Rate Card No. 30 valid from January 2021

HUSS-MEDIEN GmbH
10400 Berlin
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www.tga-praxis.de
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, tradespeople, manufacturers involved with planning in the fields of heating, sanitary, air conditioning, ventilation, energy advisors, decision makers from companies in the building services products business.

**Crossmedia offers**
- homepage
- newsletter
- journal
- annual edition
- award „DEUTSCHER TGA-AWARD“

www.deutscher-tga-award.de
1 Name: Moderne Gebäudetechnik
practice magazine for planners in building services

2 Profile in Brief:
highest circulation in this branch (IVW II/20)

3 Target Group:
consulting engineers for building services

4 Publication Frequency:
monthly (double issues 1/2 and 7/8)
+ 3 annual issues

5 Size:
DIN A4

6 Volume:
75th Volume 2021

7 Subscription Rates:
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media cooperation with Bundesverband
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13 Editor:
Silke Schilling (Editor-in-Chief) ☎ -386
email: silke.schilling@hussmedien.de

14 Scope analysis 2019 = 10 issues, 1 annual edition
Total Volume: 868 pages = 100.0 %

Editorial content 693.5 pages = 79.9 %
Advertisement 174.5 pages = 20.1 %
thereof: Own ads of publisher
Fixed inserts 35 pages = 20.1 %
Loose inserts 0 pages
1 pieces

15 Editorial content analysis 693.5 pages = 100.0 %

heating technology 131 pages = 18.9 %
renewable energies 43 pages = 6.2 %
sanitation technology 81.5 pages = 11.8 %
air conditioning and ventilation 102.5 pages = 14.8 %
building automation 44 pages = 6.3 %
installations 43 pages = 6.2 %
fire protection 23.5 pages = 3.4 %
products and components 65 pages = 9.4 %
software 30.5 pages = 4.4 %
standards and law 17 pages = 2.4 %
business, industry, R&D, events, literature 68 pages = 9.8 %
other 44.5 pages = 6.4 %
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<td>6 June</td>
<td><strong>heating</strong>\n- room control systems\n- heating technology for public buildings\n- floor, wall, ceiling heating and cooling systems\n- hydronic balancing</td>
<td><strong>sanitation technology</strong>\n- sanitary technology for public areas\n- pre-wall installation\n- lifting units\n- flat roof drainage</td>
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<td><strong>fire protection</strong>\n- fire protection in sanitation equipments\n- fire protection for ventilation\n- jet fans and exhausting vents\n- insulation and sound proofing\n- fire and smoke detectors</td>
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<td><strong>water treatment</strong>\n- legionella prophylaxis\n- scale and softeners\n- grey and rain water utilisation\n- swimming pool technology</td>
<td><strong>heating</strong>\n- steam heating systems\n- cascade and hybrid solutions\n- heating with liquid gas and renewable energies\n- software and 3D visualisation</td>
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<td><strong>ventilation</strong>\n- decentralised ventilation technology\n- hygiene in indoor air engineering\n- filters, grease separators\n- heat exchangers</td>
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<td>Annual Edition</td>
<td>„The Contract Business 2021“\nbenefit with efficient building</td>
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<td><strong>sanitation equipments</strong>\n- hygiene in public sanitary facilities\n- sanitary concepts for hospitals and schools\n- barrier-free technology\n- sanitary ware and fittings\n- floor-level showers</td>
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| **10 October** | **air conditioning and ventilation**  
– heating/cooling of large buildings  
– energy-efficient ventilators  
– air distribution systems and fire protection  
– mono, split- and multi split systems  
– chillers and heat pumps  
| **heating**  
– district heating stations  
– radiant heating’s and ventilation for halls  
– surface heating systems  
– hydraulic adjustment  
| **sanitation technology**  
– pumps and lifting installation  
– waste water lifting systems  
– backflow prevention  
– sanitary technology for public areas  
| **Main-Topic** heat pumps |
| **Annual Edition** | **„VB Preventive Fire Protection”**  
see page 11  
| **11 November** | **heating**  
– exhaust systems, chimneys, CO₂  
– mobile heating and climate centres  
– fuel cells  
– large and small burners  
– condensing gas and oil boilers  
| **sanitation technology**  
– floor, roof and cellar drains  
– pipe culverts  
– backflow prevention  
– grease separators  
| **building automation**  
– total flow and quantity meter  
– smart home solutions  
– thermostats and valves  
– domestic automation systems  
| **Main-Topic** barrier-free bath concepts |
| **12 Dezember** | **air conditioning and ventilation**  
– refrigerants and heat pumps  
– exhaust gas analysis  
– air pipes and air vents  
– fans in the efficiency comparison  
| **heating**  
– decentralised residential  
– fresh water modules  
– heat technology for building control  
– thermography  
– high efficiency pumps  
– radiators and design  
| **sanitation technology**  
– pre-wall technology  
– solutions for small bashes  
– design for bashes  
– shower drains  
| **Main-Topic** smart home/ smart building |
"GS Building Security" – Protection of people and values

