

H₂NEWS

THE HYDROGEN PORTAL

Media kit 2025

Status: February 2025

H₂NEWS

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Who are we?

- The largest German-speaking hydrogen portal
- The leading German-speaking hydrogen channel on LinkedIn
- A specialised medium from the renowned Vulkan publishing house

Who reads us?

- Project managers in municipalities
- Experts from the energy and utilities industry
- Engineers
- Students
- Scientists
- Marketers
- Politicians

Why should you advertise with us?

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



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

FIGURES

H₂News is the leading hydrogen portal in Germany

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

We are currently experiencing growth of **20 % per year.**



40,000/month*

Pageviews



25,000*

LinkedIn follower



200

monthly growth



20,000/month*

Website users



4,000*

Newsletter subscribers



100

monthly growth

Benefit from our large network in the hydrogen industry

We are in regular contact with trade fair organisers, associations and numerous other partners!



Exhibitions / Events:

- Hydrogen Technology Expo
- Hyvolution Paris
- Connecting Hydrogen
- Woche des Wasserstoffs
- Hydroverse Convention
- Hydrogen + Fuel Cells Europe
- wireTube
- Valve World Expo



Associations:

- TransHyDE
- H2UB
- H2 Digital
- Wasserstoffatlas (OTH Regensburg)

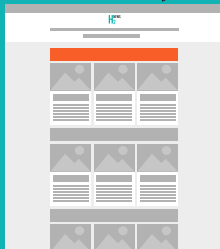
Partner portals:

- IAD - Industriearmaturen & Dichtungstechnik
- F&S - Filtrieren & Separieren
- gwf Gas + Energie
- gwf Wasser + Abwasser
- 3R
- atp

DISPLAY ADS

Draw attention to your company on our website!

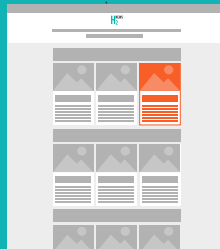
The high-quality environment and industry exclusivity ensure the best chances of success for your content



Leaderboard

1280 x 120 px

460 €*

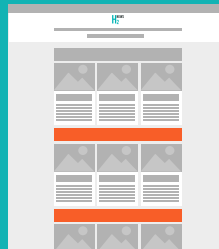


Advertorial

Your text/image combination

570 €*

Fixed top news for 4 weeks top right



Fullsize banner

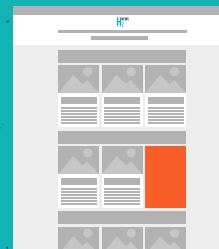
1280 x 120 px

Pos. 1: 440 €*

Pos. 2: 430 €*

Pos. 3: 420 €*

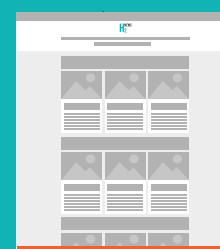
Pos. 4: 400 €*



Rectangle

400 x 560 px

340 €*



Sticky banner

1280 x 120 px

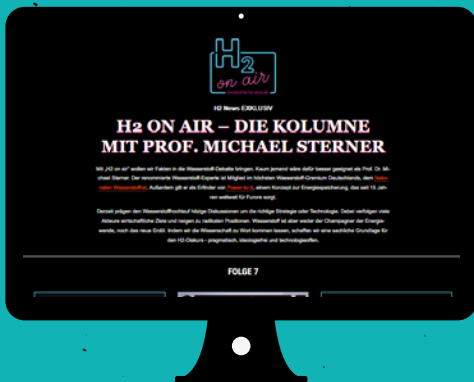
1,200 €*

Fixed position at the bottom

Our webcast "H2 on air" or our hydrogen glossary move with the times

Podcast episode

990 €



With "H2 on air" we want to bring facts into the hydrogen debate. Every four weeks we present our exclusive webcast with Prof. Dr. Michael Sterner, member of the German National Hydrogen Council.

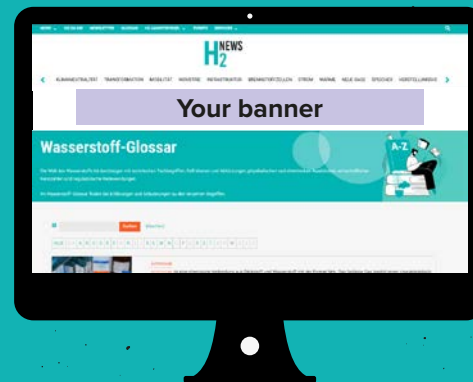
Whether as video, audio or text - you decide which format you want to use. The audio track is played via our homepage as well as via Spotify.

