



GtV Service GmbH

a subsidiary of the German Geothermal Association

Geothermal marketing in online and print media.

Media data 2023/2024





GtV Service GmbH

a subsidiary of the German
Geothermal Association

Your agency
for geothermal
communication.

We offer you tailor-made marketing and PR services at the interface of industry, politics and the media.



www.geothermie.de – extensive specialist knowledge for experts and interested laypersons



Trade journal »Geothermische Energie« – exchange of expert knowledge in the industry as well as politics and administration



Events – Networking activities at (inter)national geothermal energy congresses and trade fairs



Public relations – support in marketing your services in the media



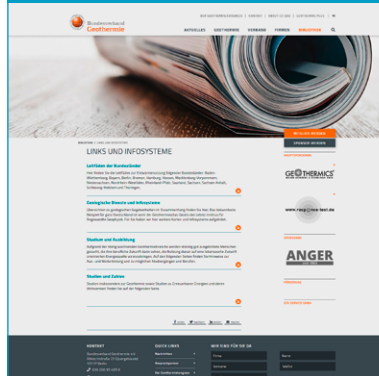
Print



Trade magazine »Geothermische Energie«

- ▶ Advertisements
- ▶ Advertorial
- ▶ Inserts
- ▶ Distribution in Germany, Austria and Switzerland

Digital



Information and news portal www.geothermie.de

- ▶ Highlighted logo advertising
- ▶ Entry in the company directory
- ▶ Placement of job advertisements

Further services



- ▶ Sponsorship offers for the German Geothermal Congress 2023/2024
- ▶ Support with press and public relations
- ▶ Poster on deep geothermal energy
- ▶ Joint stands at international congresses

➤ Print
Digital
Further offers



GtV
Service GmbH

Trade journal »Geothermische Energie«





The trade journal »Geothermal Energy« informs **three to four times a year** about news from research and practice.

The authors of the journal are renowned **scientists and practitioners**.

The journal is distributed in **Germany, Austria and Switzerland** and is read by experts from research and business as well as politics and administration.

An ideal platform for presenting your company to customers and interested parties.

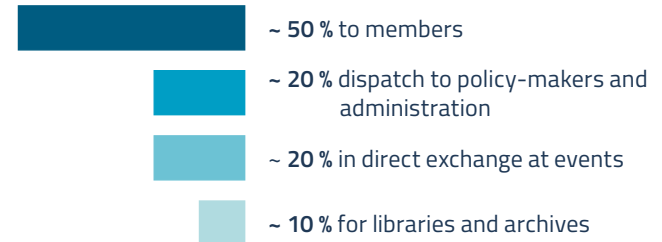


Target groups:

Entrepreneurs, scientists, engineers and representatives from politics and administration

Distribution:

1,250 total print run distributes as follows:



Digitally, the journal is published on www.geothermie.de (»Geothermie Plus«) and in the library database EBSCO. Digital distribution is being increased continuously.



Advertising rates

1/1 Page | 1,500 € | Member: 1,350 €

1/2 Page | 625 € | Member: 563 €

1/3 Page | 340 € | Member: 306 €

1/4 Page | 250 € | Member: 225 €

*For an advertising subscription of at least 4 issues you will receive a discount of 20 %.

All prices are net prices. Prices are subject to change without notice.



Please allow an additional 3 mm on all sides as a bleed margin.

We recommend a resolution of 300 dpi.

Suitable file formats are PDF and JPG.

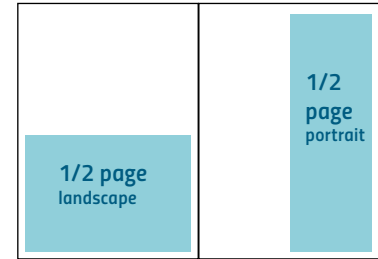
Other file formats and conversion of file formats are possible on request.

We check your print data free of charge for technical usability for printing.



