

H₂zwei DAS MAGAZIN FÜR WASSERSTOFF UND
BRENNSTOFFZELLEN

H₂international
THE E-JOURNAL ON HYDROGEN AND FUEL CELLS

MEDIA GUIDE 2020

H₂HYDROGEIT
Verlag

BRAND

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DAS MAGAZIN FÜR WASSERSTOFF
UND BRENNSTOFFZELLEN
HZwei

H2international
THE E-JOURNAL ON HYDROGEN AND FUEL CELLS

BRAND



Hydrogeit Verlag is the first – and only – publisher specializing in hydrogen and fuel cells throughout the German-speaking region. Founded by Sven Geitmann in 2004, it mainly offers titles about

- **HYDROGEN AND FUEL CELLS**
- **ELECTRIC TRANSPORTATION AND ENERGY STORAGE**
- **RENEWABLE ENERGIES AND ALTERNATIVE FUELS**

Sven Geitmann had taken an intense interest in hydrogen and fuel cells as early as 1997 and became a contributor to energieportal24 and H2Report in 2000. After he wrote a number of technical books, he founded his own publishing company to the northwest of Berlin. In 2005, he took on responsibility for the “H2Tec” magazine, which he renamed the “Magazin für Wasserstoff und Brennstoffzellen,” or “HZwei” for short. This trade publication soon boasted a revamped design and more issues per year and grew into the quarterly must-read for everyone following the hydrogen and fuel cell market. In 2015, Hydrogeit Verlag created a global English-language edition, titled “H2-international – The e-Journal on Hydrogen and Fuel Cells.” Since then, it has kept readers in all corners of the world up to date on what’s happening in the sector.

Hydrogeit Verlag uses several **events calendars** to announce important meetings of the hydrogen and fuel cell community.

HZWEI IN PRINT

HZwei events calendar included in the German-language journal

HZWEI ONLINE

In German at www.hzwei.info/termine

HZWEI NEWSLETTER

Part of monthly newsletter in German

H2-INTERNATIONAL E-JOURNAL

Events calendar included in the English-language e-journal

H2-INTERNATIONAL ONLINE

In English at www.h2-international.com/events

H2-INTERNATIONAL NEWSLETTER

Part of monthly newsletter in English

WWW.H2-INTERNATIONAL.COM



1 — NAME

HZwei, das Magazin für Wasserstoff und Brennstoffzellen
ISSN 1862-393X

H2-International – The e-Journal on Hydrogen and Fuel Cells
ISSN 2367-3931

2 — ABOUT

HZwei is the German-language magazine of choice for everyone who wants to stay at the forefront of news about hydrogen and fuel cells. In-depth articles about science, technology and the latest developments keep readers up to date on advances in the hydrogen and fuel cell sector as well as the electric vehicle and the energy storage market. The focus is on detailed yet clearly written news stories by industry journalists and R&D experts.

3 — CIRCULATION PROFILE

The journal is intended for readers who are looking for in-depth news articles on hydrogen, fuel cells, energy storage and electric transportation. The main audience consists of professionals and executives working in all parts of the energy market. This group comprises decision makers at production and trading companies, representatives for associations, government agencies as well as universities, and staff members at gas companies, carmakers and their suppliers.

4 — FREQUENCY once every three months

5 — PAGE SIZE

DIN A4; type area: 175 mm horizontal, 265 mm vertical

6 — YEAR

HZwei 20th year in 2020
H2-international 6th year in 2020

7 — SUBSCRIPTIONS

HZwei sub (Germany): EUR 30 per year
(includes VAT, plus EUR 7 for shipping)

HZwei sub (abroad): EUR 30 per year
(includes VAT, plus EUR 16 for shipping)

Single issue: EUR 8 (plus shipping fees)

Digital HZwei sub (PDF): EUR 33 per year (includes VAT)

Digital HZwei sub + print issues: EUR 40 per year
(includes VAT, plus shipping fees)

H2-international sub: EUR 35 per year (excludes VAT)

Annual business subscriptions

5 copies: EUR 90 (plus EUR 20 for shipping)

10 copies: EUR 135 (plus EUR 20 for shipping)