Would you also like to present your company in our webcast? Tell us your topic and we will take care of the recording.

* All prices are exclusive of VAT.

Glossary

400 € per term/year



Use the advertising space above our glossary entries for keyword-based advertising and an effectively address your target group.

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

Thanks to the tooltip function the keyword linked throughout the whole website.



Tooltip: the linked keyword is highlighted within a text and a short info is displayed.

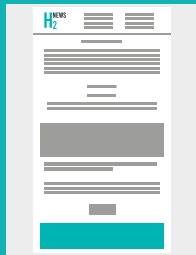
NEWSLETTER

High reach

Our newsletter is published weekly and guarantees a high level of engagement with an opening rate of more than 35 % and a click rate of 40 %.

H₂ WEEKLY

Our H₂Weekly is published every week with the most important updates of the week. Here you can reach a constantly growing target group.



Banner

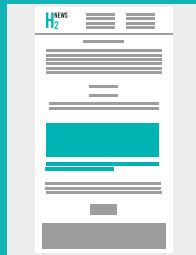
600 x 120 px

Pos. 1: 480 €*

Pos. 2: 470 €*

Pos. 3: 450 €*

Pos. 4: 420 €*

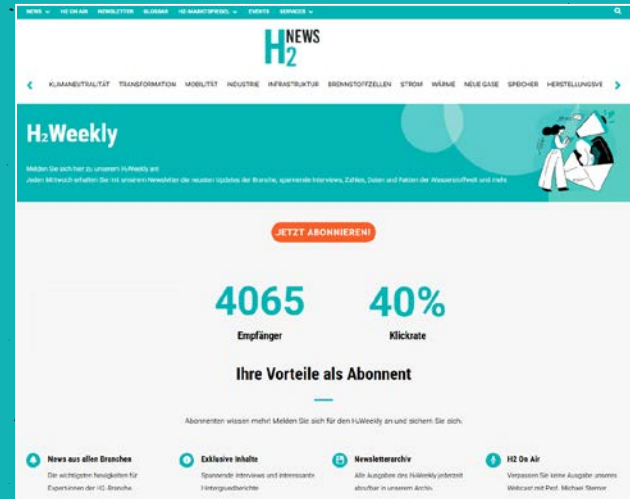


Advertorial

Headline: 70 characters

Text: 400 characters

490 €*



The H₂Weekly newsletter informs you every week about

- the latest industry updates
- relevant topics from the hydrogen economy
- current debates
- facts, figures and data from the hydrogen world

STANDALONE NEWSLETTER

- Your exclusive company newsletter: The content you provide will be checked and edited by the editorial team.
- We take care of the design of your exclusive standalone newsletter and act as the sender.
- This allows you to reach your customers via our target group.

Price: 1,590 €*



*All prices are exclusive of VAT.

COMPANY GUIDE

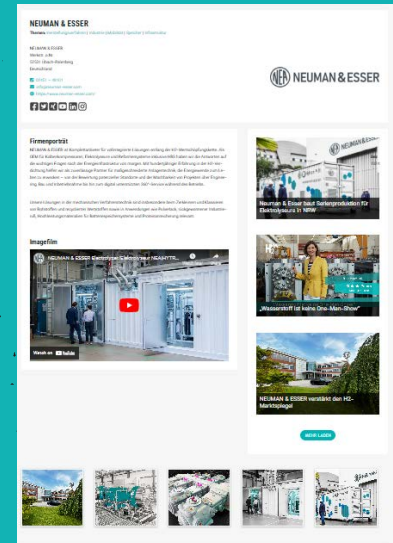
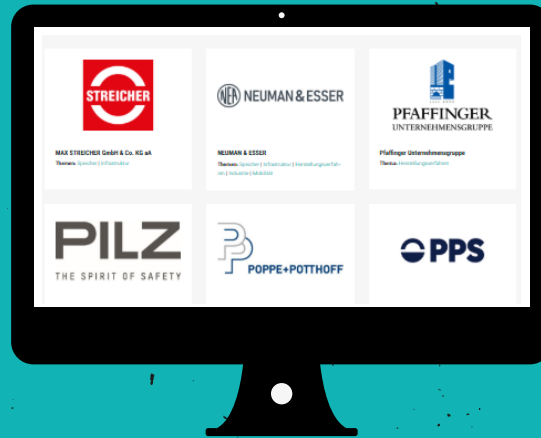
Find and be found

Be present with your company entry 365 days a year and link company news directly to your entry!

