

H₂NEWS

THE HYDROGEN PORTAL

Media kit 2026
Status: February 2026

H₂NEWS

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Who are we?

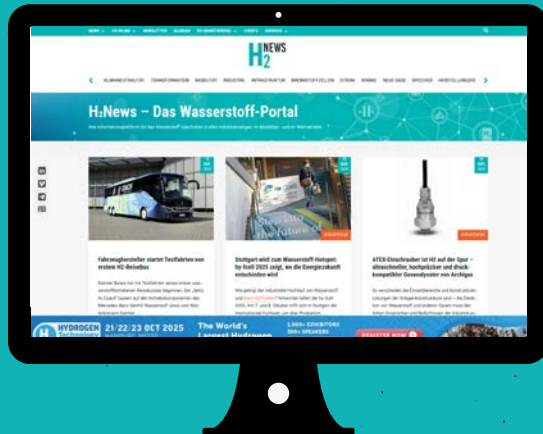
- The largest German-speaking hydrogen portal
- The leading German-speaking hydrogen channel on LinkedIn
- A specialised medium from the renowned Vulkan publishing house

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**.



45,000/month*

Pageviews



27,500*

LinkedIn follower



200

monthly growth



20,000/month*

Website users



9,000*

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
- hy-fcell
- Handelsblatt Wasserstoff-Gipfel
- Woche des Wasserstoffs
- World Hydrogen Summit
- Hydroverse Convention
- H2 Forum Berlin
- Connecting Hydrogen
- China International Hydrogen Congress & Expo
- wire & Tube
- Valve World Expo



Associations:

- Deutscher Wasserstoff-Verband (DWV)
- TransHyDE 2.0
- H2UB
- H2Digital
- Hydrogen Metropole Ruhr

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!

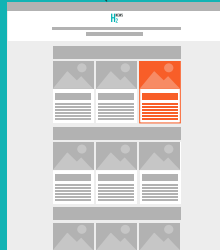
The high-quality environment and industry exclusivity ensure the best chances of success for your content



Leaderboard

1280 x 120 px

690 €*

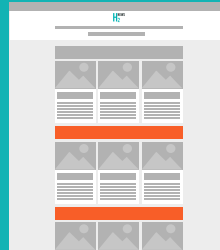


Advertorial

Your text/image combination

790 €*

Fixed top news for 4 weeks top right



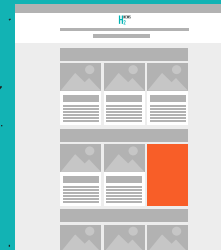
Fullsize banner

1280 x 120 px

Pos. 1: 490 €*

Pos. 2: 470 €*

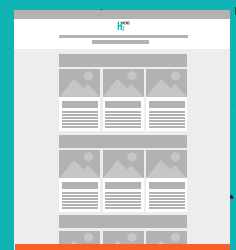
Pos. 3: 450 €*



Rectangle

400 x 560 px

490 €*



Sticky banner

1280 x 120 px

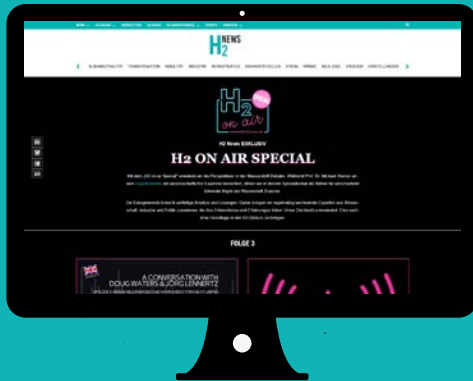
1,200 €*

Fixed position at the bottom

SPECIAL FORMS OF ADVERTISING

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

Podcast episode (audio only) 1,190 €
Podcast episode with newsletter 1,990 €



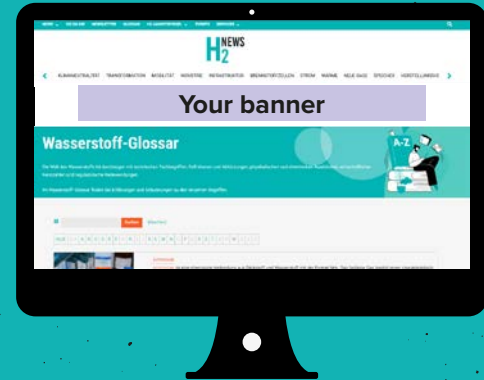
With our podcast "H2 on air," we are broadening perspectives in the hydrogen debate. While Prof. Dr. Michael Sterner enriches our main column with scientific expertise, we open the stage for various leading minds and companies in the hydrogen industry in the "H2 on air Special" format.

