DAS MAGAZIN FÜR WASSERSTOFF UND BRENNSTOFFZELLEN

H2 international THE E-JOURNAL ON HYDROGEN AND FUEL CELLS

MEDIA GUIDE 2021













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 CALENDAR

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

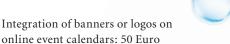
H2-INTERNATIONAL ONLINE*

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

H2-INTERNATIONAL NEWSLETTER

Part of monthly newsletter in English

* Integration of banners or logos on





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

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: Björn Vrooman, Kamenz

13 — ADVERTISING Uta Mummert, Lablachere, France

14 — SHIPPING

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

5 — PAGE SIZE

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

6 — YEAR

H7wei 21th year in 2021 H2-international 7th year in 2021

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

15 — PRINT

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



260,0 Seiten = 100,0 %

16 — HZWEI: STORY VERSUS AD SPACE

2020 = 4 copies Total # of pages

Story space 209,5 Seiten = 80,6 % Ad space 50,6 Seiten = 19,5 % of which business directory 20,5 Seiten = 7,9 % job ads 0.3 Seiten = 0.001 %publisher's ads 2,3 Seiten = 0,01 %

17 — H7WFI: BREAKDOWN BY COVERAGE

II IIZWEI. DILEANDOWN DI C	OVERAGE		
Total # of story pages	209,5	=	100,0 %
Energy storage	39,1	=	18,7 %
Electric transportation	38,6	=	18,4 %
Research & development	24,8	=	11,9 %
Policy	29,0	=	13,8 %
Stock market	20,0	=	9,5 %
Global	20,6	=	9,8 %
Industry news	12,0	=	5,7 %
Stationary systems	11,4	=	5,4 %
Education & training	5,5	=	2,6%
Product news	2,0	=	1,0 %
Title	4,0	=	1,9 %
Content	4,0	=	1,9 %
Editorial	4,0	=	1,9 %
Dates	3,5	=	1,7 %

H7wai subscribors in Cormany

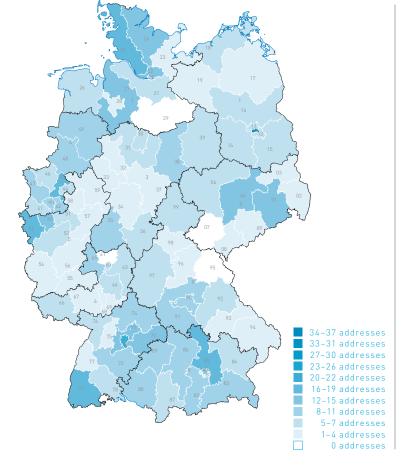
1 — PUBLISHER'S STATEMENT

Average no. of HZwei copies per issue (January 1 through December 31, 2020)

Print run 2021 Print run 2020 Net circulation of which abroad	4.000 4.500 4.495 335
Paid copies (incl. digital) of which abroad Subscriptions of which are members' Single copy sales Other	985 125 965 - 20
Other Free copies Copies used for purposes such as archiving and website downloads per year (total)	3.681 5
H2-international e-journal subscribers Sponsored distribution Website downloads per year (total) Print run of January issue 2021 Print run of January issue 2020	177 4.500 4.000 1.200 1.500

2 — GEOGRAPHICAL BREAKDOWN (HZWEI)

	HZWeis	subscribers in Germany
ZIP-Code	%	number of copies
starts with 0	4,7	33
starts with 1	9,5	66
starts with 2	13,7	95
starts with 3	8,3	58
starts with 4	11,4	79
starts with 5	7,3	51
starts with 6	8,1	56
starts with 7	15,8	110
starts with 8	15,5	108
starts with 9	5,6	39
total	100,0	695



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 2020.
- 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.





NEW AD RATES STARTING JAN. 1, 2021



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

HZwei

Width [mm]	Height [mm]	4-color (CMYK)
105	149	850 Euro
210	72	
72	297	1.190 Euro
210	99	
105	297	1.640 Euro
210	149	
134	210	2.140 Euro
210	297	2.790 Euro
420	297	4.490 Euro
	105 210 72 210 105 210 134 210	105 149 210 72 72 297 210 99 105 297 210 149 134 210 210 297

Prices excluding VAT, valid from January 1, 2021

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, 2021

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 o	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.
- · Second category: 25 % off; each further category: 50 % off

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

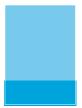
AD SIZE

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

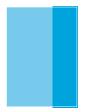
Please include a 3 mm bleed area at all sides of an advertisement (see figures; in millimeters).



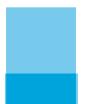
1/4 page vert. Width: 105+3 Height: 149+3



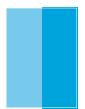
1/4 page horz. Width: 210 + 6 Height: 72+3



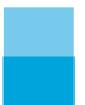
1/3 page vert. Width: 72+3Height: 297+6



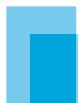
1/3 page horz. Width: 210+6 Height: 99+3



1/2 page vert. Width: 105+3 Height: 297+6



1/2 page horz. Width: 210+6 Height: 149+3



Junior-Page Width: 134+3 Height: 210+3



1/1 page Width: 210+6 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-andwhite 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.







