



## ADVERTISING: THE MAGAZINE HOT|COOL

The international district heating and cooling magazine, is published quarterly, reaching more than 8,000 readers in over 60 countries.

Hot Cool presents state-of-the-art district heating and cooling technology, management and knowledge in all its aspects. The magazine covers topics from first idea to operation and maintenance. All articles and case stories are written by experienced international professionals. Hence, the magazine informs and updates the entire district heating and cooling industry on the latest ideas and developments in the sector.

Readers include management from utilities, politicians, directors and other decision-makers as well as employees and other actors from the district heating and cooling sector.

Total circulation: 8,000 copies in 60 countries, four times a year. ISSN 0904 9681. 32 pages, electronic and paper version (high quality print and paper). The database is kept updated regularly and the number of subscribers grows continuously.



### Prices All prices and discounts, DKK (excl. VAT)

1/1 page	per issue	27,500
Discount: 4 issues -20%*	per issue	22,000
1/1 page, page 3 or back page	per issue	+3,000
1/2 page	per issue	18,500
Discount: 4 issues -20%*	per issue	15,725
1/2 page, page 3	per issue	+3,000



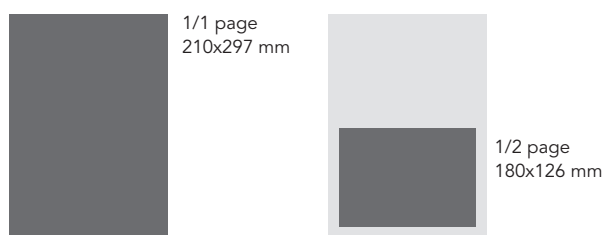
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\* 4 full page or 4 half page adds in Hot Cool will activate 20% discount on all other products.

### Formats



Advertisements should be in PDF, minimum 300 dpi, CMYK and sent to [hs@dbdh.dk](mailto:hs@dbdh.dk)



## FURTHER ADVERTISING OPTIONS

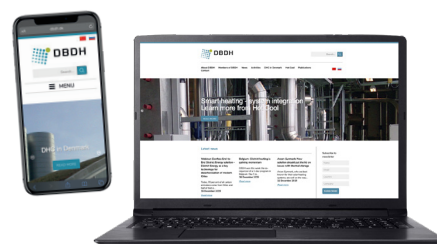
### WEBINAR AND LINKEDIN PROMOTION *FOR MEMBERS ONLY* All prices and discounts, DKK (excl. VAT)

<b>Webinar</b>  <b>LinkedIn</b> Discount: 4 promotions -20%	15,000  5,000 4,000	Webinars are becoming increasingly used to bring together an audience for a on-line workshop or seminar. Based on a new innovation, a case or an article from Hot Cool, we suggest to organise a on-line event to promote you and the results. Each webinar will be planned in detail to maximise the benefit.  LinkedIn is the perfect place to promote an article and to create a discussion around the findings. We offer to orchestrate a discussion with a wider group of contacts to create attention to your article. Each article will benefit from a script that will be developed in cooperation with you.
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### HOT COOL EMAIL AND INTERNATIONAL NEWSLETTER *FOR MEMBERS ONLY*

All prices and discounts, DKK (excl. VAT)

<b>Hot Cool email</b> 4 per year, 4,000 recipients per mailing Discount: 4 issues -20% per mailing	5,000 4,000	The Hot Cool email is the carrier for the electronic version of Hot Cool and is sent out at the same time as the printed version of the magazine. The email includes a short introduction to the theme of the specific magazine as well as a link to the electronic version. Furthermore, select articles (including yours) are highlighted with direct links and short introductions. It is possible to segment the email on e.g. recipient country.
<b>International newsletter</b> 8 per year, 4,000 recipients per mailing Discount: 4 issues -20% per mailing	5,000 4,000	The international newsletter is distributed all over the world, covering all parts of the district heating and cooling sector. The topics in the newsletter include international industry news as well as company news from our members. Your articles can be highlighted in the news-section.



### BANNERS ON DBDH.DK All prices and discounts, DKK (excl. VAT)

1 month	4,000	dbdh.dk is a comprehensive and well-visited website with visitors from all over the world. The website is updated daily with industry news, dbdh.dk includes a large section on publications and other important material regarding district heating. On the website it is possible to sign up for receiving Hot Cool and the DBDH international newsletter.
2. month	3,000	
3. month + additional months	2,000	

DBDH's mission is to **promote district energy for a sustainable city transformation**. We represent the leading actors of the district energy sector, and identify, inform and facilitate partnerships between our members and partners in more than 60 countries. DBDH strengthens Danish technology and knowledge, consequently providing a brighter future for the environment globally while creating jobs and growth.

#### Contact:

DBDH  
 Stæhr Johansens Vej 38  
 DK-2000 Frederiksberg  
 Denmark  
 Phone: +45 8893 9150  
 info@dbdh.dk