H2 NEWS

THE HYDROGEN PORTAL

Media kit 2026

Status: October 2025

H2 NEWS

CONTENTS

Mediafacts	03
Figures	04
Partners	05
Display ads	06
Podcast & glossary	07
Newsletter	08-09
Company guide	10-11
LinkedIn & Coporate	12-13
Global Guide	14-15
Contact us	16

MEDIAFACTS

Who are we?

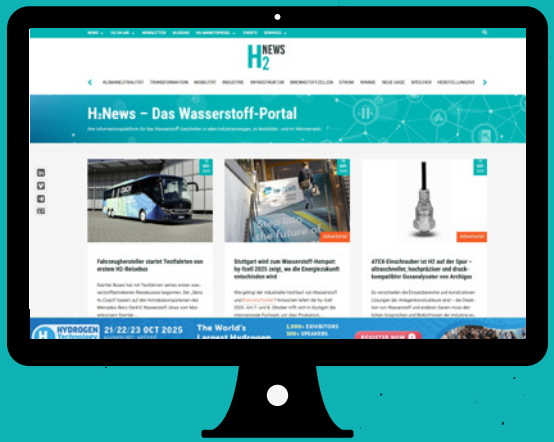
- The largest German-speaking hydrogen portal
- The leading German-speaking hydrogen channel on LinkedIn
- A specialised medium from the renowned Vulkan publishing house

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

H_2News 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.**

47,910/month*
Pageviews

29,165*
LinkedIn follower

200
monthly growth

36,420/month*
Website users

9,000*
Newsletter subscribers

100
monthly growth

*Stand Oktober 2024

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

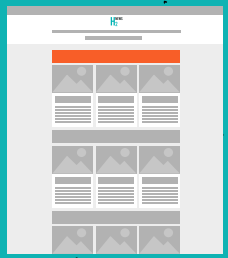
Partner portals:

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

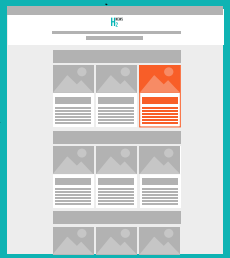
DISPLAY ADS

Draw attention to your company on our website!

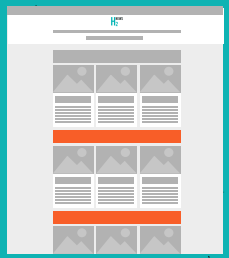
The high-quality environment and industry exclusivity ensure the best chances of success for your content



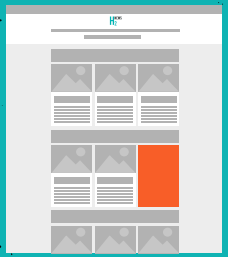
Leaderboard
1280 x 120 px
690 €*



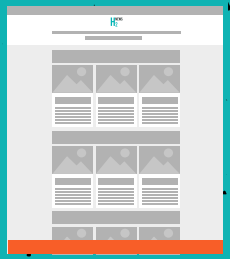
Advertorial
Your text/image combination
790 €*
Fixed top news for 4 weeks top right



Fullsize banner
1280 x 120 px
Pos. 1: 490 €*
Pos. 2: 470 €*
Pos. 3: 450 €*



Rectangle
400 x 560 px
490 €*



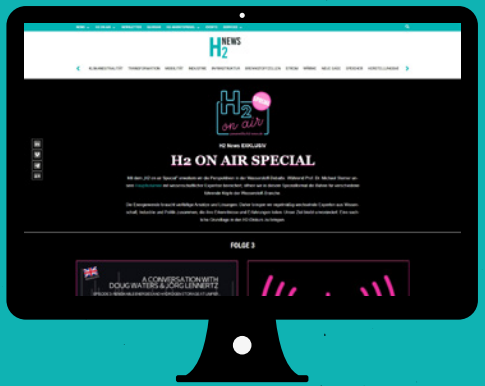
Sticky banner
1280 x 120 px
1,200 €*
Fixed position at the bottom

*Duration of the display ads: 4 weeks. All prices are subject to statutory VAT.