Building security aims to protect people and property, covers the maintenance of the building and describes the totality of all measures to guarantee or improve the safety of buildings. These include building services, structural as well as measures for monitoring the building’s condition.

Our annual edition "GS Building Security" covers a wide variety of topics on risk avoidance, for example: fire, explosion, electrical and mechanical faults, hazardous substances, espionage, sabotage, theft, housebreaking, vandalism and assault.

This is the basis for our edition "GS Building Security", which will be published along with our technical magazines Build-Ing., Moderne Gebäudetechnik, Elektropraktiker and IVV Immobilien vermieten & verwalten.

Target group/audience: Target group/audience: planners, architects, technical decision makers in building offices, facility managers, schools, kindergartens, hotels, hospitals, fire departments, public facilities, HVAC businesses with planning department, industry and banks and security officers.

Print run: 25,000 copies
Size: DIN A4

Advertising Prices and Sizes:

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All prices are exclusive of VAT.
Outline of the annual edition „GS Building Security“:

**Part 1 – basics**
- Why does building security become increasingly important?
- What measures does building security require in public areas such as daycare centers, hospitals, schools, senior facilities, sports facilities, special buildings, etc.?
- needs analysis
- risks in building operations
- planning and implementing security concepts correctly
- technical and structural measures, monitoring measures the current state of the art
- building management systems
- insurance: What is necessary? What is useful?
- operator responsibility in facility management
- further education

**Part 2 – promotion campaign:** case studies on the subject of building security or product articles e.g.: fire protection and smoke exhausting systems, fire barriers, explosion protection, access control systems: biometric and electronic components, escape route security and marking, burglar-resistant doors and windows as well as security of automatic doors and windows, fire and smoke detection systems, alarm systems and video systems, extinguishing systems, sprinkler systems, emergency lighting systems and required lighting, protection through sensors, e.g. B. by presence and motion detectors, sabotage-proof locks and locking systems, vandalism, IT security, server rooms, cloud solutions, protection against hacker attacks, securing communication networks, protection of the heating and air conditioning, ventilation and drinking water networks, building materials in building security: facade elements, insulating materials, special glass etc., training and further education

**Part 3 – 1/2 page company profiles** of the providers:

**your company is represented with:** company logo 4c, address and communication data, year of foundation, management, branches, number of employees, annual turnover, product and service program, core competencies, references in the field of building security, contact persons

**Basic Package A**
in part 2: approx: product article 1 page
in part 3: 1/2 page company profile
+ 5 copies
+ PDF of your company profile
+ online advertorial of your article with a link to your profile
+ company profile 1 year online available

**Preis: € 1,850.00**

**Basic Package B**
in part 1: approx: 2 to 3 pages application report
in part 3: 1/2 page company profile
+ 10 copies
+ PDF of your company profile
+ online advertorial of your article with a link to your profile
+ company profile 1 year online available

**Preis: € 2,700.00**

**Audition! Extra benefits for advertisers:**
If you will book an ad from ½ page 4c (price in mediakit € 3,900.00) you will get a free A or B basic package.

