



wind-turbine.com

**DO  
YOUR  
PART.  
RIGHT  
HERE.**

Media data **2023**



# WIND ENERGY FOR EVERYONE!

The future of our children lies in renewable energies and is digital. With wind-turbine.com, we want to bring both together - on the digital B2B platform for the wind industry that brings buyers and sellers together in one central place.

Great online platforms accelerate business processes, especially when you develop useful applications together with innovative partners, so that energy transition goes even faster!

We believe in the digital ecosystem and would like to invite you to actively participate and make your contribution.

**Sincerely**



**Bernd Weidmann**  
Founder



# NUMBERS DATAS FACTS

online since  
**2012**

registered companies  
**10.500**

users from over  
**190 countries**

inserted trading volume  
**8.2 billion €**

available in  
**8 languages**

**Known from:**

**Frankfurter Allgemeine**  
ZEITUNG FÜR DEUTSCHLAND

**neue energie**  
das magazin für klimaschutz und erneuerbare energien

**WELT**

**ERNEUERBARE**  
ENERGIEN

**hr**<sup>1</sup>

**Energie & Management**

**ZDF**  
**heute**

**Handelsblatt**

**ZEIT**  **ONLINE**

**starting**<sup>up</sup>  
FÜR GRÜNDER UND ENTREPRENEURE

# These **target groups** are active on [wind-turbine.com](https://wind-turbine.com)



Operators



Manufacturers



Suppliers



Service providers



Investors



Institutions



Authorities



Communities

# USER DATA



**75.000**

monthly users

**5,6**

page views per user

**04:30 min**

average session duration



Germany-wide

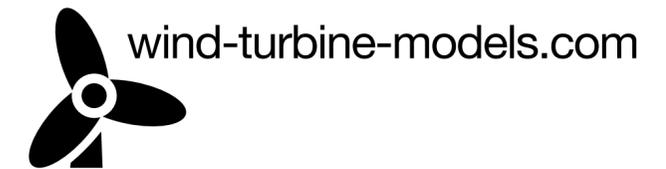
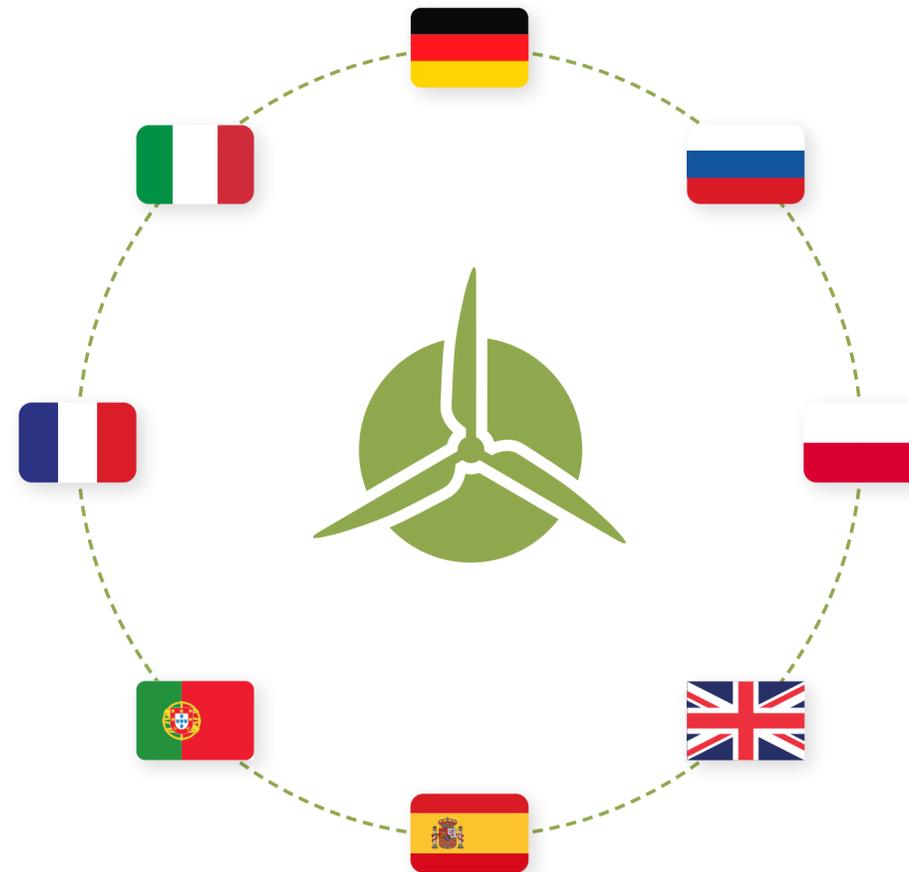
**Global reach**  
**>75.000 users/month**

