

# Mediadata 2025

## Solarserver + Solarthemen

The Solarserver website ([www.solarserver.de](http://www.solarserver.de)) and the Solarthemen info service offer numerous options for your campaign planning - from classic print products to mail newsletters and modern online formats.

## Your advertising possibilities

- Banner advertising on [www.solarserver.de](http://www.solarserver.de)
- Advertorials on [www.solarserver.de](http://www.solarserver.de) and also announced in the Solarserver newsletter as a mail service
- Video advertorials on [www.solarserver.de](http://www.solarserver.de), announced in the Solarserver newsletter as a mail service
- header banner and text-image ads in the daily Solarserver newsletter as a mail service
- classic ads and inserts in print and digital PDF editions

## Main topics

- Photovoltaics
- Energy storage
- Solar thermal
- Politics economy
- Renewable energy projects
- Solar construction
- Renewable heating networks
- Renewable mobility

## Range of services

- Latest news on renewable energies
- Comprehensive background information
- Interviews with decision-makers and opinion leaders
- Topic channels for quick orientation
- Online services (including solar yield calculator, radiation data, PV statistics, direct marketing calculator)•  
Branchenverzeichnis
- Business Directory
- Job Market

## Solar servers in numbers

• Page Views (PI/month)*	317 903
• User (Visits/month)*	187 563
• Newsletter recipients**	9 256

\*Average of the last 6 months (July 2024 - December 2024) according to Matomo \*\*17.01.2025

## The media association

Solarserver and Solarthemen are part of a strong media network. With the online portal and the two specialist magazines Solarthemen and Energiekommune we offer you leading specialist media in the field of renewable energies from a single source. Plan your cross-media advertising campaigns with us! Perfect your employer branding! Benefit from our combination discounts with all of this!

**Solarthemen****Energiekommune**

## Publishing address

Solarthemen Media GmbH  
Bültstraße 70 b • 32584 Löhne  
Tel. +49 (0) 5731 83460 • Fax +49 (0) 5731 83469  
[www.solarserver.de](http://www.solarserver.de)  
Managing Directors: Guido Bröer, Andreas Witt  
Amtsgericht: Bad Oeynhausen, Handelsregisterblatt 16814

## Your contact person:

Ute Meyer-Heinemann  
Tel. +49 (0) 176 42068868  
[werbung@solarthemen.de](mailto:werbung@solarthemen.de)

**Banner advertising**

Formate	Format (px)	TKP €/1000 contacts	50.000 Ad Impressions package for 1 month	200.000 Ad Impressions package for 4 month
Head Banner	1160 x 135	39,-	1900,-	6600,-
Super Banner	728 x 90	29,-	1400,-	4900,-
Medium Rectangle	300 x 250	29,-	1400,-	4900,-
Wide Skyscraper	160 x 600	29,-	1400,-	4900,-

We would be happy to make you an individual offer for topic-specific special placements

All prices are in euros plus VAT. The general terms and conditions of Solarthemen Media GmbH apply

**Examples for the adaptation of the banner formats**


**Legend:**

- Head Banner (1160 x 135)
- Super Banner (728 x 90)
- Medium Rectangle (300 x 250)
- Skyscraper (160 x 600)

**Desktop:** 1160 x 135 (Head Banner), 728 x 90 (Super Banner), 300 x 250 (Medium Rectangle), 160 x 600 (Skyscraper)

**Tablet:** 728 x 90 (Super Banner), 468 x 60 (Medium Rectangle), 300 x 250 (Medium Rectangle)

**Phone:** 468 x 60 (Medium Rectangle), 320 x 50 (Medium Rectangle), 300 x 250 (Medium Rectangle)

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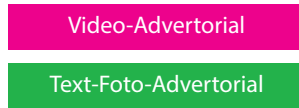
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 werbung@solarthemen.de

### Advertorials

- In the newsfeed on [www.solarserver.de](http://www.solarserver.de)
- Remains at the top of the home page for three days
- Text-image teaser appears in the Solarserver newsletter on the day of publication
- 1 year in the search engine relevant Solarserver archive

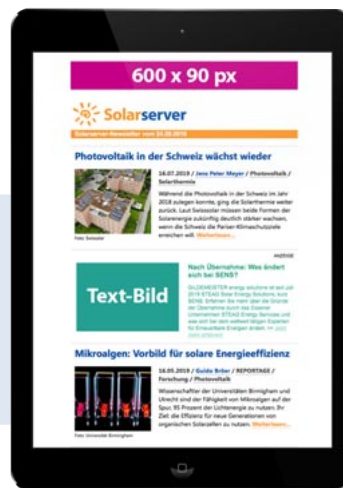
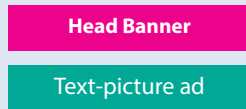
Example for placing your advertorial as a video or text-photo advertorial.



size	Foto/Startfoto	Text	Period of validity	Price
<b>Text + Foto</b>	1200 x 800 px	up to 3500 characters	up to 12 month	<b>1890,-</b>
<b>Video / Audio</b>	1200 x 800 px	up to 300 characters	up to 12 month	<b>1990,-</b>

