Annual Editions
„Das Objektgeschäft 2020“ + „Vorbeugender Brandschutz“
see our additional PDFs
Professional Magazin
1. Magazine Profile Page 3
2. SEC Schedule and Editorial Calendar Page 4–6
3. RC Rate Card Page 7–8
4. Circulation and Geographical Analysis Page 9–10

Online-Advertising Page 11–12
Newsletter Page 13–14
GERMANTGA-AWARD Page 15
Annual Editions see our additional PDFs

The media brand
Range of topics
Consulting engineers for building services:
– 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

Target group
Planners in engineering offices and planning departments, building authorities, architects, tradesmen involved with planning in the fields of heating, sanitary, air conditioning, ventilation, energy advisors, decision makers from companies producing buildings services products.

Crossmedia offers
– homepage
– newsletter
– journal
– annual edition
– award „GERMAN TGA-AWARD“
**Profile 1**

1. **Name:** Moderne Gebäudetechnik  
   Practice magazine for planners in building services

2. **Profile in Brief:**  
   Highest circulation in this branch (IVW III/19)

3. **Target Group:**  
   Consulting engineers for building services

4. **Publication Frequency:**  
   Monthly (double issues 1/2 and 7/8)  
   + 2 annual issues

5. **Size:**  
   DIN A4

6. **Volume:**  
   74th Volume 2020

7. **Subscription Rates:**  
   **Germany**  
   € 115.00  
   plus € 8.00 postal and delivery charges  
   **Abroad**  
   € 126.80  
   incl. delivery charges  
   **Retail price**  
   € 15.00  
   plus € 1.80 postal and delivery charges

8. **Organ:**  
   In media-cooperation with Bundesverband Wärmepumpe e.V. and ZVKKW

9. **Memberships:**  
   IVW, AMF

10. **Publishing House:**  
    HUSS-MEDIEN GmbH  
    Am Friedrichshain 22  
    10407 Berlin  
    phone: +49 30 42151-0  
    www.tga-praxis.de

11. **Publisher:**  
    Christoph Huss, Wolfgang Huss

12. **Advertising:**  
    Marco Fiolka (Advertising Manager)  
    ☎ -344  
    email: marco.fiolka@hussmedien.de  
    Anne C. Mutschall  
    ☎ -247  
    email: anne.mutschall@hussmedien.de  
    Katrin Schmiedel  
    ☎ -261  
    email: katrin.schmiedel@hussmedien.de

13. **Editor:**  
    Silke Schilling (Editor-in-Chief)  
    ☎ -386  
    email: silke.schilling@hussmedien.de

**14 Scope analysis 2018 = 10 Issues, 1 Annual edition**

<table>
<thead>
<tr>
<th>Total Volume:</th>
<th>860 Pages = 100.0 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Editorial content</strong></td>
<td>658 Pages = 76.3 %</td>
</tr>
<tr>
<td>Advertisement</td>
<td>202 Pages = 23.6 %</td>
</tr>
<tr>
<td>thereof: Own ads of publisher</td>
<td>42 Pages = 20.7 %</td>
</tr>
<tr>
<td>Fixed inserts</td>
<td>0 Pages</td>
</tr>
<tr>
<td>Loose inserts</td>
<td>7 Pages</td>
</tr>
</tbody>
</table>