50 copies: EUR 290 (plus EUR 20 for shipping)

Discounts

50 % for university students (requires valid student ID), retirees

15 % for members of DWV, EES and HyCologne

Cancellation: anytime, 6 weeks prior to publication of next issue

8/9 — AFFILIATION/MEMBER OF independent

10 — PUBLISHING HOUSE

Hydrogeit Verlag
Owner: Sven Geitmann
Gartenweg 5, 16727 Oberkraemer, Germany
Phone: +49 330 552 132 2, www.hydrogeit-verlag.de
VAT: DE221143829

11 — PUBLISHER Sven Geitmann

12 — EDITORIAL BOARD

Dipl.-Ing. Sven Geitmann (ViSdP)
Phone/Fax: +49 330 552 13 -22/-20 // info@h2-international.com

Writers: Sven Jösting, Michael Nallinger and Niels Hendrik Petersen
Design: Henrike Hiersig, Berlin, and Robert Müller, Berlin
Proofreading: Dione Gutzmer, Berlin // www.korrekturleserin.de
Translation: Übersetzungsbüro.Koeln, Cologne

13 — ADVERTISING Kirsten Laasner, Bad Segeberg

14 — SHIPPING

VAH Jager Verlagsauslieferung + Fulfillment-Service GmbH
Str. der Einheit 142-148, 14612 Falkensee, Germany
Phone/Fax: +49 332 212 869 -15/-98

15 — PRINT

Printec Offset, Ochshaeuser Strasse 45,
34123 Kassel, Germany
PEFC-certified paper



16 — HZWEI: STORY VERSUS AD SPACE

2019 = 4 Ausgaben	
Total # of pages	256,0 pages = 100,0 %
Story space	207,6 pages = 81,1 %
Ad space	48,5 pages = 18,9 %
of which	
business directory	20,4 pages = 8,5 %
job ads	0,5 page = 0,002 %
publisher's ads	2,3 page = 0,01 %

17 — HZWEI: BREAKDOWN BY COVERAGE

Total # of story pages	208,0 = 100.0 %
Electric transportation	43,9 = 21,2 %
Energy storage	43,9 = 21,2 %
Research & development	19,3 = 9,3 %
Global	16,4 = 7,9 %
Stock market	16,8 = 8,1 %
Stationary systems	7,3 = 3,5 %
Education & training	3 = 1.5 %
Product news	1,9 = 0,9 %
Funding	1 = 0.5 %
Industry news	26,0 = 12,5 %

