

# Media-Kit 2023



Rate Card No. 32  
valid from January 2023



Annual Editions  
„The Contract Business 2023“, and  
„VB Preventive Fire Protection“  
see pages 7–11

**huss**

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[www.tga-praxis.de](http://www.tga-praxis.de)

## Professional Magazin

- 1 Magazine Profile
- SEC Schedule and Editorial Calendar
- AE Annual Edition „The Contract Business 2023“
- AE Annual Edition „VB Preventive Fire Protection“
- RC Rate Card
- 2 Circulation and Geographical Analysis

## Online-Advertising Newsletter

## DEUTSCHER TGA-AWARD

## 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

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- 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:** 77<sup>th</sup> Volume 2023
- 7 Subscription Rates:** **Germany** € 120.00  
plus € 9.00 postal and delivery charges
- Abroad** € 130.00  
incl. delivery charges
- Retail price** € 16.00  
plus € 1.80 postal and delivery charges
- 8 Organ:** 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
- 12 Advertising:** Marco Fiolka (Advertising Manager) ☎ -344  
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- 13 Editor:** Silke Schilling (Editor-in-Chief) ☎ -386  
email: silke.schilling@hussmedien.de

**14 Scope analysis 2021 = 10 issues, 3 annual editions**


Total Volume:	888 pages = 100.0 %
Editorial content	704,5 pages = 79.3 %
Advertisements	183,5 pages = 20.7 %
thereof: Jobs ads and classifieds	0,5 page = 0,5 %
Own ads of publisher	22,5 pages = 12.3 %
Fixed inserts	0 pages
Loose inserts	3 pieces

**15 Editorial content analysis**

**704,5 pages = 100.0 %**

heating technology	141.5 pages = 14.3 %
renewable energies	49.5 pages = 5.6 %
sanitation technology	69.5 pages = 10.6 %
air conditioning and ventilation	60.5 pages = 11.8 %
building automation	65.5 pages = 3.8 %
installations	30.0 pages = 3.8 %
fire protection	77.5 pages = 12.5 %
products and components	50.5 pages = 9.3 %
software/BIM	17.5 pages = 4.0 %
standards and law	23.5 pages = 2.2 %
business, industry, R&D, events, literature	68.0 pages = 3.7 %
other	51.5 pages = 6.7 %

Issue	Key topics and product news				Fairs
<div>1-2</div> <div>January/February</div> <div>Deadline</div> <div>20<sup>th</sup> 01.</div> <div>Publ. Date</div> <div>8<sup>th</sup> 02.</div>	<div>1st preview to ISH/Frankfurt</div> <div>heating</div> <div>– controls and hydraulic adjustment</div> <div>– condensation boilers oil/gas</div> <div>– thermography</div> <div>– heat pumps and hybrid systems</div> <div>sanitary</div> <div>– hygiene for drinking water</div> <div>– front-wall installation</div> <div>– pipe penetrations</div> <div>– sewage pumps and lifting systems</div> <div>fire protection</div> <div>– fire protection in sanitary</div> <div>– fire protection for ventilation</div> <div>– jet fans and exhausting vents</div> <div>– insulation and soundproofing</div> <div>– fire and smoke detectors</div> <div>Main-Topic</div> <div>BIM, software</div> <div>and 3D-visua-</div> <div>lization</div>				
<div>3</div> <div>March</div> <div>Deadline</div> <div>10<sup>th</sup> 02.</div> <div>Publ. Date</div> <div>1<sup>st</sup> 03.</div>	<div>Main issue to ISH/Frankfurt</div> <div>sanitary</div> <div>– floor-level showers for hotels and hospitals</div> <div>– bathroom fittings</div> <div>– hygiene for drinking water</div> <div>heating</div> <div>– high efficiency pumps</div> <div>– hybrid systems</div> <div>– energy efficient radiators</div> <div>– heat pumps, block and micro CHPs</div> <div>air conditioning and ventilation</div> <div>– air distribution systems</div> <div>– air humidification</div> <div>– indoor air engineering</div> <div>– mono-, split- and multisplit systems</div> <div>Main-Topic</div> <div>solid fuel</div> <div>heatings</div>	<div>GeoTHERM</div> <div>Offenburg</div> <div>02. 03.–03. 03. 2023</div> <div>ISH</div> <div>Frankfurt/Main</div> <div>13. 03.–17. 03. 2023</div>			
<div>4</div> <div>April</div> <div>Deadline</div> <div>17<sup>th</sup> 03.</div> <div>Publ. Date</div> <div>5<sup>th</sup> 04.</div>	<div>Main issue to BAU/Munich</div> <div>heating</div> <div>– mobile heating</div> <div>– floor-, wall- and ceiling heatings</div> <div>– heating water treatment</div> <div>– radiant heating systems</div> <div>installation engineering</div> <div>– pipe work systems for heating</div> <div>– fittings, pipe insulation</div> <div>– diffusion coating for plastic pipes</div> <div>renewable energies</div> <div>– heat pumps, block and micro CHPs</div> <div>– hybrid systems and PV</div> <div>– pellet heating systems</div> <div>Main-Topic</div> <div>building</div> <div>automation</div>	<div>BAU</div> <div>Munich</div> <div>17. 04.–22. 04. 2023</div>			
<div>5</div> <div>May</div> <div>Deadline</div> <div>21<sup>st</sup> 04.</div> <div>Publ. Date</div> <div>11<sup>th</sup> 05.</div>	<div>Follow-up to ISH/Frankfurt</div> <div>sanitary</div> <div>– facilities for hotel bathes</div> <div>– sanitary ceramics and shower enclosures</div> <div>– contact-free bath fittings</div> <div>heating</div> <div>– waste gas plant and chimney</div> <div>– fuel stores</div> <div>– heat pumps</div> <div>– district heating systems</div> <div>air conditioning and ventilation</div> <div>– air distribution systems</div> <div>– air humidification</div> <div>– indoor air engineering</div> <div>– mono-, split- and multisplit systems</div> <div>Main-Topic</div> <div>controlled</div> <div>dwelling</div> <div>ventilation</div>				