**15 Editorial content analysis**

<table>
<thead>
<tr>
<th>Content</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>heating technology</td>
<td>87</td>
</tr>
<tr>
<td>renewable energies</td>
<td>49.5</td>
</tr>
<tr>
<td>sanitary</td>
<td>69</td>
</tr>
<tr>
<td>air conditioning and ventilation</td>
<td>78.5</td>
</tr>
<tr>
<td>building automation</td>
<td>44</td>
</tr>
<tr>
<td>installations</td>
<td>39</td>
</tr>
<tr>
<td>fire protection</td>
<td>37</td>
</tr>
<tr>
<td>products and components</td>
<td>75.5</td>
</tr>
<tr>
<td>software</td>
<td>42</td>
</tr>
<tr>
<td>standards and law</td>
<td>26</td>
</tr>
<tr>
<td>companies, events, books</td>
<td>62.5</td>
</tr>
<tr>
<td>other</td>
<td>48</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Percentage</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>heating technology</td>
<td>13.2 %</td>
</tr>
<tr>
<td>renewable energies</td>
<td>7.5 %</td>
</tr>
<tr>
<td>sanitary</td>
<td>10.5 %</td>
</tr>
<tr>
<td>air conditioning and ventilation</td>
<td>11.9 %</td>
</tr>
<tr>
<td>building automation</td>
<td>6.7 %</td>
</tr>
<tr>
<td>installations</td>
<td>5.9 %</td>
</tr>
<tr>
<td>fire protection</td>
<td>5.5 %</td>
</tr>
<tr>
<td>products and components</td>
<td>11.4 %</td>
</tr>
<tr>
<td>software</td>
<td>6.4 %</td>
</tr>
<tr>
<td>standards and law</td>
<td>3.9 %</td>
</tr>
<tr>
<td>companies, events, books</td>
<td>9.5 %</td>
</tr>
<tr>
<td>other</td>
<td>7.3 %</td>
</tr>
<tr>
<td>Issue</td>
<td>Key topics and product news</td>
</tr>
<tr>
<td>-------</td>
<td>-----------------------------</td>
</tr>
</tbody>
</table>
| 1-2 January/February | **Preview to SHK, Essen**  
heating  
thermography  
condensing technology  
hydraulic adjustment  
home stations  

sanitary  
hygiene for drinking water  
front-wall installation  
pipe penetrations  

ventilation/air conditioning  
energy efficient fans  
air humidification and dehumidification systems  
insulation and soundproofing  
indoor air engineering  
Main-Topic BIM how to plan and to work with | digitalBAU  
Cologne, 11th 02.–13th 02. 2020  
bautec  
Berlin, 18th 02.–21st 02. 2020 |
| 3 March | **Main issue to SHK, Essen and to Light+Building, Frankfurt/M.**  
Sanitary  
hygiene for drinking water  
installation technology  
floor-level showers for hotels and hospitals  

Heating  
heating systems for family houses  
energy efficient radiators  
high efficiency pumps  
heat pumps, block CHPs and micro CHPs  
building services automation  
measuring and control systems  
home automation/smart home systems  
consuming data collection/smart metering  
software  
Main-Topic industrial radiant systems | GeoTHERM  
Offenburg, 5th 03.–6th 03. 2020  
Light+Building  
Frankfurt/Main, 8th 03.–13th 03. 2020  
SHK  
Essen, 10th 03.–13th 03. 2020 |
| 4 April | **Main issue to IFH Intherm, Nuremberg**  
Installation engineering  
floor, wall, ceiling heating’s and control systems  
condensing technology  
heating water treatment  
mobile heating centres  

Sanitary  
floor and roof drains  
sanitary concepts  
shower solutions and bathtubs  
use of grey-water  
Main-Topic drinking water hygiene | IFH Intherm  
Nuremberg, 21st 04.–24th 04. 2020 |
| 5 May | **Sanitary**  
sanitary ceramics and shower enclosures  
facilities for hotel baths  
flat roof drainage  
contact-free bath fittings  

Heating  
central and decentralized water heating  
waste gas plant and chimney  
fuel stores  
district heating systems  

Ventilation/air conditioning  
radial and axial fans  
air humidification and dehumidification systems  
AC- and EC-fans  
Main-Topic controlled dwelling ventilation | IFAT  
Munich, 4th 05.–9th 05. 2020 |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Key topics and product news</th>
<th>Fairs</th>
</tr>
</thead>
</table>
| **6** June 6 | heating  
– hydraulic adjustment  
– high efficiency pumps  
– mobile heating centers  
– heat pumps, block CHPs and micro CHPs  

sanitary  
– front-wall installation  
– hygiene for drinking water  
– pumps and siphoning plants  
– sanitary technology for public areas  

fire protection  
– fire protection in sanitary  
– fire protection for ventilation  
– jet fans and exhausting vents  
– insulation, sound proofing  
– fire and smoke detectors  