### Solarserver Newsletter

<b>Weekly price (5 working days)</b>	
<b>Head Banner</b> 600 x 90 px (max. 60 kB)	<b>1290,- €</b>
<b>Text-picture ad „premium“</b> directly below first message heading: up to 55 letters text: up to 300 letters picture: 270 x 180 px (max. 60 kB)	<b>1290,- €</b>
<b>Text-picture ad</b> below the second message	<b>990,- €</b>



### Special Newsletter

<b>Price per issue*</b>	
<b>Head Banner</b> 600 x 90 px (max. 60 kB)	<b>390,- €</b>
<b>Text-picture ad „premium“</b> directly below first message heading: up to 55 letters text: up to 300 letters picture: 270 x 180 px (max. 60 kB)	<b>390,- €</b>
<b>Text-picture ad</b> below the second message	<b>290,- €</b>

- Max. Size of banners and images: 65 kB, JPG, PNG, GIF
- Link to the website: Original URL (not compressed)

### Solar server business directory

<b>Basic entry € 149 per year</b>	<b>€ 149 per year</b>
<ul style="list-style-type: none"> <li>• Company name, address, telephone number</li> <li>• Description text up to 600 characters</li> <li>• Map of your location</li> </ul>	<ul style="list-style-type: none"> <li>• Company logo</li> <li>• Entry in up to 3 key areas</li> <li>• E-mail form to contact you</li> </ul>
<b>Reduced basic entry (for craft businesses)</b> for small guild companies with up to 10 employees	<b>€ 49 per year</b>

All prices are exclusive of VAT. The data protection regulations of Solarthemen Media GmbH apply

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**Cross-media information package for subscribers.** Solarthemen, the information service for renewable energy, reaches its subscribers at least once a week as HTML email. The subscription also provides access to the exclusive Solarthemen area (S+) of the Solarserver. In addition, subscribers are given a monthly Solarthemen special edition which can be obtained either as a printed booklet or as an e-paper.

This is the quality journalism for which solar topics have been known since 1996. Since autumn 2019, embedded in the contemporary online presence of the Solarserver, Solarthemen enrich the heavily frequented online portal with a premium journalism channel.

**Your exclusive advertising.** You can find all classic ad formats and insert options in the Solarthemen extra edition, which occurs monthly. Your advertising will be in the e-paper linked to the landing page of your choice.

**Short, up-to-date, do a lot of research.** The information service Solarthemen is primarily from used by entrepreneurs and decision-makers in the field of renewable energies.

### Circulation and distribution of Solarthemen extra edition

Print run	1000 copies
Sold edition (print + e-paper)	626 copies
of which e-paper subscriptions	365 copies

### price insert (incl. porto):

≤ 10 g:	0,30 €/Pcs.
each more 10 g:	0,10 €/Pcs.
postcard:	0,25 €/Pcs.

## Advertisement formats for Solarthemen monthly edition

<p>490,- € *</p>	<p>990,- € *</p>	<p>ab 550,- € *</p>	<p>ab 490,- € *</p>	<p>790,- € *</p>
<p><b>Special placement</b> Front page Solarthemen 55 x 85 mm</p>	<p><b>1/1 page</b> 210 x 297 mm plus 3 mm bleed</p>	<p><b>Portrait formats</b> 2/3 page (138 x 297 mm): € 890,- 1/3 page (82 x 297 mm): € 550,- plus 3 mm bleed each</p>	<p><b>Landscape formats</b> 1/2 page (210 x 148 mm) € 690,- 1/3 page (210 x 101 mm) € 550,- 1/4 page (210 x 77 mm) € 490,- plus 3 mm bleed each</p>	<p><b>Junior-Page</b> 138 x 210 mm plus 3 mm bleed</p>

Net price plus VAT

## Publication dates for Solarthemen monthly edition

Edition	Date of publication	Advertising deadline	Print copy deadline
Solarthemen 583	January 23, 2025	January 13, 2025	January 15, 2025
Solarthemen 584	February 20, 2025	February 10, 2025	February 12, 2025
Solarthemen 585	March 20, 2025	March 10, 2025	March 12, 2025
Solarthemen 586	April 17, 2025	April 07, 2025	April 09, 2025
Solarthemen 587	May 22, 2025	May 12, 2025	May 14, 2025
Solarthemen 588	June 19, 2025	June 09, 2025	June 11, 2025
Solarthemen 589	July 17, 2025	July 07, 2025	July 09, 2025
Solarthemen 590	August 21, 2025	August 11, 2025	August 13, 2025
Solarthemen 591	September 18, 2025	September 08, 2025	September 10, 2025
Solarthemen 592	October 16, 2025	October 06, 2025	October 08, 2025
Solarthemen 593	November 20, 2025	November 10, 2025	November 12, 2025
Solarthemen 594	December 18, 2025	December 08, 2025	December 10, 2025

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