

H₂NEWS

THE HYDROGEN PORTAL

Media kit 2026
Status: October 2025

H₂NEWS

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Who are we?

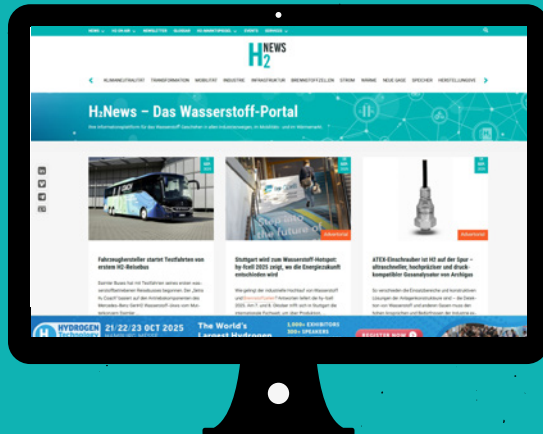
- The largest German-speaking hydrogen portal
- The leading German-speaking hydrogen channel on LinkedIn
- A specialised medium from the renowned Vulkan publishing house

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**.



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

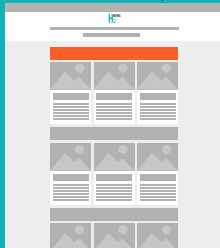
Partner portals:

- 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!

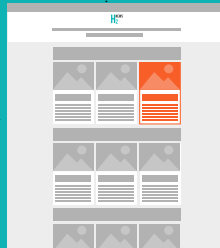
The high-quality environment and industry exclusivity ensure the best chances of success for your content



Leaderboard

1280 x 120 px

690 €*

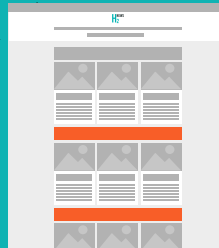


Advertorial

Your text/image combination

790 €*

Fixed top news for 4 weeks top right



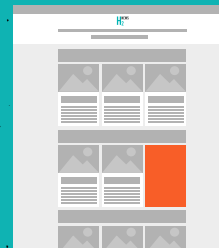
Fullsize banner

1280 x 120 px

Pos. 1: 490 €*

Pos. 2: 470 €*

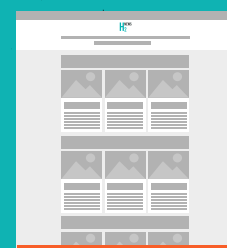
Pos. 3: 450 €*



Rectangle

400 x 560 px

490 €*



Sticky banner

1280 x 120 px

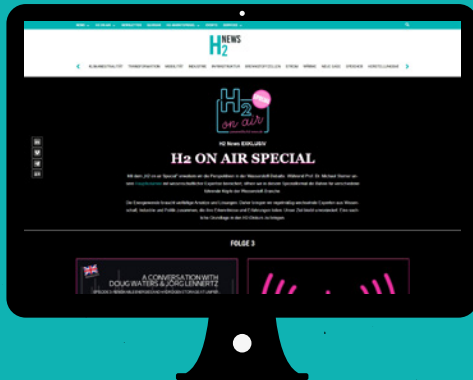
1,200 €*

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 €



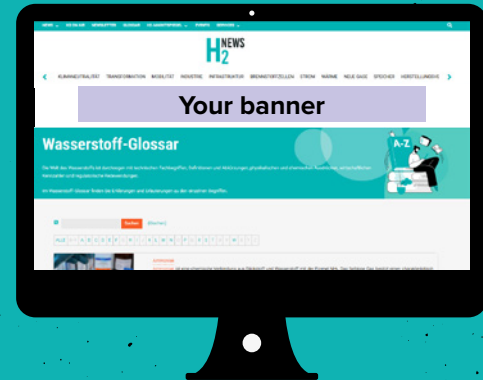
With our podcast "H2 on air," we are broadening perspectives in the hydrogen debate. While Prof. Dr. Michael Sterner enriches our main column with scientific expertise, we open the stage for various leading minds and companies in the hydrogen industry in the "H2 on air Special" format.

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.