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email: juergen.winkler@hussmedien.de

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email: anne.mutschall@hussmedien.de

**Dates:**
Publishing: 30th March
Deadline: 10th March
„The Contract Business 2021“ – benefitting with efficient building services

Germany’s unique special publication on the Contract Business in the public domain, in the commercial and industrial construction comes back again in 2021.

Example setting reference reports from the following areas:

**Office/Administration:** office and administrative buildings, banks, insurance companies

**Hotel/Catering:** hotels, restaurants, commercial kitchens, lounges, spas

**Education/Health:** day care centers, schools, colleges, hospitals, doctors’ offices, retirement and nursing homes, sports facilities

**Housing/Real Estate:** housing estates, commercial real estate

**Industry:** manufacturing, service and administrative buildings

By showing their innovative product applications, the industry will be given the opportunity to establish themselves as a competent partner. The journal discusses modernisation as well as construction projects and considers aspects of energy optimisation, water cost savings, Heating and operation as well as hygiene and comfort requirements are highlighted.

**Target group/audience:**
planners, architects, technical decision makers in building offices, the housing industry, schools, kindergartens, hotels, hospitals, fire departments, public facilities, HVAC businesses with planning department, industry and banks etc.

**Distribution:**
* Increased circulation: 20,000 copies

Due to the eligible target groups mix of magazines from HUSS Media:
„Moderne Gebäudetechnik“, „IVV Immobilien vermieten & verwalten“, we have a special subscription sales structure available:

- planning and architectural firms: 7,000 copies
- technical decision makers in:
  - building authorities: 3,000 copies
  - housing industry: 3,500 copies
  - schools, kindergartens, hotels, hospitals, fire departments, public institutions: 5,000 copies
- HVAC plants with attached planning dept.: 1,500 copies
Outline of the annual edition „The Contract Business 2021“:

Part 1 – analyses the basics of the contract business and know-how in public tenders and deals with all questions and aspects of the funding programs of the federal and state governments.

Part 2 – promotion campaign: best practice reference reports on construction and modernisation. Here, your company could present an object report.

Content: heating, sanitation, ventilation and air conditioning engineering projects/objects, making energy-efficient products, renewable energy and control technology for energy saving.

Each report includes: project, operators, implementation time, equipment used has come products and services, highlights of the project – f.e.: energy saving, CO₂ reduction or tech. details, etc. (2 printed pages = 6,000 characters; manuscript latest at 14th June 2021 to us).

Part 3 – 1/2 page company profiles of the supplier:

Your company will be presented with: logo 4c, address and contact details, year of establishment, management, operations, number of employees, annual turnover, product and service program, core competencies, references in the object store, contact (We give help with the substantive and technical preparation and send you some examples).

Basic Package:
– in part 2: approx: 2–3 pages application report
– in part 3: 1/2 page company profile
  + company profile 1 year online available
  + 10 voucher copies
  + PDF of your company profile

= € 2,300.00

Audition! Extra benefits for advertisers:
If you will book an ad from ½ page 4c (price in mediakit € 3,770.00) you will get a free basic package!!

Contacts:
Editor:
Silke Schilling    phone: +49 (0) 30 42151-386
email: silke.schilling@hussmedien.de

Advertisements/Promotion:
Marco Fiolka    phone: +49 (0) 30 42151-344
email: marco.fiolka@hussmedien.de
Anne C. Mutschall    phone: +49 (0) 30 42151-247
email: anne.mutschall@hussmedien.de
Katrin Schmiedel    phone: +49 (0) 30 42151-261
email: katrin.schmiedel@hussmedien.de

Dates:
Publishing date: 18th August
Manuscripts: 14th June
Artwork for ads: 29th July
"VB Preventive Fire Protection"