Issue	Key topics and product news				Fairs
<b>6</b> <b>June</b> <b>Deadline</b> <b>15<sup>th</sup> 05.</b> Publ. Date 7 <sup>th</sup> 06.	<b>heating</b> <ul style="list-style-type: none"> <li>– room control systems</li> <li>– heating technology for public buildings</li> <li>– PV and solar thermal</li> <li>– Building Digitization</li> </ul>	<b>sanitary</b> <ul style="list-style-type: none"> <li>– sanitary technology for public areas</li> <li>– pre-wall installation</li> <li>– pumps and siphoning plants</li> <li>– flat roof drainage</li> </ul>	<b>fire protection</b> <ul style="list-style-type: none"> <li>– fire protection in sanitary</li> <li>– fire protection for ventilation</li> <li>– jet fans and exhausting vents</li> <li>– insulation and soundproofing</li> <li>– fire and smoke detectors</li> </ul>	<b>Main-Topic</b> <b>drinking water</b> <b>hygiene</b>	<b>Intersolar Europe</b> <b>Munich</b> 14. 06.–16. 06. 2023 <b>FeuerTRUTZ</b> <b>Nuremberg</b> 21. 06.–22. 06. 2023
<b>7-8</b> <b>July/August</b> <b>Deadline</b> <b>28<sup>th</sup> 07.</b> Publ. Date 16 <sup>th</sup> 08.	<b>water treatment facilities</b> <ul style="list-style-type: none"> <li>– legionella prophylaxis</li> <li>– scale and softeners</li> <li>– hygiene at warm water treatment</li> <li>– use of grey-water and rainwater</li> <li>– fresh water conditioning</li> </ul>	<b>heating</b> <ul style="list-style-type: none"> <li>– steam heating systems</li> <li>– units and cascades</li> <li>– heating with liquid gas and renewable energies</li> <li>– software and 3D for planners</li> </ul>	<b>ventilation</b> <ul style="list-style-type: none"> <li>– ventilation engin. for large scale catering est.</li> <li>– hygiene in indoor air engineering</li> <li>– filters, grease separators</li> <li>– heat exchangers</li> </ul>	<b>Main-Topic</b> <b>heating water</b> <b>treatment</b>	
<b>Annual Edition</b> Deadline 13 <sup>th</sup> 07. Publ. Date 14 <sup>th</sup> 08.	<b>„The Contract Business 2023“</b> benefit with efficient building see page 7–8				
<b>9</b> <b>September</b> <b>Deadline</b> <b>24<sup>th</sup> 08.</b> Publ. Date 12 <sup>th</sup> 09.	<b>building automation/heating technology</b> <ul style="list-style-type: none"> <li>– hybrid systems, heat pumps, PV, pellets</li> <li>– building control technology, lighting and energy management</li> <li>– mobile heating units</li> <li>– hydraulic adjustment, heating check</li> </ul>	<b>sanitary</b> <ul style="list-style-type: none"> <li>– hygiene in public sanitary facilities</li> <li>– sanitary concepts for hospitals and schools</li> <li>– barrier-free technology</li> <li>– sanitary ware and fittings</li> <li>– floor-level showers</li> </ul>	<b>air conditioning and ventilation</b> <ul style="list-style-type: none"> <li>– controlled dwelling ventilation</li> <li>– heat pumps for cooling</li> <li>– air humidification systems</li> <li>– ventilation and air conditioning</li> <li>– concrete core activation</li> </ul>	<b>Main-Topic</b> <b>floor-, wall- and ceiling</b> <b>heatings</b>	
<b>Annual Edition</b> Deadline 8 <sup>th</sup> 09. Publ. Date 28 <sup>th</sup> 09.	<b>„VB Preventive Fire Protection“</b> see page 9				

