Over 20 Years of Hydrogen Expertise –
Reach the Right Target Audience

H2int.
HZwei

Media Kit
Print + Digital
2026

Foto: Matias Alliende

www.hzwei.info | www.h2-international.com

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Media Information 2026

A Hydrogen Market is Emerging – HZwei Has Been Involved from the Very Beginning

HZwei is the first and only magazine in Germany that has been dedicated to the topic of hydrogen from the very beginning – ever since its founding in 2004. Its editorial focus is on trends and innovations in hydrogen technology, the market, and related political developments.

After decades of dormant potential, hydrogen has experienced a remarkable boom in recent years. For many basic industries such as steel and fertilizer production, **the material use of hydrogen** is the only way to fully decarbonize their production chains. Hydrogen is also becoming a **climate-friendly fuel** for the first high-performance vehicles with demanding operational requirements in logistics. **Hydrogen derivatives** such as ammonia and methanol are promising marine fuels for the future, while in power plants, hydrogen can help bridge periods of low wind and solar generation.

With strong governmental support, a comprehensive **hydrogen infrastructure** is taking shape across Germany and Europe. It includes import terminals for hydrogen and its derivatives, a nationwide transmission network, and storage facilities. **Electrolyzers** with capacities of several hundred gigawatts are being built to store renewable electricity from wind and solar energy, while **fuel cells** are now entering series production.

All these topics are covered in HZwei – The Hydrogen Magazine. While our main focus is on Germany as a hydrogen nation, we also keep a close eye on the international market. Our reports are written by experienced trade journalists as well as experts from science and research. Our mission is to convey valuable, applicable knowledge about hydrogen.

In addition to the printed magazine, our **website** and weekly **newsletter** provide up-to-date news and reports from the hydrogen industry.

H2-international is the English-language sister publication and is available exclusively as an e-magazine.

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Topics

Electrolysis, Fuel Cells, Sector Coupling, Hydrogen Infrastructure, Mobility, Material Hydrogen Use

HZwei Magazine

First Trade Magazine for Hydrogen in Germany with 20 Years of Industry Expertise
H2 International was founded in 2015

Special Publications and Other Formats

Publications for specific target groups (e.g., industrial applications) and special topics (such as Carbon Capture and Storage) are in development, along with new digital formats.
Feel free to contact us.

International

English-language E-journal, Newsletter, and Website H2 International

Circulation

5,000 copies print run[1]

Newsletter

hzwei.info:
7.358 recipients[3]

h2-international.com:
7,916 recipients[3]

Online Reach

www.hzwei.info
16,020 Page Impressions/month[2]

www.h2-international.com
24,500 Page Impressions/month[2]

Focused

Top Decision-Maker Level

1 Publisher's Note, September 2025

2 Publisher's Note, August 2025

3 Publisher's Note, September 2025

1 Title: **HZwei – Over 20 Years of Hydrogen Expertise – Reach the Right Target Audience.**

2 Brief Description:

HZwei is the first and only magazine in Germany dedicated to hydrogen from the very beginning. It is published as both a print and e-magazine.

H2-International is the English-language sister magazine and is available exclusively in electronic format. Both publications provide in-depth technical reports, scientific articles, and up-to-date news on trends and innovations in hydrogen technology, the market, and politics.

3 Target Audience:

Professionals in hydrogen technologies, engineering firms, companies in the hydrogen industry, municipalities, logistics and mobility companies, as well as associations and industry organizations.