Fire protection is everyone’s business!
Fire protection is an interdisciplinary and permanent task.
HUSS-MEDIEN currently publishes a variety of media in the fields of planning & building, managing real estate.
This unique combination interlinks in many different ways with the fire prevention and protection sector.
This is the basis of our publication "VB Preventive Fire Protection", that will appear with our magazines "Moderne Gebäudetechnik", "Build-Ing.", "Elektropraktiker" and "Immobilien vermieten & verwalten".
Take advantage of the experience and brand awareness of the media from the HUSS publishing group for continuous communication – especially when it comes to enforcing fire protection across branches.

Print run: 25,000 copies
Size: DIN A4

<table>
<thead>
<tr>
<th>Advertising Prices and Sizes:</th>
<th>type area</th>
<th>bleed</th>
<th>price 4c</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1 page</td>
<td>185 × 266</td>
<td>210 × 297</td>
<td>7,500,–</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>90 × 266</td>
<td>105 × 297</td>
<td>3,900,–</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>185 × 130</td>
<td>210 × 146</td>
<td>3,900,–</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>58 × 266</td>
<td>70 × 297</td>
<td>2,900,–</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>185 × 87</td>
<td>210 × 106</td>
<td>2,900,–</td>
</tr>
<tr>
<td>1/4 page standard</td>
<td>90 × 130</td>
<td>105 × 146</td>
<td>2,300,–</td>
</tr>
<tr>
<td>1/4 page horizontal</td>
<td>185 × 63</td>
<td>210 × 83</td>
<td>2,300,–</td>
</tr>
<tr>
<td>1/8 page standard</td>
<td>90 × 63</td>
<td>105 × 83</td>
<td>1,300,–</td>
</tr>
<tr>
<td>1/8 page horizontal</td>
<td>185 × 29</td>
<td>210 × 49</td>
<td>1,300,–</td>
</tr>
</tbody>
</table>

Cover pages (2nd and back cover) 8,500,–
All prices are exclusive of VAT.

Contacts:
Editor: Jürgen Winkler
email: juergen.winkler@hussmedien.de
phone: +49 30 42151-377

Advertisements:
Marco Fiolka
email: marco.fiolek@hussmedien.de
phone: +49 30 42151-344
Anne C. Mutschall
email: anne.mutschall@hussmedien.de
phone: +49 30 42151-247

Dates:
Publishing date: 22nd October
Deadline: 1st Oktober
1 Advertising Prices and Sizes (no discount for surcharges):

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>1/1 page</th>
<th>Juniorpage</th>
<th>1/2 page vertical</th>
<th>1/2 page horizontal</th>
<th>1/3 page vertical</th>
<th>1/3 page horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>185 × 266 mm</td>
<td>135 × 185 mm</td>
<td>90 × 266 mm</td>
<td>185 × 130 mm</td>
<td>58 × 266 mm</td>
<td>185 × 85 mm</td>
</tr>
<tr>
<td>Bleed*</td>
<td></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>€ 4,900.00</td>
<td>€ 2,930.00</td>
<td>€ 2,570.00</td>
<td>€ 2,570.00</td>
<td>€ 1,800.00</td>
<td>€ 1,800.00</td>
</tr>
<tr>
<td>Price 2c</td>
<td></td>
<td>€ 5,300.00</td>
<td>€ 3,330.00</td>
<td>€ 2,970.00</td>
<td>€ 2,970.00</td>
<td>€ 2,200.00</td>
<td>€ 2,200.00</td>
</tr>
<tr>
<td>Price 4c</td>
<td></td>
<td>€ 6,100.00</td>
<td>€ 4,130.00</td>
<td>€ 3,770.00</td>
<td>€ 3,770.00</td>
<td>€ 3,000.00</td>
<td>€ 3,000.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>1/4 page vertical</th>
<th>1/4 page horizontal</th>
<th>1/4 page Standard</th>
<th>1/8 page vertical</th>
<th>1/8 page horizontal</th>
<th>1/8 page Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>43 × 266 mm</td>
<td>185 × 63 mm</td>
<td>90 × 130 mm</td>
<td>43 × 130 mm</td>
<td>185 × 30 mm</td>
<td>90 × 63 mm</td>
</tr>
<tr>
<td>Bleed*</td>
<td></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>€ 1,430.00</td>
<td>€ 1,430.00</td>
<td>€ 1,430.00</td>
<td>€ 750.00</td>
<td>€ 750.00</td>
<td>€ 750.00</td>
</tr>
<tr>
<td>Price 2c</td>
<td></td>
<td>€ 1,830.00</td>
<td>€ 1,830.00</td>
<td>€ 1,830.00</td>
<td>€ 960.00</td>
<td>€ 960.00</td>
<td>€ 960.00</td>
</tr>
<tr>
<td>Price 4c</td>
<td></td>
<td>€ 2,630.00</td>
<td>€ 2,630.00</td>
<td>€ 2,630.00</td>
<td>€ 1,380.00</td>
<td>€ 1,380.00</td>
<td>€ 1,380.00</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
- Back cover € 6,430.00
Placements
- Inside front cover € 6,430.00
- Front cover on request

