



GREEN EFFICIENT TECHNOLOGIES

2025

MEDIA INFORMATION

for the German and English edition

Hydrogen and Process Technology

Energy and Heat Networks | Energy Storage Solutions

Circular Economy | Ressources | Logistics





Aims and Scope and Topics

“GET – GREEN EFFICIENT TECHNOLOGIES” is an independent media platform for energy supply, efficiency improvement and alternative energy sources and storage.

There is still a high potential to save energy in industry. Efficiency is not only important for the profitability of a company, it is also target-oriented and saves resources. The importance of efficiency, especially in energy production, the role played by hydrogen, industrial processes, resource and recycling management, how energy can be stored and much more can be found in the GET.

In technical articles from research and industry we present practicable ways to more sustainability, useful information and concept ideas as well as insights into efficient technologies, processes and products.

Subject areas

Hydrogen, renewable fuels, battery technology, hydropower and wind power, solar & photovoltaics, bioenergy, geothermal energy, system integration and other alternative options.

Representatives of manufacturers and operators as well as research scientists all give account to recent innovations and comment on the state of the art and future prospects.

Companies – Innovations – Products

Producers from these subject areas can introduce their product range by word and image and can further point out their capabilities.

Four issues are planned for 2025 two in German (print and digital) and two in English (digital).



Your Partners, Publishing company

Publishing company

Dr. Harnisch Verlagsgesellschaft mbH
Eschenstr. 25, 90441 Nuremberg, Germany
Phone +49 (0)911 2018-0
E-mail get@harnisch.com
www.harnisch.com

Volume/Number of issues

4. volume/4 times per year
2 German issues print + digital (May and October)
2 English issues digital (June and November)

Subscription price

Domestic: € 26 + € 4 (p+h) + VAT
Surface: € 26 + € 6 (p+h)

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Advertising material/Trademark register

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Publication schedule and relevant Trade Fairs

Issue DE 1

Editorial deadline: 08. April 2025

Advertising deadline: 29. April 2025

Advertising material: 06. May 2025

Publishing date: 20. May 2025

Issue EN 1

Editorial deadline: 07. May 2025

Advertising deadline: 28. May 2025

Advertising material: 04. June 2025

Publishing date: 18. June 2025

Issue DE 2

Publishing date: planned

ahead of Hydrogen Technology Expo Europe 2025

Issue EN 2

Publishing date planned:

November 2025

Exact dates for DE2 and EN2 will be set by the end of 2024.

Relevant Trade Fairs

March/April 2025

Hydrogen + Fuel Cells Europe, Hanover

May 2025

The smarter E Europe, Munich

+ inter solar Europe

+ ees Europe

+ Power2Drive Europe

+ EM-Power Europe

June 2025

The Battery Show Europe, Stuttgart

Hydrogen Technology Expo North America, Houston

July 2025

Battery Cells & Systems Expo, Birmingham

October 2025

hy-fcell, Stuttgart

Pollutec, Lyon

Hydrogen Technology Expo Europe, Hamburg

November 2025

SPS, Nuremberg

Adipec, Abu Dhabi

December 2025

Hydrogen Dialogue, Nuremberg

Biogas Convention & Trade Fair, Nuremberg

Register of Trademarks and Trade Fair Exhibitors

Each entry in the Register of Trademarks and Trade Fair Exhibitors contains the company logo, address, product range and trade fair reference. We offer three options for an entry:

Single issue	400.- €
Combination (DE + EN edition)	650.- €
Package per year (all issues)	990.- €

Trade Fair Exhibitor and Trademark Register

(Sample scaled-down)

	<p>Dr. Harnisch Verlags GmbH Eschenstr. 25 D-90441 Nuremberg Phone: +49 (0)911 20 18-0 Fax: +49 (0)911 20 18-100 E-mail: service@harnisch.com www.harnisch.com</p>	<p>Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here. Please provide product range of your company here.</p>	<p>Trade fair 1 Date Hall, Stand Trade fair 2 Date Hall, Stand Trade fair 3 Date Hall, Stand Trade fair 4 Date Hall, Stand</p>
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Company logo 4c