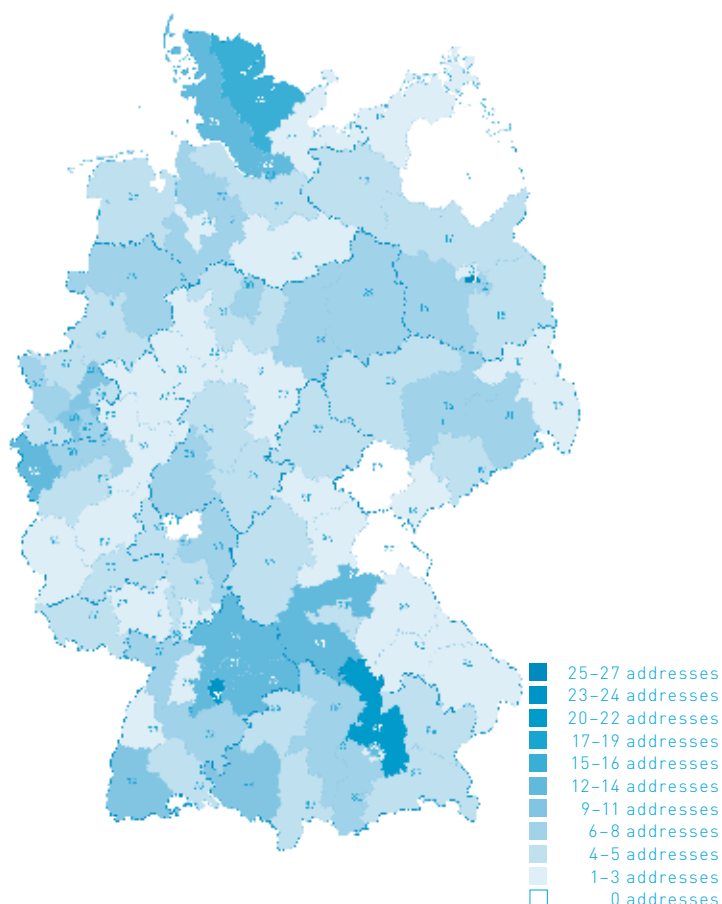
1 — PUBLISHER'S STATEMENT

Average no. of HZwei copies per issue
(January 1 through December 31, 2019)

Print run	4.500
Net circulation	4.495
of which abroad	335
Paid copies (incl. digital)	921
of which abroad	63
Subscriptions	921
of which are members'	—
Single copy sales	
Other	
Free copies	3.574
Copies used for purposes such as archiving	5
and website downloads per year (total)	10.000
H2-international	
e-journal subscribers	150
Sponsored distribution	4.500
Website downloads per year (total)	4.000
Print run of January issue	1.500

2 — GEOGRAPHICAL BREAKDOWN (HZWEI)

	%	of net circulation number of copies
Germany	94,7	4.255
outside Germany	5,3	240
Switzerland		
Austria		
Print circulation worldwide	100,0	4.495
HZwei subscribers in Germany		
ZIP-Code	%	number of copies
starts with 0	5,6	32
starts with 1	10,8	62
starts with 2	12,2	70
starts with 3	9,0	52
starts with 4	10,8	62
starts with 5	7,7	44
starts with 6	6,6	38
starts with 7	16,9	97
starts with 8	14,3	82
starts with 9	6,3	36
total	100,0	575



SURVEY METHODS IN BRIEF

1. Analyzed computer file listing individual names.
2. HZwei Subscribers in Germany
3. Focused on individual recipients at organizations, as stored in file.
4. Included deliveries between January and December 2019.
5. Survey was conducted by Hydrogeit Verlag.

REACH

HZwei is available for subscription in print and digital format all over the world. It is also sold by the publisher, in bookstores and online. Likewise, it is distributed at trade shows and expositions, conferences and seminars, and universities as well as other types of organizations. Issues published prior to the current year can be downloaded at no cost.

H2-international is a subscription-based digital service. Each issue is available as a PDF file. Members of associated organizations, for example, IAHE and NOW, have free access to the service.



1 — AD RATES (in EUR; discounts do not apply to charges)

HZwei

Size (page)	Width [mm]	Height [mm]	4-color [CMYK]
1/4 page vertical	105	149	850 Euro
1/4 page horizontal	210	72	
1/3 page vertical	72	297	1.190 Euro
1/3 page horizontal	210	99	
1/2 page vertical	105	297	1.640 Euro
1/2 page horizontal	210	149	
Junior-Page	134	210	2.140 Euro
1/1 Page	210	297	2.790 Euro
2/1 Page	420	297	4.490 Euro

Prices excluding VAT, valid from January 1, 2020

H2-international

Size (page oart)	Width [mm]	.(inch)	Height [mm]	.(inch)	4-color [CMYK]
1/4 page vertical	105	4.133	149	5.866	525 US\$
1/4 page horizontal	210	8.267	72	2.834	
1/3 page vertical	72	2.834	297	11.69	720 US\$
1/3 page horizontal	210	8.267	99	3.897	
1/2 page vertical	105	4.133	297	11.69	980 US\$
1/2 page horizontal	210	8.267	149	5.866	
1/1 page	210	8.267	297	11.69	1.650 US\$

Prices excluding VAT, valid from January 1, 2020

2 — CHARGES

HZwei

Inside front or back cover	U2/U3	EUR 500 per page
Outside back cover	U4	EUR 850 per page

H2-international

Inside front / outside back	U2/U4	EUR 350 per page
Print run	January	+30 percent

3 — DISCOUNTS

for multiple bookings within 12 months:

Repeat ad		Number of pages	
2 times	5 %	2 pages	5 %
3 times	7 %	3 pages	7 %
4 times	9 %	4 pages	9 %

Posting jobs – whether offers or searches – will trigger a 25 % discount on ad rates.