The audio track is available on our homepage as well as on **Spotify and Apple Podcasts**. You can also subscribe to a newsletter.

Would you like to present your company in our podcast? 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.

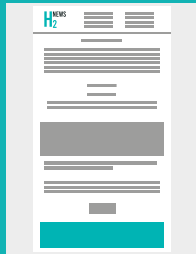
NEWSLETTER

High reach

Our newsletter is published weekly and guarantees a high level of engagement with an opening rate of more than 40 % and a click rate of 50 %.

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.



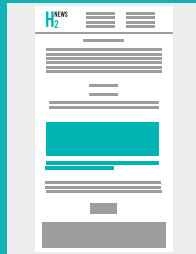
Banner

600 x 120 px

Pos. 1: 490 €*

Pos. 2: 470 €*

Pos. 3: 450 €*



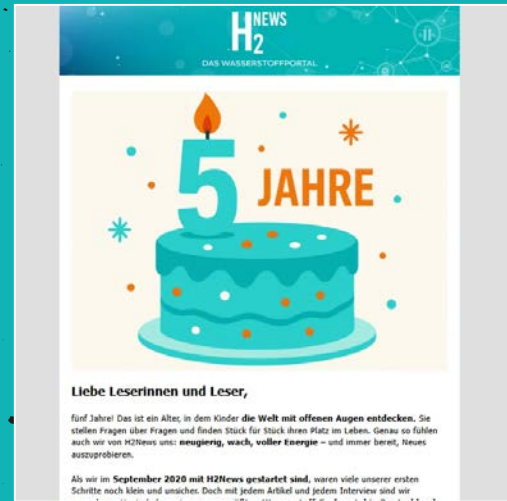
Advertorial

Headline: 70 characters

Text: 400 characters

Image as a JPG, PNG or GIF.

690 €*



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: 1,790 €*



*All prices are exclusive of VAT.

H₂ NEWS

SPECIAL

H₂ NEWS
DAS WASSERSTOFFPORTAL

Partner: Hamburg, Hamburg, HPA, Hamburg, Hamburg, Hamburg

HYDROGEN Technology World EXPO 21/22/23 OCT 2025
HAMBURG MESSE GERMANY

Network with **Over 1,000 Exhibitors** at the World's Largest Hydrogen Trade Fair

[Register For Free](#)

Besuchen Sie die diesjährige Hydrogen Technology World Expo in Hamburg und treffen Sie mehr als 1.000 Aussteller!

Die Hydrogen Technology World Expo kehrt vom 21. bis 23. Oktober 2025 in die Hamburg Messe zurück.

Treffen Sie auf der diesjährigen Konferenz und Messe mehr als 1.000 Aussteller, 20.000 Besucher und 300 führende Experten rund um das Thema Wasserstoff.

[Registrieren Sie sich](#) [Planen Sie hier Ihre Route](#)

Warum Sie die Hydrogen Technology World Expo besuchen sollten:

Die Hydrogen Technology World Expo bringt 20.000 Besucher aus aller Welt zusammen, um ihr Wissen über die Wasserstoffindustrie entlang der gesamten Wertschöpfungskette zu diskutieren, zu präsentieren und sich auszutauschen. In den Ausstellungshallen erwartet die Besucher eine umfassende Palette an Technologien aus der gesamten Branche, darunter:

Kohlenstoffarme Wasserstoffherzeugung – Speicher- und Infrastrukturlösungen – Elektrolyseure – Energieumwandlung – Kompression – Katalysatoren – Wasserstoff aus Biomasse – Verflüssigung – Fortschrittliche Werkstoffe und Verbundwerkstoffe – Vergasung – Sicherheit – Wasserstoffkraftstoffe – Brennstoffzellenkomponenten – Betankung – Verbrennungsmotoren – Wärmemanagement und vieles mehr...