Worldwide



Windkraft-Journal

**ERNEUERBARE**  
ENERGIEN



# PARTNERS



„The online marketplace is a forward-looking project. With the cooperation between our format „Wind Industry in Germany“ and wind-turbine.com, we will enable the german wind industry to export its know-how to new growth markets.“

Thorsten Paulsen | Bundesverband Windenergie e.V



Bundesverband WindEnergie



Bundesministerium  
für Wirtschaft  
und Klimaschutz



RDRWind e.V.  
Repowering, Demontage und Recycling

# OUR PLANS

Two strong options for you to be active on wind-turbine.com

## Company entry plan

for the Marketing Department

- Place as many advertisements as you like
- Good ranking in categories relevant to you
- Publish press releases free of charge
- Company profile with link to your website
- Additional presence of your company on [windkraft-journal.de](https://www.windkraft-journal.de) and [wind-turbine-models.com](https://www.wind-turbine-models.com)

from 49 € per month

plus VAT

## Professional plan

for the Marketing and Sales Department

- All the advantages of the „Company entry“ plan
- Access to all contact data on the platform
- Best ranking in categories relevant for you
- Use of all digital apps, e.g. operator directory, area check, etc.

from 249 € per month

plus VAT

# MARKETING ON THE FAST LANE



Sharpen your brand with powerful content and banner formats!

Convince your customers with your pure expertise and platform presence!  
There are a lot of exciting marketing tools available on [wind-turbine.com](https://www.wind-turbine.com)  
- and you can get to know them on the following pages!