Issue	Key topics and product news				Fairs
<b>10</b> <b>October</b> <b>Deadline</b> <b>20<sup>th</sup> 09.</b> Publ. Date 10 <sup>th</sup> 10.	<b>air conditioning and ventilation</b> <ul style="list-style-type: none"> <li>– heating/cooling of large buildings</li> <li>– energy-efficient ventilators</li> <li>– air distribution systems and fire protection</li> <li>– mono-, split- and multisplit systems</li> <li>– chillers and heat pumps</li> </ul>	<b>heating</b> <ul style="list-style-type: none"> <li>– district heating stations</li> <li>– radiant heating's and ventilation for halls</li> <li>– surface heating systems</li> <li>– hydraulic adjustment</li> </ul>	<b>sanitary</b> <ul style="list-style-type: none"> <li>– pumps and lifting installation</li> <li>– waste water lifting systems</li> <li>– backflow prevention</li> <li>– sanitary technology for public areas</li> </ul>	<b>Main-Topic</b> <b>heat pumps</b>	
<b>11</b> <b>November</b> <b>Deadline</b> <b>27<sup>th</sup> 10.</b> Publ. Date 15 <sup>th</sup> 11.	<b>heating</b> <ul style="list-style-type: none"> <li>– exhaust systems, chimney, CO<sub>2</sub></li> <li>– mobile heating and climate centres</li> <li>– fuel cells</li> <li>– heat pumps and PV</li> <li>– refrigerant</li> </ul>	<b>sanitary</b> <ul style="list-style-type: none"> <li>– floor, roof and cellar drain</li> <li>– pipe penetration</li> <li>– backflow prevention</li> <li>– grease separators</li> </ul>	<b>building automation</b> <ul style="list-style-type: none"> <li>– total flow and quantity meter</li> <li>– smart home solutions</li> <li>– thermostats and valves</li> <li>– light and energy management, BACnet</li> </ul>	<b>Main-Topic</b> <b>barrier-free bath concepts</b>	
<b>12</b> <b>Dezember</b> <b>Deadline</b> <b>14<sup>th</sup> 11.</b> Publ. Date 1 <sup>st</sup> 12.	<b>air conditioning and ventilation</b> <ul style="list-style-type: none"> <li>– refrigerants and heat pumps</li> <li>– exhaust gas analysis</li> <li>– air pipes and air vents</li> <li>– fans in the efficiency comparison</li> </ul>	<b>heating</b> <ul style="list-style-type: none"> <li>– heat technology for building control</li> <li>– thermography</li> <li>– high efficiency pumps</li> <li>– radiators and design</li> </ul>	<b>sanitary</b> <ul style="list-style-type: none"> <li>– pre-wall technology</li> <li>– solutions for small bathes</li> <li>– design for bathrooms</li> <li>– shower enclosures</li> </ul>	<b>Main-Topic</b> <b>smart home/ smart building</b>	

## „The Contract Business 2023“ – benefitting with efficient building services

**Germany's unique** annual edition for the Contract Business in the public domain, in the commercial and industrial construction comes back again in 2023.

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 our magazines: „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 2023“:

**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, CO<sub>2</sub> reduction or tech. details, etc. (2 printed pages = 6,000 characters; manuscript latest at 14<sup>th</sup> June 2023 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
- = € 2,400.00**

## Audition! Extra benefits for advertisers:

If you will book an ad from ½ page 4c (price in mediakit € 4.070,00) you will get a free basic package!!

## Contacts:

### Editor:

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### Advertisements/Promotion:

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email: katrin.schmiedel@hussmedien.de

### Dates:

Publishing date:                      14<sup>th</sup> August  
Manuscripts:                          14<sup>th</sup> June  
Artwork for ads:                      13<sup>th</sup> 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:**

20,000 copies

**Size:**

DIN A4

**Advertising Prices  
and Sizes:**

	type area	bleed	price 4c
1/1 page	185 × 266	210 × 297	7,500,-
1/2 page vertical	90 × 266	105 × 297	3,900,-
1/2 page horizontal	185 × 130	210 × 146	3,900,-
1/3 page vertical	58 × 266	70 × 297	2,900,-
1/3 page horizontal	185 × 87	210 × 106	2,900,-
1/4 page standard	90 × 130	105 × 146	2,300,-
1/4 page horizontal	185 × 63	210 × 83	2,300,-
1/8 page standard	90 × 63	105 × 83	1,300,-
1/8 page horizontal	185 × 29	210 × 49	1,300,-

**Cover pages**

(2<sup>nd</sup> and back cover)

8,500,-

**Contacts:**

**Advertisements:**

Marco Fiolka

email: marco.fiolka@hussmedien.de

phone: +49 30 42151-344

Anne C. Mutschall

email: anne.mutschall@hussmedien.de

phone: +49 30 42151-247

**Dates:**

Publishing date: 28<sup>th</sup> September

Deadline: 8<sup>th</sup> September

**1 Advertising Prices and Sizes (no discount for surcharges):**

						
	<b>1/1 page</b>	<b>Juniorpage</b>	<b>1/2 page vertical</b>	<b>1/2 page horizontal</b>	<b>1/3 page vertical</b>	<b>1/3 page horizontal</b>
<b>Type Area</b>	185 × 266 mm	135 × 185 mm	90 × 266 mm	185 × 130 mm	58 × 266 mm	185 × 85 mm
<b>Bleed*</b>	210 × 297 mm	153 × 202 mm	105 × 297 mm	210 × 148 mm	70 × 297 mm	210 × 99 mm
<b>Price bw</b>	€ 5,480.00	€ 3,280.00	€ 2,870.00	€ 2,870.00	€ 2,010.00	€ 2,010.00
<b>Price 2c</b>	€ 5,880.00	€ 3,680.00	€ 3,270.00	€ 3,270.00	€ 2,410.00	€ 2,410.00
<b>Price 4c</b>	€ 6,680.00	€ 4,480.00	€ 4,070.00	€ 4,070.00	€ 3,210.00	€ 3,210.00

