

TGA FACHPLANER

MAGAZIN FÜR TECHNISCHE GEBÄUDEAUSRÜSTUNG


TGA Fachplaner – the magazine and online portal for the building services industry.

With TGA Fachplaner you reach all major decision-makers in the trades that deal with technical facility equipment within Germany. Put your advertisement right where your target audience looks for information about its daily business.



Character

TGA Fachplaner – the magazine for the building services industry – is aimed at decision-makers, engineers and technicians involved with planning, consulting, project and facilities management in the building services industry. Addressing the wide range of issues of concern to its target group, **TGA Fachplaner** reports on plumbing, heating, ventilation, air conditioning, building controls, renewable energy, fire protection, energy technology and energy consulting. Assisting readers with their day-to-day work are sections on software, new regulations, literature, legal issues, construction contract procedures (VOB), professional fees (HOAI), and product news with detailed supplier contact information.

Frequency:	12 editions
Volume:	11 th volume 2012
Editorial Departement:	Jochen Vorländer (Chief Editor)
Ads:	Sandra Bayer sandra.bayer@gentner.de
Print run:	8,500
Controlled circulation:	8,226
Subscribed circulation:	1,527
Circulation auditing:	 www.ivw.de

Target groups

Reader demographics	Amount of qualified circulation	
	%	copies
Installation companies with planning departments Specialist heating, ventilation, air conditioning, plumbing and building technology contractors.	21.7	1,785
Plant manufacturers	5.1	420
Consulting engineers Independent consulting and design engineers dealing with heating, ventilation, air conditioning, plumbing and industrial heating, air conditioning and ventilation systems	65	5,347
Public sector planning departments	1.8	148
Planning departments in trade and industry	1.6	132
Developers, construction companies and housing authorities	3.2	263
Professional organizations, associations, local trade associations, public agencies, local authorities	0.3	25
Research, development, occupational training and development	0.6	49
Others	0.7	58
Qualified circulation in Germany and abroad	100.0	8, 226

Advertising rates

All prices exclude VAT.

size	width x depth [mm]	basic rates b/w in €	basic rates 4c in €
1/1 page	187x265	3,140.–	4,160.–
3/4 page	⇕ 139x265 ⇔ 187x189	2,410.–	3,480.–
2/3 page	⇕ 123x265 ⇔ 187x170	2,145.–	3,275.–
Juniorpage	135x190	1,810.–	2,690.–
1/2 page	⇕ 91x265 ⇔ 187x130	1,615.–	2,470.–
1/3 page	⇕ 59x265 ⇔ 187x 85	1,135.–	2,040.–
1/4 page	1sp. 43x265 2sp. 91x130 4sp. 187x63	825.–	1,680.–
1/8 page	1sp. 43x130 2sp. 91x 63 4sp. 187x30	430.–	915.–
Coverpage package Image without text on the frontcover + 4c ad on the 2nd coveragepage	Image: 148x210 Ad: 187x265		5,820.–
4 th coveragepage	187x265		4,590.–
3 rd coveragepage	187x265	3,370.–	4,490.–
1/2 page next to table of contents	⇕ 91x265 ⇔ 187x130	1,670.–	2,580.–
1/1 page next to rules and regulations	187x265	3,150.–	4,310.–

Advertising rates

Surcharge:

Special colours, each colour	800.00 €
For guaranteed position, add 10 % to the basic rate for ads.	

Classified ads: (per mm height)

Basic price mm-ad	single-column line (43 wide)	3.50 €
Job offer	single-column line (43 wide)	2.10 €
Job applications	single-column line (43 wide)	1.35 €
Box number charge		9.20 €

Our Service: In addition to the print issue, job adverts are published for two months at www.diekaelte.de – at no additional charge!

Discounts: ads within 12 months

Discount by frequency		Discount by volume	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %

Special ads: on request

Combinations


As part of Gentner's SHK package, *SBZ, TGA Fachplaner, Gebäude-Energieberater, DIE KÄLTE + Klimatechnik* and *GLASWELT* can be combined.



