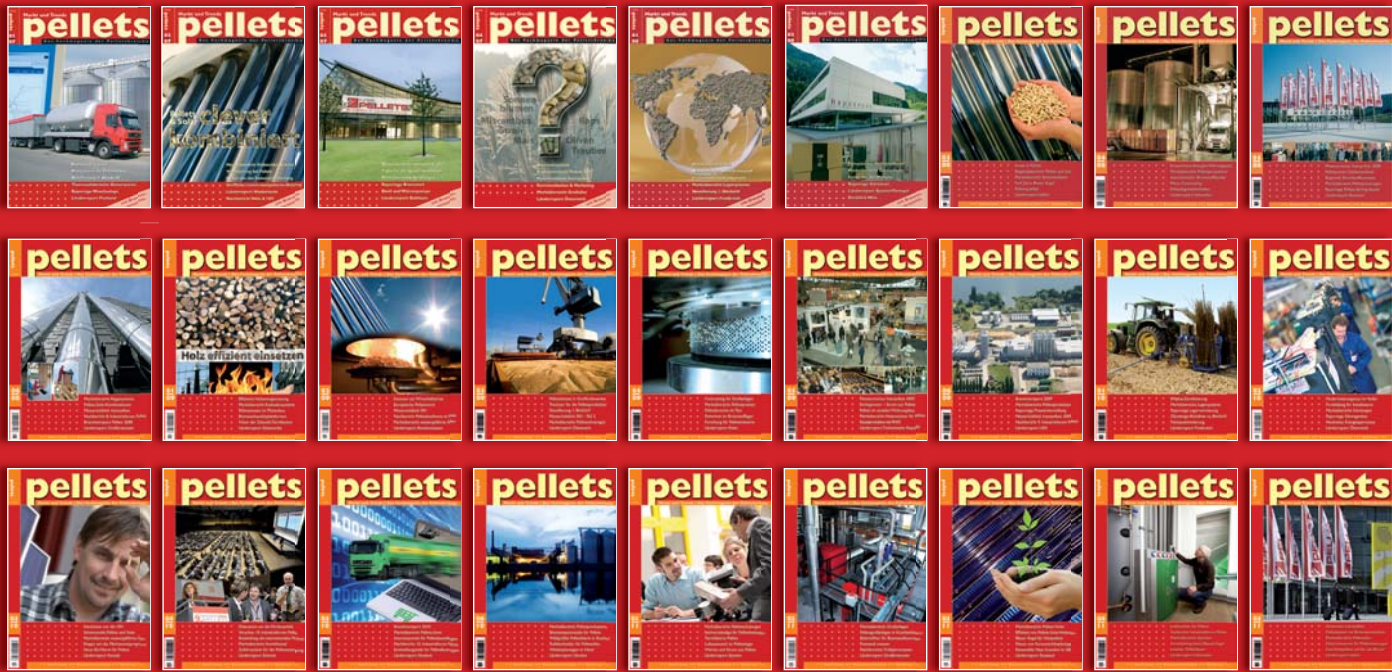


www.pelletsmagazin.de



6 issues per year
+ 1 special edition

pellets

Markt und Trends | Das Fachmagazin der Pelletsbranche



Media Data 2012

Also available in train station
bookstores and on general sale

Brief profile

The periodical **Pellets – Markt und Trends** is the only German-language trade publication dedicated exclusively to the topic of pellets.

10,000 copies of the magazine are published six times each year.

The publication is available by subscription, in German train station bookstores and on general sale. In addition, the magazine is distributed in a rotating direct mailing. Core target groups include specialist companies in the fields of plumbing, heating and air conditioning, architects, planners, energy consultants, and chimney service technicians as well as manufacturers, dealers and suppliers to the pellet industry.

With a variety of interesting topics focusing on markets, technology and applications, presented in a competent and practice-oriented manner, Pellets – Markt und Trends is the essential trade magazine for your advertisement.

