

English  
Edition  
with  
International  
Distribution

# EUROHeat & Power

COGENERATION ■ DISTRICT HEATING ■ DISTRICT COOLING

[www.ehp-magazine.com](http://www.ehp-magazine.com)

EURO  
Heat &  
Power

## Media Guide 2018

Marketing Platform for the International District Heating and Cogeneration Industry

English  
Edition  
with  
International  
Distribution

EUROHeat &  
Power

Media Guide 2018

### Advertising Agencies/Publishing house

Effective date 01.01.2018 – Status October 2017 – Subject to modification without notice

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## Focussing on Global Trends

The EuroHeat&Power International after 15 years well established within West-/East European Markets of Cogeneration, District Heating and Cooling as only Trade Magazine covering the whole process chain of the industry for Power Plant Technologies, Pipe-Laying, Network Construction/ Operation, Heat Substations, Heat Metering and Accounting.

As official publication of Euroheat & Power, Brussels each issue features – next to technological news and innovations – also the current developments of European energy policy.

Overall a perfect marketing platform for your international business activities.

## Profile

Trade Magazine for the international District Heating & Cooling and Cogeneration industry.

### Frequency

3 issues per year

### Language

English

### Circulation

4,000 copies

### Target Group

Utilities, Component Suppliers, Engineering/Consulting Companies, Authorities, Research Institutes

### Distribution

In 24 Western/Eastern European Countries, Canada, USA, Russia, Japan, Korea

### Publishers

International Association Euroheat & Power, Brussels  
German Heat & Power Association – AGFW, Frankfurt am Main

### Publishing House

EW Medien und Kongresse GmbH, Frankfurt am Main

### E-Magazine



For a better and more informative introduction of your company, your services and your products we offer:

### 1/1 Page Company Profile (4c)

Type area: 185 × 268 mm  
Text-length: 3,800 signs (with blanks, without illustrations)  
Fixed Price: 1,850 €  
(not subject to discount)

### 1/2 Page Company Profile (4c)

Type area: 185 × 132 mm  
Text-length: 2,100 signs (with blanks, without illustrations)  
Fixed Price: 950 €  
(not subject to discount)

### Special Combination Rate!

1/1 Page Company Profile (4c) +  
1/1 Page Standard Advert (4c)  
Fixed Price: 4,000 €  
(not subject to discount)

1/2 Page Company Profile (4c) +  
1/2 Page Standard Advert (4c)  
Fixed Price: 2,000 €  
(not subject to discount)



Other special advertising types available on request.  
Contact: manfred.goebel@ew-online.de

## E-Magazine:

All the printed editions, including all the advertisements, are also published online as an e-magazine. Closing dates for publication and advertising are identical to those for the printed editions.

## EHP Newsletter

for every publication date, highlighting the content of the issue and news of the branch.

### Forms of advertisement:

- 1 Banner Ad:** Material required: JPEG banner in the format 580 × 110 pixels (W × H) + a related link
- 2 Text + picture format:** Material required: One JPEG picture in the format 250 × 170 pixels (W × H) + text (open file) with heading (max. 60 characters) and max. 400 characters as a continuous text + a related link



### Rates:

Format	Banner Ad	Text + picture
Rate per mailing	650,- EUR	550,- EUR

### Deadline for booking and material:

One week prior to the mailing.

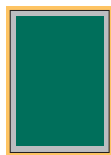
Please send your material to  
petra.denner@ew-online.de