Main-Topic  
solid fuel heaters | InterSolar  
Munich,  
17th 06.–19th 06. 2020  
FeuerTRUTZ  
Nuremberg,  
24th 06.–26th 06. 2020  
SicherheitsExpo  
Munich,  
24th 06.–25th 06. 2020 |
| **7-8** July/August 7-8 | water treatment facilities  
– legionella prophylaxis  
– scale and softeners  
– use of gray-water and rainwater  
– swimming pool technology  

heating  
– steam heating systems  
– units and cascades  
– heating with liquid gas and renewable energies  
– software and 3D visualisation  

ventilation  
– ventilation engineering for large scale catering  
– hygiene in indoor air engineering  
– filters, grease separators  
– humidity regulation  

Main-Topic  
smart home applications in the TGA | |
| **Annual Edition**  | „Das Objektgeschäft 2020“ benefit with efficient building  
see additional PDF | |
| **9** September 9 | heating  
– condensing boilers and buffer technology  
– sensors and sensing systems  
– mobile heating centers  
– consumption value measurement  
– heat pumps, block CHPs and micro CHPs  

sanitary  
– hygiene in public sanitary facilities  
– sanitary concepts for hospitals and schools  
– barrier-free technology  
– sanitary ware and fittings  
– floor-level showers  

ventilation/air conditioning  
– controlled dwelling ventilation  
– heat pumps for cooling  
– air humidification systems  
– concrete core activation  

Main-Topic  
floor-, wall- and ceiling heating systems | |
<table>
<thead>
<tr>
<th>Issue</th>
<th>Key topics and product news</th>
<th>Fairs</th>
</tr>
</thead>
</table>
| October   | **Main issue to Chillventa, Nuremberg**  
ventilation/air conditioning  
– energy-efficient ventilators  
– mono, split- and multi split systems  
– chillers and heat pumps  
– fire dampers  
heating  
– district heating stations  
– radiant heating’s and ventilation for halls  
– surface heating systems  
– insulation of pipelines  
 sanitary  
– front-wall installation  
– backflow prevention  
– waste water lifting systems  
– sanitary technology for public areas  
Main-Topic heat pumps                                                                 | Chillventa Nuremberg, 13th 10.–15th 10. 2020  
interbad Stuttgart, 27th 10.–30th 10. 2020                                                |
| 11 November | **Main issue to GET NORD, Hamburg**  
heating  
– large and small burners  
– condensing boilers  
– mobile heating and climate centres  
– convectors  
– electric heating’s  
 sanitary  
– floor, roof and cellar drain  
– backflow prevention  
– pipe penetration  
– grease separators  
 consumption value measurement  
– total flow and quantity meter  
– smart home solutions  
– thermostats and valves  
– domestic automation systems  
Main-Topic barrier-free bath concepts                                                                 | GET NORD Hamburg, 19th 11.–21st 11. 2020                                                  |
| 12 Dezember | **Main issue to BAU, Munich**  
ventilation/air conditioning  
– air curtain systems  
– EC and AC ventilators  
– air pipes and air vents  
– fans in the efficiency comparison  
heating  
– heat pumps  
– heat technology for building control  
– high efficiency pumps  
 sanitary  
– shower drains  
– design for bathrooms  
– solutions for small bathrooms  
Main-Topic heat transfer units                                                                 | VdS Brandschutz-Tage Cologne, 2nd 12.–3rd 12. 2020  
BAU Munich, 11th 01.–16th 01. 2021                                                          |
### 1 Advertising Prices and Sizes (no discount for surcharges):