Colours
- Colour surcharges (without discount)
  Per colour (Euroska) € 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>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 times</td>
<td>5 %</td>
<td>2 pages 5 %</td>
</tr>
<tr>
<td>6 times</td>
<td>8 %</td>
<td>4 pages 8 %</td>
</tr>
<tr>
<td>9 times</td>
<td>10 %</td>
<td>6 pages 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)

<table>
<thead>
<tr>
<th>Loose inserts (no discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 25 g</td>
</tr>
<tr>
<td>up to 50 g</td>
</tr>
</tbody>
</table>

plus extra postage

<table>
<thead>
<tr>
<th>Affixed Reply Postcards/Samples etc. (no discount)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price (mechanical bonding)</td>
</tr>
<tr>
<td>plus extra postage</td>
</tr>
</tbody>
</table>

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 (III/2019 to I/2020)

<table>
<thead>
<tr>
<th>Printed Copies</th>
<th>13,200</th>
</tr>
</thead>
<tbody>
<tr>
<td>Actual Distributed Circulation (ADC):</td>
<td>13,010</td>
</tr>
<tr>
<td>thereof abroad:</td>
<td>51</td>
</tr>
<tr>
<td>Sold Copies:</td>
<td>2,810</td>
</tr>
<tr>
<td>thereof abroad:</td>
<td>22</td>
</tr>
<tr>
<td>by subscription:</td>
<td>2,035</td>
</tr>
<tr>
<td>thereof membership copies:</td>
<td>1,536</td>
</tr>
<tr>
<td>retail sales:</td>
<td>0</td>
</tr>
<tr>
<td>other sale:</td>
<td>775</td>
</tr>
<tr>
<td>Free Copies:</td>
<td>10,200</td>
</tr>
<tr>
<td>Surplus, Specimen and Archive Copies:</td>
<td>190</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></td>
<td>%</td>
</tr>
<tr>
<td>Germany</td>
<td>99.6</td>
</tr>
<tr>
<td>Foreign Countries</td>
<td>0.4</td>
</tr>
<tr>
<td>Actual Distributed Circulation (ADC):</td>
<td>100.0</td>
</tr>
</tbody>
</table>

3.1 Distribution according to Nielsen-regions:

- Nielsen 1: 12.9 % = 1,674 Copies
- Nielsen 2: 16.7 % = 2,173 Copies
- Nielsen 3a: 15.9 % = 2,056 Copies
- Nielsen 3b: 12.7 % = 1,644 Copies
- Nielsen 4: 13.3 % = 1,717 Copies
- Nielsen 5+6: 17.3 % = 2,237 Copies
- Nielsen 7: 11.2 % = 1,457 Copies