						
	<b>1/4 page vertical</b>	<b>1/4 page horizontal</b>	<b>1/4 page Standard</b>	<b>1/8 page vertical</b>	<b>1/8 page horizontal</b>	<b>1/8 page Standard</b>
<b>Type Area</b>	43 × 266 mm	185 × 63 mm	90 × 130 mm	43 × 130 mm	185 × 30 mm	90 × 63 mm
<b>Bleed*</b>	52 × 297 mm	210 × 74 mm	105 × 148 mm	–	–	–
<b>Price bw</b>	€ 1,590.00	€ 1,590.00	€ 1,590.00	€ 830.00	€ 830.00	€ 830.00
<b>Price 2c</b>	€ 1,990.00	€ 1,990.00	€ 1,990.00	€ 1,040.00	€ 1,040.00	€ 1,040.00
<b>Price 4c</b>	€ 2,790.00	€ 2,790.00	€ 2,790.00	€ 1,530.00	€ 1,530.00	€ 1,530.00

**2 Surcharges:  
Preferential  
Placements**

Back cover	€ 7,180.00
2nd cover	€ 7,180.00
Front cover	on request

**Colours**

Colour surcharges (without discount)	
Per colour (Eurosкала)	€ 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)

Frequency		Volume	
3 times	5 %	2 pages	5 %
6 times	8 %	4 pages	8 %
9 times	10 %	6 pages	10 %

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

**4 Classified:**

Job Offer (per mm and column)	€ 5.00
Job Requests (per mm and column)	€ 4.00
Box Number Charge	€ 20.00

**5 Special  
Advertisements:**

**Fixed inserts**

2-sided (untrimmed size: 213×307 mm)	€ 5,710.00
4-sided (untrimmed size: 426×307 mm)	€ 9,735.00
(other scales of fixed inserts upon request)	

**Loose inserts** (no discount)

up to 25 g	‰ € 325.00
up to 50 g	‰ € 450.00
plus extra postage	

**Affixed Reply Postcards/Samples etc.**

(no discount)	
Price (mechanical bonding)	‰ € 95.00
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  
VAT: DE 137189299

Upon receipt of the invoice net within 14 days.

### 1 Circulation Monitoring:

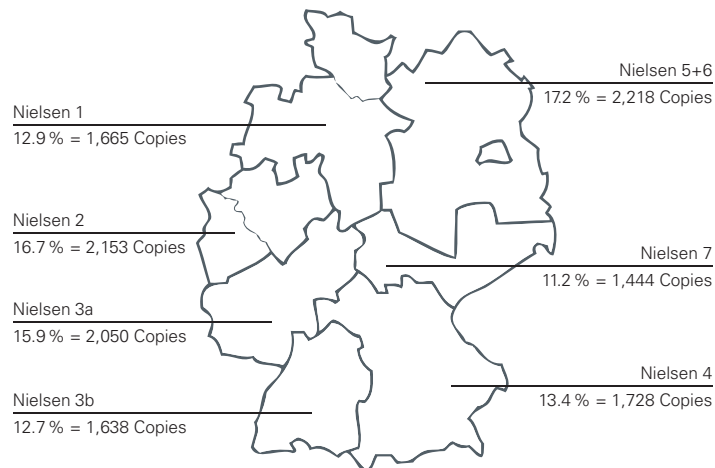
### 2 Circulation Analysis: Average number of copies on annual basis (III/2021 to I/2022)

Printed Copies	13,200		
Actual Distributed Circulation (ADC):	12,966	thereof abroad:	70
Sold Copies:	2,696	thereof abroad:	26
by subscription:	1,919	thereof membership copies:	1,480
retail sales:	0		
other sale:	777		
Free Copies:	10,270		
Surplus, Specimen and Archive Copies:	234		

### 3 Geographical Distribution Analysis:

Economic area	Percentage of actual distribution	
	%	Copies
Germany	99.5	12,896
Foreign Countries	0.5	70
Actual Distributed Circulation (ADC):	100.0	12,966

### 3.1 Distribution according to Nielsen-regions:



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:

50,023

#### 2.3 Total Number of Rotating Recipients:

(Rotating after every edition)

46,540

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

Sold copies		2,696
thereof: by subscription	1,919	
retail sales	0	
other sales	777	
Free copies		10,270
thereof: fixed free copies	787	
variable free copies	9,308	
specimen copies	175	
Actual Distributed Circulation (ADC)		12,966
thereof: Germany	12,896	
Foreign countries	70	

### 3 Description of the Analysis:

#### 3.1 Basic Entirety (analysed share):

Basic Entirety (ADC)	12,966 = 100.0 %
thereof not included by the investigation:	175 = 1.5 %
retail sales	0
other sales	777
Mailings	175
Of the basic entirety (ADC)	
this analysis represents	12,791 = 98.5 %

#### 3.2 Day of the Analysis:

30<sup>th</sup> June 2022

#### 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/2021 to I/2022

#### 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  
Editorial Staff:**

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  
VAT: DE 137 189 299

Upon receipt of the invoice net within 14 days.