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>1/1 page (185 × 266 mm)</th>
<th>Juniorpage (135 × 185 mm)</th>
<th>1/2 page vertical (90 × 266 mm)</th>
<th>1/2 page horizontal (185 × 130 mm)</th>
<th>1/3 page vertical (58 × 266 mm)</th>
<th>1/3 page horizontal (185 × 85 mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bleed*</td>
<td>210 × 297 mm</td>
<td>153 × 202 mm</td>
<td>105 × 297 mm</td>
<td>210 × 148 mm</td>
<td>70 × 297 mm</td>
<td>210 × 99 mm</td>
</tr>
<tr>
<td>Price bw</td>
<td></td>
<td>€ 4,860.00</td>
<td>€ 2,830.00</td>
<td>€ 2,530.00</td>
<td>€ 2,530.00</td>
<td>€ 1,770.00</td>
<td>€ 1,770.00</td>
</tr>
<tr>
<td>Price 2c</td>
<td></td>
<td>€ 5,230.00</td>
<td>€ 3,290.00</td>
<td>€ 2,930.00</td>
<td>€ 2,930.00</td>
<td>€ 2,170.00</td>
<td>€ 2,170.00</td>
</tr>
<tr>
<td>Price 4c</td>
<td></td>
<td>€ 6,030.00</td>
<td>€ 4,090.00</td>
<td>€ 3,730.00</td>
<td>€ 3,730.00</td>
<td>€ 2,970.00</td>
<td>€ 2,970.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>1/4 page vertical (43 × 266 mm)</th>
<th>1/4 page horizontal (185 × 63 mm)</th>
<th>1/4 page Standard (90 × 130 mm)</th>
<th>1/8 page vertical (43 × 130 mm)</th>
<th>1/8 page horizontal (185 × 30 mm)</th>
<th>1/8 page Standard (90 × 63 mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bleed*</td>
<td>52 × 297 mm</td>
<td>210 × 74 mm</td>
<td>105 × 148 mm</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Price bw</td>
<td></td>
<td>€ 1,410.00</td>
<td>€ 1,410.00</td>
<td>€ 1,410.00</td>
<td>€ 740.00</td>
<td>€ 740.00</td>
<td>€ 740.00</td>
</tr>
<tr>
<td>Price 2c</td>
<td></td>
<td>€ 1,810.00</td>
<td>€ 1,810.00</td>
<td>€ 1,810.00</td>
<td>€ 950.00</td>
<td>€ 950.00</td>
<td>€ 950.00</td>
</tr>
<tr>
<td>Price 4c</td>
<td></td>
<td>€ 2,610.00</td>
<td>€ 2,610.00</td>
<td>€ 2,610.00</td>
<td>€ 1,370.00</td>
<td>€ 1,370.00</td>
<td>€ 1,370.00</td>
</tr>
</tbody>
</table>

Formats: Width × Height

- Millimetre price 1-column (42 mm): € 5.60
- 1-column (58 mm): € 6.90

* plus 3 mm bleed size
2 Surcharges: Preferential Placements
Back cover € 6,430.00
Inside front cover € 6,430.00
Front cover on request

Colours
Colour surcharges (without discount)
Per colour (Euroskala) € 400.00 €
Surcharge four colour € 1,200.00 €

Specials
Bleed advert 10 % of the basic price
Binding placement 10 % of the basic price

3 Discounts:
On purchase within 12 months (insertion year)

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>5 %</td>
</tr>
<tr>
<td>6 times</td>
<td>8 %</td>
</tr>
<tr>
<td>9 times</td>
<td>10 %</td>
</tr>
<tr>
<td>2 pages</td>
<td>5 %</td>
</tr>
<tr>
<td>4 pages</td>
<td>8 %</td>
</tr>
<tr>
<td>6 pages</td>
<td>10 %</td>
</tr>
</tbody>
</table>

No discount available for colour and bleed surcharges, Ad Specials and inserts, as well as job ads.