Issue/dates	Generation/Storage	DHC Networks	Consumer Installations/Heat Substations	Heat/Cold Metering	Fairs/Events
<p><b>I – II</b> <b>January/February</b> PD: 26.03.2018 AC: 09.03.2018 EDI: 29.01.2018</p>	<ul style="list-style-type: none"> <li>• (Micro) gas turbines</li> <li>• Steam turbines</li> <li>• Fuel cells</li> <li>• Small-scale CHP</li> <li>• Stirling engines</li> <li>• Het pumps</li> <li>• Boiler systems</li> <li>• Fuel treatment heat exchanger</li> <li>• Pump systems</li> <li>• Flue gas cleaning</li> <li>• Instrumentation and control technology</li> <li>• IT solutions</li> <li>• <b>Renewable energies:</b> biomass, biogas, geothermal energy, solar thermal energy</li> </ul>	<ul style="list-style-type: none"> <li>• Pipeline Construction</li> <li>• Pre-insulated pipe systems</li> <li>• Flexible pipe systems</li> <li>• Network simulation</li> <li>• Instrumentation and control technology</li> </ul>	<ul style="list-style-type: none"> <li>• Heat substations</li> <li>• Heat storage tanks</li> <li>• Instrumentation and control technology</li> </ul>	<ul style="list-style-type: none"> <li>• Heat/cold meters</li> <li>• Temperature sensors</li> <li>• Heat cost allocators</li> <li>• Remote metering</li> </ul>	<p><b>E-world energy &amp; water</b> 06.– 08. February 2018   Essen (D) <b>GeoTherm expo &amp; Congress</b> 01.– 02. March 2018   Offenburg (D) <b>Biomass</b> 08.– 12. March 2018   Brno (CZ) <b>Energy Storage Europe 2018</b> 13.– 15. March 2018   Düsseldorf (D) <b>5th International Solar District Heating Conference</b> 11.– 12. April 2018   Graz (A) <b>International Bioenergy Conference 2018</b> 16.– 18. April 2018   Atlanta (USA) <b>Tube</b> 16.– 20. April 2018   Düsseldorf (D) <b>En+Eff 23rd International trade fair and Congress for Heating, Cooling and CHP</b> 17.– 19. April 2018   Frankfurt (D) <b>Iceland Geothermal Conference</b> 24.– 26. April 2018   Reykjavik (IS) <b>Hannover Trade Fair – Energy</b> 23.– 28. April 2018   Hanover (D) <b>ISH China</b> 22.– 24. May 2018   Beijing (CHN) <b>109th Annual Conference of the International District Heating Association</b> 11.– 14. June 2018   Vancouver (CDN) <b>electrify europe 2018</b> 19.– 21. June 2018   Vienna (A) <b>World Bioenergy 2018</b> 02.– 04. July 2018   Berlin (D)</p>
<p><b>III</b> <b>August</b> PD: 20.08.2018 AC: 03.08.2018 EDI: 25.06.2018</p>	<ul style="list-style-type: none"> <li>• District cooling</li> <li>• Absorption chillers</li> <li>• Compression chillers</li> <li>• Cold storage</li> </ul>	<ul style="list-style-type: none"> <li>• Network operation</li> <li>• Maintenance</li> <li>• Rehabilitation technologies</li> <li>• Projects</li> <li>• Experiences</li> <li>• Leakage detection</li> <li>• Asset management</li> <li>• Quality management</li> </ul>	<ul style="list-style-type: none"> <li>• Hot water generation</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Water conditioning</li> <li>• Legionella prophylaxis</li> </ul>		<p><b>ISH Shanghai &amp; CIHE</b> 03.– 05. September 2018   Shanghai (CHN) <b>16th International Symposium on District Heating and Cooling</b> 09.– 12. September 2018   Hamburg (D) <b>Global District Energy Days</b> 25.– 27. September 2018   Helsinki (FIN) <b>Nordic District Heating Fair</b> 25.– 27. September 2018   Jonkoping (S)</p>
<p><b>IV</b> <b>November</b> PD: 05.11.2018 AC: 19.10.2018 EDI: 10.09.2018</p>	<ul style="list-style-type: none"> <li>• Heat/Cold storage</li> <li>• Storage technologies</li> <li>• Applications</li> <li>• Construction</li> <li>• Operating methods</li> <li>• <b>Renewable energies:</b> biomass, biogas, geothermal energy, solar thermal energy</li> </ul>	<ul style="list-style-type: none"> <li>• Piping systems</li> <li>• Network simulation</li> <li>• Asset management</li> <li>• Pressure maintenance</li> <li>• Quality management</li> <li>• Instrumentation and control technology</li> <li>• Valves</li> </ul>	<ul style="list-style-type: none"> <li>• House led-in</li> <li>• Heat substations</li> <li>• Pumps</li> <li>• Heat exchangers</li> <li>• Pressure maintenance</li> <li>• Instrumentation and control technology</li> </ul>	<ul style="list-style-type: none"> <li>• Remote metering</li> <li>• Billing</li> <li>• IT solution</li> </ul>	<p><b>International Conference on Smart Energy Systems and 4th Generation District Heating</b> 13.– 14. November 2018   Aalborg (DK) <b>Valve World</b> 27.– 29. November 2018   Düsseldorf (D)</p>

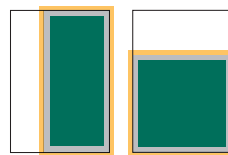
Subject to alterations: PD = publication date, AC = ad closing date, EDI = Deadline for editorial contents

**Regular Columns in Every Issue:** Energy News (Brussels News, News from Euroheat & Power, Energy Markets, Events, Publications), Industry News (New Products/Technologies, Company Information)

**Regular Features in Every Issue:** Energy Policy, Energy Markets, Energy Legislation, Energy Service/Contracting, Renewable Energies, Power Plant Technology, Cogeneration, District Heating, Heat Transport and Distribution, Consumer Installations, Heat Substations, Heat Metering/Billing



**1/1 Page**  
Type area: 185 × 268  
Bleed formats\*: 210 × 297



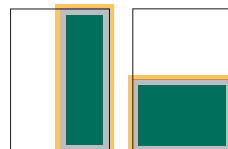
**2/3 Page (vertical)**  
Type area: 120 × 268  
Bleed formats\*: 132 × 297

