

**H<sup>2</sup>NEWS**

# THE HYDROGEN PORTAL

Media kit 2024  
Latest update: March 2024

**H<sup>2</sup>NEWS**

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## *Who are we?*

- The largest german speaking hydrogen news portal
- The leading german speaking hydrogen channel on LinkedIn
- A specialist medium from the renowned Vulkan publishing house

## *Who reads us?*

- Experts from the energy and supply industry
- Engineers
- Students
- Scientists
- Marketers
- Politicians
- People interested in hydrogen from all industries

## *Why should you advertise with us?*

- **Target group relevance:** We reach your target group via LinkedIn, website, newsletter and events!
- **Expert status:** We are closely networked with the specialist media of Vulkan-Verlag!
- **Industry presence:** We are the number one portal for the hydrogen industry in Germany!

***We know your hydrogen-interested customers - and they know us!***

## *H2 News is the leading hydrogen news platform in Germany*

With daily updates, we cover the entire industry, so that your advertisements receive maximum attention.

We are currently experiencing **growth of 25%** per year. And the trend is rising!



**32.000/month\***

Pageviews



**21.900\***

LinkedIn followers



**700-1.000**

month-over-month growth



**17.000/month\***

Website users



**3.500\***

Newsletter subscribers

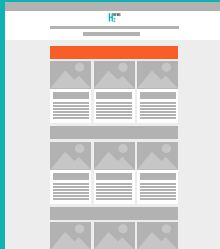


**200-300**

month-over-month growth

## Get attention on our website!

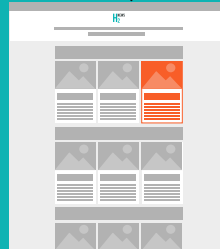
High-quality environment and industry exclusivity ensure best chances for your content



### Leaderboard

1280 x 120 px

460 €\*  
[View Ad](#)

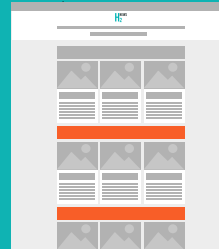


### Advertorial

Your text / image combination

570 €\*  
[View Ad](#)

Fixed position at the top



### Fullsize-Banner

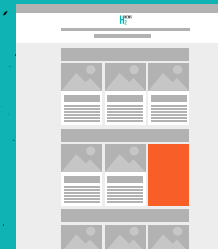
1280 x 120 px

Pos. 1: 440 €\*  
[View Ad](#)

Pos. 2: 430 €\*  
[View Ad](#)

Pos. 3: 420 €\*  
[View Ad](#)

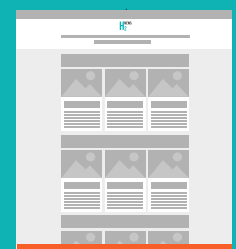
Pos. 4: 400 €\*  
[View Ad](#)



### Rectangle

400 x 560 px

340 €\*  
[View Ad](#)



### Sticky-Banner

1280 x 120 px

1.200 €\*  
[View Ad](#)

Fixed position at the bottom

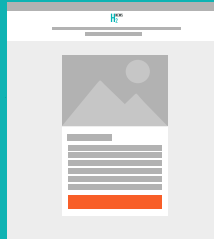
## ***Concentrated specialist knowledge at a glance and your key to targeted advertising***

Our hydrogen glossary with tooltip function provides a comprehensive overview of the hydrogen world's specialist terminology.

From fuel cell to electrolyzer, our H2 Wiki provides precise definitions and explanations.

Use the glossary entries for keyword-based advertising and an effective approach to your target group!

You have the option of placing banners or storing entire entries to explain your technology, product or system.



**Fullsize-Banner**

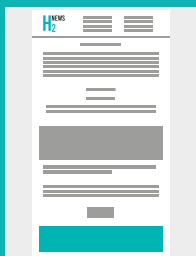
980 €/year\*

## Reach a large number of users

Our H2 newsletter is published weekly and guarantees a high level of engagement with an open rate of more than 30 % and a click rate of more than 40 %.

## H<sub>2</sub> WEEKLY

Every Friday our H2Weekly delivers last week's most important hydrogen updates. Here you can reach a constantly growing target group with a high level of expertise .