Width max. 35 mm
 Height max. 20 mm

Address

7 rows at a max,
 35 characters each

Product range

8 rows at a max,
 50 characters each

Trade fair reference

8 rows at a max,
 35 characters each

Ad rates and sizes

Size

(width x height)
 DIN A4 high size:
 210 x 297 mm
 with bleed:
 216 x 303 mm

Type area

(width x height)
 189 x 250 mm

Special colour

On request

Special sizes

On request

Format

- type area size
- trimmed size (including 3 mm bleed)

W x H

DE
edition

EN
edition

DE+EN
edition
package



Cover package

216 x 182 mm	7,450.- €	4,990.- €	8,950.- €
(incl. 3 mm bleed on each side)			

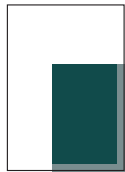


Preferential positions
 (2. , 3. and 4. cover page and
 right side next to contents)

Prices on request

1/1 page
 1/1 page with bleed*

189 x 250 mm	5,950.- €	3,990.- €	7,150.- €
216 x 303 mm**			

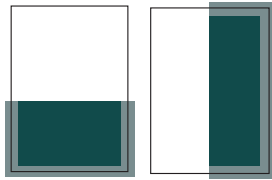


Junior Page
 Junior Page with bleed*

135 x 200 mm	3,950.- €	2,650.- €	4,750.- €
150 x 219 mm**			

Bound inserts

On request



1/2 page wide
1/2 page wide with bleed*
1/2 page high
1/2 page high with bleed*

189 x 128 mm	3,700.- €	2,480.- €	4,450.- €
216 x 143 mm**			
92 x 250 mm	3,700.- €	2,480.- €	4,450.- €
107 x 303 mm**			

Mailing address for pull-out supplements

Publisher's address

Loose inserts

On request



1/3 page wide
1/3 page wide with bleed*
1/3 page high
1/3 page high with bleed*

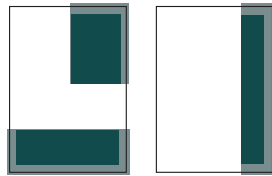
189 x 82 mm	2,950.- €	2,060.- €	3,600.- €
216 x 85 mm**			
60 x 250 mm	2,950.- €	2,060.- €	3,600.- €
75 x 303 mm**			

Translations

Translations of advertising copy are free of charge. Prices for translation of articles on request.

Printing materials

High-res pdfs
(incl. 3 mm bleed)

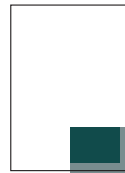


1/4 p. 2-columned
1/4 p. 2-columned w. bleed*
1/4 page wide
1/4 page wide with bleed*
1/4 page high
1/4 page with bleed*

92 x 123 mm	2,200.- €	1,480.- €	2,650.- €
107 x 145 mm**			
189 x 62 mm	2,200.- €	1,480.- €	2,650.- €
216 x 66 mm**			
44 x 250 mm	2,200.- €	1,480.- €	2,650.- €
59 x 303 mm**			

Data transfer

By E-mail:
get@harnisch.com
or on request



1/8 p. 2-columned
1/8 p. 2-columned w. bleed*
92 x 62 mm
107 x 81 mm**

1,500.- €	1,050.- €	1,850.- €
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*Bleed surcharge: 15% of the basic rate.

**The measurements are already with 3 mm bleed on the side edges.

Circulation and Distribution

YOUR BENEFIT!