The screenshot displays the homepage of the 'Moderne Gebäudetechnik' website. The header includes the site's logo and navigation tabs: 'Aktuelles', 'Fachartikel', 'Magazin', 'Print und Digital Also', 'Veranstaltungen', 'DEUTSCHER TGA-ANWAND', 'Firmendatenbank', and 'Medienservice'. Two top-right boxes highlight 'Der MGT-Newsletter' and 'Das Objektgeschäft 2022'. The main content area features several articles with images and headlines, such as 'Bosch Smart Buildings' and 'Dakin erweitert die Produktionskapazität für Wärmepumpen in Deutschland'. On the right side, there are vertical advertisements for 'WOLF' and 'Hilti'. The bottom section contains a search bar, a newsletter subscription form, and a 'Produkte aktuell' (New Products) section with images of various HVAC and building technology components.

**Discounts:**

On purchase within 12 months (insertion year):

**Frequency**

3 times	5 %
6 times	8 %
9 times	10 %
12 times	12 %

**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.fiolka@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 a reporting of Ad Impressions and Ad Clicks

	Format	Size	Placement	Price per month
	<b>Billboard</b>	max. 930 × 300 (or standard 800 × 250) pix	at the top	€ 2,400.00
	<b>Super Banner (Leaderboard)</b>	728 × 90 pix	whole webpage at the top	€ 2,240.00
	<b>Full Banner</b>	468 × 60 pix	whole webpage at the top or in the content	€ 1,870.00
	<b>Half Page</b>	300 × 600 pix	right outside or left sidebar	€ 2,480.00
	<b>Skyscraper</b>	120 × 600 pix	right outside or left sidebar	€ 2,150.00
	<b>Wide Skyscraper</b>	160 × 600 pix	right outside or left sidebar	€ 2,300.00
	<b>Medium Rectangle</b>	300 × 250 pix	left sidebar	€ 950.00
	<b>Mobile Banner</b>	300 × 100 pix	whole webpage (only mobil)	€ 650.00
	<b>Company Profile</b>	1/2 Seite	companies/ branches/ company profile	€ 1,050.00 per 12 month

**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 Editorial Staff:** Silke Schilling, Editor-in-Chief  
email: [silke.schilling@hussmedien.de](mailto:silke.schilling@hussmedien.de)  
phone: +49 30 42151-386

**Contact Online-Advertising:** Marco Fiolka, Advertising Manager  
email: [marco.fiolka@hussmedien.de](mailto:marco.fiolka@hussmedien.de)  
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Bank account:** Commerzbank  
Account No.: 976005902  
BLZ: 120 400 00  
IBAN: DE34 1204 0000 0976 0059 02  
BIC: COBADEFFXXX  
VAT: DE 137 189 299  
Upon receipt of the invoice net within 14 days.



## Moderne Gebäudetechnik

Das Praxisjournal für die TGA-Fachplanung



**Sehr geehrte Damen und Herren,**

das EU-Parlament stimmte am 14. September im Rahmen der Revision der Erneuerbare-Energien-Richtlinie (RED III) für ein Ziel von 45 % erneuerbaren Energien im EU-Energiemix bis 2030. Das sind 5 % mehr als noch im Juni beschlossen. Biomasse, die zurzeit ca. 60 % der erneuerbaren Quellen ausmacht, bleibt in begrenztem Umfang Teil des Energiemix. Zuletzt hatte es noch geheißt, dass etwa Holz ggf. nicht mehr als erneuerbare Energie gelten soll. Eine weitere Revision (RED IV) soll noch im September kommen. Wir werden dies verfolgen.

Ihre Silke Schilling  
Chefredaktion Moderne Gebäudetechnik

**AKTUELLE MELDUNG**



**22. Fachkongress für Holzenergie**

Der 22. Fachkongress Holzenergie öffnet am 8. & 9. November im Congress Centrum Würzburg seine Pforten. Insgesamt erwarten Sie 12 spannende Sessions rund um das Thema #Holzenergie. Seien Sie dabei [Weiterlesen](#)

Anzeige



**NEU: Praxis Wärmepumpe**

Das Praxishandbuch informiert über die verschiedenen Wärmepumpenarten und bietet Vergleichsmöglichkeiten – inkl. Anlagenkomponenten und Funktionsweisen. Es unterstützt bei der Auswahl und Projektierung einer Wärmepumpenanlage. Aus dem Inhalt: Technik der Wärmepumpe, Planung einer Wärmepumpenanlage, Installation und Service, Wirtschaftlichkeitsbetrachtungen etc. Auch als E-Book erhältlich.