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 €**



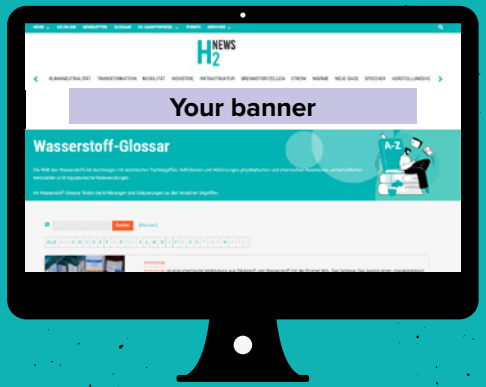
With our podcast **"H2 on air,"** we are broadening perspectives in the hydrogen debate. While Prof. Dr. Michael Sterner enriches our main column with scientific expertise, we open the stage for various leading minds and companies in the hydrogen industry in the **"H2 on air Special"** format.

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 troughout 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 %.

H_2 WEEKLY

Our H_2Weekly 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 €*

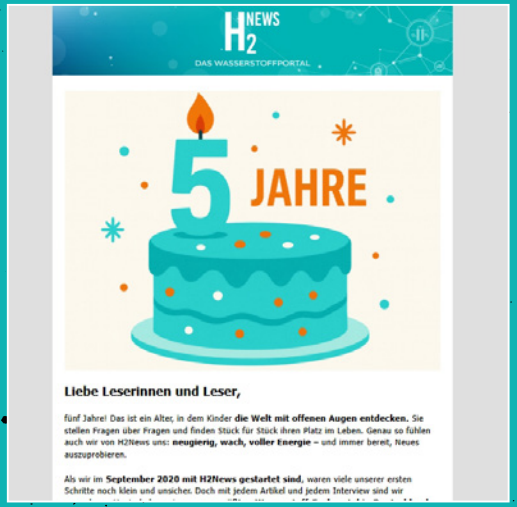
Pos. 3: 450 €*

Advertorial

Headline: 70 characters

Text: 400 characters

690 €*



The H_2Weekly 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

*All prices are subject to statutory VAT.

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.

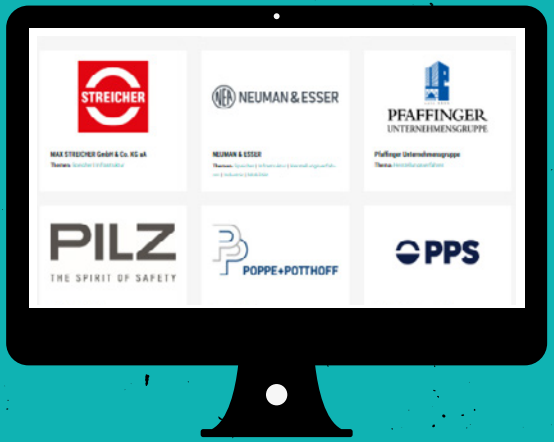
COMPANY GUIDE

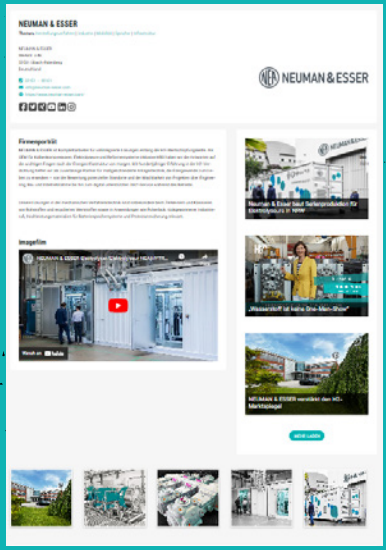
Find and be found

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

COMPANY GUIDE

H2 NEWS

Show that your products are H_2-ready!

The company guide on our H_2News 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**

GLOBAL GUIDE H2NEWS

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)

We'll take care of everything else!

You'll receive a proof copy before publication.