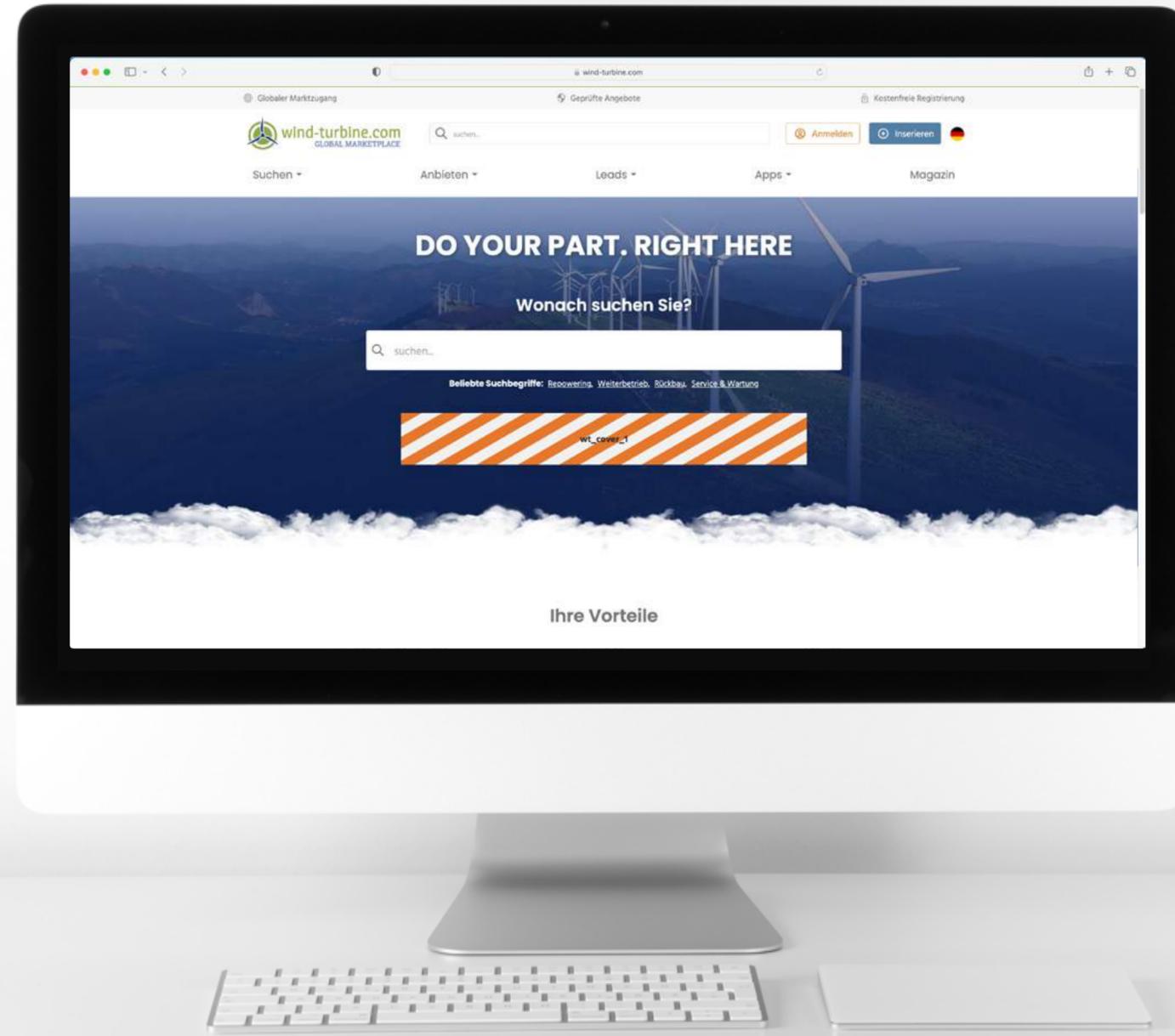


„Thanks to our cooperation with wind-turbine.com and the innovative marketing features on this platform such as interviews, display advertising, webinars, podcast episodes and the digital wind power area analysis tool we quickly have gained huge awareness, reach and trust for our brand.“

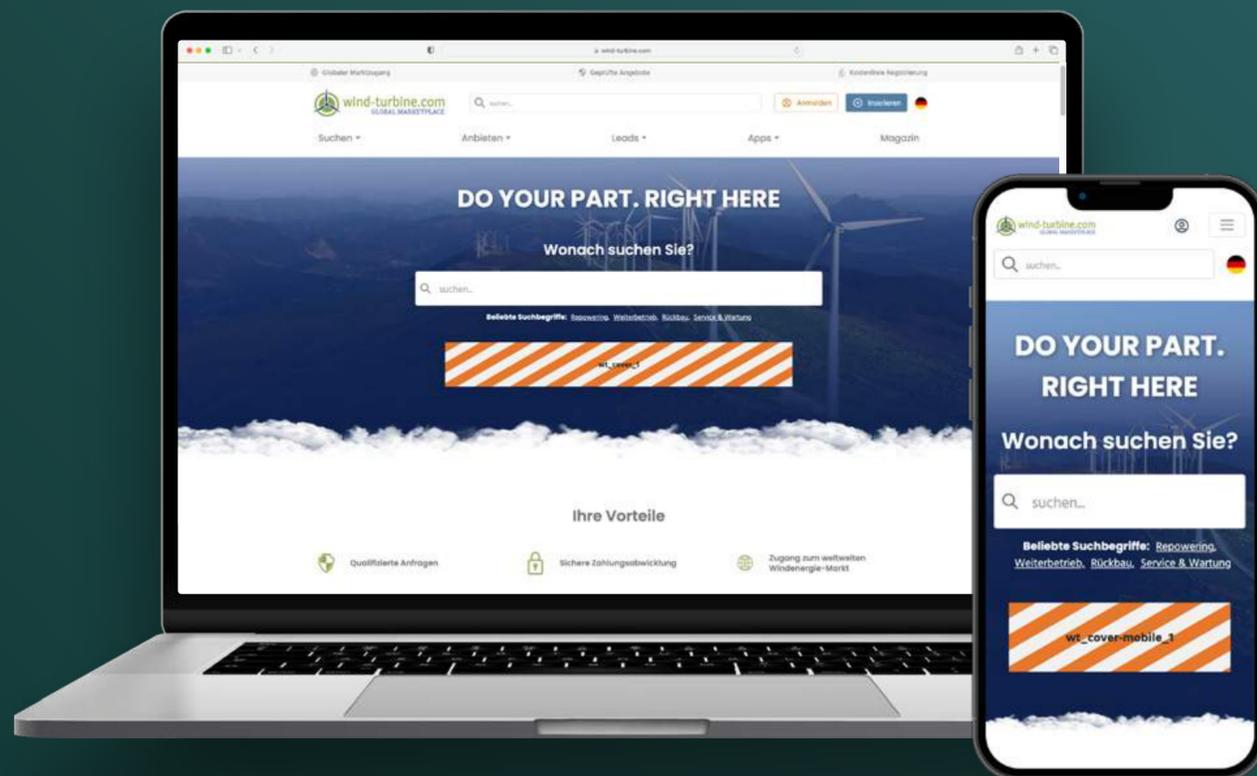
Heiko Bartels | Caeli Wind

# DISPLAY- ADVERTISING

Draw attention to your company with strong banner formats!