Basic price (b/w)	4c Surcharge	Total amount
2,090.00 €	1,140.00 €	3,230.00 €

Basic price (b/w)	4c Surcharge	Total amount
1,695.00 €	900.00 €	2,595.00 €



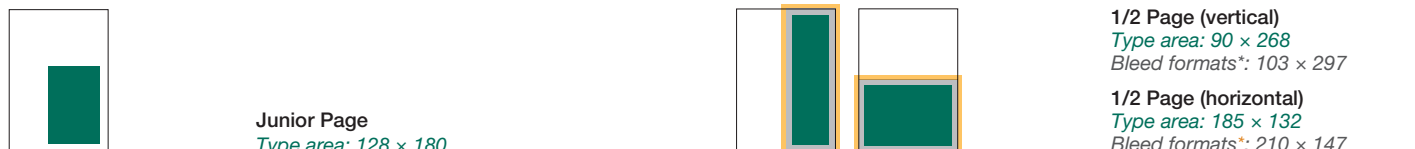
**Junior Page**  
Type area: 128 × 180



**2/3 Page (horizontal)**  
Type area: 185 × 178  
Bleed formats\*: 210 × 192

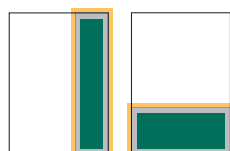
Basic price (b/w)	4c Surcharge	Total amount
1,475.00 €	900.00 €	2,375.00 €

Basic price (b/w)	4c Surcharge	Total amount
1,165.00 €	900.00 €	2,065.00 €



**1/2 Page (vertical)**  
Type area: 90 × 268  
Bleed formats\*: 103 × 297

**1/2 Page (horizontal)**  
Type area: 185 × 132  
Bleed formats\*: 210 × 147



**1/3 Page (vertical)**  
Type area: 60 × 268  
Bleed formats\*: 73 × 297

**1/3 Page (horizontal)**  
Type area: 185 × 88  
Bleed formats\*: 210 × 103

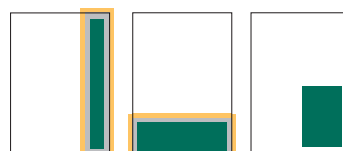
Basic price (b/w)	4c Surcharge	Total amount
980.00 €	750.00 €	1,730.00 €



**1/8 Page (vertical)**  
Type area: 90 × 66

**1/8 Page (horizontal)**  
Type area: 185 × 32

Basic price (b/w)	4c Surcharge	Total amount
525.00 €	495.00 €	1,020.00 €



**1/4 Page (vertical, 1 column)**  
Type area: 42 × 268  
Bleed formats\*: 55 × 297

**1/4 Page (horizontal)**  
Type area: 185 × 66  
Bleed formats\*: 210 × 81

**1/4 Page (vertical, 2 column)**  
Type area: 90 × 132

Basic price (b/w)	4c Surcharge	Total amount
655.00 €	750.00 €	1,405.00 €



**Cover Page Advertisement**  
(4-colour only, no right of cancellation)  
Cover page: Full colour image; Format: 143 mm + 3 mm bleed to the right × 206 mm (width × depth)  
Advertisement next to Contents (page 4): Format: 89 mm × 243 mm (width × depth)

Basic price (b/w)	4c Surcharge	Total amount
2,725.00 €	1,140.00 €	3,865.00 €

### Inside Front Cover, Back Cover (Size = 1/1 Page)

Basic price (b/w)	4c Surcharge	Total amount
2,490.00 €	1,140.00 €	3,630.00 €

### Inside Back Cover (Size = 1/1 Page)

Basic price (b/w)	4c Surcharge	Total amount
2,090.00 €	1,140.00 €	3,230.00 €

Millimeter price: 3.90 €

### Bound insert (not subject to discount):

2 pages DIN A4 total	2,180.00 €	6 pages DIN A4 total	5,395.00 €
4 pages DIN A4 total	3,875.00 €	8 pages DIN A4 total	6,985.00 €

(Trimming bonus 3 mm head, foot, right side) Bound inserts with postcard 520.00 € per switch.

### Colour Surcharge (not subject to discount)

Additional colours from 4-colour European scale: see above  
Each special colour (HKS, Pantone): 750.00 €

### Discounts within a Contract Year

2 Ads: 10%; 3 Ads: 20%

\* Please note! For formats with bleed add 3 mm.

### Space Surcharge (not subject to discount)

For commitment to reserve a particular space or a particular page for placement or part-page advertisements in the editorial text: 10 % space surcharge. Reservation of a particular space without payment of space surcharge is not binding on the publishers.

### Trimming Surcharge

Trimming surcharge is not charged.

### Printing Process

Offset, Screen: 54 or 60, Book binding process: wire stapling

### Printing Documents

PDF – X-1a or X-4 format  
Composite pdf, embed fonts, do not convert to paths or image files. Always precede links in advertisements with “www.” Do not break, rotate, compress or scale them. No capitals, otherwise it will not be possible to guarantee links in the e-magazines.  
Picture data CMYK colours, resolution: black/white pictures 1200 dpi, colour gradation/grey scales 300 dpi.  
Data transfer to: [petra.denner@ew-online.de](mailto:petra.denner@ew-online.de)

### Magazine Format

Format:  
DIN A4, 210 mm wide, 297 mm high  
Type area:  
185 mm wide × 268 mm high, 4 columns, each 42 mm in width