

## Journal for the Energy Market

### Brief Description

BWK is the energy magazine for the energy industry and energy technology. Its subjects include reports on commercial energy matters as well as featuring novel energy engineering systems. Innovations are followed from conception of the idea through to the appearance of the market-ready product.

### Target Group

Managers and technical specialists and directors from energy intensive consumers, facility users in the industrial and public sector, manufacturers and service providers.

### Advertisers

Organisations in the fields of power station engineering and installation and component technology, information technology, energy trading, maintenance, energy supply and contracting.

### Publishing Societies

VDI-Society, Energy and Environment (VDI-GEU); VAIS Association for Plant Technology and Industry Service e.V., Düsseldorf; Research Center for Energy Economics (FfE) e.V., Munich.

### Year of Publication

74<sup>th</sup> year 2022

### Circulation (IVW audited)

Press run: 12,678 copies

Distributed circulation: 12,199 copies\*

Subscribed circulation: 12,190 copies

\* in 2021

### Advertising Prices

1/1 page b/w	EUR	5,059.00
1/1 page 4c	EUR	6,295.00
1/2 page b/w	EUR	2,548.00
1/2 page 4c	EUR	3,508.00
1/4 page b/w	EUR	1,274.00
1/4 page 4c	EUR	1,754.00
Surcharge for bleed adverts:	EUR	100.00

### Page Size

Trim size: width 210 mm, height 297 mm

Trim allowance: 3 mm all trimmed sizes

Type area: width 176 mm, height 270 mm

### Publication Frequency

6 issues in 2022

### Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	10 January	3 February
3/4	6 April	29 April
5/6	16 May	8 June
7/8	4 July	26 July
9/10	12 August	12 September
11/12	2 October	2 November

Closing Date (materials):

2 working days after closing date of reservation.

### Printing Material

Electronic data (plus colour proof by mail): preferably eps-files or high-end pdf-files; also possible: QuarkXPress, InDesign, PageMaker, Freehand, Illustrator, CorelDraw, Photoshop

### Discounts for Publication within 1 Year

by frequency		by frequency	
3 advertisements	3 %	3 pages	5 %
6 advertisements	5 %	6 pages	10 %
9 advertisements	10 %	9 pages	15 %
12 advertisements	15 %	12 pages	20 %

### Terms of Payment

14 days from the date of the invoice.

For payment in advance or by credit transfer: 2% discount.

Place of payment and performance: Düsseldorf, Germany.

Bank Account: Commerzbank AG, Düsseldorf,

Bank Code 300 800 00, Account No. 0212172400.

SWIFT/BIC-Code: DRES DE FF300

IBAN: DE69 3008 0000 0212 172400

**Digital & Crossmedial on [www.ebwk.de](http://www.ebwk.de)****Display**

– Wallpaper	EUR per month	4,000
– Halfpage Ad	EUR per month	3,700
– Sitebar Ad	EUR per month	3,700
– Billboard	EUR per month	3,700
– Super Banner	EUR per month	2,700
– Medium Rectangle	EUR per month	1,600

**Content Solution/Lead/Reach**

– Digital Advertorial	EUR per month	2,800
– Corporate Profile	EUR per month	1,700
– Product Profile	EUR per month	1,700
– Category Page	EUR per month	8,000–22,000
– Exklusiv-Supplement	EUR per month	5,000
– Premium Event	EUR per month	750

**Contact**

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