[Weitere Informationen >>](#)



**Debatte um Hürden für Holzenergie geht weiter**

Die EU überarbeitet die Renewable Energy Directive (RED). In der neuen Fassung könnte Holz die Einstufung als erneuerbare Energie verlieren. [Weiterlesen](#)



**Discounts:**

On purchase within 12 months (insertion year):

**Frequency**

3 times	5 %
6 times	8 %
9 times	10 %
12 times	12 %

**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.fiolka@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)

	Format	Size	Placement	Price per Issue
	<b>Full Banner</b>	468 × 60 pix	horizontal, over the content	€ 1,100.00
	<b>Special NL Banner</b>	650 × 85 pix	horizontal, over the content	€ 1,300.00
	<b>Medium Rectangle</b>	300 × 250 pix	integrated within the page	€ 850.00
	<b>Text ad</b>	max. 600 signs including spaces	ad written in text, within the body of the newsletter	€ 750.00
	<b>Text ad with picture</b>	max. 500 signs including spaces + picture	ad written in text, within the body of the newsletter, with picture	€ 880.00



**In November 2024** 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**“ (2024). 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 2024: „**DEUTSCHER TGA-AWARD**“

**period:** Sponsoring until the award ceremony in November 2024

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

1. An **"Advertisement order"** within the meaning of the following General Terms of Business is an order relating to the publication of advertisements and third-party inserts in a print medium or by means of online advertising for the purpose of distribution. A contract is entered into taking into account the discounts granted according to the rate list. Advertisement orders only become legally binding through written confirmation.
2. **Publishing time limit:** 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 individual advertisements is guaranteed by contract, the order must be completed within one year of the publishing of the first advertisement, provided the first advertisement is placed within the time limit specified in section 1.
3. **Upon signing a contract,** the customer is entitled to place further advertisements in addition to those specified in the order at the same contractually agreed conditions and/or according to the rates list after the agreed time limit specified in section 2.
4. **Online advertising** (i.e. websites, newsletters, etc.) is defined by the time period booked. The customer is required to maintain the websites or documents to which the online advertising is to be linked for the entire period of the contract. With the exception of contrary individual agreements, the values defined by the publisher's banner system regarding visits and page impressions shall be decisive.
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 procedure, or if its publication for the publisher due to its content, origin or technical form, or if inserts, due to their size or presentation, give readers the impression of being part of the newspaper, the magazine or the publisher's own website, or contain third-party advertising. The customer shall be informed of the refusal of an advertisement order without delay, once the publisher has become aware of the content in question. Any online advertising that contravenes these regulations can also be subsequently removed from the online advertising platform.
6. **Advertising deadlines:** The advertising deadlines stated in the rates lists are not binding for the publisher. The publisher is entitled to advertise advertising deadlines at short notice to suit production processes.
7. The customer may **cancel** previously booked orders up to 14 days prior to the advertising deadline (Print) or prior to the beginning of the advertising campaign (Online). After this time, cancellation fees amounting to 50 % of the gross price are payable. Cancellations and withdrawals received after the advertising deadline or after the beginning of the advertising campaign shall take effect the next print edition or the next online campaign at the earliest. Furthermore, advertisement orders may only be cancelled after the beginning of the advertising campaign for important reasons. **Cancellations** must be made in writing. The use of fax and e-mail is sufficient for this purpose.
8. **Placing advertisements:** Advertisements will be published in specified issues and editions or in specified positions within the publication or the online media, assuming these were agreed upon and confirmed by the publisher in writing, including by fax and/or e-mail. Classified advertisements will only be published in their specific classifications. If no clear placement instructions have been given, the publisher is entitled to freely determine the placement.
9. **Liability for the content:** The customer bears sole responsibility for the content and the legal advisability of the advertisement and/or the online advertising as well as for the materials provided for this purpose. The customer releases the publisher from any third-party claims made in this connection (including the cost of any legal defence required), even if the order has been cancelled. The publisher is not required to examine orders or advertisements for infringement of the rights of third parties. With the placing of an advertisement order, the advertiser agrees to bear the cost of publishing a counterstatement that relates to factual statements made in the published advertisement in accordance with the applicable advertising rate. Should advertisements appear which were not submitted within the prior time, the customer is not entitled to claim against the publisher.
10. **Print documents:** The customer is responsible for the timely and proper delivery of the advertisement text in print documents, inserts or online advertising. The deadlines for supplying print documents can be found in the relevant advertising rates list of the publisher.  
**Transfer of risk** occurs with the receipt of the documents at the publisher's place of business or at one of the publisher's computer servers. The sending of more than two colour samples, late delivery of the print documents and the requirement for a print reproduction that deviates from the sample can have an impact on placement and print quality and rule out subsequent complaints.  
If possible, however, the publisher will immediately request replacements for obviously unsuitable or damaged print documents.
- Return of print documents:** Print documents will only be returned to the customer if specifically requested. The mandatory retention period for print documents ends six weeks after the advertisement has been published. Any data carriers containing print samples sent to the publisher become the property of the publisher. These shall only be returned to the customer for a postage fee of € 0.50, at the customer's express request and own risk.