4 — SUPPLEMENTS

EUR 400 per 1.000 issues (minimum)

plus shipping fees and VAT

Maximum size: 210 mm x 291 mm

Deliver to (add “fuer HZwei, [your or your company’s name]”):
Printec Offset, Ochshaeuser Strasse 45, 34123 Kassel, Germany

5 — BUSINESS DIRECTORY

Basic

HZwei	H2-international
EUR 120 per year	EUR 160 per year

- Contact details (about 180 characters);
- Category of your choice;
- Part of all four issues a year;
- Online at www.hzwei.info/firmen (plus link);
- Online at www.h2-international.com/companies (plus link);
- Includes subscription as proof of purchase.

Premium

HZwei	H2-international
EUR 520 per year	EUR 460 per year

- Basic package features (see above);
- Company logo;
- Logo also part of monthly newsletter (plus link).

6 — BANK ACCOUNT INFORMATION

Bank: Mittelbrandenburgische Sparkasse








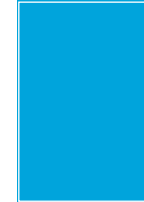
IBAN: DE37160500003705002189

SWIFT BIC: WELADED1PMB

AD SIZE

(prices in EUR; discounts do not apply to charges)

Please include a 3 mm bleed area at all sides of an advertisement (see figures; in millimeters).

							
1/4 page vert.	1/4 page horz.	1/3 page vert.	1/3 page horz.	1/2 page vert.	1/2 page horz.	Junior-Page	1/1 page
Width: 105+3	Width: 210+6	Width: 72+3	Width: 210+6	Width: 105+3	Width: 210+6	Width: 134+3	Width: 210+6
Height: 149+3	Height: 72+3	Height: 297+6	Height: 99+3	Height: 297+6	Height: 149+3	Height: 210+3	Height: 297+6

1 — MAGAZINE PAGE SIZE

DIN A4: 210 mm horizontal × 297 mm vertical
Type area: 175 mm horizontal × 265 mm vertical

2 — PRINTING AND BINDING

Web offset, saddle-stitched with two staples
(just as for H2-international January issue)

3 — HOW TO SUBMIT

Email data to info@h2-international.com
If you have any questions, please call +49 330 552 132 2

4 — DATA FORMATS

We recommend that you send files in PDF or X3 format. They must be ready for printing, with all required fonts embedded. Halftone images require 300 dpi at original size, while black-and-white ones must have a minimum of 600 dpi.

5 — COLORS

CMYK printing colors according to ISO 12647-2 (PSO)
Special colors available on request
It is recommended that you use standard ECI offset profiles to convert colors and check color space in ICC Color Management
The ECI_Offset_2009 color package can be downloaded for free at www.eci.org

6 — LIABILITY

The publisher shall not be held liable for the publication of an incorrect advertisement if it contains errors, such as different text, colors or illustrations, contained in the ad materials that were received by the advertiser. If it is deemed necessary to adjust image exposure owing to incomplete or damaged files, wrong settings or a lack of information, the work will be billed to the advertiser, as will additional work spent on typesetting or reproduction to correct for errors such as those mentioned previously.



1 — JANUARY

- Fuel cells in buses and trucks
- Hydrogen in shipping
- Practical test Hyundai Kona
- German Climate Cabinet and H2 Strategy
- Solar hydrogen project Sohhytec
- Hydrogen valley in the Netherlands
- Micro-grid demonstration in Thailand
- Importance of H₂ technology for young people
- Reconditioning of FC components
- Reviews f-cell and eMove 360°

Available in: 2nd week of January

Ad Closing: Dec. 14th, 2019

Materials due: Dec. 21st, 2019

Dates	Events
January 20 to 21	Kraftstoff der Zukunft, Berlin
January 29 to 30	El-motion, Vienna/Austria
February 11 to 13	E-world, Essen
February 26 to 28	FC Expo, Tokyo/Japan
March 10 to 12	Energy Storage & IRES, Düsseldorf
March 18 to 22	e-mobility-world, Friedrichshafen
March 19	H2.0-Konferenz, Husum
March 23 to 24	Batterietagung & Kraftwerk Batterie, Münster
March 23 to 24	Future Mobility Summit, Berlin
April 01 to 02	HFC, Vancouver/Canada