Publication date: October 2026
Booking deadline: September 2026
Print deadline: September 2026

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.

PORTRAIT

FEST GMBH

FEST
experience for future

Experience for future

Mit über 30 Jahren Erfahrung in der Entwicklung, Herstellung, Montage und Digitalisierung industrieller Prozesse entwickelt, fertigt und liefert die FEST GmbH containerisierte, standardisierte Elektrolyseure sowie schlüsselfertige Gesamtlösungen zur Wasserstoffproduktion. Verkettung und vertreiben. Die zukunftsweisenden Lösungen kommen in den Bereichen Power-to-X, Industrie und Mobilität. Energie zum Einsatz. Bereits heute wurden zahlreiche Projekte in ganz Europa erfolgreich realisiert und in Betrieb genommen. Das Unternehmen mit Sitz in Gütal ist Teil der international tätigen Schmidt Kranz Group, die mit über 3.500 Mitarbeitenden in mehr als 20 Ländern weltweit präsent ist.

Experience for future

With over 30 years of experience in the development, production, assembly and digitalization of industrial processes, FEST GmbH develops, manufactures and supplies containerised, standardised electrolysers and turnkey solutions for hydrogen production, refuelling and distribution. These forward-looking solutions are used in the mobility, process industry and Power-to-X sectors. Numerous projects have already been successfully implemented and commissioned throughout Europe. The company, based in Gütal, is part of the internationally active Schmidt Kranz Group, which has a global presence with over 3,200 employees in more than 20 countries.

Kernkompetenzen:
- Containerisierte Elektrolyse-Anlagen 2–50 MW sowie Komplett-Lösungen
- Ganzheitliche Projektbetreuung: Planung, Realisierung, Produktion, Service, Wartung
- Maßgeschneiderte Lösungen für Industrie und Prozessautomatisierung

Core competencies:
- Containerised electrolysis plants 2–50 MW and complete H2-solutions
- Holistic project support: planning, implementation, production, service, maintenance
- Comprehensive solutions for industrial process automation

FEST GmbH
Bernhard-Wiede-Straße 10
50170 Kerpen
Germany
+49 12 21 6 87-0
kontakt@fest-group.de
www.fest-group.de

PORTRAIT

GASCADE GASTRANSPORT GMBH

GASCADE

Wir vernetzen Deutschland und verbinden Europa

Die GASCADE Gastransport GmbH betreibt mit deutschlandweiten Gasfernleitungsnetz eine der leistungsstärksten Erdgasfernleitungen. Das Unternehmen mit Sitz in Kassel bietet Ihren Kunden über ein eigenes, rund 3.700 Kilometer langes Hochdruck-Pipelinenetz moderne und wettbewerbsfähige Transportdienstleistungen für Erdgas und zukünftig auch andere Gase im Herzen Europas. GASCADE verfügt die Ziel, ihr Leitungsnetz nutzerseitig auf den Transport von Wasserstoff umzustellen und ist daher in mehreren On- und Offshore-Wasserstoffprojekten aktiv.

We supply Germany and connect Europe

GASCADE Gastransport GmbH operates a gas pipeline network with a total length of around 3,700 kilometers across Germany. Based in Kassel, GASCADE provides advanced and competitive gas transportation services, strategically located at the heart of Europe. As part of its commitment to Europe's energy transition, GASCADE is progressively adapting its infrastructure for hydrogen transport and is therefore active in numerous onshore and offshore hydrogen projects.

Kernkompetenzen:
- Pioneer der Energiewende
- Ermöglicher der H2-Wirtschaft
- Experte für Offshore-Pipelines
- Nachhaltige und sichere Gastransporte

Core competencies:
- Pioneer of the energy transition
- Enabler of the H2-economy
- Expert in (offshore) pipelines
- Sustainable and safe gas transport

GASCADE Gastransport GmbH
Kölnische Straße 108–112
34119 Kassel
Germany
+49 561 934-0
+49 561 934-1208
kontakt@gascade.de
www.gascade.de