4 Classified:
Job Offer (per mm and column) € 3.50
Job Wantes (per mm and column) € 2.70
Box Number Charge € 11.00

5 Special Advertisements:
Fixed inserts
2-sided (untrimmed size: 213 × 307 mm) € 5,120.00
4-sided (untrimmed size: 426 × 307 mm) € 8,420.00
(other scales of fixed inserts upon request)

Loose inserts
up to 25 g % € 295.00
up to 50 g % € 405.00
plus extra postage

Affixed Reply Postcards/Samples etc.
(no discount)
Price (mechanical bonding) % € 85.00
plus extra postage

6 Contact:
Marco Fiolka, Advertising Manager
phone: +49 30 42151-344
email: marco.fiolka@hussmedien.de

7 Terms of Payment/
Bank account:
Commerzbank
Account No.: 976005902
BLZ: 120 400 00
IBAN: DE 34 1204 0000 0976 0059 02
BIC: COBADEFFXXX
UST-Ident-No.: DE 137189299
Upon receipt of the invoice net within 14 days. All prices added VAT.
1 Circulation Monitoring:

2 Circulation Analysis: Average number of copies on annual basis (1st July 2018 to 30th June 2019)

<table>
<thead>
<tr>
<th>Printed Copies</th>
<th>13,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Distributed Circulation (ADC):</td>
<td>13,017 thereof abroad: 78</td>
</tr>
<tr>
<td>Sold Copies:</td>
<td>2,566 thereof abroad: 23</td>
</tr>
<tr>
<td>by subscription:</td>
<td>2,026 thereof membership copies: 1,511</td>
</tr>
<tr>
<td>retail sales:</td>
<td>0</td>
</tr>
<tr>
<td>other sale:</td>
<td>585</td>
</tr>
<tr>
<td>Free Copies:</td>
<td>10,451</td>
</tr>
<tr>
<td>Surplus, Specimen and Archive Copies:</td>
<td>183</td>
</tr>
</tbody>
</table>

3.1 Distribution according to Nielsen-regions:

<table>
<thead>
<tr>
<th>Nielsen 5+6</th>
<th>17.3 % = 2,239 Copies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nielsen 1</td>
<td>12.9 % = 1,665 Copies</td>
</tr>
<tr>
<td>Nielsen 2</td>
<td>16.7 % = 2,166 Copies</td>
</tr>
<tr>
<td>Nielsen 3a</td>
<td>15.9 % = 2,056 Copies</td>
</tr>
<tr>
<td>Nielsen 3b</td>
<td>12.7 % = 1,645 Copies</td>
</tr>
<tr>
<td>Nielsen 4</td>
<td>13.3 % = 1,723 Copies</td>
</tr>
<tr>
<td>Nielsen 7</td>
<td>11.2 % = 1,445 Copies</td>
</tr>
</tbody>
</table>

3 Geographical Distribution Analysis:

<table>
<thead>
<tr>
<th>Economic area</th>
<th>Percentage of actual distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>99.4 % 12,939</td>
</tr>
<tr>
<td>Foreign Countries</td>
<td>0.6 %  78</td>
</tr>
<tr>
<td>Actual Distributed Circulation (ADC):</td>
<td>100.0 % 13,017</td>
</tr>
</tbody>
</table>

Please see page 10 for the brief description of the analysis method.
### Geographical Distribution Analysis

#### The Method

**1 Method of Analysis:**
Distribution analysis by statistical evaluation of the entire data collection

**2 Description of the Recipients at the Time of the Data Collection:**

<table>
<thead>
<tr>
<th>2.1 Type of Database:</th>
<th>Addresses of all recipients are contained in the database of the recipients.</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2.2 Total Number of Recipients in Database:</th>
<th>50,706</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>2.3 Total Number of Rotating Recipients:</th>
<th>47,345</th>
</tr>
</thead>
</table>

(Rotating after every edition)