2 — APRIL

- Catalysts – Platinum reduction
- H₂ storage in metal hydrides
- Electrolysis project MegaLyseur
- Heat recovery thanks to increased efficiency
- Market overview FC heaters
- With hydrogen in the air
- Situation report from Japan
- FC industry in Canada
- Energy Storage in Düsseldorf
- Preliminary report: Hanover Fair

Available in: 2nd week of April

Ad Closing: March 20th, 2020

Materials due: March 27th, 2020

Dates	Events
April 16 to 19	i-Mobility, Stuttgart
April 20 to 24	Industriemesse, Hannover
April 28 to 30	The Battery Show, Stuttgart
May 13 to 14	Electric Vehicles, Berlin
May 30	GreenTec Festival & Formel e, Berlin
June 14 to 17	EVS33, Portland/USA
June 16 to 19	The Smarter E, Munich
June 17 to 18	BDEW-Kongress, Berlin



3 — JULY

- H₂ production from plastic waste
- Practical test Daimler GLC F-Cell
- Hydrogen from biomass
- Hydrogen for the mineral oil industry
- Fuel cells in the UPS industry
- FC drives in logistics
- Fuel cell power plants
- Areas of application for AFC
- HyBalance: Hydrogen from wind in Denmark
- Review Hanover Messe
- Preliminary reports Intersolar/ees and EFCF

Available in: last week of June

Ad Closing: May 29th, 2020

Materials due: June 05th, 2020

Dates	Events
July 02 to 07	EFCF, Luzern/Switzerland
July 05 to 09	WHEC2020, Istanbul/Turkey
September 22 to 25	WindEnergy, Hamburg
September 24 to 30	IAA Nfz, Hannover
September	DBI-Fachforum Energiespeicher, Berlin
September	E-Motive, Frankfurt a. M.
September	Jess Summer School, Athen/Greece

4 — OCTOBER

- LOHC for energy storage
- Cryogenic storage of hydrogen
- H₂ as storage tank for solar power
- Overview: PtG plants
- Alternative H₂ storage
- H₂ and FC in education and training
- Plastic membranes
- Review EFCF in Lucerne
- Preliminary reports f-cell and eMove 360°

Available in: last week of September

Ad Closing: August 28th, 2020

Materials due: September 04th, 2020

Dates	Events
September 29 to 30	f-cell, Stuttgart
October 20 to 22	eMove360°, Munich
October	Brennstoffzellen-Forum Hessen
November 17 to 18	gat + wat, Berlin
November	Forum Neue Energiewelt, Berlin
November	Wasserstoff-Symposium, Stralsund

The editorial board reserves the right to change the editorial schedule at any time.

1 — ONLINE PAGES

www.hydrogeit.de · www.hydrogeit-verlag.de
www.hzwei.info · www.hzwei.info/blog/
www.h2-international.com

2 — ABOUT

Comprehensive online services offered by Hydrogeit Verlag to decision makers from the worlds of industry, politics and science. Offerings include news and in-depth articles both in German (HZwei) and English (H2-international), directories and events calendars.



3 — TARGET READERSHIP

Decision makers, users, researchers and consumers

4 — PUBLISHING HOUSE

Hydrogeit Verlag
Sven Geitmann
Call +49 330 552 132 2 or
info@h2-international.com



1 — AD RATES

Online job posting costs EUR 250 per month.

	Placement	Length/size in pixels	File size [max]	CPM in EUR	Price in EUR per month
Full Banner	Front or category page	468 × 60	40 kB	40	350 / month
Leaderboard	Front or category page	728 × 90	40 kB	50	400 / month
Rectangle	Front or category page	180 × 150	40 kB	45	375 / month
Medium Rectangle	Front or category page	300 × 250	40 kB	50	400 / month
Standard Skyscraper	Front or category page	120 × 600	40 kB	60	500 / month
Wide Skyscraper	Front or category page	160 × 600	40 kB	70	600 / month

All prices exclude VAT

2 — DISCOUNTS

for multiple bookings within 12 months (from initial insertion):

2 months	2 %
3 months	3 %
4 months	5 %
6 months	10 %
12 months	20 %

3 — SOCIAL MEDIA

Social media channels can be added on request.