COMPANY GUIDE

Find and be found

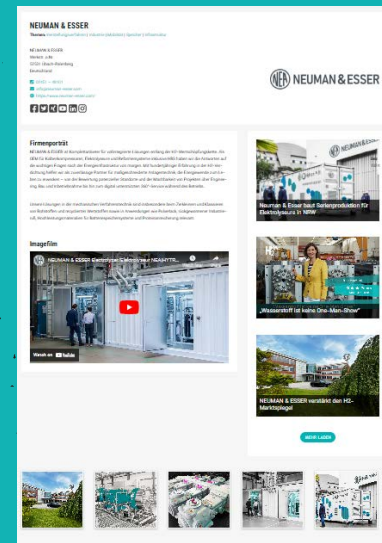
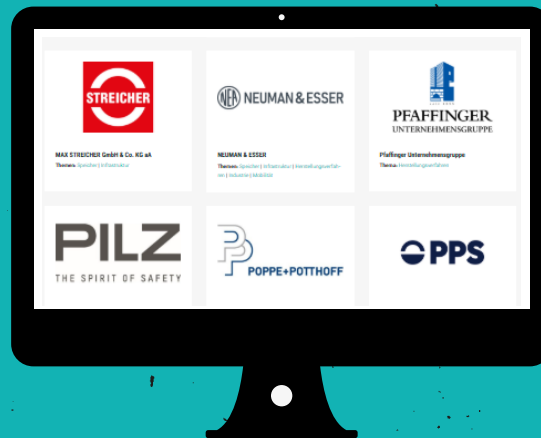
Be present with your company entry 365 days a year and link company news directly to your entry!

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

Michael Heeg
m.heeg@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

GLOBAL GUIDE H2NEWS

The largest German-language hydrogen portal presents its annual print publication

Print run:

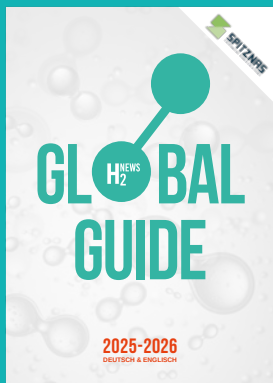
- Total circulation: 3,000 copies
- Mailing circulation: 1,000 copies

Distribution:

- 50% Germany, Austria, Switzerland
- 50% non-German-speaking countries

Another 2,000 copies:

Trade events in Germany and abroad in 2026 and 2027.



Target Audience:

- Project managers in municipalities
- Energy and utility sector experts
- Engineers
- Students
- Marketing professionals
- Trade fair visitors

Content:

- Company profiles from A-Z
- Facts, figures, and data on the H2 industry
- Technical articles on current status and perspectives of hydrogen
- Interviews with hydrogen industry representatives
- Dictionary of important technical terms (German-English)

Your Advantage:

The Global Guide will be launched at numerous national and international hydrogen trade shows and distributed free of charge.

- Hydrogen Technology Expo
- hy-fcell
- Hyvolution
- World Hydrogen Summit
- Hydroverse Convention
- and many more

Excellent Value for Your Company Profile:

- 1/1 page 4-color: including all layout services: Price: **1,190 Euro**
- 2/1 pages 4-color: including all layout services: Price: **1,790 Euro**

Your format display in an attractive hydrogen environment:

- 1/1 page 4-color: (Format: 170 x 240 mm + 3 mm bleed): Price: **1,490 Euro**
- 1/2 page 4-color: (Format: 80 x 240 mm + 3 mm bleed or 170 x 120 mm + 3 mm bleed): Price: **990 Euro**
- 2nd and 4th cover page 1/1 page 4-color: (Format: 170 x 240 mm + 3 mm bleed): Price: **2,240 Euro**
- Corner ad on the cover: Price: **1,990 Euro**

It's This Simple:

- Provide us with a brief profile of your company (up to 1,000 characters) including headline (up to 50 characters)
- Submit up to three color photos of your choice (optional with brief captions, up to 35 characters per image)
- Define your core competencies with maximum 5 keywords (total up to 175 characters)
- Send us your company logo and provide your complete company name with email and website address (optional contact person)

Content of Your Company Profile:

- Complete company name, optional contact person, street address, postal code, city, country, telephone and fax number, email and website address
- Color print of company logo
- Publication of up to 3 images, graphics, or tables for 1/1 page and up to 6 for 2/1 page
- Presentation text with your desired headline
- Text length up to 1,000 characters per language for 1/1 page and up to 2,000 characters for 2/1 page, headline up to 50 characters

The complete and accurate translation of your company profile will be carried out by specialist translators, unless you wish to produce the translation yourself.

