

HLK – Heating, Ventilation and Air Conditioning

Austria's leading trade magazine for heating, ventilation and air conditioning



www.hlk.co.at
www.energiweb.at



Publication form: 9 issues

MEDIADATA

2012

Short Characteristic

HLK is Austria's leading specialist medium for heating, ventilation, air conditioning and refrigeration technology. The HLK magazine evolved to what is now a well known brand name in domestic engineering. Readers are presented with elaborated and in detail object and building reports, domestic engineering analyses, exhibition trends and specialist articles in a very practice-related manner.

Current market reports, detailed product information and business management soft skills top off the editing concept.

Target groups: Planners/Architects, HVAC-Technicians and Installers, Service Contractors, Property Developers.







Permanent Topics and Features: Object Reports & Projects, Heating Technology for all Energy Carriers (Boiler, Burner, Pumps, Regulation and Control, ...), Renewable (Solar, PV, Heat Pumps), Ventilation and Air Conditioning Technology; Refrigeration Technology; Software; House and Building Automation; Measurement, Control and Regulation Technology, Pipe Systems and Insulations; Radiators and Convectors; Panel Heating/Cooling; Exhaust Gas Systems; Valves and Actuation, Mounting and Fastening Systems/Help; Fire Control and Protection, Fire Detection Systems, Extinguishing Systems, Tools, Installation Hygiene and Safety, Vehicle Fleet, Car Interior, Service, Industry/Branch News, Management, Soft skills; Book Tips, Hot Spots (Event Reports); Dates, Standards and Norms; Education and Training.



Editorial Calendar and Publishing Schedule

Issue	Special Topic	Main Topics/Focus	Exhibitions
HLK 1–2/2012 Publication date 16.01.2012 Closing date/ Copy deadline 16.12.2011	AQUATHERM	Aquatherm preview Heating Engineering (Biomass, Gas, Oil, Solar, WP), Ventilation Technology and Fans	Aquatherm 24. – 27.01.2012, Wien
HLK 3/2012 Publication date 20.02.2012 Closing date/ Copy deadline 27.01.2012	ENERGIESPARMESSE WELS	Energiesparmesse preview House and Building Automation, Design Radiators, Panel Heating/Cooling	Energiesparmesse 29.02. – 04.03.2012, Wels
HLK 4/2012 Publication date 06.04.2012 Closing date/ Copy deadline 14.03.2012	LIGHT + BUILDING	Light +Building preview, Control and Regulation Technology, Heating Engineering (Biomass, Gas, Oil, Solar, WP), Follow-up reports and reviews Energiesparmesse/Aquatherm, Pumps, Fittings/	Light + Building 15. – 20.04.2012, Frankfurt/D
HLK 5/2012 Publication date 21.05.2012 Closing date/ Copy deadline 26.04.2012	INTERSOLAR	Intersolar preview, Solar Energy, Refrigeration, Air Conditioning and Heat Pump Technology, Follow-up reports and reviews Energiesparmesse/ Aquatherm/Light + Building	Intersolar 13. – 15.06.2012, München/D
HLK 5a/2012 Fuhrpark/Werkzeug Spezial Publication date 21.05.2012 Closing date/ Copy deadline 20.04.2012		Vehicle Fleet, Tools, Vehicle Equipment	
HLK 6–7/2012 Publication date 11.07.2012 Closing date/ Copy deadline 14.06.2012	SECURITY	Security preview, Fire Control and Detection Systems	Security 25. – 28.09.2012, Essen/D
HLK 8–9/2012 Publication date 18.09.2012 Closing date/ Copy deadline 20.08.2012	CHILLVENTA	Chillventa preview, Refrigeration, Air Conditioning and Heat Pump Technology Heating engineering (Biomass, Gas, Oil, Solar, WP)	Chillventa 09. – 11.10.2012, Nürnberg/D
HLK 10/2012 Erscheinungsdatum 16.10.2012 Closing date/ Copy deadline 20.09.2012		Software, Domestic Ventilation, Pumps, Fittings/Auxiliary Equipment, Actuation	
HLK 11/2012 Publication date 16.11.2012 Closing date/ Copy deadline 24.10.2012		Refrigeration, Air Conditioning and Heat Pump Technology, Service Chillventa follow-up report and review	
HLK 12/2012 Publication date 14.12.2012 Closing date/ Copy deadline 21.11.2012		Heating engineering (Biomass, Gas, Oil, Solar, WP) Exhaust Gas Systems, Pipe Systems, Ventilation Technology, Chillventa follow-up report and review	