Distribution overview

Circulation
DE print issue
5,500 copies

Total distribution
DE+EN
ca. 117,500 copies

Digital distribution
DE issue ca. 72,000 copies
EN issue ca. 40,000 copies



Other digital distribution channels
(Website/Social Media/E-Paper/Newsletter)

Geographical distribution

by industry and sectors:

Chemicals	15 %
Automotive	5 %
Mechanical and plant engineering	30 %
Energy and electrical engineering	30 %
Environmental technology	15 %
Water and waste water technology	4 %
Associations, institutions	1 %

Geographical distribution DE issue

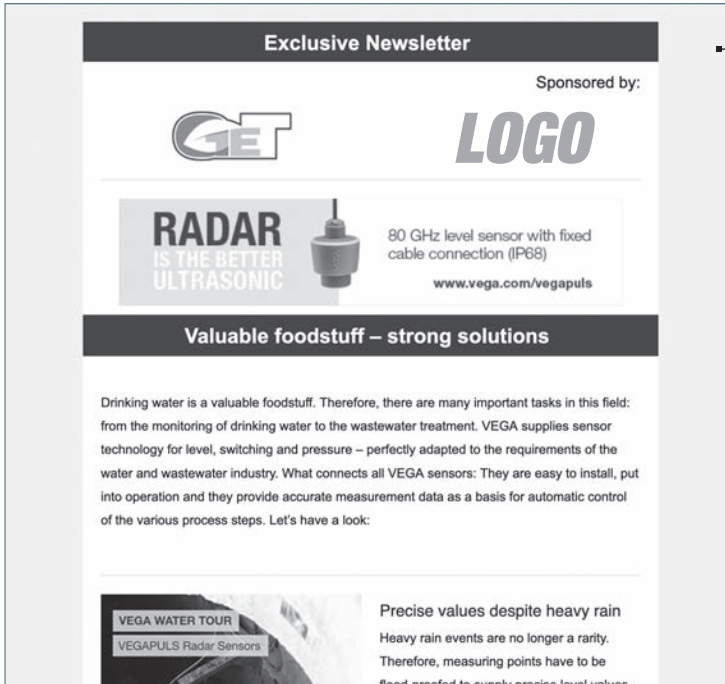
German-speaking countries 100 %

Geographical distribution EN issue

Rest of Europe	58 %
USA, Canada	7 %
Asia (South, South East, Far East)	28 %
Middle East	1 %
Latin America	4 %
Africa	1 %
Australia, Oceania	1 %

Advertising with the standalone newsletter

The dispatch of an individually designed **standalone newsletter** offers you the opportunity for a target group communication. The focus is on your company, your products or your know-how.



Standalone newsletter
 (Text approx. 2,500 characters + images/logos + links)

Dispatch German newsletter possible up to 72,000 and English newsletter up to 40,000 recipients, individual selection according to countries and sectors

**Basic price up to 10,000 recipients € 2,100.-
 Price per additional 1000 recipients € 100.-**

- Prices in detail on request -

As Dr. Harnisch Publications, we offer newsletter opportunities for you in various specialist areas: food & beverage, pharmaceuticals, process technology, precision and machining processes, wood processing, building and constructing and food retailing.

Please contact us!



Advertising in the general newsletter

Your Sponsored News + banner in the general PuK-GET newsletter in the run-up to relevant trade fairs.
(Dispatch to approx. 25,000 addresses in the industry sector)

PuK – Prozesstechnik & Komponenten + GET – Green Efficient Technologies
NEWSLETTER im Vorfeld zur ACHEMA Frankfurt 2024

AERZEN: High-End-Lösungen für die Prozessgasindustrie

Die innovativen AERZEN Gebläse und Verdichter sind in allen industriellen Schlüsselanwendungen der Prozessgasindustrie zuhause und gewährleisten einen zuverlässigen, wirtschaftlichen Produktionsprozess. Sie sind unschlagbar in puncto Qualität sowie Lebensdauer, unerreicht effizient im Betrieb und werden individuell auf die jeweiligen Prozessbedingungen zugeschnitten. Besuchen Sie AERZEN auf der ACHEMA (Halle 8, Stand D38) und kommen Sie mit den Experten ins Gespräch. Messe-Highlights: Wasserstoffverdichtung mit Schraubenkompressoren, Biogas-Verdichter, Schraubenverdichter für Boil-off-Gas-Anwendungen, Anlagenplanung mit 3D-Laserscanning.