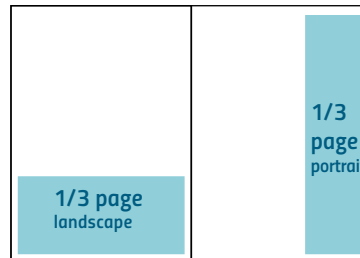
1/1 page
in bleed
W 210 x H 297 mm

1/1 page
type area
W 192 x H 275 mm



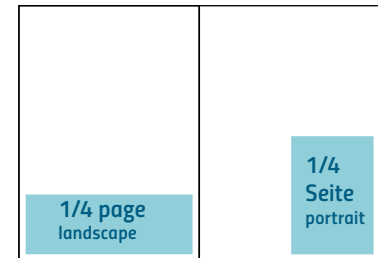
1/2 page
type area
W 192 x H 135 mm

1/2 page
type area
W 94 x H 276 mm



1/3 Seite landscape
type area
W 192 x H 89 mm

1/3 Seite portrait
type area
W 55 x H 276 mm



1/4 Seite landscape
type area
W 192 x H 68 mm

1/4 Seite portrait
type area
W 94 x H 136 mm



Special placement

2nd-4th cover page | 2,000 € | Member: 1,800 €

Advertorial | 3,000 € | Member: 2,700 €

1-page advertisement + 2-page article



Special forms of advertising

Inserts:

500 € per insert for the total circulation
Maximum format: 210 x 297 mm

Bound inserts:

4-page bound insert:
1,900 € for the total print run

8-page bound insert:
2,900 € for the total print run

For questions about formats and other special advertising formats please do not hesitate to contact us.

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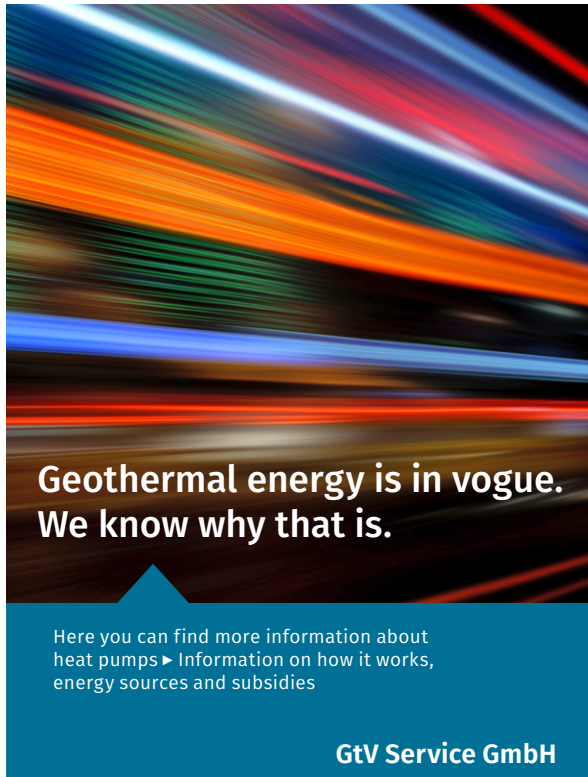
Three issues are planned for 2024:

Issue No.	To be published	Editorial and advertising deadline
107	February	29.11.2023
108	June	09.04.2024
109	August	26.06.2024

You can gladly send us your advertisement by e-mail: service@geothermie.de



Subject to change.



You want to place an ad, but don't have a layout yet?

Simply send us your texts,
logos and graphics.

We will take care of everything else for you:

- ▶ Editing and text adaptations
- ▶ Quality check of your files
- ▶ Design of a printable advertisement
- ▶ one correction run

Price: 300 €

We will also prepare an individual offer for you.

All prices are net prices. Subject to change without notice.