FACEBOOK – DE

www.facebook.com/hydrogeit.verlag
198 followers

FACEBOOK-GRUPPE – DE

www.facebook.com/groups/wasserstoffundbrennstoffzellen
819 members

FACEBOOK – EN

www.facebook.com/H2-international-188582824508052/
166 followers

FACEBOOK-GRUPPE – EN

www.facebook.com/groups/hydrogenandfuelcells/
554 members

LINKEDIN

www.linkedin.com/in/svengeitmann/
2.146 contacts

TWITTER

www.twitter.com/hydrogeit
1.209 follower

XING

www.xing.com/profile/Sven_Geitmann/
839 contacts

XING-GRUPPE

www.xing.com/net/hzwei
1.621 members

[Retrieved September 2019]

1 — FILE FORMATS

GIF, JPG, HTML, JavaScript; max file size 40 kB

2 — HOW TO SUBMIT

Please email advertising materials for your campaign to info@h2-international.com

3 — SUBMISSION DEADLINE

At the latest, three days prior to launching the campaign.

4 — REPORTING

Analysis of ad impressions or clicks on request.

1 — VISITOR ANALYSIS

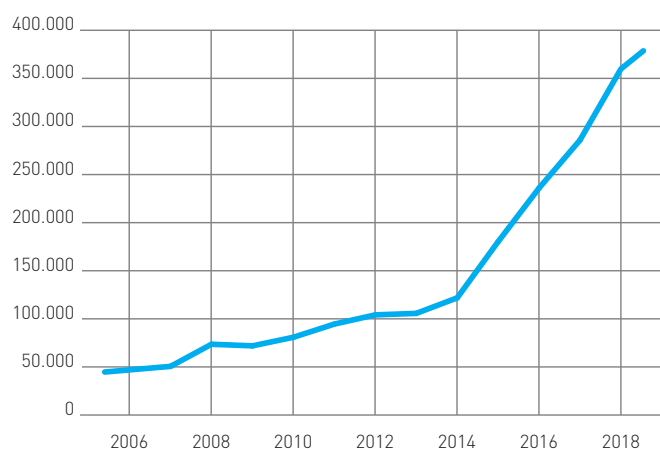
WordPress, 1&1 and Google Analytics

2 — USER PROFILE

Historical data on page access across the entire online presence of Hydrogeit Verlag.

2018: 359.857 Visits

WEBSITE VISITS 2006–2018



1 — NAME

HZwei-Newsletter

www.hzwei.info/hzwei-newsletter

H2-International Newsletter

www.h2-international.com/h2i-newsletter

2 — ABOUT

The no-cost newsletters are sent to subscribers each month and contain teasers to recent news items, detailed articles written by experts in the hydrogen and fuel cell sector, and key events in the industry. The newsletter in German was first sent out in 2004.

3 — CIRCULATION PROFILE

The primary audience of both newsletters includes everyone who intends to keep up with the latest hydrogen and fuel cell stories in German and English. They contain links to short and in-depth news items to pique the interest of not only consumers and researchers but also professionals and executives working in the energy sector.

4 — FREQUENCY

HZwei: around the beginning of each month

H2-international: around the middle of each month

5 — YEAR

HZwei newsletter

17th year in 2020

H2-international newsletter

6th year in 2020

6 — FEE

free of charge, can be cancelled anytime

7 — AFFILIATION/MEMBER OF

independent

8 — PUBLISHING HOUSE

Hydrogeit Verlag

Sven Geitmann

Call +49 330 552 132 2 or email to info@h2-international.com



1 — AD SPACE AND RATES

	Placement	Length or size in pixels	File size (max)	Preis (EUR)
Text ad	Integrated with content	ca. 500 characters	—	300
Full Banner	Integrated with content	468 × 60	30 kB	400
Leaderbanner	Integrated with content	728 × 90	30 kB	400
Rectangle	Integrated with content	180 × 150	30 kB	400
Medium Rectangle	Integrated with content	300 × 250	30 kB	400

All prices exclude VAT; agency commission at 15 % of customer net price.

