

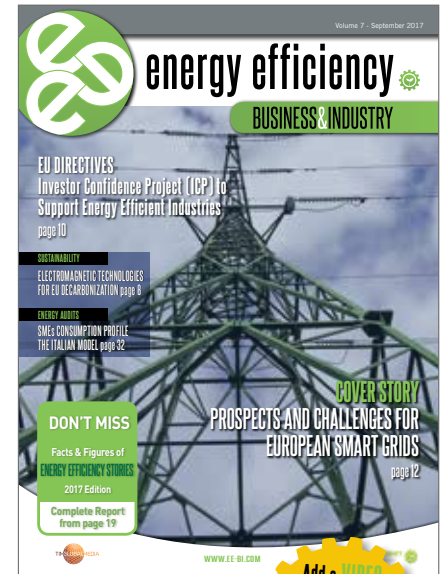
# Contents and Specifications

Energy Efficiency Business & Industry (EEBI) offers a complete and up-to-date overview on technologies and cutting-edge products for industrial energy efficiency. The market, business and most recent European policies are also investigated and presented, with the aim of giving customers and prospects the most useful and detailed information and tools with regard to latest news, norms, applications and trends, to help them take the right decisions inside their companies to achieve energy saving and cost reduction. Industrial Energy Management is also a common thread when it comes to energy efficiency as much as sustainability and emission control.

## Main Topics

- Digital Energy
- Energy Saving
- Energy Management
- Cogeneration
- Power Grids
- Energy Storage
- E-Mobility

Total subscribers: 23.879  
 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

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

	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 2018

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 2018

Issue	Focus	Show/Events	Dates
<b>4 April</b> Closing Date 09.03 Mailing Date 04.04	Show issue: Hannover Messe Energy Efficiency Stories <b>Digital Energy</b> Energy Management	Energy Harvesting Europe, Berlin <b>Hannover Messe, Hannover</b> Mena New Energy, Dubai PCIM Europe, Nuremberg World Bioenergy Congress & Expo, Berlin Electrical Energy Storage, Munich Intersolar Europe, Munich	11-12.04 23-27.04 25-26.04 05-07.06 02-04.07 19-22.06 20-22.06
<b>9 September</b> Closing Date 24.08 Mailing Date 19.09	<b>Energy Monitoring Systems</b> Energy Storage Smart Factories		
<b>11 November</b> Closing Date 12.10 Mailing Date 07.11	<b>Virtual Power Plants</b> Cogeneration & Renewable Energy Integrated Energy Systems	Key Energy, Rimini <b>SPS/IPC/Drives, Nuremberg</b>	November 27-29.11

## Readership Profile 2018

### Print + Digital: Circulation 2018

By job function	Suscribers	%
General & Corporate Management	15.441	65%
Product Design Engineering	2.224	9%
Systems Design Engineering	1.501	6%
Production Engineering	2.008	8%
Operations/Maintenance Engineering	2.705	11%
<b>TOTAL</b>	<b>23.879</b>	<b>100%</b>

By geographical area	Suscribers	%
Austria	347	1%
Belgium	1.211	5%
Denmark	284	1%
Finland	271	1%
France	3.788	16%
Germany	5.021	21%
Greece	405	2%
Ireland	221	1%
Israel	240	1%
Italy	3.017	13%
Netherlands	1.343	6%
Norway	185	1%
Portugal	436	2%
Spain	1.218	5%
Sweden	372	2%
Switzerland	501	2%
Turkey	773	3%
UK	3.301	14%
Eastern Europe	945	4%
<b>TOTAL</b>	<b>23.879</b>	<b>100%</b>

By industry	Suscribers	%
Industrial Chemicals	2.644	11%
Agricultural Chemicals	221	1%
Pharmaceuticals	203	1%
Plastics, Rubber, Petroleum	1.237	5%
Soap, Detergents, Cosmetics, Paints, Sealants	131	1%
Food, Drinks, Tobacco	905	4%
Textile, Apparel, Leather	701	3%
Lumber, Wood, Furniture	331	1%
Paper & Printing	584	2%
Stone, Clay, Glass	288	1%
Primary Metals	589	2%
Other Processing	433	2%
Fabricated Metal Products	823	3%
Machinery (Except Electrical)	3.600	15%
Electric, Electronic, Computing	2.247	9%
Scientific, Measuring, Control	1.321	6%
Automotive, Aircraft, Transportation	1.158	5%
Other Manufacturing	1.447	6%
Energy & Water Supply	948	4%
Engineering, Consulting, Contractors	3.611	15%
Public Administration, Government, Defense	457	2%
<b>TOTAL</b>	<b>23.879</b>	<b>100%</b>

Source: Publisher's Projection 2018