# HOMEPAGE- BANNER



**Note:** The banners run in a rotation with max. 3 banners.

## The pole position for your company on wind-turbine.com

Reserve this premium place for your company - with a banner directly on the homepage of the world's largest online market-place for the wind industry

Listbreaker: **728 x 90 pixels** (landscape format)

Large Mobile: **320 x 100 pixels**  
(landscape format)

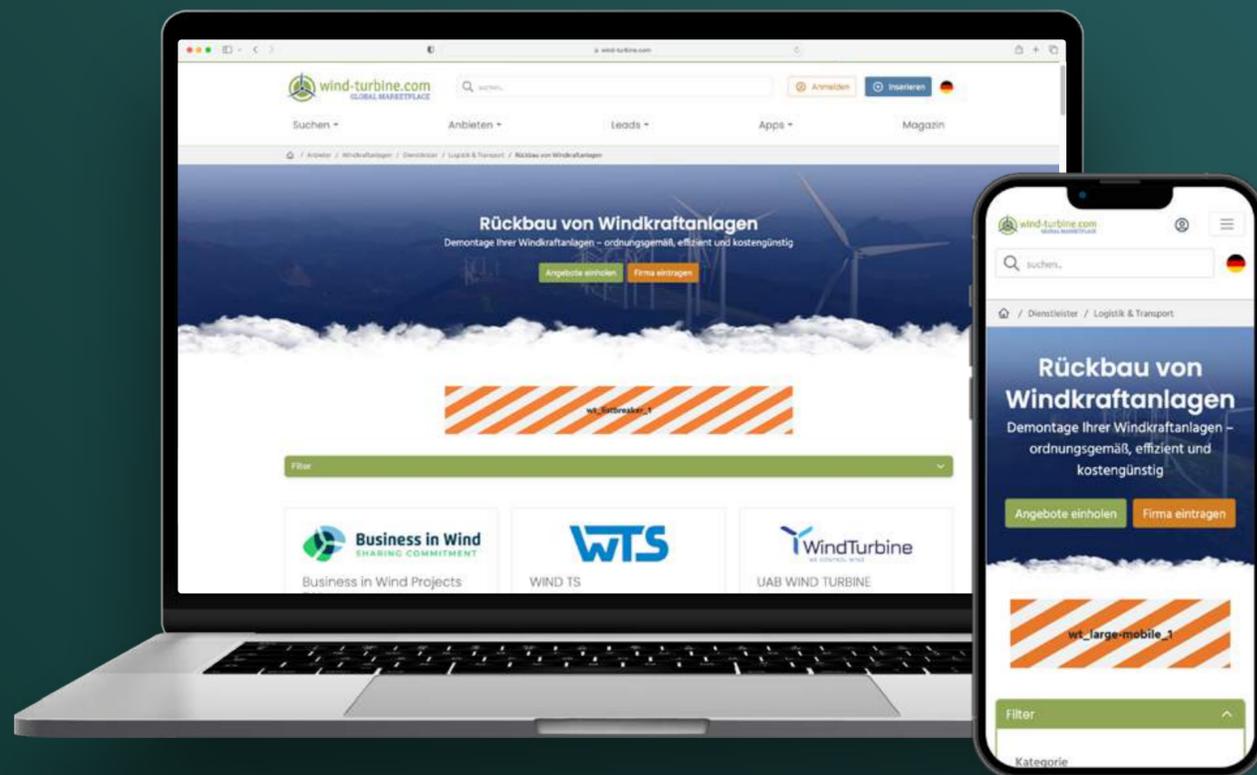
Listbreaker		Large Mobile	
12 months	<b>900 €</b> mth	12 months	<b>270 €</b> mth
6 months	<b>1,500 €</b> mth	6 months	<b>450 €</b> mth
3 months	<b>1,900 €</b> mth	3 months	<b>570 €</b> mth

plus VAT



Layout in other languages possible for an additional charge

# INDUSTRY SECTOR BANNER



## Your advantage over your market competitors

Place yourself as prominently as possible and secure yourself with your banner the best visibility in your segment in the wind-turbine.com business directory.