Topics:

- Pellet industry news
- Interviews, coverages and reports dealing with markets, technology, fuel, quality and research and development
- Regular industry reports
- Market overviews
- Reports on completed projects
- Product innovations
- Sales and marketing
- Service
- Financing
- Price trends for different fuels
- Market statistics
- Company profiles
- Events calendar
- Trade directory



Profile

Magazine size: A4 (210 x 297 mm), saddle binding

Size: at least 60 pages

Type area: 185 x 261 mm

Number of copies: 10,000 copies: standard editions
15,000 copies: special edition

Distribution area: Germany, Austria and Switzerland

Publisher: Solar Promotion GmbH
P.O. Box 100 170
75101 Pforzheim, Germany

Editors: Simone Pabst (editor-in-chief)
Tel.: +49 (0)7231/58598-14
Fax: +49 (0)7231/58598-28
pabst@pelletsmagazin.de
www.pelletsmagazin.de

Publication frequency

Standard edition:

Publication frequency: bimonthly (6 issues)

Issue:	01/12	02/12	03/12
Dates of publication:	03.02.2012	04.04.2012	04.06.2012
Deadline for advertisements:	16.12.2011	17.02.2012	20.04.2012
Deadline for printing material:	19.12.2011	24.02.2012	27.04.2012

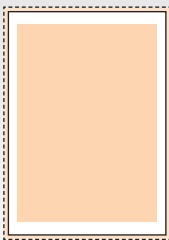
Issue:	04/12	05/12	06/12
Dates of publication:	03.08.2012	05.10.2012	07.12.2012
Deadline for advertisements:	22.06.2012	24.08.2012	26.10.2012
Deadline for printing material:	29.06.2012	31.08.2012	02.11.2012

Special edition:

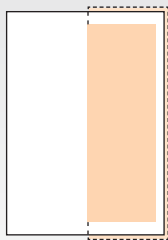
Publication frequency: once yearly

Date of publication:	07.05.2012
Deadline for advertisements:	23.03.2012
Deadline for printing material:	30.03.2012

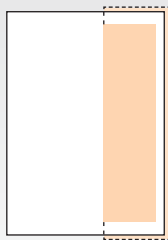
Advertisement formats and prices (plus VAT) – Standard issues & special edition



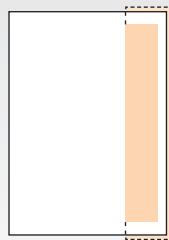
1/1 page in type area
185 mm x 261 mm
1/1 page trimmed
210 mm x 297 mm (+3mm per side)
€2,350



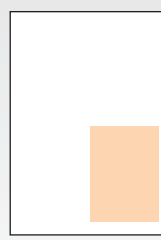
1/2 page vertical
90 mm x 261 mm
1/2 page trimmed
100 mm x 297 mm (+3mm per side)
€1,210



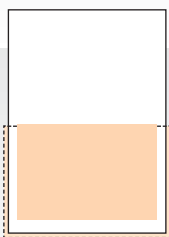
1/3 page vertical
70 mm x 261 mm
1/3 page trimmed
80 mm x 297 mm (+3mm per side)
€840



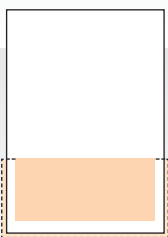
1/4 page vertical
43 mm x 261 mm
1/4 page trimmed
53 mm x 297 mm (+3mm per side)
€650



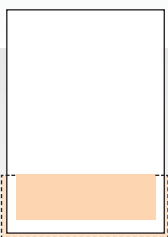
1/4 page normal
90 mm x 126 mm
€650



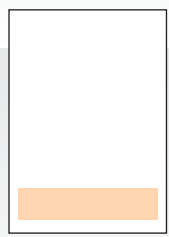
1/2 page horizontal
185 mm x 126 mm
1/2 page trimmed
210 mm x 146 mm (+3mm per side)
€1,210



1/3 page horizontal
185 mm x 82 mm
1/3 page trimmed
210 mm x 102 mm (+3mm per side)
€840



1/4 page horizontal
185 mm x 60 mm
1/4 page trimmed
210 mm x 80 mm (+3mm per side)
€650



1/6 page horizontal
185 mm x 42 mm
€450



1/8 page horizontal
90 mm x 60 mm
€340

A bleed margin of 3 mm (above, below and outside edge) is necessary for bleed advertisements.

Prices:

All prices listed in the advertising rates are net prices, unless explicitly stated otherwise, and are subject to statutory value added tax.