Mehr lesen

- Leaderboard** 600 x 100 px € 900.-
- Leaderboard XL** 600 x 200 px € 1200.-
- Horizontal** 600 x 100 px € 800.-
- Horizontal XL** 600 x 200 px € 1000.-

- | Sponsored News | Spons. News + Square |
|-----------------------|-----------------------------|
| - Text 500 characters | - Text 500 characters |
| - Image 290 x 290 px | - Image 290 x 290 px |
| - Link | - Link |
| | - Square 240 x 240 px |
| € 750.- | € 1090.- |

- Square** 240 x 240 px
€ 650.-



Advertising in digital magazine mailing

Cover banner 600 x 100 px € 990.-

Cover banner XL 600 x 200 px € 1290.-

GET – Green Efficient Technologies EN 1/24
The English digital edition has been published.

GREEN EFFICIENT TECHNOLOGIES EN 1/24

A dry (r)evolution
for LiB electrodes

Click here for the latest issue!

GET – GREEN EFFICIENT TECHNOLOGIES

is an independent media platform for energy supply, efficiency improvement and alternative energy sources and storage.

Advertising in the digital magazine (E-Paper/App)



E-paper linking (advert/technical article)
€ 350.-

E-paper branding throughout the entire issue
€ 1190.-

Digital ad placement only in the e-paper incl. linking. (Positioning by arrangement)
1/1 page € 1290.- 2/1 page € 1990.-

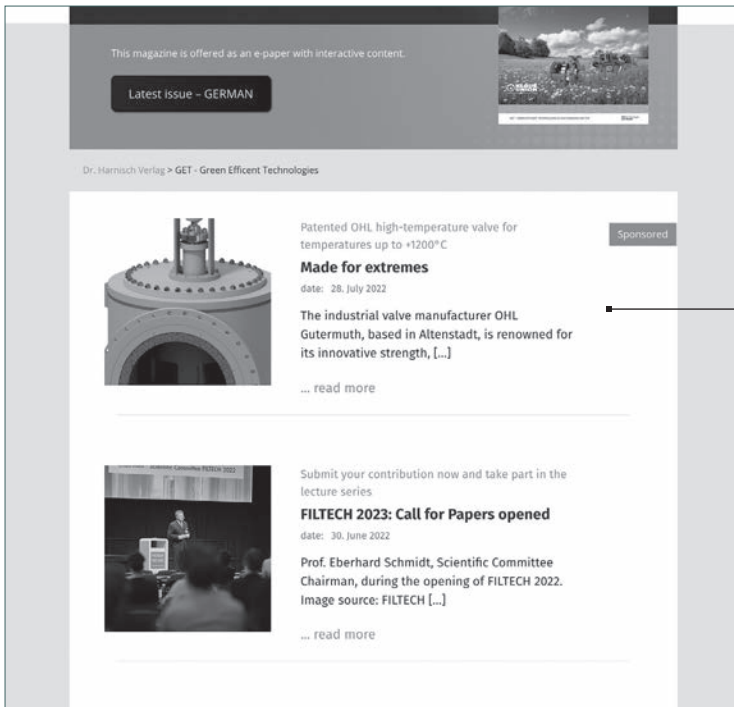


Digital magazines of Dr. Harnisch Verlag read by:

- Google Play
- App Store
- Website

Advertising with news reports on www.get-mag.com

In addition to classic banner advertising, there is also the possibility to place sponsored news on www.get-mag.com



Sponsored News

News on www.get-mag.com

incl. linking:

€ 700.-

incl. social media linking:

Surcharge: € 250.-

incl. video/YouTube integration:

Surcharge: € 250.-

incl. integration of a detailed

Article as PDF (Whitepaper):

Surcharge: € 250.-

Advertising with banners on www.get-mag.com

The screenshot shows the website layout with several advertising banners highlighted by grey boxes and connected to callout boxes:

- Leaderboard XL**: A wide horizontal banner at the top left, with a callout box stating: 1040 x 90 px, € 750.-
- Button**: A small rectangular banner in the top right navigation area, with a callout box stating: 240 x 90 px, € 350.-
- Square**: A square banner in the middle right section, with a callout box stating: 240 x 240 px, € 650.-
- Skyscraper**: A tall vertical banner in the bottom right section, with a callout box stating: 240 x 400 px, € 900.-

The website content includes the GET logo, navigation links (News, Magazin, Abonnement, Mediadaten, Messen/Events, Kontakt, Newsletteranmeldung), and a main article titled "GET - GREEN EFFICIENT TECHNOLOGIES" with subtext: "Unabhängige Medienplattform für Energieversorgung, Effizienzsteigerung und alternative Energieträger und -speicher." It also features buttons for "Aktuelle Ausgabe - ENGLISCH" and "Aktuelle Ausgabe - DEUTSCH".

All banner prices are for a period of four weeks. Other formats on request.
Display and placement may vary on mobile devices.

- The cross-sectoral media platform for suppliers and users in two languages: **German** and **English**
- Exclusive information around the pump and compressor industry as well as systems and components
- Developments and trends
- First-hand future technology
- Targeted at international trade shows for 2025
- New since 2022: „**Green Efficient Technologies**“ is published 4 times a year





General Terms of Business Dr. Harnisch Verlags GmbH

1. These General terms and conditions as well as the advertising media information supplied to the customer are strictly applicable to all business relations between the customer and the publishing house. Different terms and conditions of the customer do not apply, even when they are not expressly contradicted by the publisher.

2. In cases of doubt, advertisement orders are to be completed within one year of conclusion of order. The publishing company guarantees the best possible reproduction of the advertisement in print and as a digital promotion tool.

3. A digital promotion can be made up of one or more elements such as photos and/or text, sound sequences and moving images: an area or space can be reserved by the customer as a clickable link to a further online address or mobile site to feature additional information.

4. For any errors in publication for which the publisher is responsible, the client shall receive compensation in the form of free replacement advertising or digital advertising space to the extent that the purpose of the advertisement/digital advertising which was impaired.

5. Claims to defects are struck by the statute of limitations within one year after the legal date of commencement of the limitation period.

6. The publishing company shall reserve the right to reject bookings for advertisements, digital promotions or printed or digital inserts as well as individual called up insertions within one advertisement order for reasons of content, source or the technical form in accordance with the basic principles of the publishing company. Orders for inserts or bound-in inserts are binding for the publisher only after the presentation of a sample of original size and after a written confirmation for the customer issued by the publisher. A possible refusal of the order will be communicated to the customer in writing. The refusal of an individual call does not give rise to the withdrawal of the total contract.

7. The customer will furnish the publishing house with the printing templates/digital materials according to its specifications. The specification of the printing templates/digital materials and the deadline for their presentation are set out in the advertising media information. The costs for layouts, printing material, etc. which are to be produced by the publishing company will be invoiced to the orderer, likewise the costs for any major alterations to the original agreed advertisements. Ordered advertisements/digital promotion which are not to hand or only incomplete by the copy date as laid down in the publication schedule, will be published in the following issue in the manner determined by the publishing company.

8. Proofs are only supplied when expressly requested. The orderer is responsible for the correctness of the returned proofs. Should the orderer fail to return the proofs supplied to him in good time by the set date, this shall be considered as approval for printing/publishing. After publication, the publisher will send the customer a specimen copy free of charge/link or a copy of the page with ref-erence to the advertisement/digital promotion.

9. The invoice is to be paid within the given period as stipulated on the advertising rates based on the date of invoice in so far as no reduced terms of payment or payment in advance has been agreed to in a specific case. In the case of default in payment or extension of date for payment, interest shall be charged at a rate of 5 %. The publishing company can hold back the completion of a current order in the case of default payment and demand payment in advance for the rest of the advertisements/digital promotions still to be published.