- Printing size of advertisements:** If no instructions on size have been agreed upon or prescribed, the usual printing size for the type of advertisement concerned shall be used as a basis for calculation. If the size of a supplied, ready-to-use print document differs from the size ordered in the advertising order, the size of the printed advertisement shall apply. Parts of millimetres will be rounded upwards to the next millimetre.
- Proof copies** will be supplied if explicitly requested. The publisher will not be liable for corrections of which it is informed within the deadline specified at the time the proof copy was sent. If the customer fails to return the proof copy within the deadline, permission to print is deemed to have been granted. The customer is responsible for the correctness of the returned proof copy.
- If print samples or online advertising are transmitted paperlessly** to the publisher, either digitally (e.g. floppy discs, CD-ROMs) or by telecommunication (e.g. ISDN, e-mail, the following additional provisions shall apply).  
**File formats:** In the case of file transfer, if two or more master files are transmitted digitally, the customer is required to ensure that these files are transmitted and stored in one folder. Advertisement samples should only be transmitted in closed files which the publisher cannot change the content. The publisher has 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 that were transmitted in open files.
- Online advertising** may only be delivered in suitable file formats in coordination with the publisher. The publisher's specifications must be complied with. The publisher accepts no liability for errors in files delivered by the customer.
- Colour 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 be an official print control strip. Without a colour proof from the customer, colour variations are unavoidable and cannot be used by the customer as a ground for compensation. In all cases a printout must be sent to the publisher by fax or e-mail (see factual question). The customer must explicitly request a correction fax. Conversion within the normal range of tolerance can only be guaranteed if proper colour adaptation is performed.
- Computer viruses:** The customer is responsible that the files transmitted or stored do not contain computer viruses. The publisher is entitled to delete files that contain computer viruses without the customer being able to claim for damages. Furthermore, the publisher reserves the right to claim damages if computer viruses infiltrated via the customer's e-mail page to the publisher.
11. **Advertisement samples:** 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, excerpts, sample pages or complete samples may be delivered. If a sample can no longer be obtained, the publisher is instead required to provide a legally binding certification of the publication and distribution of the advertisement.
12. **Box number advertisements:** Any responses received to box number advertisements will be kept for collection for a period of four weeks or forwarded to the customer by e-mail if the customer is registered or online. The publisher will send the valuable documents received to the customer being requested to do so. Otherwise, any mail not collected will be destroyed. In the interest and for the protection of the customer, the publisher reserves the right to open incoming offers in order to eliminate misuse of the box number service for investigation purposes. The customer can authorise the publisher to open responses to box number advertisements.
13. **Calculation of purchase volumes:** For the calculation of purchase volumes, text millimetre lines will be converted to advertisement millimetres based on rates.
14. **Additional setting costs:** Any costs incurred for the production of ordered print documents or for major changes desired by the customer to versions of advertisements previously agreed upon, or for changes to the layout of the advertisement, shall be borne by the customer. The same applies to any print samples delivered by the customer that generate additional costs due to handling or subsequent changes.
15. **Discounts:** If an order is not fulfilled due to circumstances beyond the control of the publisher, regardless of any other legal obligations, the customer is required to refund the difference between the discount granted and the discount due in accordance with the actual placement volume. The refund will be waived if non-performance is due to force majeure within the publisher's sphere of risk.
16. **Changes in advertisement rates:** If changes in advertisement rates are made, the new rates are also valid for current orders as from their date of introduction, unless otherwise agreed in writing.
17. **Differing rates:** The publisher can determine rates that differ from the rates list for the following: advertisements in publisher's supplements, editorially designed advertisements, advertisements in special publications and collectives, online advertisements and advertisements sold after the advertising deadline.
18. **Reduced volume of circulation:** If the publisher is forced to reduce the volume of circulation of a publication, a price reduction can be claimed. The editorially designed circulation guaranteed in the rates list is 30% below the total average circulation of the previous insertion year according to IWW reports. Furthermore, when placing advertisement orders, any claims for rate reductions or damages are excluded if the publisher has notified the customer of the reduction in circulation in a timely manner sufficient to enable the customer to withdraw from the contract prior to the appearance of the advertisement. The publisher reserves the right to change the number of pages in the publication without the customer being entitled to make claims in this respect.
19. **Invoices** are payable within 14 days of invoicing, unless another payment period or advance payment has been individually agreed upon. The publisher is entitled to correct incorrect invoices within six months of invoicing.
20. **In the event of late payment** or settlement of payment, the legally applicable interest at the commercial rate of 9 percentage points above the basic interest rate of the European Central Bank will be charged from the day on which payment of the invoice is due, as well as a standard charge of € 44.00 for damage caused by late payment, which is also payable in the event of late payment. The interest rate is 5 percentage points above the basic interest rate and is also applicable in cases of deferment of payment. The publisher reserves the right to assert a claim for further damage caused by delay brought about by both companies and consumers. However, the contractual partners reserve the right to furnish evidence of lower or higher damage in each individual case. In the event of late payment by companies and consumers, the publisher is entitled to postpone the further implementation of the current order until such time as payment is made and also demand payment in advance for any further advertisements. 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 due amount and on the settlement of any outstanding invoices, including during the term of an advertisement order, irrespective of any previously agreed payment period.