Print

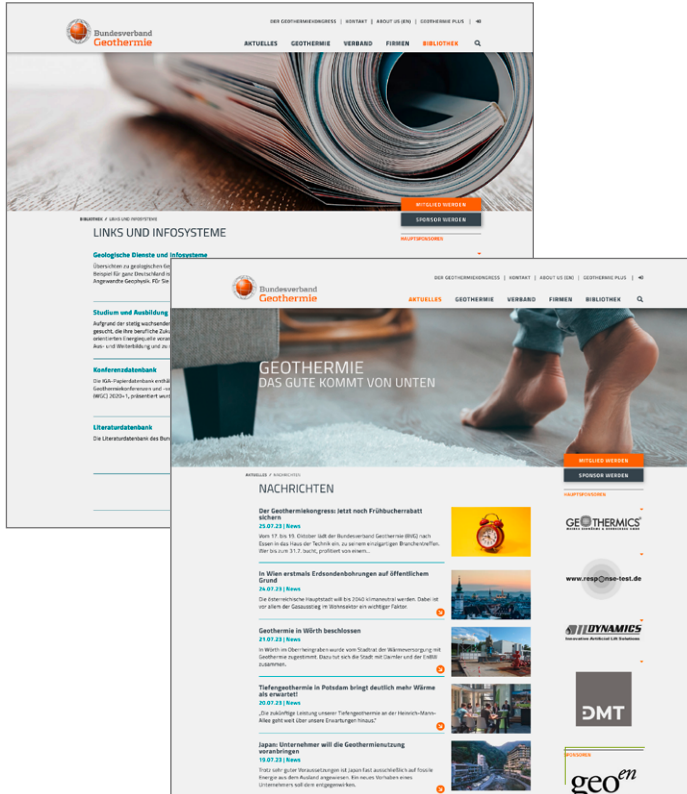


Digital

Further offers

Information portal www.geothermie.de





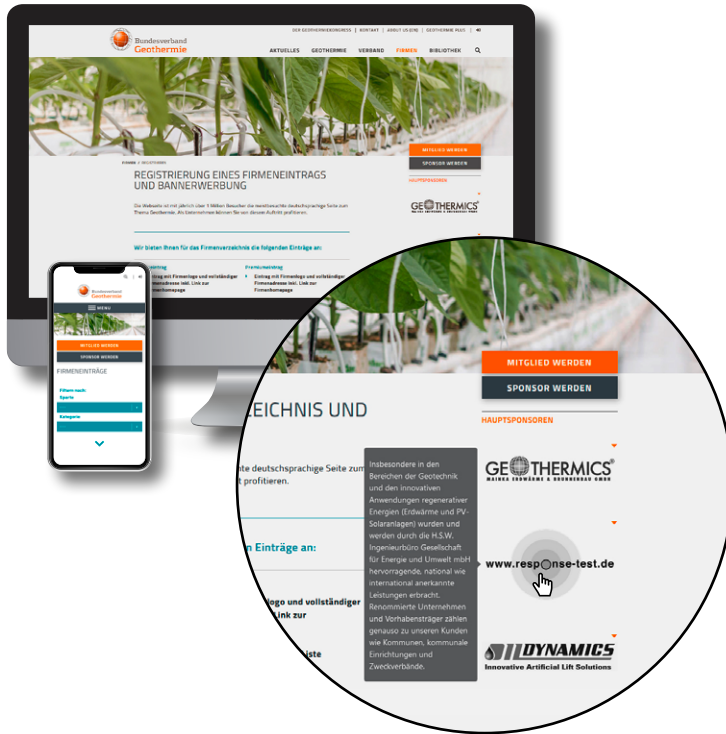
On www.geothermie.de you will find background knowledge and news on shallow and deep geothermal energy:

- ▶ Current geothermal news from science and application
- ▶ Well-founded background information
- ▶ Statistics
- ▶ Glossary of technical terms
- ▶ Literature and conference database
- ▶ Job market
- ▶ Dates
- ▶ Association positions

Our site offers you the opportunity to present your company to a wide audience and to win new customers.

All ad formats are responsive as well as optimised for desktop and mobile view.

Per month, the site receives more than 40,000 visitors per month.



Visible on every page!

Place your logo including a link to your homepage in the right-hand column of our website www.geothermie.de.

	Basic	Premium
Logo fixated, without rotation		✓
Logo rotating*	✓	
Link to company homepage	✓	✓
Mouseover info text		✓
▶ Monthly subscription price	100 €	500 €
▶ Price for annual subscription:	1.000 €	5.000 €

*with logos of other advertising companies

Members of the German Geothermal Energy Association receive a discount of 25 % on all prices.



All prices are net prices. Subject to change without notice.



With a company entry on www.geothermie.de you are in the field of vision of your customers and can be found on the No. 1 geothermal energy portal.

As part of a company entry we offer you:

	Basic	Premium
Logo	✓	✓
Company address	✓	✓
Link to company homepage	✓	✓
Freely designable short profile		✓
Position at the top of the list		✓
▶ Monthly subscription price	24.95 €	44.90 €
for members: -25%	18.70 €	33.65 €
▶ Monthly subscription price		

All prices are net prices. Subject to change without notice.



Place a **job advertisement** on www.geothermie.de to advertise in the specialised geothermal job market.

Your job advertisement will be published under »Career« on www.geothermie.de.

All we need is a link to your original job advertisement.

Price: 50 € per week (net)
free of charge for BVG members



Additional offers

On special occasions we offer further possibilities for presentation.

On www.geothermie.de you will find information regarding:

- ▶ Sponsorship of the annual Geothermal Congress
- ▶ Joint stands at international events
- ▶ Logo placement on the poster »Deep Geothermal Projects in Germany«
- ▶ Support for your press and public relations work





GtV Service GmbH – Your partner for:

- ▶ Editorial work and consulting
- ▶ Press and public relations work
- ▶ Marketing
- ▶ Contact arrangement
- ▶ Market data



We will be happy to advise you on our services and offer you individual solutions.

Feel free to contact us!

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