



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), Association of Steam Boiler, Pressure Vessel and Piping Manufacturers (FDBR), Research Institute for Energy Technology (FfE), German Steam Boiler Committee (DDA).

Year of Publication

72nd year 2020

Circulation (IVW audited)

Press run: 15,000 copies

Distributed circulation: 14,047 copies

Subscribed circulation: 13,597 copies

Advertising Prices

1/1 page b/w	€ 4,925.00
1/1 page 4c	€ 6,125.00
1/2 page b/w	€ 2,463.00
1/2 page 4c	€ 3,423.00
1/4 page b/w	€ 1,232.00
1/4 page 4c	€ 1,712.00
Surcharge for bleed adverts:	€ 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

9 issues in 2020

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	14 January	3 February
3	11 February	3 March
4/5	10 March	31 March
6	19 May	8 June
7/8	16 July	10 August
9	24 August	11 September
10	16 September	6 October
11	19 October	6 November
12	6 November	27 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 volume	
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

Contact

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VDI fachmedien

Digital & Crossmedial on ingenieur.de

Display

- Fireplace	4,500 €	per month
- Wallpaper	4,000 €	per month
- Halfpage Ad	3,500 €	per month
- Sitebar Ad	3,500 €	per month
- Billboard	3,500 €	per month
- Super Banner	2,500 €	per month
- Skyscraper	2,500 €	per month
- Medium Rectangle	1,500 €	per month

Content Solution/Lead/Reach

- Digital Advertorial	2,500 €	per month
- Corporate Profile	1,500 €	per month
- Product Profile	1,500 €	per month
- Category Page	7,000 €	per year
- Premium Event	750 €	per month
- Newsletter		in progress
- Webinare		in progress
- Whitepaper		in progress
- B2B Retargeting		in progress

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