21. **Warranty:** If printing errors occur in an advertisement, despite the timely submission of faultless print documents and timely complaint, 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 of the error. The purpose of the advertisement is impaired. Should any defects in the print documents or images not be immediately recognisable, but only become evident during production, the customer shall have no right to claim in the event of unsatisfactory 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 printing of the next advertisement. The publisher is not required to check the print documents to ensure that they are complete and correct. In the case of **online advertising**, the warranty is limited to errors in the reproduction of the online form of advertising that occur within the sphere of influence of the publisher, i.e. in particular on the publisher's server. Furthermore, the warranty does not apply to negligible errors, e.g. if the impairment of reproduction does not significantly impair the purpose of the online advertising. The customer is aware that in accordance with the current state of the art it is not possible to provide wholly error-free online advertising reproduction at all times. If the publisher's server breaks down for a significant period of time (more than 10 % of the time period booked) in a time-linked feed booking, the publisher will endeavour to supply the missing media service at a later date or to extend the insertion time, assuming it is not contrary to the interests of the customer. If the attempt to supply the missing media service fails, the customer is obliged to accept a partial cancellation of the insertion period; the customer is no longer required to pay for the media service not implemented during that time period, or the average length of the media services not implemented. 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 or the recommendations of the publisher concerning the production and transmission of digital print documents and online advertisements, he or she is not entitled to claim for incorrect publication of the advertisement. The publisher guarantees the best reproduction of the advertisement technically possible within the given time and the scope of the print samples. **Complaints** of obvious defects must be made in writing by the customer within four weeks of publication at the latest. All warranty rights lapse after 31 December of the year following the publication of the corresponding advertisement or insert.
- 22.a) Regardless of the legal grounds on which they are based, including tort, the publisher is only **liable** if damages (1) are caused through a culpable breach of an obligation of the publisher to the customer or (2) are caused by the publisher in a manner endangering the achieving of the purpose of the contract or (2) are caused by gross negligence or with wilful intent on the part of the publisher.  
b) If the publisher is liable in accordance with clause a) (1) for a breach of a fundamental contractual obligation without wilful intent or gross negligence, the liability from the contract shall be limited to the agreed advertisement price.  
c) If the publisher is liable in accordance with clause a) (1) or (2) for gross negligence or wilful intent by employees who are not organs or of executive staff members of the publisher, the liability of the publisher shall also be limited to the agreed advertisement price.  
d) The publisher shall not bear liability for indirect damages, consequential harm caused by a defect, or loss of profits and compensation for futile expenses insofar as these are not the result of wilful intent or gross negligence on the part of organs or of the executive staff members of the publisher.  
e) Otherwise, any liability of the publisher shall be limited to such typical damages, the occurrence of which could be reasonably foreseen under the circumstances known at the time of entering into the contract.  
f) The exclusion or limitation of claims in accordance with the above clauses a) to e) includes any claims made against employees or representatives of the publisher.  
g) The liability of the publisher due to personal injury, the absence of guaranteed characteristics or in accordance with product liability law shall remain unaffected.  
h) The customer is not entitled to claim if the non-availability is based on power or maintenance tasks that are solely performed in the interest of the customer.  
i) The publisher does not accept liability for errors caused by telephone or written telecommunication of any kind. Neither shall liability be accepted by the publisher if the errors in the print documents can only be ascertained as dependent upon reproduction of the print documents or if the errors are caused by unsatisfactory printing results. Any additional costs incurred, e.g. through correction of the print documents or for machine downtime shall be charged accordingly.
23. **Cases of force majeure** such as industrial action, confiscation, general shortages of raw materials, energy scarcity or plant malfunctions release the publisher from the obligation to fulfil orders and payment of damages. However, if the publisher is able to fulfil the orders with 80% of its circulation quantity sold, the publisher is entitled to full payment for the advertisements published. Lesser services provided should be paid according to the set price per thousand pages in accordance with the quantity sold relative to the total quantity.
23. To the extent permitted by law, the **place of performance and jurisdiction** shall be the registered office of the publisher. German law shall apply to the advertisement order in all cases.

#### 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) **Advertising agents and advertising agencies** are required to adhere to the publisher's rates list when making offers, finalising orders or invoicing clients. The agent's commission paid by the publisher may not be passed on to the customer, either in full or in part.
- c) The publisher and advertising agencies entering into a business relationship with the publisher for the first time may be required to make **advanced payments** prior to the advertising deadline.
- d) The customer transfers to the publisher all copyrights and other special rights required for the use of the advertising in print and online media of all kinds (including 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.

# huss

# Special Publications

HUSS-Publishing Group Berlin · Munich

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