Listbreaker: **728 x 90 pixels** (landscape format)

Large Mobile: **320 x 100 pixels**  
(landscape format)

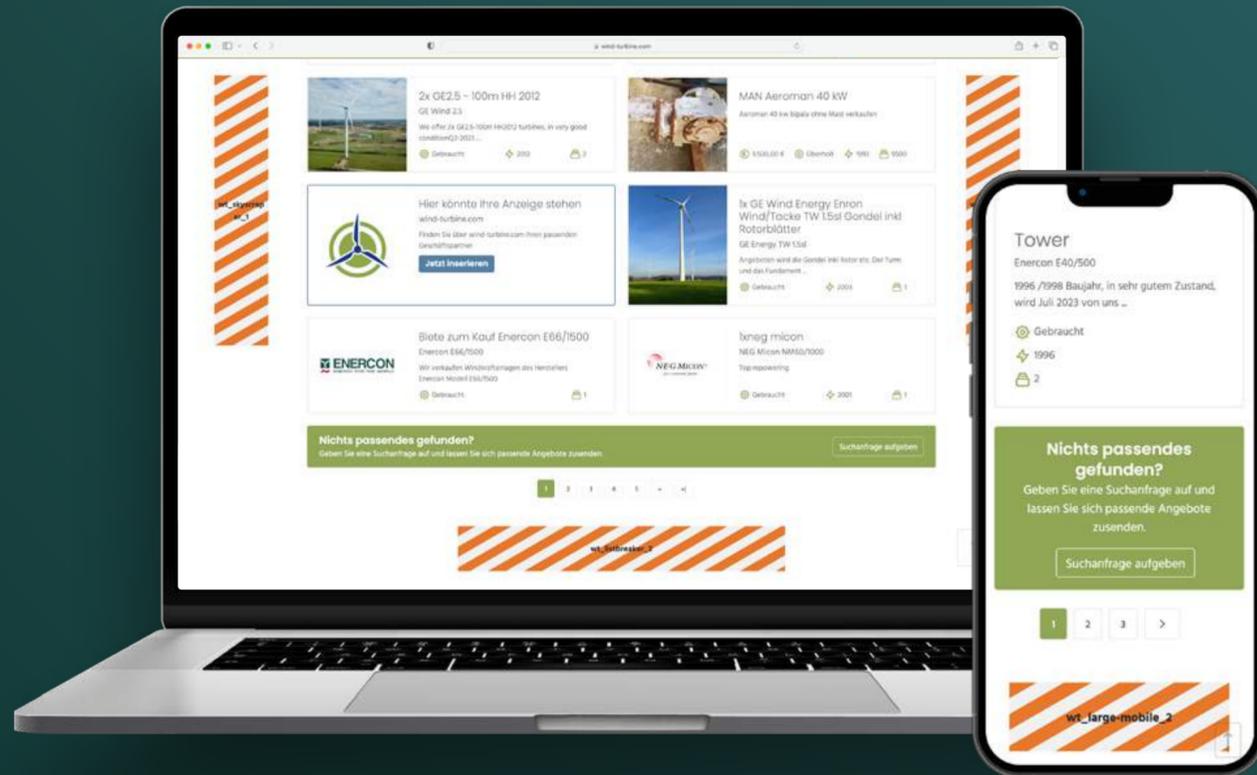
Listbreaker		Large Mobile	
12 months	<b>390 €</b> mth	12 months	<b>120 €</b> mth
6 months	<b>450 €</b> mth	6 months	<b>150 €</b> mth
3 months	<b>490 €</b> mth	3 months	<b>190 €</b> mth

plus VAT



Layout in other languages possible for an additional charge

# MARKETPLACE BANNER



**Note:** The banners run in a rotation with max. 3 banners.

## Where supply and demand meet

Secure the place for your company where the heart of the platform beats: In the marketplace of wind-turbine.com. Directly at the point of sale!