Please see page 13 for the brief description of the analysis method.
Description of the assessment method for the geographical distribution analysis (AMF Scheme 2, No. 3)

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:

2.1 Type of Database:
Addresses of all recipients are contained in the database of the recipients.

2.2 Total Number of Recipients in Database:
49,695

2.3 Total Number of Rotating Recipients:
46,090
(Rotating after every edition)

2.4 Structure of Recipients in One Issue (on Average) according to Types of Distribution:

<table>
<thead>
<tr>
<th>Type of Distribution</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sold copies</td>
<td>2,035</td>
</tr>
<tr>
<td>thereof: by subscription</td>
<td>2,035</td>
</tr>
<tr>
<td>retail sales</td>
<td>0</td>
</tr>
<tr>
<td>other sales</td>
<td>775</td>
</tr>
<tr>
<td>Free copies</td>
<td>10,200</td>
</tr>
<tr>
<td>thereof: fixed free copies</td>
<td>795</td>
</tr>
<tr>
<td>variable free copies</td>
<td>9,218</td>
</tr>
<tr>
<td>specimen copies</td>
<td>187</td>
</tr>
<tr>
<td>Actual Distributed Circulation (ADC)</td>
<td>13,010</td>
</tr>
<tr>
<td>thereof: Germany</td>
<td>12,959</td>
</tr>
<tr>
<td>Foreign countries</td>
<td>51</td>
</tr>
</tbody>
</table>

3  Description of the Analysis:

3.1 Basic Entirety (analysed share):
Basic Entirety (ADC) 13,010 = 100.0 %
thereof not included by the investigation:
retail sales 0
other sales 775
Mailings 187
Of the basic entirety (ADC)
this analysis represents 12,823 = 98.6 %

3.2 Day of the Analysis:
30th June 2020

3.3 The Database:
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.

3.4 Persons Targeted by the Analysis:
–

3.5 Definition of Readership:
–

3.6 Period of the Analysed Database:
III/2019 to I/2020

3.7 Execution of the Analysis:
Publisher
Web Address:  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: COBAPFDEXXX
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 of your advertising campaign to the following address:
marco.fiolek@hussberlin.de

Delivery Date: At least 3 to 5 days before the campaign starts
This will give us enough time to test the file formats and to ensure a correct distribution of your campaign. Otherwise delays are not our responsibility.

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><strong>Full Banner</strong></td>
<td>468 × 60 pixel</td>
<td>whole webpage at the top or in the content</td>
<td>€ 1,870.00</td>
</tr>
<tr>
<td><strong>Super Banner</strong></td>
<td>728 × 90 pixel</td>
<td>whole webpage at the top</td>
<td>€ 2,160.00</td>
</tr>
<tr>
<td>(Leaderboard)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Billboard</strong></td>
<td>770 × 250 pixel</td>
<td>whole webpage or in the content</td>
<td>€ 2,250.00</td>
</tr>
<tr>
<td><strong>HalfPageAd</strong></td>
<td>300 × 600 pixel</td>
<td>whole webpage or in the content</td>
<td>€ 2,380.00</td>
</tr>
<tr>
<td><strong>Skyscraper</strong></td>
<td>120 × 600 pixel</td>
<td>whole webpage right, left</td>
<td>€ 2,020.00</td>
</tr>
<tr>
<td><strong>Wide Skyscraper</strong></td>
<td>160 × 600 pixel</td>
<td>whole webpage right, left</td>
<td>€ 2,190.00</td>
</tr>
<tr>
<td><strong>Wallpaper</strong></td>
<td>468 × 60 + 120 × 600 pixel</td>
<td>whole webpage</td>
<td>€ 2,520.00</td>
</tr>
<tr>
<td><strong>Big Wallpaper</strong></td>
<td>728 × 90 + 160 × 600 pixel</td>
<td>whole webpage</td>
<td>€ 2,760.00</td>
</tr>
<tr>
<td><strong>Rectangle</strong></td>
<td>300 × 250 pixel</td>
<td>whole webpage right</td>
<td>€ 860.00</td>
</tr>
<tr>
<td><strong>Text Ad with picture</strong></td>
<td>maximal 500 signs + picture</td>
<td>whole webpage in the content</td>
<td>€ 860.00</td>
</tr>
<tr>
<td><strong>Company Profile</strong></td>
<td>1/2 page</td>
<td>companies/branches/company profile</td>
<td>€ 1,050.00 per 12 month</td>
</tr>
<tr>
<td><strong>Name:</strong></td>
<td>Moderne Gebäudetechnik</td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------</td>
<td>------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Profile in brief:</strong></td>
<td>14 daily newsletter of „Moderne Gebäudetechnik“ with top news for planners and news of the branch and reports, product infos, dates</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Target Group:</strong></td>
<td>consulting engineers for building services, architects, planners in housing industry, HVAC plants, building departments</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Publication Frequency:</strong></td>
<td>all 14 days</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Publishing House:</strong></td>
<td>HUSS-MEDIEN GmbH Am Friedrichshain 22 10407 Berlin</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| **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>%</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 100 kB