<table>
<thead>
<tr>
<th>2.4 Structure of Recipients in One Issue (on Average) according to Types of Distribution:</th>
<th>2,566</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold copies</td>
<td>2,016</td>
</tr>
<tr>
<td>thereof: by subscription</td>
<td>0</td>
</tr>
<tr>
<td>retail sales</td>
<td>0</td>
</tr>
<tr>
<td>other sales</td>
<td>540</td>
</tr>
<tr>
<td>Free copies</td>
<td>10,451</td>
</tr>
<tr>
<td>thereof: fixed free copies</td>
<td>795</td>
</tr>
<tr>
<td>variable free copies</td>
<td>9,342</td>
</tr>
<tr>
<td>specimen copies</td>
<td>187</td>
</tr>
<tr>
<td>Actual Distributed Circulation (ADC)</td>
<td>13,017</td>
</tr>
<tr>
<td>thereof: Germany</td>
<td>12,939</td>
</tr>
<tr>
<td>Foreign countries</td>
<td>78</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3 Description of the Analysis:</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>3.1 Basic Entirety (analysed share):</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basic Entirety (ADC)</td>
</tr>
<tr>
<td>thereof not included by the investigation:</td>
</tr>
<tr>
<td>retail sales</td>
</tr>
<tr>
<td>other sales</td>
</tr>
<tr>
<td>Mailings</td>
</tr>
</tbody>
</table>

Of the basic entirety (ADC)
this analysis represents 12,830 = 98.6 %

<table>
<thead>
<tr>
<th>3.2 Day of the Analysis:</th>
</tr>
</thead>
<tbody>
<tr>
<td>30th June 2019</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.3 The Database:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basis of the Assessment is the entire data. The determined shares of the distribution regions were based on the Actual Distributed Circulation (ADC) on a yearly average according to AMF scheme, No. 2.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.4 Persons Targeted by the Analysis:</th>
</tr>
</thead>
<tbody>
<tr>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.5 Definition of Readership:</th>
</tr>
</thead>
<tbody>
<tr>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.6 Period of the Analysed Database:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st July 2018 to 30th June 2019</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3.7 Execution of the Analysis:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publisher</td>
</tr>
</tbody>
</table>

Web Adress:  www.tga-praxis.de

Profile in brief:  daily news, technical reports, product news, company database with more than 1,000 entries, company profiles, actually dates, fairs, events etc.

Target Group:  consulting engineers for building services, architects, planners in housing industry, HVAC plants, building departments

Publishing House:  HUSS-MEDIEN GmbH
Am Friedrichshain 22
10407 Berlin

Contact Redaktion:
Silke Schilling, Editor-in-Chief
email: silke.schilling@hussmedien.de
phone: +49 30 42151-366

Contact Online-Advertising:
Marco Fiolka, Advertising Manager
email: marco.fiolka@hussmedien.de
phone: +49 30 42151-344

Terms of Payment/ Bank account:
Commerzbank
Account No.: 976005902
BLZ: 120 400 00
IBAN: DE34 1204 0000 0976 0059 02
BIC: COBADEFFXXX
UST-Ident-No.: DE 137 189 299
Upon receipt of the invoice net within 14 days. All prices added VAT.
Discounts: On purchase within 12 months (insertion year):

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>5 %</td>
</tr>
<tr>
<td>6 times</td>
<td>8 %</td>
</tr>
<tr>
<td>9 times</td>
<td>10 %</td>
</tr>
<tr>
<td>12 times</td>
<td>12 %</td>
</tr>
</tbody>
</table>

Sections: Rotating with three others or exclusive appearance within the whole homepage

File Format: GIF, JPG, PNG maximal 100 kB HTML/HTML5, Javascript
The file size is the sum of source code and embedded graphics.

