

Media Information 2023

**Heating, Ventilation, Air-conditioning,
 Domestic Engineering**

Brief Description

HLH covers in a practical, but scientifically based manner all aspects of building services. This embraces individual product reports, short features on current developments, news from commerce and industry as well as background contributions from authors of repute and specialist journalists.

Target Group

Specialist engineers and designers dealing with heating, ventilation/air-conditioning, sanitation, integrated design and build, electrical engineering.

Advertisers

- Producers, designers and service providers from
- Heating engineering (heat generation and distribution)
 - Inside air technology (Ventilation, air-conditioning, cooling, dust free zones)
 - Sanitation engineering (ready-made installations, water supply and drainage, water purification and plumbing fixtures)
 - Facility management
 - Electrical engineering

Publishing Society

Official journal of the VDI Technical Division
 "Civil Engineering and Building Services"

Year of Publication

74rd year 2023

Circulation (IVW audited)

Press run: 9,804 copies
 Distributed circulation: 9,804 copies*
 Subscribed circulation: 7,344 copies
 * in 2022

Advertising Prices

1/1 page b/w	EUR	5,168.00
1/1 page 4c	EUR	6,368.00
1/2 page b/w	EUR	2,584.00
1/2 page 4c	EUR	3,784.00
1/4 page b/w	EUR	1,292.00
1/4 page 4c	EUR	2,492.00
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

9 issues in 2023

Closing and Publication Dates

Issue	Closing Date (reservations)	Publication Date
1/2	9 January	27 January
3	6 February	24 February
4	17 March	6 April
5	27 April	19 May
6	30 May	20 June
7/8	17 July	7 August
9	18 August	7 September
10	29 September	20 October
11/12	7 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, PakeMager, 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

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Digital & Crossmedial on www.hlh.de

Display

- Wallpaper	EUR per month	4,300
- Halfpage Ad	EUR per month	4,000
- Sitebar Ad	EUR per month	4,000
- Billboard	EUR per month	4,000
- Super Banner	EUR per month	3,000
- Medium Rectangle	EUR per month	1,800

Content Solution/Lead/Reach

- Digital Advertorial	EUR per month	3,000
- Corporate Profile	EUR per month	1,900
- Product Profile	EUR per month	1,900
- Category Page	EUR per month	8,800–24,500
- Exklusiv-Supplement	EUR per month	5,500
- Premium Event	EUR per year	1,600

Contact

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