Terms of payment:

Immediately due net

Bank details:

Solar Promotion GmbH
Sparkasse Pforzheim-Calg
BLZ 666 500 85, Konto-Nr. 726 672
IBAN DE57 6665 0085 0000 7266 72
BIC PZHSDE66

Discounts and surcharges

- Surcharge – cover page:** for second and third cover page, 10% added to basic price for fourth cover page, 15% added to basic price
- Surcharge on placement:** 10% added to basic price
- Discount – Series /quantity discount rate:** if purchased within 12 months (year of advertisement):
2 advertisements 5%, 4 advertisements 10%,
6 advertisements 15%
- Job advertisements:** basic price less 20% discount
- Magazine insert:** €250 per thousand up to 25 g (plus delivery costs)
- Supplements / tip-ins:** on request
- Contact:**
Gaby Lajtkep
lajtkep@pelletsmagazin.de
Paola Bonazzi-Riedel
bonazzi-riedel@pelletsmagazin.de
Tel.: +49 (0)7231/58598-16
Fax: +49 (0)7231/58598-28

Production

- Printing technique:** Offset
- Printing material:** Digital, print-optimized pdf files only, all fonts embedded, images and logos 300 dpi/line art with 1,200 dpi resolution, colors as per euroscale CMYK, no jpg pictures, color accurate proof.
- Subsequent alterations and additional time required as a result of defective files will be invoiced subject to time and cost.
- Advertisement design on request
- Data transfer:** burkart@pelletsmagazin.de
- Contact:**
Reinhold Burkart
Tel.: +49 (0)7231/58598-15
Fax: +49 (0)7231/58598-28
burkart@pelletsmagazin.de

Trade directory

Standard edition

With over 240 company entries, the Pellets - Markt und Trends trade directory is a comprehensive and interesting reference volume that will appeal to all readers. Here you will find direct contact information for the industry's players. In addition to their publication in the print editions, entries also feature on the www.pelletsmagazin.de for a period of one year.

Entry in trade directory

- max. 8 lines with 32 characters per line = €125/base year
- the price includes a subscription to the Pellets – Markt und Trends trade magazine
- entry under several sections: €55 per each additional entry/base year
- logo next to internet entry: €50/base year

Categories

- Flue gas systems
- Fuel
- Vehicle engineering
- Boilers/stoves
- Material conveying and storage systems
- Pelleting technology
- Test institutes
- Software providers
- Suppliers
- Miscellaneous

Special edition

An entry in the trade directory of the Pellets – Markt und Trends special edition, whose subject matter is primarily addressed to end customers, enables specialist PHAC companies to draw attention to their business. The entry is published in the 'Installation Companies' section. In addition to one-off publication in the special edition, the entry will also appear on the pellets magazine website www.pelletsmagazin.de for a period of one year.

Entry in the 'Installation Companies' section

- max. 6 lines with 32 characters per line = €75/base year
- Companies who book an entry in the 'Installation Companies' section receive a 50% subscription discount.



trade directory sorted
alphabetically
www.pelletsmagazin.de

Subscription

Subscription prices: Yearly subscription (6 trade magazines and 1 special edition): within Germany €35 (inc. VAT and delivery costs), EU countries with a VAT No. €45 inc. delivery costs (if VAT No. not quoted, plus 7% VAT)

Retail price:
€7.50 (inc. VAT, plus delivery costs)

Special edition:

1 copy:	€7.50/copy
2–10 copies:	€4.10/copy
11–25 copies:	€3.75/copy
26–50 copies:	€3.30/copy
51–100 copies:	€2.90/copy

(Prices inc. VAT and plus delivery costs)
Larger order quantities on request

Contact: Gaby Lajtkep
lajtkep@pelletsmagazin.de
Paola Bonazzi-Riedel
bonazzi-riedel@pelletsmagazin.de
Tel.: +49 (0)7231 / 58598 - 16
Fax: +49 (0)7231 / 58598 - 28



Overview of topics: “Pellets – Markt und Trends 2012”

01/12

Publication date: February 3, 2012

Advertising deadline: December 16, 2012

- European Pellet Conference, Wels (February 29 – March 1)
- Energiesparmesse, Wels (February 29 – March 4)