**Format of Newsletter:**

HTML and Text

**Delivery Address:**

Please send files of your advertising campaign to the following address:
marco.fioika@hussmedien.de

**Delivery Date:**

At least 3 to 5 days before the campaign starts
This will give us enough time to test the file formats and to ensure a correct distribution of your campaign. Otherwise delays are not our responsibility.

**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 × 60 pixel</td>
<td>horizontal, over the content</td>
<td>€ 960.00</td>
</tr>
<tr>
<td>Special NL Banner</td>
<td>650 × 85 pixel</td>
<td>horizontal, over the content</td>
<td>€ 1,150.00</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 × 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 2022 the „DEUTSCHER TGA-AWARD“ will be awarded. This is the national award for TGA planners and manufacturing companies of the building services planners who have distinguished themselves through outstanding commitment to a sustainable future in our industry.

Besides the magazine „Moderne Gebäudetechnik“, many partners from the TGA-sectoral planning, housing, business and trade associations and also industry partners support the award. We would like to offer you the opportunity to apply as an official sponsor of the „DEUTSCHER TGA-AWARD“ (2022). This way you can take care of your customer retention and development, access additional market potential and boost attention for your business.

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 2022: „DEUTSCHER TGA-AWARD“

**period:** Sponsoring until the award ceremony in November 2022

**contact:** Marco Fiolka, Advertising Manager  
phone: +49 30 42151-344  
email: marco.fiolka@hussmedien.de
5. Refusal of orders: The publisher is entitled to refuse advertisement orders at its own discretion—including single placements within a larger order. This applies in particular if the content of the advertisement order violates laws or official regulations, if it has been objected to by the German Advertising Council in a complaint process, or if it is not possible for the publisher due to its content, origin or technical form, or if it, due to its size or presentation, goes against general T erms of Business (GTB) for advertisement, third-party inserts and online advertising www.huss-mediasales.de/agb

8. Placing advertisements: Upon request, the publisher will deliver a copy of the advertisement sample with the invoice. Depending on the nature and scope of the advertisement order, the publisher may charge the customer a fee of € 25. The publisher normally offers the advertisement sample to the customer around ten working days before the advertising deadline. If the advertisement order is for a single placement, the publisher can deliver the advertisement sample within the same time frame. The publisher will charge a fee of € 25 if the advertisement order is not cancelled after the advertising deadline or after the beginning of the advertising campaign for important reasons. Cancellations must be made in writing. The publisher reserves the right to charge a fee for further damage caused by delay brought about by both companies and consumers. However, the contract partners reserve the right to refuse evidence of further damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone payments to the next online advertising platform. Any additional claims due to the publisher have to be asserted in writing. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount due. The contract shall be limited to the agreed advertisement price.