PORTRAIT

PHOENIX CONTACT GMBH & CO. KG

PHOENIX CONTACT

Modulare und skalierbare Lösungen für Power-to-X

Unter einer globalen Dachmarke bietet Phoenix Contact Produkte, Lösungen und Digitalisierungskompetenzen für die Elektrifizierung, Vernetzung und Automatisierung aller Sektoren von Wirtschaft und Infrastruktur. Ein globales Netzwerk in mehr als 100 Ländern mit rund 21.000 Mitarbeitenden garantiert, dass wir heute wie morgen Ihren Kunden Ihre Produktportfolio bieten wir unseren Kunden zukunftssichere Lösungen für unterschiedlichste Anwendungen und Branchen wie Energie, Infrastruktur, Industrie und Mobilität. Mit unserer langjährigen Erfahrung in der Automatisierung von Prozessen bieten wir unseren Kunden effiziente, energie- und ressourceneffiziente Gestaltung von Power-to-X-Anlagen, wie der Wasserstoffproduktion in Elektrolyseuren über Speicherung und Verteilung z. B. per Pipeline. Für jeder Wasserstoffanlagenteile bis hin zur Nutzung in Brennstoffzellen. All diese Prozesse müssen automatisiert, elektrifiziert und digitalisiert werden. Unsere Produkte und Lösungen sind perfekt dafür und unsere Produkte und Lösungen perfekt geeignet.

Modular and Scalable Solutions for Power-to-X

Under a global umbrella brand, Phoenix Contact offers products, solutions and digitalization expertise for the electrification, networking, and automation of all sectors of the economy and infrastructure. A global network of more than 100 countries with around 21,000 employees guarantees that important proximity to the customer, today and in the future. Every day together we offer our customers future-proof solutions for different applications and industries such as energy, infrastructure, industry and mobility. With many years of experience in process automation, we are a reliable partner for creating energy- and resource-efficient Power-to-X plants, such as hydrogen production in electrolysers via storage and distribution such as via pipelines, trailers, or hydrogen refueling stations, and on to utilization in fuel cells. All these processes must be automated, electrified, and digitalized. Our products and solutions are perfectly suited for exactly that.

Kernkompetenzen
- Anlagensteuerung mit dem offenen Ökosystem PLCnext Technology
- Fernzugriffslösungen
- Cybersicherheitskonzepte für funktionale Sicherheit, Industrial Security und Explosionsschutz

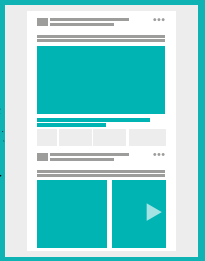
Core competencies
- System optimization with open ecosystem PLCnext Technology
- Remote communication
- Regulatory compliance for functional safety, industrial security and explosion protection

Phoenix Contact GmbH & Co. KG
Flachsmarktstraße 8
32825 Blomberg
Germany
+49 5235 3-12000
processindustry@phoenixcontact.com
www.phoenixcontact.com/power-to-x

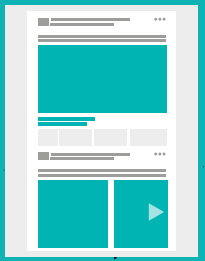
LINKEDIN

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



*All prices are subject to statutory VAT.

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

CONTACT

NILOFAR MOKHTARZADA
Publishing Director
+49 201 82002 18
n.mokhtarzada@vulkan-verlag.de

MARCUS ROHRBACHER
Media Sales Manager
+49 201 8 20 02-43
m.rohrbacher@vulkan-verlag.de

JAN-MAGNUS KOOK
Corporate Services
+ 49 201 82002 44
j.kook@vulkan-verlag.de

SOPHIA JENKE
Editor
+49 201 82002 81
s.jenke@vulkan-verlag.de

LAURA SUPPE
Editor
+49 201 82002 57
l.suppe@vulkan-verlag.de

Vulkan-Verlag GmbH
Friedrich-Ebert-Straße 55
45127 Essen
www.vulkan-verlag.de

For general terms and conditions please see
www.vulkan-verlag.de