Job postings: 25 % discount on rates

2 — DISCOUNTS

for multiple bookings within 12 months (from initial insertion):

2 months	2 %
3 months	3 %
4 months	5 %
6 months	10 %
12 months	20 %



1 — REACH

The newsletters are sent to professionals and executives who are interested in fuel cell and hydrogen news and products.

2 — CIRCULATION

HZwei: more than 6.000 subscribers (as of Oct. 2019)

	Recipient's country code
71 %	.de (Germany)
2 %	.at (Austria)
2 %	.ch (Switzerland)
23 %	.com (International)
1 %	.eu (Europe)

H2-international: more than 8.000 subscribers (as of Oct. 2019)

	Recipient's country code
89 %	.com, .uk, .ca, .gov (International)
6 %	.de (Germany)
2 %	.in (India)
1 %	.at, .ch (Austria, Switzerland)
1 %	.eu (Europe)
1 %	.jp (Japan)

1 — FILE FORMATS

GIF, JPG, HTML, JavaScript max file size 40 kB

2 — HOW TO SUBMIT

Please email advertising materials for your campaign to kontakt@hydrogeit.de

3 — SUBMISSION DEADLINE

Three days before newsletter is sent out.

4 — REPORTING

Analysis of ad impressions or clicks on request.



Erneuerbare Energien *Mit neuer Energie in die Zukunft*

by Sven Geitmann
Preface: Prof. Dr. Ernst Ulrich von Weizsäcker
212 p., 63 fig., 22 tab.
ISBN 978-3-937863-41-2
Hydrogeit Verlag, 3. Edit.
Oberkrämer, July 2014
Price: 14,90 €



Alternative Kraftstoffe *Erdgas & Flüssiggas – Biodiesel & Pflanzenöl – Wasserstoff & Strom Womit fahre ich am besten?*

by Sven Geitmann
212 p., 51 fig., 30 tab.
ISBN 978-3-937863-15-3
Hydrogeit Verlag
Oberkrämer, Nov. 2010
Price: 7,90 €



Brennstoffzellen im Unterricht

Grundlagen, Experimente, Arbeitsblätter
by C. Voigt, S. Höller, U. Küter, 5. Edition
144 p., 78 fig., 20 tab.
ISBN 978-3-937863-49-8
Hydrogeit Verlag & h-tec
Oberkrämer, Sept. 2016
Price: 14,90 €



The Hydrogen Society *More Than Just a Vision?*

by Arno A. Evers
Preface by T. Nejat Veziroglu, IAHE
PDF-file, english
168 p., coloured illustr.
ISBN 978-3-937863-31-3
Hydrogeit Verlag
Oberkrämer, April 2010
Price: 0,00 €



HZwei *das Magazin für Wasserstoff, Brennstoffzellen und Elektromobilität*

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Oberkrämer
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Abo-price: 30,00 €
plus Shipping



H2-international *the e-journal on hydrogen and fuel cells*

ISSN 2367-3931
pdf-file, 60 pages
Hydrogeit Verlag
Oberkrämer
quarterly
Price: 8,75 €
Subscription: 35,00 €



Unterrichtsmaterial *über Batterien und Brennstoffzellen*

by Geitmann, Borsum, NOW GmbH (Editor)
Workbook with Teacher's booklet, 30 student sheets and CD-ROM interdisciplinary sec. I
ISBN 978-3-937863-40-5
Hydrogeit Verlag, Apr. 2014
Price: 5,00 €



Wasserstoff-CD *interaktive, multimediale CD-ROM mit Animation*

by Sven Geitmann and Boris Jermer
ISBN 978-3-937863-10-8
Hydrogeit Verlag & Novalink, Kremmen
2. Edition, Nov. 2007
Price: 2,50 €

H₂YDROGEIT
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