Your premium advantages

- Linking with social media profiles
- Provide a contact person
- Link to your company news
- PDF downloads

Contact us:
André Lehmann
a.lehmann@vulkan-verlag.de



Show that your products are H₂-ready!

The company guide on our H₂News online portal offers your company maximum visibility.



Basic entry

139 €*

- Company name
- Company address
- 1 keyword,
each additional 150 €



Premium entry

399 €*

- Company name
- Company address
- Mail and website
- Company logo
- Company portrait in text form
(maximum 1,000 characters)
- 1 keyword,
each additional 150 €
- Link to the company news



Premium⁺ entry

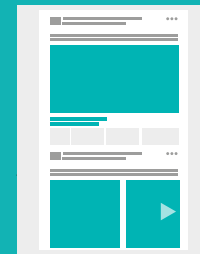
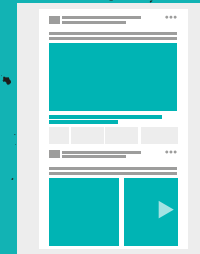
799 €*

- Company name
- Company address
- Mail and website
- Company logo
- LinkedIn posting
1,500 characters (incl. spaces) and
3 pictures
- Company portrait in text form
(maximum 1,000 characters)
- Extended company profile with the
possibility to add pictures, videos,
documents etc.
- 1 keyword,
each additional 150 €
- Link to the company news

*per year/cancellable 4 weeks before the end of the contract

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

	Price
Organic LinkedIn posting Based on text+image or text+video	310 € (text+image), + 100 € (text+video) 725 € (series with up to 3 postings), + 100 € (text+video)
Organic carousel posting Based on text+PDF with multiple pages	385 € (text+PDF) 875 € (series with up to 3 postings)
	Price
Sponsored LinkedIn posting Based on text+image or text+video or text+PDF (incl. selection consulting and LinkedIn selection in coordination and reporting)	940 € plus agreed LinkedIn media budget
Sponsored carousel ad Based on text + image series with max. 10 motifs (incl. selection consulting and LinkedIn selection in coordination and reporting)	1,160 € plus agreed LinkedIn media budget



GLOBAL GUIDE H2NEWS

The international presentation of companies in the hydrogen sector in an appealing, uniform and reader-friendly layout, uniform and reader-friendly layout. Plus technical reports from the field and product presentations.

Completely in English and German.

Book format: 17 cm x 24 cm

Scope: approx. 180 pages

Publication date: October 2025

Sturdy adhesive binding for intensive and frequent use, cover finishing and high paper quality:

Cover 300 g/m², inside 115 g/m².



The target group:

- Project managers in municipalities
- Experts from the energy and utilities industry
- Engineers
- Students
- Scientists
- Marketers
- Politicians

The circulation:

- Total circulation: 3,000 copies
- Mailing run: 1,000 copies

The content:

- Company portraits from A-Z
- Calendar of events and activities 2026
- Directory of numerous suppliers and service providers around hydrogen - whether industry, mobility or the heating market.

Fair price-performance ratio for your company portrait:

- 1/1 page 4-colour:
including all layout services:
Price: 990 €
- 2/1 pages (double page) 4-coloured:
Price: 1,490 €

CORPORATE SERVICES

We are specialists for your B2B communication

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

We create your PR news, adverts, flyers, magazines and videos.
We help you with the marketing of your events.

Let us know how we can support you!



AGENCY SERVICES



LEAD GENERATION



CONTENT MARKETING



CUSTOMER MAGAZINES



AUGMENTED REALITY APP



CONTENT SERVICES



CORPORATE FILMS



EDUCATIONAL MEDIA



CORPORATE EVENTS

We are specialists for your B2B communication

Use the largest German-language hydrogen portal to find new talent!

Starter	Professional	Enterprise	Ultimate
4 weeks running time	4 weeks running time	4 weeks running time	4 weeks running time
Your company news yes	Your company news yes	Your company news yes	Your company news yes
H2 Newsletter yes	H2 Newsletter yes	H2 Newsletter yes	H2 Newsletter yes
LinkedIn sponsored post bookable	LinkedIn sponsored post bookable	LinkedIn sponsored post bookable	LinkedIn sponsored post bookable
LinkedIn posting 26,000		LinkedIn posting 26,000	LinkedIn posting 26,000
		LinkedIn post partner media 60,000	LinkedIn post partner media 60,000
450 €*	550 €*	750 €*	1,200 €*

* All prices are exclusive of statutory VAT.

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