Duration of animation 15 seconds

For HTML5 versions:
- As a redirect and encapsulated in an iframe
- Common directory path
- Only one HTML file, which acts as an advertising medium, above the resource folder
- Relative paths

Delivery Address: Please send files for your advertising campaign to the following address:
marco.fiolka@hussberlin.de

Delivery Date: At least 5 days before the campaign starts
With this forerun we have enough time to test the file formats and to ensure a correct distribution of your campaign. Delays are otherwise not at our charge.

On delivering your files we need the following meta data:
- Customer name
- Period of order
- Placement within the site
- Contact person
- Click-URL
- Campaign name
- Site to order
- Advertising size
- File name (optional)
- Alt-Text (optional)

Reporting: You can request an evaluation of Ad Impressions and Ad Clicks

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Placement</th>
<th>Price per month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 pixel</td>
<td>whole webpage at the top or in the content</td>
<td>€ 1,870.00</td>
</tr>
<tr>
<td>Super Banner (Leaderboard)</td>
<td>728 x 90 pixel</td>
<td>whole webpage at the top</td>
<td>€ 2,160.00</td>
</tr>
<tr>
<td>Billboard</td>
<td>770 x 250 pixel</td>
<td>whole webpage or in the content</td>
<td>€ 2,250.00</td>
</tr>
<tr>
<td>HalfPageAd</td>
<td>300 x 600 pixel</td>
<td>whole webpage or in the content</td>
<td>€ 2,380.00</td>
</tr>
<tr>
<td>Skyscraper</td>
<td>120 x 600 pixel</td>
<td>whole webpage right, left</td>
<td>€ 2,020.00</td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>160 x 600 pixel</td>
<td>whole webpage right, left</td>
<td>€ 2,190.00</td>
</tr>
<tr>
<td>Wallpaper</td>
<td>468 x 60 + 120 x 600 pixel</td>
<td>whole webpage</td>
<td>€ 2,520.00</td>
</tr>
<tr>
<td>Big Wallpaper</td>
<td>728 x 90 + 160 x 600 pixel</td>
<td>whole webpage</td>
<td>€ 2,760.00</td>
</tr>
<tr>
<td>Rectangle</td>
<td>300 x 250 pixel</td>
<td>whole webpage right</td>
<td>€ 860.00</td>
</tr>
<tr>
<td>Text Ad with picture</td>
<td>maximal 500 signs + picture</td>
<td>whole webpage in the content</td>
<td>€ 860.00</td>
</tr>
<tr>
<td>Company Profile</td>
<td>1/2 page</td>
<td>companies/branches/company profile</td>
<td>€ 1,050.00 per 12 month</td>
</tr>
</tbody>
</table>
Name: Moderne Gebäudetechnik

Profile in brief: 14 daily newsletter of „Moderne Gebäudetechnik“ with top news for planners and news of the branch and reports, product infos, dates

Target Group: consulting engineers for building services, architects, planners in housing industry, HVAC plants, building departments

Publication Frequency: all 14 days

Publishing House: HUSS-MEDIEN GmbH
Am Friedrichshain 22
10407 Berlin

Contact
Redaktion: Silke Schilling, Editor-in-Chief
email: silke.schilling@hussmedien.de
phone: +49 30 42151-386

Contact
Online-Advertising: Marco Fiolka, Advertising Manager
email: marco.fiolka@hussmedien.de
phone: +49 30 42151-344

Terms of Payment/
Bank account: Commerzbank
Account No.: 976005902
BLZ: 120 400 00
IBAN: DE34 1204 0000 0976 0059 02
BIC: COBADEFFXXX
UST-Ident-No.: DE 137 189 299
Upon receipt of the invoice net within 14 days. All prices added VAT.
Discounts:
On purchase within 12 months (insertion year):

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>5%</td>
</tr>
<tr>
<td>6 times</td>
<td>8%</td>
</tr>
<tr>
<td>9 times</td>
<td>10%</td>
</tr>
<tr>
<td>12 times</td>
<td>12%</td>
</tr>
</tbody>
</table>

File Format: JPG, PNG

Format of Newsletter: HTML and Text

Delivery Address: Please send files for your advertising campaign to the following address: marco.fiolka@hussmedien.de

Delivery Date: At least three five before the campaign starts
With this forerun we have enough time to test the file formats and to ensure a correct distribution of your campaign. Delays are otherwise not at our charge.