10. In the case of legal proceedings, non-payment, out-of-court settlement or bankruptcy, any discounts shall be waived and the full amount for the advertisement/digital promotion still to be published shall become immediately due for payment without any discounts or obligations on the part of the publishing company. The customer will only be entitled to offset with undisputed or legally valid claims. The customer is only entitled to the assertion of his right of retention due to counterclaims arising from this contract.

11. Printing material will only be returned at the express request of the orderer. The deadline for the storage of such printing material shall end three months after the advertisement/digital promotion has been published.

12. If, as a result of Acts of Providence or other reasons for which the publishing company cannot be held responsible, it is impossible to fulfil the order or for the same reasons publication of the journal of different issues/digital promotion is stopped, the publishing company shall have the right to defer publication or withdraw from the rest of the order.

13. The publisher will store all customer data disclosed to him within the context of the business relationship and required for the performance of the contract. These data will only be used for the fulfillment of the contract.

14. The seat of the publishing company is the sole place of jurisdiction and fulfillment also in respect of bills of exchange and cheques made out in connection with the order.

15. Please refer to our data protection statement on our site:

<https://www.harnisch.com/en/datenschutzerklaerung/>



food Marketing & Technology

www.food-tm.com

International magazine for the entire food industry worldwide.

Approx. 16,500 printed copies
Approx. 22,000 digital copies

foodTECHNOLOGIE

Food Technologie

www.food-technologie.de

German magazine for the food industry: Ingredients, Processing and Packaging.

Approx. 12,000 printed copies
Approx. 6,500 digital copies



fng MAGAZIN

FOOD · NONFOOD · GETRÄNKE · TOBACCO
www.fng-magazin.de

The independent publication for supermarket managers in Germany.

Approx. 21,000 printed copies
Approx. 9,600 digital copies

dedica

dedica

www.dedica.de

Trade magazine for trends and lifestyle in the field of promotional products.

Approx. 19,300 printed copies
Approx. 20,000 digital copies



drinkworld Technology + Marketing

www.drink-tm.com

Magazine for the entire drink industry worldwide.

Approx. 10,500 printed copies
Approx. 16,000 digital copies



Getränke!

Technologie & Marketing

www.getraenke-tm.de

German language magazine for the entire beverage industry.

Approx. 9,000 printed copies
Approx. 6,500 digital copies



PuK – Process Technology & Components

www.puk-mag.com

In German and English language.

Approx. 10,750 printed copies
Approx. 111,450 digital copies



GET – Green Efficient Technologies

www.get-mag.com

In German and English language.

DE: Approx. 5,500 printed copies &
Approx. 72,000 digital copies
EN: Approx. 40,000 digital copies

Wellness Foods & Supplements

Wellness Foods & Supplements

www.wfs-mag.com

The European magazine for health ingredients, nutraceutical foods and beverages.

Approx. 8,400 printed copies
Approx. 10,500 digital copies

HYGIENE REPORT

Hygiene Report

www.hygiene-report-magazin.de

German publication for quality management in the food and beverage industry.

Approx. 12,000 printed copies
Approx. 12,700 digital copies



dihw

www.dihw-magazin.de

German Magazine for the manufacture, processing and application of diamond high performance tools.

Approx. 9,000 printed copies
Approx. 7,000 digital copies



hp tooling

www.hptooling-mag.com

International magazine for high precision machining processes.

Approx. 13,000 printed copies
Approx. 26,000 digital copies



petfood pro

www.petfoodpro-mag.com

petfood pro is the international magazine for the manufacture of food for domestic animals.

Approx. 9,600 printed copies
Approx. 8,800 digital copies



bb guide – Beverage & Brewing

www.beverage-brewing.com

Suppliers' Guide for the beverage industry.

Approx. 14,500 printed copies
Approx. 16,000 digital copies



WiN woodworking INTERNATIONAL

www.woodworking-international.com

International magazine for the woodworking industry worldwide.

Approx. 9,100 printed copies
Approx. 10,000 digital copies



element + BAU

www.element-und-bau.de

The magazine for architects: facility construction in German language.

Approx. 6,000 printed copies
Approx. 7,300 digital copies