We offer the following rebates in addition to other discounts if advertisements are placed in at least two of these titles:

with identical frequency: with different frequency:

two titles:	10 %	two titles:	5 %
three titles:	15 %	three titles:	8 %
four titles:	20 %	four titles:	10 %
five titles:	23 %	five titles:	15 %

The combination discount is granted if advertisements are placed within the same contractual year in the same format

Issue	Technical topics	Product news (focus)	Reports from shows/congresses
<p>01</p> <p>Publication date: 05 01 2012 Closing date: 12 12 2011</p>	<ul style="list-style-type: none"> › Ventilation and air conditioning › Recooling 	<ul style="list-style-type: none"> › Fittings: heating und circulation pumps, pressure booster systems, stop and regulating valves, quick venting devices and air separators, filters, heat and water meters, backflow preventers, thermostats, pressure reducers, drinking water systems, heat exchanger › Solar thermal: Collectors, storage systems, pumps, fixtures and fittings, hydraulic modules, pipework systems › Heating and cooling surfaces for rooms: radiators, thermostatic valves, convection, underfloor, wall and ceiling heaters, bathroom and designer radiators, hydronic radiant cooling, cooling fins 	
<p>02</p> <p>Publication date: 03 02 2012 Closing date: 20 01 2012</p>	<ul style="list-style-type: none"> › Plantspecific fire protection › Air conditioning 	<ul style="list-style-type: none"> › Building automation: Control systems, regulators, sensors, drives, actuators, individual room control, thermostatic valve actuators › Sanitary ware and fittings, accessories, showers › Portable measuring instruments: temperature, humidity, pressure, air flow, flow, thermography, energy consulting, inspection 	<p>22. – 23.02.12 FeuerTRUTZ, Nuremberg 01. – 02.03.12 GeoTHERM, Offenburg</p>
 <p>03</p> <p>Publication date: 01 03 2012 Closing date: 16 02 2012</p>	<ul style="list-style-type: none"> › Heat pump engineering › Water treatment 	<ul style="list-style-type: none"> › Preview of products at the spring fairs › Ventilation and air conditioning: central air conditioning, hose systems, fans, air passages, ventilation systems, filters, smoke extraction, VRF air conditioning systems, chillers, heat recovery › Installation engineering and drainage: pipework systems for heating / sanitary / waste water installations, fittings, pipe insulation, separators, drains, pump stations, rainwater usage, water recycling 	<p>07. – 10.03.12 SHK, Essen</p>

Issue	Technical topics	Product news (focus)	Reports from shows/congresses
 light+building 04 Publication date: 05 04 2012 Closing date: 22 03 2012	<ul style="list-style-type: none"> › Cooling › Building automation 	<ul style="list-style-type: none"> › Heat generation: Condensing boiler technology, heat pumps, biomass boilers, burners, combined heat and power, steam generators, storage tanks, components and fittings › Domestic ventilation: ventilation and extraction units, room ventilators, air distribution, combination units with heat pumps › Fire protection: extinguishing systems, compartmentalization, shut-off devices, smoke detectors, enclosures/air ducts, fire gas fans 	15. – 20.04.12 Light + Building, Frankfurt 18. – 21.04.12 IFH/Intherm, Nuremberg
05 Publication date: 08 05 2012 Closing date: 23 04 2012	<ul style="list-style-type: none"> › Ventilation and air conditioning › Solar thermal 	<ul style="list-style-type: none"> › Heating and cooling surfaces for rooms: radiators, thermostatic valves, convection, underfloor, wall and ceiling heaters, bathroom and designer radiators, hydronic radiant cooling, cooling fins › Sanitary ware and fittings, accessories, showers › Water treatment: Water softening systems, desalination systems, make-up water treatment, drinking water disinfection, swimming pool water treatment 	
 06 Publication date: 01 06 2012 Closing date: 16 05 2012	<ul style="list-style-type: none"> › Individual room control › Combined heat and power generation 	<ul style="list-style-type: none"> › Solar thermal: Collectors, storage systems, pumps, fixtures and fittings, hydraulic modules, pipework systems › Ventilation and air conditioning: central air conditioning, hose systems, fans, air passages, ventilation systems, filters, smoke extraction, VRF air conditioning systems, chillers, heat recovery › Fittings: heating und circulation pumps, pressure booster systems, stop and regulating valves, quick venting devices and air separators, filters, heat and water meters, backflow preventers, thermostats, pressure reducers, drinking water systems, heat exchanger 	13. – 15.06.12 Intersolar, Munich