We'll take care of everything else!

You'll receive a proof copy before publication.

Publication date: 14 October 2026
 Booking deadline: 1 September 2026
 Print deadline: 18 September 2026

PORTFOLIO

FEST GMBH

Experten für Festen
 Mit über 40 Jahren Erfahrung in der Elektro-, Aufwands- und Schweißtechnik sind wir die führende Festen-Produktions- und Montagefirma in Europa. Wir sind die Festen-Produktions- und Montagefirma in Europa. Wir sind die Festen-Produktions- und Montagefirma in Europa.




Experten für Festen
 With over 40 years of experience in the electrical, maintenance and welding technology, we are the leading Festen production and assembly company in Europe. We are the Festen production and assembly company in Europe.



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2025 CONTACT

- Contact: Wanda Gredel 010 100 0000
- Email: wanda.gredel@fest.com
- Phone: +49 375 21 91 91
- Website: www.fest.com
- LinkedIn: www.linkedin.com/company/fest-gmbh

Keywords:
 • Festen-Produktion
 • Festen-Montage
 • Festen-Produktions- und Montagefirma
 • Festen-Produktions- und Montagefirma

Core competencies:
 • Festen-Produktion
 • Festen-Montage
 • Festen-Produktions- und Montagefirma
 • Festen-Produktions- und Montagefirma

PORTFOLIO

GASCADÉ GASTRANSPORT GMBH

Wir versorgen Deutschland und viele weitere Länder mit GASCADÉ Gasttransporter
 Die GASCADÉ Gasttransporter sind die führende Gasttransporter-Produktions- und Montagefirma in Europa. Wir sind die GASCADÉ Gasttransporter-Produktions- und Montagefirma in Europa.



Wir versorgen Deutschland und viele weitere Länder mit GASCADÉ Gasttransporter
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- LinkedIn: www.linkedin.com/company/fest-gmbh

Keywords:
 • Gasttransporter
 • Gasttransporter-Produktion
 • Gasttransporter-Montage
 • Gasttransporter-Produktions- und Montagefirma

Core competencies:
 • Gasttransporter
 • Gasttransporter-Produktion
 • Gasttransporter-Montage
 • Gasttransporter-Produktions- und Montagefirma

PORTFOLIO

PHENIX CONTACT GMBH & CO. KG

Modulare und flexible Lösungen
 Unser einzigartiges Schweiß-System Phenix Contact ermöglicht Ihnen die Produktion von modulen und flexiblen Lösungen für Ihre Kunden. Wir sind die führende Phenix Contact-Produktions- und Montagefirma in Europa. Wir sind die führende Phenix Contact-Produktions- und Montagefirma in Europa.



Modulare und flexible Lösungen
 Our unique welding system Phenix Contact enables you to produce modular and flexible solutions for your customers. We are the leading Phenix Contact production and assembly company in Europe. We are the leading Phenix Contact production and assembly company in Europe.



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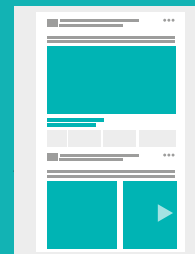
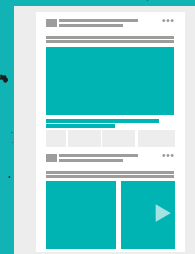
- Contact: Wanda Gredel 010 100 0000
- Email: wanda.gredel@fest.com
- Phone: +49 375 21 91 91
- Website: www.fest.com
- LinkedIn: www.linkedin.com/company/fest-gmbh

Keywords:
 • Modulare und flexible Lösungen
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Core competencies:
 • Modulare und flexible Lösungen
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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)
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



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

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