EDITORIAL AND EVENTS SCHEDULE



1 — FEBRUARY

- · Fuel cells in aviation
- · Hydrogen in the maritime industry
- · Reducing catalysts' platinum content
- · Microbial fuel cells
- · Hydrogen Valley in the Netherlands
- · Clean Power Net: UPS systems
- · Recap: f-cell and eMove360°

Available in second week of February Ad close: Dec. 15, 2020 Materials due: Dec. 18, 2020

Dates	Events

2 — MAY

- · Metal hydrides as hydrogen storage
- · Producing hydrogen from solar energy
- · Heat sources for energy systems integration
- · Home fuel cells
- · Young people and the importance of hydrogen
- · State of the fuel cell market in Japan
- · Energy Storage Europe in Düsseldorf
- · Preview: Hannover Messe

Available in first week of May Ad close: April 20, 2021 Materials due: April 27, 2021

Dates	Events
	i-Mobility, Stuttgart (DE)
May	
	Int. Hydrogen Symposium, Hamburg (DE)
	BDEW-Kongress, Berlin (DE)





EDITORIAL AND EVENTS SCHEDULE



3 - AUGUST

- · Canada's fuel cell industry
- · Electrolyzer projects
- · Bioenergy sources for hydrogen production
- · Making hydrogen from plastic garbage
- · Hydrogen in refineries
- · Fuel cell trucks in logistics
- · Alkaline fuel cell applications
- · Recap: Hannover Messe
- · Preview: ees and EFCF

Available in first week of August Ad close: June 5, 2021 Materials due: June 12, 2021

Dates	Events

4 — OCTOBER

- · LOHC energy storage
- · Cryogenic hydrogen
- · Fuel cell power plants
- · Solar power stored in hydrogen
- · Overview: Power-to-gas plants
- · Hydrogen storage alternatives
- · Fuel cell education and training
- · Recap: EFCF in Lucerne
- · Preview: f-cell and eMove360°

Available in second week of October Ad close: Sept. 24, 2021 Materials due: Oct. 1, 2021

Dates	Events
	Forum Neue Energiewelt, Berlin (DE)
	gat + wat, Cologne (DE

Editorial calendar is tentative and subject to change. Events may be rescheduled or cancelled.

ABOUT



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







AD SPECS

WEBSITE - S

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 %

AD SPECS



3 — SOCIAL MEDIA

Social media channels can be added on request.

FACEBOOK - DE

www.facebook.com/hydrogeit.verlag 251 followers

FACEBOOK-GRUPPE - DE

www.facebook.com/groups/wasserstoffundbrennstoffzellen2.875 members

FACEBOOK - EN

www.facebook.com/H2-international-188582824508052/ 230 followers

FACEBOOK-GRUPPE - EN

www.facebook.com/groups/hydrogenandfuelcells/ 2.587 members

(Retrieved September 2020)

LINKEDIN

www.linkedin.com/in/svengeitmann/ 2.749 contacts

TWITTER

www.twitter.com/hydrogeit 1.442 follower

XING

www.xing.com/profile/Sven_Geitmann/ 880 contacts

XING-GRUPPE

www.xing.com/net/hzwei 2.088 members





METRICS

WEBSITE - M

1 — FILE FORMATS

GIF, JPG, HTML, JavaScript; max file size $40\,\mathrm{kB}$

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

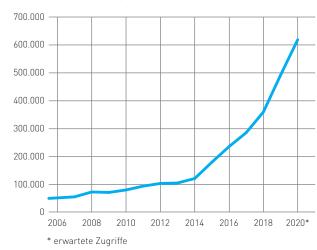
WordPress and Google Analytics

2 — USER PROFILE

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

2020: > 600.000 Visits

WEBSITE VISITS 2006-2020





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 18th year in 2021 H2-international newsletter 7th year in 2021

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







NEWSLETTER — R

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 %







METRICS



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 6.500 subscribers (as of Sept. 2020)

	Recipient's country code
66 %	.de (Germany)
27 %	.com, .net, .org (International)
2 %	.at (Austria)
2 %	.ch (Swizerland)
4 %	.fr, .be, .eu (Europw)

H2-international: more than 8.000 subscribers (as of Sept. 2020)

	Recipient's country code
75 %	.com, .net, .org (International)
14 %	.de, .at, .ch (german-speaking)
6 %	.fr, .be, .eu, .nl, .it (Europe)
2 %	.uk (Great Britain)
1 %	.jp (Japan)
1 %	.gov, .ca (Northamerica)

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.







HYDROGEIT VERLAG PUBLICATIONS



Wasserstoff und Brennstoffzellen Die Technik von gestern, heute und morgen

by Sven Geitmann Preface: Prof. Volker Quaschning ca. 176 p., ca. 30 tab. ISBN 978-3-937863-51-1 Hydrogeit Verlag, 4. Edit. Oberkrämer, Dec. 2020 Price: 17,90 €



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 €



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

ISSN 1862-393X 4.500 Copies., 68 pages Hydrogeit Verlag Oberkrämer quarterly Single-price: 8,00 € Subscription: 30,00 € plus Shipping



H2-international

the e-journal on hydrogen and fuel cells ISSN 2367-3931 pdf-file, 60 pages Hydrogeit Verlag Oberkraemer 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 Verlag

Gartenweg 5 . D-16727 Oberkrämer . Germany Tel +49 33055 213 22 . Fax +49 33055 213 20 info@h2-international.com www.h2-international.com