Advertisement prices and formats

Format	Print space (width x height)	Bled + 3 mm trapping (width x height)	Print space price
1/1 Title page 	186 x 254 mm	210 x 297 mm 210 x 297 mm	Euro 4.890,- Euro 5.750,-
Juniorpage 	130 x 186 mm	152 x 210 mm	Euro 3.950,-
1/2 horizontal 1/2 vertical 	186 x 125 mm 90 x 254 mm	210 x 148 mm 105 x 297 mm	Euro 2.990,-
1/3 horizontal 1/3 vertical 	186 x 82 mm 58 x 254 mm	210 x 99 mm 73 x 297 mm	Euro 2.390,-
1/4 horizontal 1/4 vertical 1/4 1-spaltig 	186 x 60 mm 90 x 125 mm 43,5 x 254 mm	210 x 74 mm 105 x 148 mm 54,5 x 297 mm	Euro 1.950,-
1/8 horizontal 1/8 vertical 	186 x 30 mm 90 x 60 mm		Euro 1.450,-

Black and white as well as special or additional colours available on request. Prices do not include the statutory advertising tax and VAT. The Austrian Periodical Publishers' Association's General Terms and Conditions of Advertising Businesses apply. These can be requested from the publishing house or obtained through our website. Changes and errors excepted.

Magazine format/Print space

210 mm wide, 297 mm high/186 mm wide, 254 mm high

Additional charges for special formats and positions

Front page, 4c: Euro 5.750,-

2nd and 3rd cover page: Euro 5.250,-

4th cover page: Euro 5.250,-

Other preferred positions: auf Anfrage

Surcharge for bled off formats: Euro 250,-

Printing process/Documents

Reel-fed offset printing, 60 screen, colours: Euroscale (cyan, magenta, yellow, black). We do not assume responsibility for the correctness and completeness of any conveyed electronic data/documents/advertisements. Any production costs which may arise for corrections, creation of advertisements, etc. will be charged in accordance with expenditure and invoiced separately. In order to achieve optimal printing results, a contract proof in the final colours must necessarily be provided with the data. Accomplishment of subsequent corrections or changes only by written order.

ICC colour profile: Europe ISO Coated V2 (FOGRA39)

Please send your print materials to: produktion@weka.at

Programmes and formats

System: PC; file delivery: printable PDF; software: InDesign CS5, Illustrator CS5, Photoshop CS5; data carriers: CD-ROM, USB; FTP server (login data on request)

Supplements

Up to 10 grams

Euro 290,- /thousand

Up to 20 grams

Euro 330,- /thousand

Up to 40 grams

Euro 410,- /thousand

Inserts

Up to 10 grams

Euro 370,- /thousand

Up to 20 grams

Euro 450,- /thousand

Up to 40 grams

Euro 620,- /thousand

Galley proofs

Delivery on request only. Considered as approved if not returned to the publisher within 4 days.

Cancellations

Can only be accepted if the publisher is notified in writing. No fees will be charged for cancellations made up to two weeks prior to the advertisement deadline. 30% cancellation fee will be charged for cancellations within the two weeks prior to the advertisement deadline. The date of receipt by post is decisive in every case.

Rebates (for one-year orders)

Rebate

5 %

10 %

15 %

Frequency scale

3 adverts

6 adverts

9 adverts

Rebates apply in the case of one-year orders accepted within 12 months (insertion year). No rebate on supplements.

Terms of payment

Net payment within 30 days from date of invoice. In case of default of payment, 15% default interest plus collection costs will be charged.