4 Publication Frequency: 6 issues per year

5 Magazine Format: DIN A4

6 Volume: 26th Year 2026

7 Subscription Price: (2025, excluding postage, including VAT)

Annual Subscription:		€ 92.90
Plus Shipping:	Domestic:	€ 7.00
	International:	€ 16.00
Single Issue Price:		€ 11.00

8 Publisher: –

9 Membership/ Participation: –

10 Publisher:
Gentner Energy Media GmbH
A company of the Gentner Publishing Group
P.O. Box 10 48 36, 70042 Stuttgart
Forststraße 131, 70193 Stuttgart
Phone: +49 (711) 636 72-0
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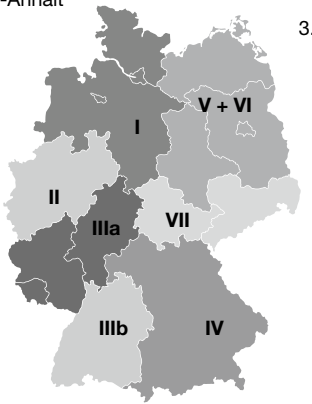
1 **Circulation control:**			
–			

2 **Circulation Analysis:** Copies per Issue in the Annual Average (01.07.2024–30.06.2025)			
Print Circulation:	5,000		
Actual Circulation (TvA):	4,816	of which abroad	38
Sold Circulation:	1,586		
Subscribed Copies:	868	Copies for members	0
Single Sales:	0		
Other Sales:	0		
Complimentary Copies:	4,106	Permanent recipients	0
Remaining, Archive and Proof Copies:	184	Changing recipients:	0
		Promotional copies:	0

3 **Geographical Distribution Analysis:**	%	Copies
Federal Republic of Germany	99.21	4,778
Abroad	0.79	38
Actual Circulation	100	5,000

Nielsen-Area I Schleswig-Holstein, Hamburg, Bremen, Lower Saxony	10.15 %	485 cp.
Nielsen-Area II North Rhine-Westphalia	8.87 %	424 cp.
Nielsen-Area IIIa Hesse, Rhinland-Palatine, Saarland	6.13 %	293 cp.
Nielsen-Area IIIb Baden-Württemberg	8.21 %	392 cp.
Nielsen-Area IV Bavaria	11.42 %	546 cp.
Nielsen-Area V + VI Berlin, Mecklenburg-Western Pomerania, Brandeburg, Saxony-Anhalt	61.70 %	2,470 cp.
Nielsen-Area VII Thuringia, Saxony	3.52 %	168 cp.



1 Magazine format: 210 mm wide × 297 mm high (DIN A4)

Text area: 187 mm wide × 265 mm high, 4 columns, each 43 mm wide

2 Printing and binding processes: Offset printing, perfect binding, delivery of exposure-ready, unseparated data in PDF/X-3 format

3 Data transmission methods: Please send us your print materials exclusively in digital format: via email to **datenanlieferung@gentner.de.**

4 Data formats: Unseparated PDF/X-3, Acrobat (PDF 1.3), CMYK mode.

- Fonts, logos, and images are included.
- Resolution: Image components CT: 300 dpi, Linework LW: 1200 dpi.
- No transparencies or layers.

When submitting print materials other than those explicitly requested, we reserve the right to charge for the creation of PDF files at cost price.

5 Colors: According to the Euro scale

Special colors and shades that cannot be achieved through the combination of colors from the scale require a special agreement with the publisher. Special colors are created based on the technical conditions from the Euro color scale. Minor tonal variations are within the tolerance range of the offset printing process. A spot color means that your advertisement may consist, in addition to black (and/or white), of no more than two of the remaining three primary colors (cyan, magenta, or yellow).

6 Proof: When submitting a proof, please ensure that it is a contract-proof generated from the supplied data. The proof must include the name of the applied color profile as well as the proofing system used. As a control reference, the Ugra/Fogra media wedge must be printed on the proof. Production department (as specified in section 9).

7 Data archiving: Data will be archived, so unchanged repetitions are generally possible. However, no guarantee is provided for the data.

8 Warranty: We do not accept liability for the printing result in case of incomplete or deviating data delivery (texts, colors, images). The publisher guarantees the usual print quality for the respective title within the limits of the provided printing materials.