### Banner

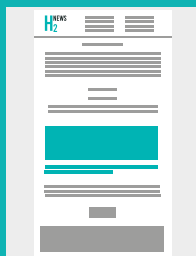
600 x 120 px

Pos. 1: 480 €\*

Pos. 2: 470 €\*

Pos. 3: 450 €\*

Pos. 4: 420 €\*



### Advertorial

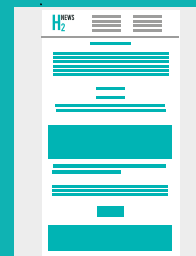
Headline: 70 characters

Text: 400 characters

490 €\*

## SPONSORED NEWSLETTER

In our Sponsored Newsletter, you can present your company, your event or your product in any length you wish. You can also customize your newsletter with pictures, videos and documents of your choice.



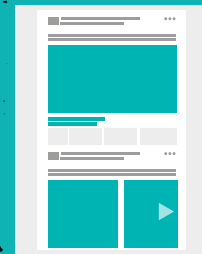
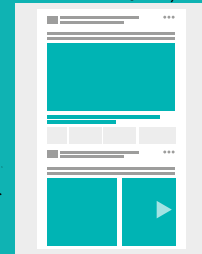
### Sponsored Newsletter

Your content, our design

1.590 €\*

## Use the largest and fastest-growing German-language LinkedIn hydrogen community to communicate your content!

	Preis
<b>Organic LinkedIn Posting</b> Based on text+image or text+video	<b>310 €</b> (text+image), + <b>100 €</b> (text+video)  <b>725 €</b> (series with up to 3 postings), + <b>100 €</b> (text+video)
<b>Organic Carousel Posting</b> Based on text+PDF with several pages	<b>385 €</b> (text+PDF)  <b>875 €</b> (series with up to 3 postings)
<b>Sponsored LinkedIn Posting</b> Based on text+image or text+video or text+PDF (incl. selection consulting and LinkedIn selection in coordination and reporting)	<b>940 €</b> plus agreed LinkedIn media budget
<b>Sponsored Carousel Ad</b> Based on text+image series with max. 10 motifs (incl. selection consulting and LinkedIn selection in coordination and reporting)	<b>1.160 €</b> plus agreed LinkedIn media budget





## Show your customers that your products are H<sub>2</sub>-ready!

Our hydrogen market review in the specialist journals 3R, gwf Gas + Energie and the online portal H<sub>2</sub> News offers your company maximum cross-media visibility.



Publication: Print\* + Online

All three titles  
at one price until the end of 2024

1.950 €<sup>\*\*</sup>

\* Entry in Marktspiegel Print in the trade journals 3R and gwf Gas + Energie

\*\* All prices are exclusive of statutory VAT. The contract is renewed for one year at the current list price, unless it is terminated in writing with a notice period of 3 months to the end of the contract.

## We are specialists for your B2B communication

Do you offer special solutions or have a product innovation you would like to present?

- We create your PR news
- We place your PR news in all specialist media (print, online, social media)

*Let us know how we can support you!*



AGENCY SERVICES



LEAD GENERIERUNG



CONTENT MARKETING



CUSTOMER MAGAZINES



AUGMENTED REALITY APP



CONTENT SERVICES



CORPORATE FILMS



EDUCATIONAL MEDIA



CORPORATE EVENTS

## We are your specialists in B2B communication

Use the largest german hydrogen portal to find new talent!

Are you interested? Write to our H2 Jobs Manager Giovanni Carrubba at [g.carrubba@vulkan-verlag.de](mailto:g.carrubba@vulkan-verlag.de)

Starter	Professional	Enterprise	Ultimate
4 weeks running time	4 weeks running time	4 weeks running time	4 weeks running time
Your company news	Your company news	Your company news	Your company news
yes	yes	yes	yes
H2 Newsletter	H2 Newsletter	H2 Newsletter	H2 Newsletter
yes	yes	yes	yes
LinkedIn Posting	LinkedIn Posting	LinkedIn Posting	LinkedIn Posting
buchbar		21.900	21.900
LinkedIn Post Partner media			47.000
LinkedIn Sponsored Post	LinkedIn Sponsored Post	LinkedIn Sponsored Post	LinkedIn Sponsored Post
buchbar	buchbar	buchbar	buchbar
450 €*	550 €*	750 €*	ab 1.200 €*

\* All prices are subject to statutory VAT.

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