Main focus: Heating, ventilation, and air conditioning trade, local heating networks

- Market overview: Training (Calendar+Map)
- Training in the pellets industry
- Local heating networks: Planning and practice
- Country focus: Austria
- Country report: Denmark

02/12

Publication date: April 4, 2012

Advertising deadline: February 17, 2012

- IFH/Intherm, Nuremberg (April 18–21)

Main focus: Using pellets in businesses, co-firing in power plants

- Market overview: Cascade installations
- Steam generation with pellets
- Co-firing: Climate protection through coal substitution?
- Wood Pellets Buyers Initiative
- Country report: Benelux

03/12

Publication date: June 4, 2012

Advertising deadline: April 20, 2012

- Intersolar Europe, Munich (June, 13–15)

Main focus:

Pellets & Solar, flue gas systems

- Market overview: Flue gas systems
- Solar heating roadmap – a model for the pellets industry?
- Large-scale pellets and solar technology systems
- Investing in pellets
- Country report: Poland

Overview of topics: “Pellets – Markt und Trends 2012”

04/12

Publication date: August 3, 2012

Advertising deadline: June 22, 2012

Main focus:

Heating technology, storage & logistics

- Market overview: Combi-heating
- Boilers and heaters with low nominal power
- Safe transport and storage
- Supplier report: Liquid level measurement
- Country report: South America

05/12

Publication date: October 5, 2012

Advertising deadline: August 24, 2012

- 12th Pellets Industry Forum with accompanying exhibition
- Bau- und Energie-Messe, Bern (November 8–11)

Main focus:

Contracting, fuel

- Market overview: Contracting suppliers
- Mixed biomass pellets
- Report: pellets testing laboratory
- Country focus: Switzerland
- Country report: France

06/12

Publication date: December 7, 2012

Advertising deadline: October 26, 2012

Main focus: Production,

combined heat and power generation

- Market overview: Pellets production in Germany
- Supplier report: Control technology for pellet plants
- Micro-combined heat and power plants: Heating and electricity production from pellets
- Pellets 2012 industry report
- Country report: USA

Subject to alteration.

Overview of topics: “Pellets – Markt und Trends 2012”

Special edition 2012/2013

Publication date: May 7, 2012

Advertising deadline: March 23, 2012

- Raw materials and pellet production
- Which heating system is suitable for you?
- Market overview: 15kW pellet boilers
- Combining pellets and solar technology
- Choosing suitable pellet storage
- Tips on buying pellets
- Subsidies and costs for pellet heating systems
- Mini reports on completed pellet stove and boiler projects

Important notes on the overview of topics:

- Pellets – Markt und Trends” reports on innovations in the pellet market in every regular issue. If you have a new product, not yet introduced to the press, the editorial staff would be pleased to receive text (approx. 1000 characters) and photos describing your innovation.
- The editorial staff is always looking for reports on new, unusual projects (of particular interest are installations with special technical features, profitability analyses etc.).
- We are also interested in technical journal articles, provided they are not used to promote a specific product. We do not publish company presentations.
- The editorial staff always requires good photographic material (in addition to product images, photos taken during manufacture, installation, operation etc. are also welcome).
- For the special edition, the editorial staff requires photos of successfully completed projects involving pellet boilers and stoves, with or without solar energy, installed in old or new buildings.

Special edition | Once yearly | 15,000 copies published

The special edition of the **Pellets – Markt und Trends** periodical provides essential information on the subject of pellets. 15,000 copies are published once every year.

The special edition forms part of the subscription to the periodical Pellets - Markt und Trends. In addition, it is distributed in German train station bookstores, at trade fairs and is available on general sale.

The special edition's principal target group are end customers who want to gain a basic, impartial and comprehensive overview of pellet-related matters. Furthermore, it offers interested specialists in the fields of plumbing, heating and air conditioning, as well as architects, planners, energy consultants and chimney service technicians who have not yet turned their attention to this subject, a first insight into the technology, fuel and market. It is also invaluable for providing customer advice.

With essential information on markets, technology and applications, presented in a competent and practice-oriented manner, the special edition of the Pellets – Markt und Trend trade magazine provides in-depth initial information for end customers and specialists alike, and enables you to advertise your products and services using a targeted approach.