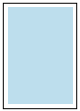
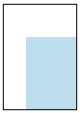
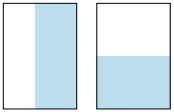
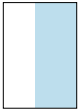
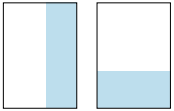
9 Contact: If you only have data formats or storage media other than those listed here and are unable to convert them into one of the desired formats, please make sure to consult with our technical hotline: Phone: (0711) 6 36 72 -862.

The shipping address for data submissions by mail and for proofs is:

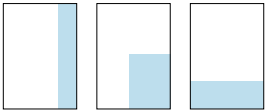
Gentner Energy Media GmbH
Melanie Schweigler
Phone: +49 (711) 6 36 72-862
schweigler@gentner.de

Please also refer to our guidelines for data submission at www.gentner.de/mediaservice/datenanlieferung

1 Advertising Formats and Prices: All prices are subject to the applicable legal VAT rate.

Format	Base Price in € Hzwei	Base Price in € H2int.		Text Area Formats Width × Height in mm	Trimmed Formats* Width × Height in mm
1/1 Page	3,390.–	2,570.–		187 × 265	210 × 297
Juniorpage	2,590.–	1,950.–		135 × 190	147 × 204
1/2 Page	1,990.–	1,410.–		height 91 × 265 width 187 × 130	height 103 × 297 width 210 × 144
1/2 Page hight Next to the table of contents	2,290.–	1,620.–		91 × 265	103 × 297
1/3 Page	1,430.–	1,050.–		height 59 × 265 width 187 × 85	height 71 × 297 width 210 × 99

* Format in the trim area plus an additional 3 mm bleed on all sides.
In general, advertisements can be canceled up to the advertising deadline. Cancellation must be made in writing.
Special advertising formats such as cover pages and title pages are non-cancelable.

Format	Base Price in € Hzwei	Base Price in € H2int.		Text Area Formats Width × Height in mm	Trimmed Formats* Width × Height in mm
1/4 Page	995.–	790.–		1sp. 43 × 265 2sp. 91 × 130 4sp. 187 × 63	55 × 297 103 × 144 210 × 77
4. Cover page	4,290.–	3,270.–		187 × 265	210 × 297
3. Cover page	3,890.–	2,970.–		187 × 265	210 × 297
2. Cover page	4,290.–	3,270.–		187 × 265	210 × 297
Cover page package	5.490.–	4,200.–	Consisting of the cover page as the entry into the magazine and the 3rd cover page as a reminder at the end of the magazine.	Title: 187 × 130 3rd Cover Page: 187 × 265	Title: 210 × 144 3rd Cover Page: 210 × 297
Print-Advertorial					
1/1 page 4c	Prices on Request		Specifications on Request		
1/2 page 4c	Prices on Request				
Print-Online-Advertorial					
1/1 page	Prices on Request		Specifications on Request		
1/2 page	Prices on Request				

* Format in the trim area plus an additional 3 mm bleed on all sides.
In general, advertisements can be canceled up to the advertising deadline. Cancellation must be made in writing.
Special advertising formats such as cover pages and title pages are non-cancelable.

Surcharges:		
Placement:	Surcharge for mandatory placement requirements	10 % of the ad price
Color:	Special colors, per color	980.00 €

Discounts: For purchases within a calendar year

Frequency scale		Quantity scale	
3 ads	5 %	2 pages	5 %
6 ads	10 %	4 pages	10 %
8 ads	15 %	6 pages	12 %
12 ads	20 %	8 pages	15 %
		12 pages	20 %

Combination Discounts

As part of the Gentner combination, the titles *BZ, TGA+E Fachplaner, Technische Isolierung, Gebäude-Energieberater, KKDIE KÄLTE + Klimatechnik, GLASWELT, K&L Magazin, SKILLS Magazin,ERNEUERBARE ENERGIEN, HZwei* and *photovoltaik* can be freely combined.