On delivering your files we need the following meta data:
- Customer name
- Period of order
- Placement within the site
- Contact person
- Click-URL
- Campaign name
- Site to order
- Advertising size
- File name (optional)
- Alt-Text (optional)

<table>
<thead>
<tr>
<th>Format</th>
<th>Size</th>
<th>Placement</th>
<th>Price per Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Banner</td>
<td>468 x 60 pixel</td>
<td>horizontal, over the content</td>
<td>€ 960.00</td>
</tr>
<tr>
<td>Special NL Banner</td>
<td>650 x 85 pixel</td>
<td>horizontal, over the content</td>
<td>€ 1,150.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250 pixel</td>
<td>integrated within the page</td>
<td>€ 790.00</td>
</tr>
<tr>
<td>Text ad</td>
<td>maximal 600 signs including spaces</td>
<td>ad written in text, within the body of the newsletter</td>
<td>€ 710.00</td>
</tr>
<tr>
<td>Text ad with picture</td>
<td>maximal 500 signs including spaces + picture</td>
<td>ad written in text, within the body of the newsletter, with picture</td>
<td>€ 795.00</td>
</tr>
</tbody>
</table>
In November 2020 the „GERMAN TGA-AWARD“ will be awarded. This is the national award for TGA planners and manufacturing companies of the building services sector who have distinguished themselves through outstanding commitment for a sustainable future in our industry.

Behind the award stand next to the magazine „Moderne Gebäudetechnik“ many partners from the TGA-sectoral planning, housing, business and trade associations and also industry partners. We would like to offer you the opportunity to apply as an official sponsor of the „GERMAN TGA-AWARD“ (2020).

As a sponsor, your company gets the unique opportunity to introduce themselves to a wide audience as a promoter of innovative and sustainable building services projects. So not only your customer retention and development and of additional market potential, but it will be for a significant boost attention for your business.

We ask for your understanding that we can allow only one company as a sponsor from each part of industry. (f.e. ventilation systems, air conditioning, building automation, plumbing equipment, etc.)

**sponsorship package:** period 2020: „GERMAN TGA-AWARD“

**period:** Sponsoring until the award ceremony in November 2020

**contact:** Marco Fiolka, Advertising Manager
phone: +49 30 42151-344
email: marco.fiolka@hussmedien.de
5. Refusal of orders: In case of doubt, advertisements and third-party inserts must be placed within one year after the contract is signed. If the right to place advertisements in accordance with the General Terms of Business (GTB) for advertisement, third-party inserts and online advertising www.huss-mediasales.de/agb the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed price and terms. If the customer does not notify the publisher within the time limit specified in section 5, the publisher reserves the right to place the advertisements in accordance with the GTB.
Die Buszukunft ist gab gute Einblicke Anwendertreffen Eurocab 2019

Ruinöser Wettbewerb im ÖPNV Juni / Juli 2019

Tankkarten 10,- EURO

Actros erstmals vor Zur IAA Nutz neh ne

LOGIK-Innovationen Die beste

Zur erkennt, dass Lkw haben“ Gese Kunden welche Anforderun es wichti
e
des internationale Geschäft gut. S

Endlich – rechnungsg. Ab 2020: Viele neue Stromer

MOBILITÄT KONNEKTIVITÄT INFRASTRUKTUR

44

Märkte + Trends

12

Neues Distributionszentrum

13

Weniger ist mehr

44

Praxiswissen

24

Alle Infos zum

44

Praxistest bestanden

44

13

L'Oréal wird

24

Praxiswissen

24

Alle Infos zum

24

13

Weniger ist mehr

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum

13

L'Oréal wird

13

Praxiswissen

13

Alle Infos zum