Issue	Technical topics	Product news (focus)	Reports from shows/congresses
<p>07</p> <p>Publication date: 06 07 2012 Closing date: 22 06 2012</p>	<ul style="list-style-type: none"> › Energy-plus House › Heat pump engineering 	<ul style="list-style-type: none"> › Building automation: Control systems, regulators, sensors, drives, actuators, individual room control, thermostatic valve actuators › Installation engineering and drainage: pipework systems for heating / sanitary / waste water installations, fittings, pipe insulation, separators, drains, pump stations, rainwater usage, water recycling › Domestic ventilation: ventilation and extraction units, room ventilators, air distribution, combination units with heat pumps 	
<p>08</p> <p>Publication date: 01 08 2012 Closing date: 18 07 2012</p>	<ul style="list-style-type: none"> › Drinking water hygiene › Heat recovery 	<ul style="list-style-type: none"> › Fire protection: extinguishing systems, compartmentalization, shut-off devices, smoke detectors, enclosures/air ducts, fire gas fans › Heat generation: Condensing boiler technology, heat pumps, biomass boilers, burners, combined heat and power, steam generators, storage tanks, components and fittings › Portable measuring instruments: temperature, humidity, pressure, air flow, flow, thermography, energy consulting, inspection 	
<p>09</p> <p>Publication date: 07 09 2012 Closing date: 24 08 2012</p>	<ul style="list-style-type: none"> › Building automation › Garage ventilation 	<ul style="list-style-type: none"> › Heating and cooling surfaces for rooms: radiators, thermostatic valves, convection, underfloor, wall and ceiling heaters, bathroom and designer radiators, hydronic radiant cooling, cooling fins › Solar thermal: Collectors, storage systems, pumps, fixtures and fittings, hydraulic modules, pipework systems › Sanitary ware and fittings, accessories, showers 	<p>25. – 28.09.12 security, Essen</p>

Issue	Technical topics	Product news (focus)	Reports from shows/congresses
<p>CHILLVENTA 2012 10</p> <p>Publication date: 01 10 2012 Closing date: 17 09 2012</p>	<ul style="list-style-type: none"> › Air conditioning › Heating systems with biomass boilers 	<ul style="list-style-type: none"> › Preview of products at the Chillventa › Water treatment: Water softening systems, desalination systems, make-up water treatment, drinking water disinfection, swimming pool water treatment › Fittings: heating und circulation pumps, pressure booster systems, stop and regulating valves, quick venting devices and air separators, filters, heat and water meters, backflow preventers, thermostats, pressure reducers, drinking water systems, heat exchanger 	<p>09. – 11.10.12 Chillventa, Nuremberg 09. – 12.10.12 Interbad, Stuttgart 22. – 24.10.12 Geo-T Expo, Essen</p> <p>October 2012: Interpellets, Stuttgart</p>
<p>GET Nord 11</p> <p>Publication date: 09 11 2012 Closing date: 25 10 2012</p>	<ul style="list-style-type: none"> › Combined heat and power generation › Energy storage 	<ul style="list-style-type: none"> › Ventilation and air conditioning: central air conditioning, hose systems, fans, air passages, ventilation systems, filters, smoke extraction, VRF air conditioning systems, chillers, heat recovery › Building automation: Control systems, regulators, sensors, drives, actuators, individual room control, thermostatic valve actuators › Installation engineering and drainage: pipework systems for heating / sanitary / waste water installations, fittings, pipe insulation, separators, drains, pump stations, rainwater usage, water recycling 	<p>22. – 24.11.12 GET Nord, Hamburg</p>
<p>12</p> <p>Publication date: 07 12 2012 Closing date: 23 11 2012</p>	<ul style="list-style-type: none"> › Domestic ventilation › Use of process and rain water 	<ul style="list-style-type: none"> › Fire protection: extinguishing systems, compartmentalization, shut-off devices, smoke detectors, enclosures/air ducts, fire gas fans › Heat generation: Condensing boiler technology, heat pumps, biomass boilers, burners, combined heat and power, steam generators, storage tanks, components and fittings › Portable measuring instruments: temperature, humidity, pressure, air flow, flow, thermography, energy consulting, inspection 	

The main areas of editorial interest at a glance and the issues in which we report on them:

Topic	Issue
Fire protection	2, 3, 4, 6, 8, 9, 11, 12
Drainage	3, 7, 11, 12
Building automation / individual room control	2, 4, 6, 7, 9, 11
Installation engineering / industrial fixtures and fittings	1, 3, 6, 7, 10, 11
Heating and cooling surfaces for rooms	1, 5, 9
Air conditioning and refrigeration	1, 2, 3, 4, 6, 8, 10, 11
Combined heat and power generation/cogeneration	4, 6, 8, 11, 12
Ventilation and domestic ventilation	1, 3, 4, 5, 6, 7, 10, 11, 12
Measuring instruments (for consulting engineers and plant manufacturers)	2, 8, 12
Bathroom ceramics, fittings, accessories, showers	2, 5, 9
Software	in every issue
Solar thermal	1, 5, 6, 9, 11
Drinking water	1, 3, 5, 6, 7, 8, 10, 11
Heat generation	6, 7, 8, 10, 11, 12
Heat pumps	7, 8, 12
Water treatment	5, 6, 10

ONLINE ADVERTISING – Types of advertising and rates

Character (website)

Portal for building services planners

Content: The archive, search and topic functions at www.tga-fachplaner.de provide intelligent links between the contents of the magazine, the monthly email newsletter and the news section. News bulletins and in-depth editorial briefings deliver up-to-the-minute news from within and around the industry, written in the context of other news items and opinions. Some content is available only to magazine subscribers, although it is also listed in the public search facility.

Target groups (website and newsletter)

Building services planners in planning offices and planning departments, tradesmen involved with planning in the fields of heating, plumbing and air conditioning, energy advisors, decision makers from companies producing buildings services products.



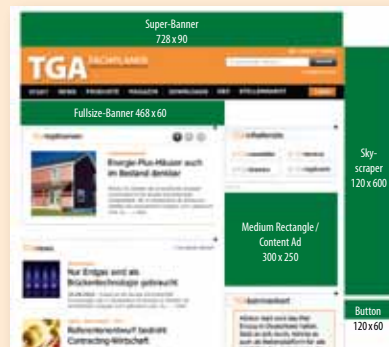
The newsletter


Every four weeks, our newsletter for subscribers and registered users delivers unique information that supplements the print media. We also send out flash newsletters on important events in the industry. Our newsletter archive is available online.



Type of advertising	position	max filesize	size w x h [in px]	CPM in €	Rates for 4 weeks in €
Standard Skyscraper	Total Website	30 kb (flash: 40 kb)	120 x 600	45.–	1,030.–
Wide Skyscraper	Total Website	30 kb (flash: 40 kb)	160 x 600	50.–	1,150.–
Sticky Skyscraper	Total Website	30 kb (flash: 40 kb)	120 x 600	52.–	1,220.–
Fullsizebanner	Total Website	20 kb (flash: 30 kb)	468 x 60	40.–	930.–
Button	Total Website	20 kb (flash: 30 kb)	120 x 60	13.–	310.–
Super Banner	Total Website	30 kb (flash: 40 kb)	728 x 90	52.–	1,220.–
Medium Rectangle/ Content Ad	Homepage	30 kb (flash: 40 kb)	300 x 250	80.–	1,840.–
Wallpaper	Total Website	60 kb	Superbanner + Skyscraper and colourframe	85.–	1,870.–
Flash Layer	Hompage	40 kb	Individual	100.–	

Formats: HTML, Flash, GIF, JPEG, expandable formats on request



auditing:		www.ivw.de
page impressions	52,500	monthly average (as of June 2011)
visits	26,100	monthly average (as of June 2011)

Type of advertising	position	size w x h [in px]	rate in €
Advert within text	between two sections	1.500 characters in the enlargement, Teaser: four lines, each with 45 characters + fig.	600.–
Skyscraper	to the right of the newslettertext	120 x 600	530.–
Full-size banner (head)	at the beginning of the newsletter	468 x 60	470.–
Full-size banner	between two sections	486 x 60	430.–
Rectangle	to the right of the introduction	300 x 250	560.–

Special Types of advertising on request

Technical requirements for online advertising types:

max. 15 kb, technology: HTML, GIF, JPEG



Subscribers: 2,875 (as of July 2011)

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