When booking at least two titles within a calendar year, the following discount applies – in addition to the respective volume discount:

2 titles: 5 % 4 titles: 10 %
3 titles: 8 % 5 titles: 15 %

Special Advertising Formats:

Inserts (Discounts according to quantity scale):

2 pages 4,930 € 4 pages 5,970 €

The paper weight may not exceed 170 g/m²; higher weights are available upon request. Please inquire about the trim allowances when submitting inserts. The weight specification of inserts and five samples with an indication of the front side must be submitted to us by the respective issue's ad closing date.

Inserts (not eligible for discounts): up to 25 g weight 260.00 €/thousand

Prices are subject to machine processing.
Including postage fees, higher weight upon request.
Minimum format: 105 mm width × 148 mm height
Maximum format: 200 mm width × 287 mm height
Partial insert possible from 1,000 copies.
Selection costs: € 79.00 (one-time).
The weight details and five samples of the inserts must be submitted by the respective issue advertisement deadline.
We will be happy to provide you with further delivery conditions.

Adhesive advertising materials and other special formats on request.

Contact: Delivery address for special advertising formats:

Please refer to your order confirmation for the delivery address of special advertising formats, which you will receive after booking.

Payment terms:

2% discount for payment within 8 days from the invoice date. No discount for occasional ads, postage fees, digit fees, or quotation postage. Net 30 days from the invoice date; pre-calculation reserv

UST ID Nr.: DE327997831

Bank details:
Landesbank Baden-Württemberg
IBAN: DE66 6005 0101 0405 2408 12 / BIC: SOLADEST600

Postbank 3036702
IBAN: DE82 6001 0070 0003 0367 02 / BIC: PBNKDEFF

Please refer to our General Terms and Conditions at www.gentner.de/mediaservice/agb-anzeigen

All prices plus applicable VAT.

Issue	01 / 2026	02 / 2026	03 / 2026	04 / 2026
Publishing date Closing date	17.02.2026 **03.02.2026**	15.04.2026 **27.03.2026**	15.07.2026 **01.07.2026**	19.10.2026 **05.10.2026**
Topic 1	Electrolyzers	Financing Hydrogen Projects	Measurement, Control & Automation	Sensor Technology Spotlight
Topic 2	Infrastructure: Hydrogen Pipeline Networks	Digitalization of the Hydrogen Value Chain	H2 Derivatives: Ammonia	Recycling & Resources
Topic 3	Hydrogen for municipalities	Hydrogen-Powered UPS Solutions	Compressors	Production Technologies for the Hydrogen Economy
Topic 4	Hydrogen stocks	**Special:** Hydrogen + Fuel Cells Europe / Hannover Messe	Hydrogen in Logistics	**Special:** Hydrogen Technology Expo, Hamburg

Trade Fairs and Events:

February

10.–12.02 2026
E-world energy & water, Essen

March

03.–04.03.2026
H2 Forum Berlin

April

20–24.04.2026
HANNOVER MESSE:
Hydrogen + Fuel Cells EUROPE

May

19–21.05.2026
World Hydrogen Summit,Rotterdam

June

20.–28.06.2026
Woche des Wasserstoffs

July

30.06–03.07.2026
European Fuel Cell Forum, Luzern

October

06.-07.10.2026
hy-fcell, Stuttgart

20.–22.10.2026
Hydrogen Technology Expo, Hamburg

26.10–30.10.2026
European Hydrogen Week, Brussels

Ausgabe	01 / 2026	02 / 2026	03 / 2026	04 / 2026
ET AS	09.02.2026 **21.01.2026**	08.04.2026 **18.03.2026**	08.07.2026 **19.06.2026**	13.10.2026 **24.09.2026**
Thema 1	Elektrolyseure	Finanzierung von Wassersoffprojekten	Messen Steuern Regel (MSR)	Sensortechnik im Fokus
Thema 2	Infrastruktur: Wasserstoffnetze	Digitalisierung	H2-Derivate: Ammoniak	Recycling & Ressourcen
Thema 3	Wasserstoff für Kommunen	USV-Lösungen mit Wasserstoff	Kompressoren	Produktionstechnik für die Wasserstoffwirtschaft
Thema 4	Wasserstoff-Aktien	**Special:** Hydrogen + Fuel Cells Europe / Hannover Messe	Wasserstoff in der Logistik	**Special:** Hydrogen Technology Expo, Hamburg