Listbreaker: **728 x 90 pixels** (landscape format)

Large Mobile: **320 x 100 pixels**  
(landscape format)

\*

\*Skyscraper: **160 x 600 pixels** (Portrait format)

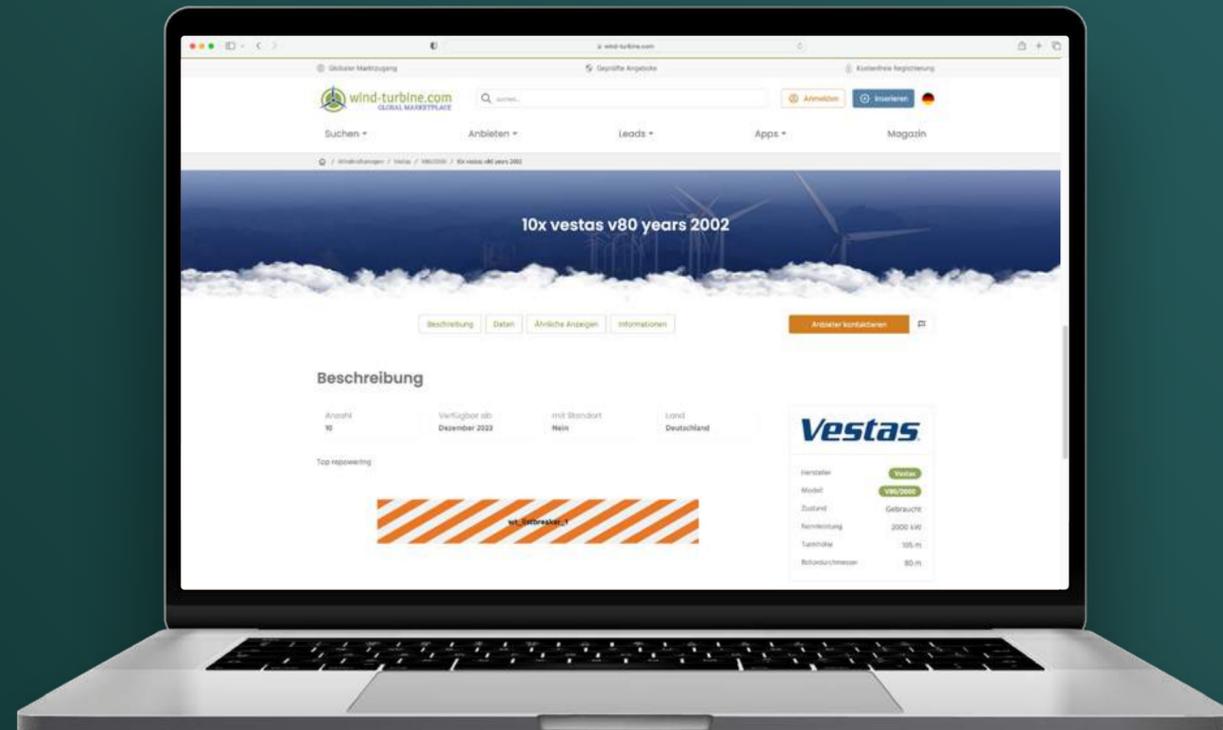
Listbreaker		Large Mobile	
12 months	<b>1,500 €</b> mth	12 months	<b>450 €</b> mth
6 months	<b>1,700 €</b> mth	6 months	<b>530 €</b> mth
3 months	<b>1,900 €</b> mth	3 months	<b>590 €</b> mth

plus VAT



Layout in other languages possible for an additional charge

# DETAIL-PAGES BANNER



## Where supply and demand meet

Secure the place for your company where the heart of the platform beats: In the marketplace of wind-turbine.com. Directly at the point of sale!

Listbreaker: **728 x 90 pixels** (landscape format)