VAT number: ATU14897806

Bank details:

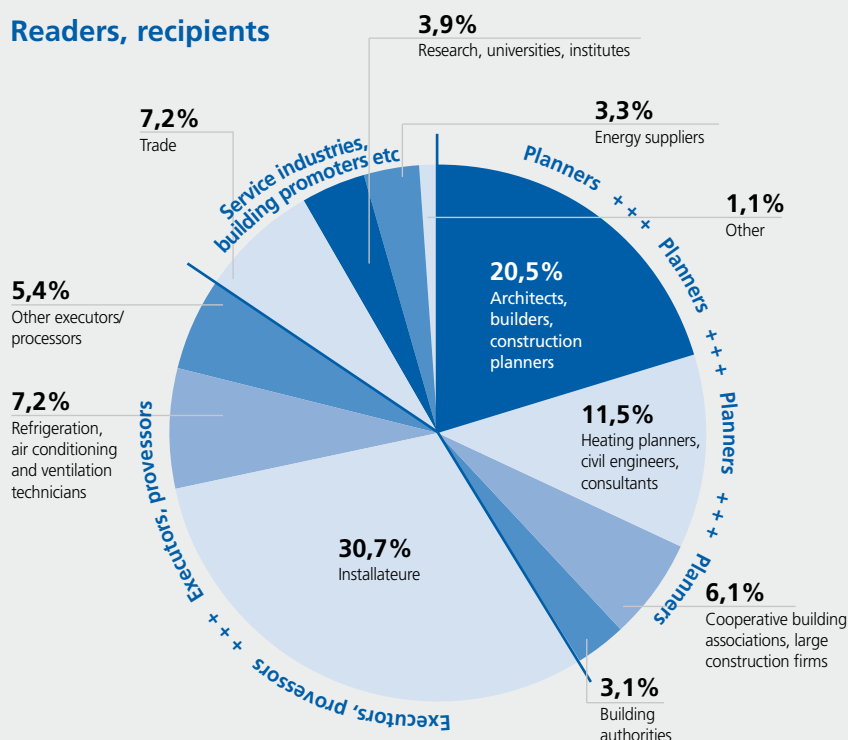
Bank Austria Creditanstalt, Bank code 12000,

Account No: 109-146652/00

IBAN: AT 60 1200 0109 1466 5200, BIC: BKAUATWW

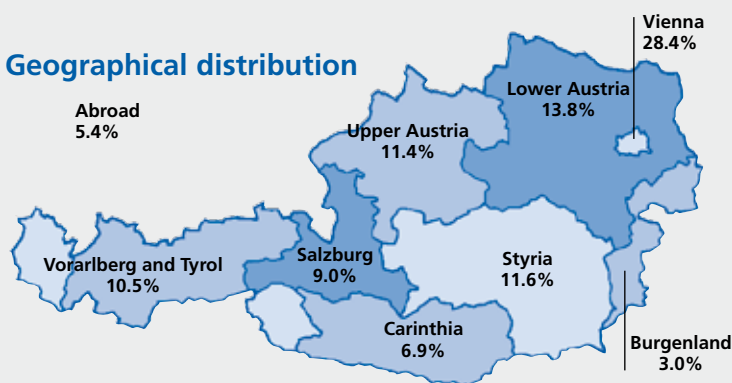
Target group

Readers, recipients



Our publishing house has a professionally built business address file available. We are constantly updating the addresses of our recipients: the precise number of addresses is therefore subject to fluctuations. All percentages given have been rounded up/down mathematically.

Geographical distribution



Online rates

You'll find more information about our online advertising solutions (banner, newsletter sponsoring etc.) on our website at

www.hlk.co.at/mediadaten

www.energiweb.at/mediadaten

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Information on the internet

Media data available as a PDF download:

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HLK Employment Opportunities:

www.hlk.co.at/jobboerse

Publishing house data and media titles:

www.weka.at/fachzeitschriften

Print Run Monitoring



The HLK is subject to regular print run monitoring by the ÖAK.

Print run (1. Halbjahr 2011)

11.800

Trade fair and special issue print runs will be increased as necessary.

Publication form, year

9 issues, 43th volume, 2012

Purchase price inland

One-year subscription
Unit sales price

Euro 35,-
Euro 4,-

Purchase price abroad

One-year subscription

Euro 52,50

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About 14 magazine titles in the business-to-business segment are currently being published under the umbrella of the WEKA publishing house. We are one of the leading publishers of specialised information in Austria. Our portfolio includes 5 publishing fields. Our publishing house is member of the Austrian Print Run Monitoring Body (ÖAK). You'll find more detailed information about our publishing house and media on our website www.weka.at/fachzeitschriften

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