

Price list online 2022

www.springerprofessional.de
Energie + Umwelt


Basic information:

Usage data:

Page impressions: 96,778 | users: 46,336 (Nov. 2021)

Source: Google Analytics



Newsletter subscribers:

9,673 (Nov. 2021, current number of recipients on request)

Frequency:

Fortnightly on Wednesdays (uneven calendar weeks)

92% decision-makers#

Web formats	pixel (w x h)	kb	cpm
Fullsize banner	468 x 60	max. 120	€ 100
Superbanner (big size)	728 x 90	max. 120	€ 100
Skyscraper	120 x 600	max. 120	€ 110
Wide skyscraper	160 x 600 or 200 x 600	max. 120	€ 110
Medium rectangle	300 x 250	max. 120	€ 100
Wallpaper (super-banner + skyscraper)	728 x 90 + 120 x 600	max. 120	€ 180
Billboard	770 / 800 / 870 or 970 x 250	max. 120	€ 180
Half page	300 x 600	max. 120	€ 180

Newsletter formats	pixel (w x h)	kb	fixed price
Text ad small + logo / picture (gif / jpeg) *	pic 140 x 100 text 300 characters **	max. 45	€ 600
Text ad large + logo / picture (gif / jpeg) *	pic 140 x 100 text 650 characters **	max. 45	€ 700
Fullsize banner (gif / jpeg) *	468 x 60	max. 45	€ 700
Rectangle (gif / jpeg) *	300 x 250	max. 45	€ 700
Premium banner (gif / jpeg) *	468 x 60	max. 45	€ 900

* not animated files | ** incl. spaces

Payment conditions | data delivery

Valid for Germany: additional VAT applies to all prices listed; payment within 10 days with 2% discount, net within 30 days after invoice date;

15% agency commission; payment due: upon receipt of invoice.

Banking information: Springer Fachmedien Wiesbaden GmbH, Deutsche Bank Berlin, Bank Nr. (BLZ): 100 700 00 | Account Nr.: 069700300 | Swift/BIC: DEUTDEBB IBAN: DE09 1007 0000 0069 7003 00

 Delivery deadline: up to 5 business days before placement to: banner-wiesbaden@springernature.com

 You can find our specification for online advertising at: www.springerfachmedien-wiesbaden.de/en/media-sales/data-delivery

 You can find our general terms and conditions at: www.springerfachmedien-wiesbaden.de/en/media-sales/gtc

Target group:

Decision-makers and experts from the industry, government offices and the scientific field responsible for environmental engineering, water and waste management, energy economics and renewable energies.

Brief description:

Our excellent editorial staff selects and summarises the latest news in the areas renewable energies, water, soils, energy and the environment.

92 % of the users are either decision-makers or consultants in the investment process, thereof 54 % are direct decision-makers. Source: user survey July/August 2016.

CONTACT

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