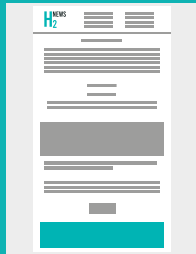
NEWSLETTER

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.



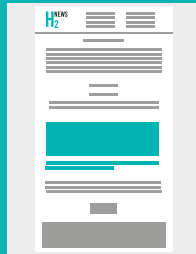
Banner

600 x 120 px

Pos. 1: 490 €*

Pos. 2: 470 €*

Pos. 3: 450 €*

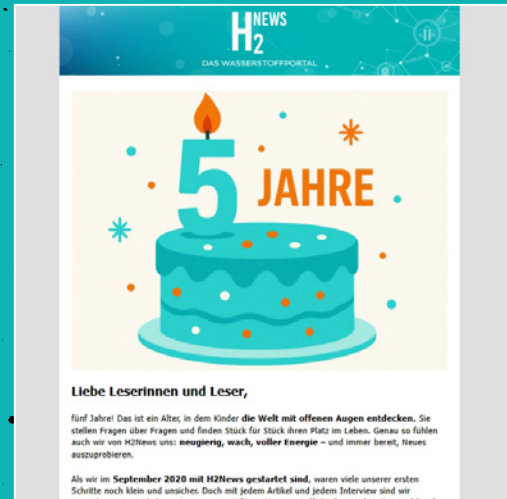


Advertorial

Headline: 70 characters

Text: 400 characters

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

COMPANY GUIDE

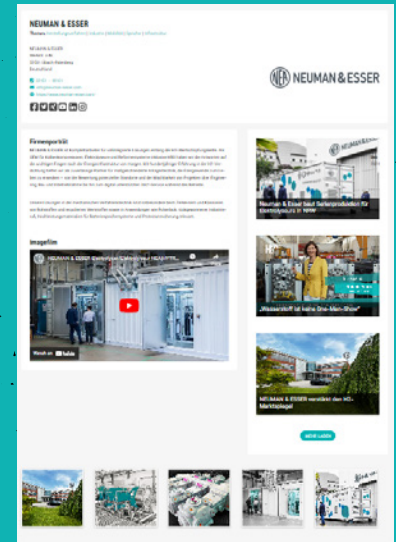
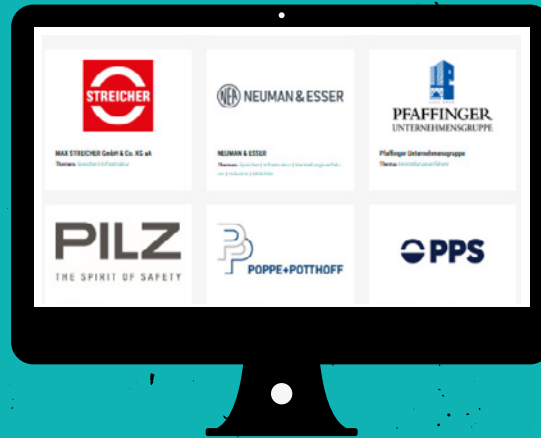
Find and be found

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:
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:

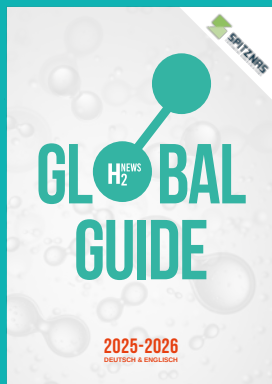
- Total circulation: 3,000 copies
- Mailing circulation: 1,000 copies

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:

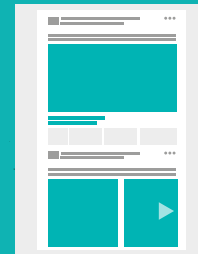
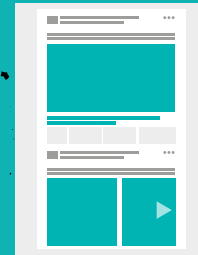
- 1/1 page 4-color: including all layout services:
Price: **1,190 Euro**
- 2/1 pages 4-color: including all layout services:
Price: **1,790 Euro**

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**

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

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



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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