12. Box number advertisements: The customer is required to supply a colour proof for digitally transmitted print documents for colour advertisements. Digitally created proofs must include the current version of the FOGRA/UGRA medium wedge in order to permit a colour match. Proofs must bear an official print control strip. Without a colour proof, the customer is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible. However, the customer is not entitled to claim for incorrect publication of the advertisement. The publisher does not guarantee that advertising contents will be displayed in the correct proportions, with the result that the size of the advertisement may be smaller than the actual size of the advertisement. The publisher reserves the right to change the position of the advertisement, either in the publication of further advertisements for the customer or in the related advertisement. However, the publisher is not responsible for changes in the internet, in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed.

15. Discounts: Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements that were transmitted in open files. The publisher reserves the right to refuse to accept open files (e.g. files stored under Corel Draw, QuarkXPress, Freehand). The publisher accepts no liability for the incorrect publishing of printed advertisements, even if the error has been caused by the publisher.

17. Differing rates: Customers and advertising agencies entering into a business relationship with the publisher for the first time may be required to make a deposit as security to the value of the estimated order or orders placed. Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall be considered not to be a part of the contract. The publisher reserves the right to change the position of the advertisement, either in the publication of further advertisements for the customer or in the related advertisement. However, the publisher is not responsible for changes in the internet, in particular for duplication, distribution, transmission, broadcasting, extraction from a database and downloading without limitation of time, content or place to the extent necessary for the implementation of the order or orders placed.

18. Changes in advertisement rates: If changes in advertisement rates are made, the new rates also apply for valid current orders as from their date of introduction, unless otherwise agreed in writing.

21. Warranty: If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely completion, the customer is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is jeopardized. Should any defects in the print documents or images not be immediately recognizable, but only become evident during production, the customer shall have no right to claim for the exact value of the outstanding printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the publication of the advertisement. The publisher is not required to check the print precision of the advertisement. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business, the publisher reserves the right to make the printing of further advertisements dependent on the customer's payment. If the publisher is not paid the amount due within ten working days of the due date, the publisher is entitled to make the publication of further advertisements dependent on the customer's payment. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount due. The contract shall be limited to the agreed advertisement price.

22. Cases of force majeure: Regardless of the legal grounds on which they are based, including tort, the publisher is only liable to the customer if there is gross negligence or with wilful intent on the part of the publisher. The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.

23. Additional terms of business of the publisher: A) Our general and additional terms of business, the order confirmation and the applicable valid rates list are decisive for each order. Any differing terms of business shall only apply with the written confirmation of the publisher.

B) Anyone who places an order, be it by telephone, post or e-mail, is required to submit an order confirmation to the publisher. The order confirmation must be in writing and must be submitted to the publisher prior to the placement of an advertisement. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to demand either the publication of a faultless replacement advertisement (rectification) or a reduction in the price of the advertisement commensurate with the degree to which the purpose of the advertisement is jeopardized. Should any defects in the print documents or images not be immediately recognizable, but only become evident during production, the customer shall have no right to claim for the exact value of the outstanding printing quality. The same applies to errors in advertisements that appear repeatedly, if the customer does not draw attention to the error prior to the publication of the advertisement. The publisher is not required to check the print precision of the advertisement. Any further claims are excluded. Apart from that, an error or fault cannot be said to exist if the length of the breakdown of the server used by the publisher does not exceed 24 hours (either consecutively or cumulatively) within 30 days of the commencement of the contractually agreed placement. If the customer disregards these General Terms of Business, the publisher reserves the right to make the printing of further advertisements dependent on the customer's payment. If the publisher is not paid the amount due within ten working days of the due date, the publisher is entitled to make the publication of further advertisements dependent on the customer's payment. Should there be any justified doubt regarding the customer's ability to pay, the publisher is entitled to make the publication of further advertisements dependent on the advance payment of the amount due. The contract shall be limited to the agreed advertisement price.

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Please request a sample copy and the current media-kit!