

# Contents and Specifications

Energy Efficiency Business & Industry (EEBI) offers a complete overview on up-to-date technologies and innovative products for industrial energy efficiency

With the pan-European magazine Energy Efficiency Business & Industry we offer a complete overview on up-to-date technologies and innovative products for industrial energy efficiency.

Here advertisers will meet new customers. Subscribers will find a wide range of sustainable solutions focused on energy saving and management.

The magazine is also the appropriate place in which industrial best practices, successful case studies, technical articles, latest news on European norms, trade show reports and exclusive interviews are published.



Total subscribers: 23.189  
 Website visitors per month: 19.000  
 Language: English  
 Launched: 2011



## Advertisement Rates and Specifications

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
A	1/1 page	180 x 259		9 590
B	1/1 page bleed	210 x 285 +5 mm bleed	180 x 259	9 590
C	2/3 page vertical	119 x 259		7 950
D	2/3 page horizontal	180 x 171		7 950
E	1/2 page island	119 x 170		7 250
F	1/2 page horizontal	180 x 125		6 850
G	1/2 page horizontal bleed	210 x 138 +5 mm bleed	180 x 125	6 850
H	1/2 page vertical	88 x 259		6 850

	Ad format	Dimensions (width x depth in mm)	Type area, centered	4C, Euro (excl. VAT)
I	1/2 page vertical bleed	103 x 285 +5 mm bleed	88 x 259	6 850
J	1/3 page horizontal	180 x 80		4 050
K	1/3 page horizontal bleed	210 x 98 +5 mm bleed	180 x 80	4 050
L	1/3 page vertical	57 x 259		4 050
M	1/3 page vertical bleed	72 x 285 +5 mm bleed	57 x 259	4 050
N	1/4 page	88 x 125		2 750
O	1/8 page	88 x 57		1 450

Energy Efficiency Rate Card no. 4. Rates are subject to change.  
 Effective from 1 January 2017

Technical information	
Trim size	210 x 285 mm
Type area	180 x 259 mm

Special positioning	
Inside front, inside back, outside back	+15%
Cover story. Cover presence incl. three inner pages.	Pricing and further information on request

# Publishing Schedule 2017

Issue	Focus	Show/Events	Dates
<b>4 April</b> Closing Date 10.03 Mailing Date 05.04	Show issue: Hannover Messe Energy Management 4.0	Smart Cities EE & RE, Sofia BioEnergy Italy, Cremona New Energy, Husum Hannover Messe, Hannover Energy Harvesting & Storage Europe, Berlin Intersolar Europe, Munich Electrical Energy Storage, Munich	07-09.03 March 16-19.03 24-28.04 10-11.05 31.05-02.06 31.05-02.06
<b>9 September</b> Closing Date 25.08 Mailing Date 20.09	Energy Efficiency Stories Energy Storage	Energy Efficiency Stories SolarExpo, Milan	May
<b>11 November</b> Closing Date 13.10 Mailing Date 08.11	Energy Audit & Diagnosis Cogeneration & Renewable Energy	Ecomondo, Rimini Key Energy, Rimini SPS IPC Drives, Nuremberg	07-10.11 07-10.11 28-30.11

## Readership Profile 2017

### Print + Digital: Circulation 2017

By job function	Suscribers	%
General & Corporate Management	14.792	64%
Product Design Engineering	2.112	9%
Systems Design Engineering	1.446	6%
Production Engineering	2.038	9%
Operations/Maintenance Engineering	2.801	12%
<b>TOTAL</b>	<b>23.189</b>	<b>100%</b>

By geographical area	Suscribers	%
Austria	323	1%
Belgium	1.145	5%
Denmark	302	1%
Finland	221	1%
France	3.701	16%
Germany	5.033	22%
Greece	352	2%
Ireland	220	1%
Israel	233	1%
Italy	2.984	13%
Netherlands	1.239	5%
Norway	174	1%
Portugal	447	2%
Spain	1.233	5%
Sweden	326	1%
Switzerland	478	2%
Turkey	689	3%
UK	3.207	14%
Eastern Europe	882	4%
<b>TOTAL</b>	<b>23.189</b>	<b>100%</b>

By industry	Suscribers	%
Industrial Chemicals	2.676	12%
Agricultural Chemicals	215	1%
Pharmaceuticals	171	1%
Plastics, Rubber, Petroleum	1.299	6%
Soap, Detergents, Cosmetics, Paints, Sealants	128	1%
Food, Drinks, Tobacco	899	4%
Textile, Apparel, Leather	687	3%
Lumber, Wood, Furniture	296	1%
Paper & Printing	554	2%
Stone, Clay, Glass	245	1%
Primary Metals	516	2%
Other Processing	412	2%
Fabricated Metal Products	823	4%
Machinery (Except Electrical)	3.596	16%
Electric, Electronic, Computing	2.236	10%
Scientific, Measuring, Control	1.208	5%
Automotive, Aircraft, Transportation	1.134	5%
Other Manufacturing	1.441	6%
Energy & Water Supply	892	4%
Engineering, Consulting, Contractors	3.312	14%
Public Administration, Government, Defense	449	2%
<b>TOTAL</b>	<b>23.189</b>	<b>100%</b>

Source: Publisher's Projection 2017