

Solarzeitalter

Politik, Kultur und Ökonomie Erneuerbarer Energien

2007

"The 'Solarzeitalter' magazine is not just a popular magazine, it is also the official organ of EUROSOLAR, whose president is Right Livelihood laureate Hermann Scheer. The magazine's quality benefits from his recognised, indisputable authority as a protagonist of renewable energy development."

Westdeutscher Rundfunk

The "Solarzeitalter" magazine

Since 1989, the quarterly published magazine "Solarzeitalter - Politik und Ökonomie Erneuerbarer Energien" ("The Solar Age - Politics, Culture and Economy of Renewable Energy") is the official German-speaking organ of EUROSOLAR, the European Association for Renewable Energy, and of the World Council for Renewable Energy (WCRE), established in 2001, based in Bonn/Germany at the EUROSOLAR international office.

Starting from 2006, the "Solarzeitalter" magazine is launched in a new size (170 x 240 mm), each hardback copy comprising 120 pages.

EUROSOLAR is one of the most known organisations for renewable energy, awarding the annual European and German Solar Prizes. EUROSOLAR regularly organises international conferences such as the World Renewable Energy Assembly, the European Conference on Solar Energy in Architecture and Urban Planning, on renewable energy financing and the conference series "The farmer as energy supplier".

The "Solarzeitalter" magazine does not cover technical questions or projects but discusses political and economic programmes and concepts for renewable energies. It reflects their evolution and gives a space for controversial debates related to them.

Authors writing for the "Solarzeitalter" magazine are internationally accepted and well-known experts of their field. The "SOLARZEITALTER" magazine influences the formation of opinion on renewable energy in politics and media.

Deadlines 2007

Issue	Closing date	Printing
1-2006	March 9th, 2006	March, 19th, 2006
2-2006	June 8th, 2006	June 18th, 2006
3-2006	September 7th, 2006	September 17th, 2006
4-2006	November 30th, 2006	December, 14th, 2006

Sizes & Rates

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Page	Size	Price b/w (€)	Price 4c (€)
1/1	146 x 205 mm	650.-	1300.-
1/1 A	170 x 240 mm	650.-	1300.-
2/3	146 x 134 mm	433.-	866.-
2/3 A	170 x 157 mm	433.-	866.-
1/2	146 x 100 mm	325.-	650.-
1/2	70,5 x 205 mm	325.-	650.-
1/2 A	170 x 120 mm	325.-	650.-
1/2 A	82,5 x 240 mm	325.-	650.-
1/3	146 x 66 mm	217.-	434.-
1/3 A	170 x 78 mm	217.-	434.-

A= untrimmed (3 mm), all prices exclusive of VAT

Inside front cover page (U2/U3)	1500.- EUR 4-farbig
Back cover page (U4)	1700.- EUR 4-farbig

As inside pages are printed in b/w and HKS 7, colour advertisements are bundled.

Discounts

two issues	5%
three issues	10%
four issues	15%
six issues	20%

A special discount of 3% is granted to EUROSOLAR members.

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Readership

Most of the "Solarzeitalter" magazine's readers are multipliers: 90% of the readers possess an academic degree, 24% are working in the research and development sector, 18% are local, regional, national or European deputies, or are working in the public administration. As 12% of the readers are journalists, the "Solarzeitalter" magazine has an especially high impact.

Circulation

The "Solarzeitalter" magazine is published quarterly, counting about 5000 copies per issue. Subscribers are members of EUROSOLAR, decision-makers in politics as well as the media and institutions. Copies also are distributed on the national and international EUROSOLAR conferences. Annual subscription fee for non-members of EUROSOLAR is 20.- €.

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Technical Information

Size of the magazine

170 w x 240 h mm

Published

quarterly

Auflage

5.000 copies

Printing and Colours

Offset printing on RecyMago paper, 200g/m² (cover) and 80g/m² (content), cover / content: Euroskala / black+orange HKS 7

Your digital copies

- Please send tiff- or eps-files,
- Additional fee for open DTP files (QuarkXPress, InDesign): 25.- €
- Offset films
- A proof serves as orientation concerning colour definition but is not binding.

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Advertisement Design

Design of your advertisement: € 60.-/h



WCRC

World Council for Renewable Energy



EUROSOLAR
The European Association
for Renewable Energy