### Listbreaker

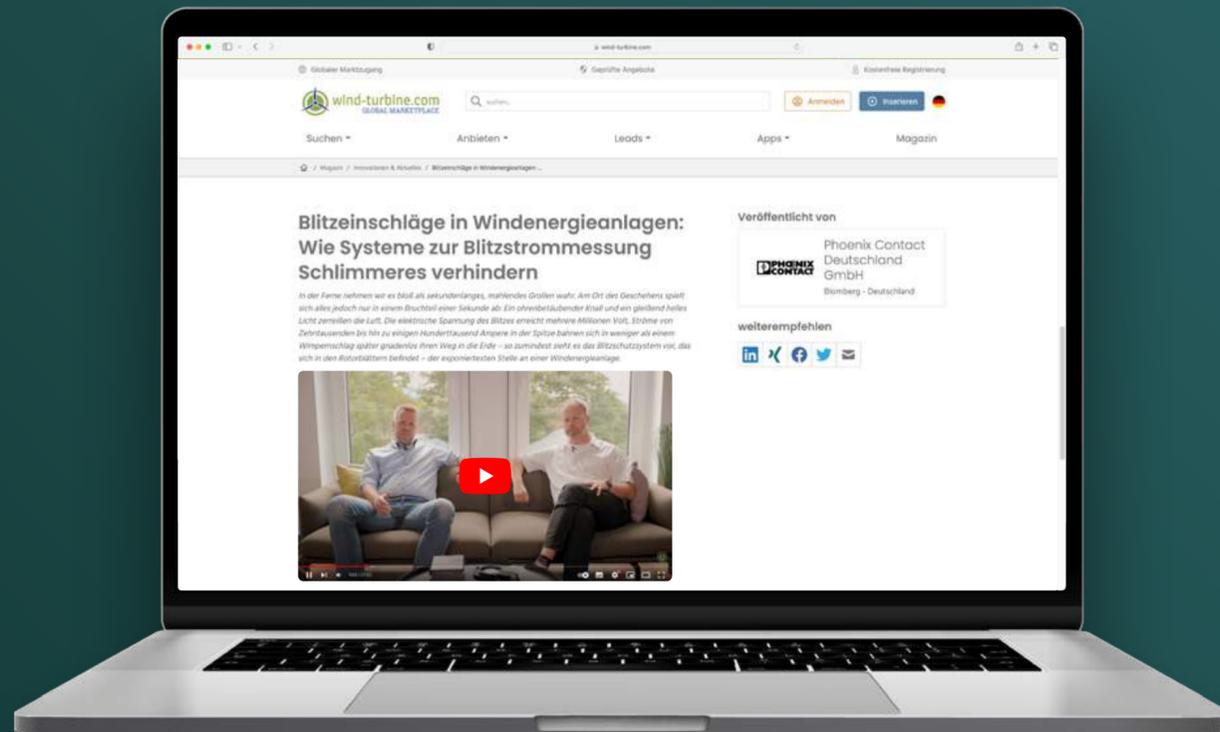
12 months	<b>1,500 €</b> mth
6 months	<b>1,700 €</b> mth
3 months	<b>1,900 €</b> mth

plus VAT



Layout in other languages possible for an additional charge

# EXPERT-INTERVIEW WITH VIDEO



„We used the content format, consisting of video interview and text, to make new innovative products and services in the wind industry known and visible. Worked great!“

**Oliver Pukall | Phoenix Contact**

## Text and video - a powerful combination for your expertise

Text and video are an effective combination to present knowledge, competence and experience convincingly. Clear and informative content builds trust and stays in the minds of potential customers. A good story paired with expert facts helps you solidify your expert role in the industry.

A proven method is the content mix of text and video. You become the main actor in your professional video interview and present your expertise.

Simply draw on our wealth of experience! Let us record your answers to frequently asked questions in professional quality - here on location in Gelnhausen near Frankfurt, or on your premises.

Based on your video, our editorial team will create the professionally prepared, search engine optimized text. We publish this powerful combination of video and editorial magazine text both in our magazine on wind-turbine.com and our partner portal windkraft-journal.de, as well as on LinkedIn and our YouTube channel. For you, this means: Strong reach in an industry-relevant environment!

**By the way: You can also use your video interview freely for your advertising purposes!**

**7,900€**

plus VAT

# WHAT IS YOUR PLATFORM STRATEGY ?

Digital platforms are turning established business models upside down. A platform strategy creates entirely new perspectives for companies and ensures their ability to survive in the future.



## Your strategy starts here

Three good reasons for you to be present on wind-turbine.com



### 1. Access to new business opportunities

Reach out to a growing number of potential customers worldwide with your products and services and respond to specific needs.



### 2. Higher efficiency in business processes

Get excellent leads even faster by connecting directly with other stakeholders and accelerate your workday with the help of powerful digital tools.



### 3. More presence on the market

Put your company in pole position and increase your competitiveness by using the high global visibility of wind-turbine.com to your advantage.



„We regularly access not only relevant inquiries via the wind-turbine.com platform, but above all we also use the new digital tools, which provide us with great support in our daily work!“

Sebastian Wesch | Hagedorn

# WE ARE HAPPY TO ADVISE YOU

Do you have any further questions or would you like to learn even more about how you can best place your company on wind-turbine.com? Let's talk about it! Write us a message or just give us a call!



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