Messen und Veranstaltungen:

Februar

10.–12.02 2026
E-world energy & water, Essen

März

03.–04.03.2026
H2 Forum Berlin

April

20–24.04.2026
HANNOVER MESSE:
Hydrogen + Fuel Cells EUROPE

Mai

19–21.05.2026
World Hydrogen Summit,Rotterdam

Juni

20.–28.06.2026
Woche des Wasserstoffs

Juli

30.06–03.07.2026
European Fuel Cell Forum, Luzern

Oktober

06.-07.10.2026
hy-fcell, Stuttgart

20.–22.10.2026
Hydrogen Technology Expo, Hamburg

26.10–30.10.2026
European Hydrogen Week, Brussels

November

November 2026
TAE Wasserstoff Konferenz

Media Information 2026

With your entry in the company directory, you are exactly where your customers are searching for you.

Basic entry H2 Intl. (EN):

- Your contact details, up to 150 characters
- Category of your choice
- Height: 25 mm
- In all 4 issues
- Online at www.h2-international.com/companies (including link)
- The entries are extended for a further year if they are not canceled six weeks before the annual deadline.

Price H2 Intl. 187.40 € / Year

Basic entry HZwei (DE):

- Your contact details, up to 150 characters
- Category of your choice
- Height: 25 mm
- In all 4 issues
- Online at hzwei.info
- The entries are extended for a further year if they are not canceled six weeks before the annual deadline.

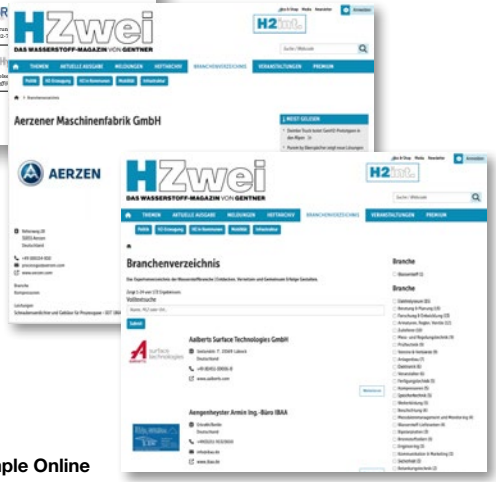
Price Hzwei 187.40 € / Year

Premium Entry

- Basic entry (see above), plus inclusion of the company logo as EPS or JPG/TIF at 300 dpi for print, and as PNG with a non-transparent (white) background, minimum width of 300 px for online.

Price HZwei	812.40 € / year
Price Hzwei Intl.	812.40 € / year

Example print



Example Online

Media Information 2026

Spezial Co-Location

Target Group: Project developers, solar installers, electrical contractors, as well as energy suppliers, grid operators, the electricity industry, policymakers, and investors
Circulation print: 24,000 Copies
Verbreitung Print: Insert in the June issue of photovoltaik (5/26) and in the June issue of ERNEUERBARE ENERGIEN (5/26), distributed at our booth at The smarter E Europe.
Distribution e-paper: Additional distribution of the PDF for free download
Publishing date: June 10, 2026
Closing Date: May 19, 2025

Preise für Anzeigen oder Advertorials*:

1/1 Seite*	4,600 €
1/2 Seite*	2,400 €
1/3 Seite	1,600 €
1/4 Seite	1,300 €
1/8 Seite	700 €

* Advertorials: full page or half page only.
Submission deadline for advertorial materials: May 14, 2026.

A renewable energy ground-mounted system and a battery storage facility located on the same site and sharing a common grid connection – that is the principle of co-location. It offers intelligent solutions for land use and grid connection of batteries and other renewable energy sources. The shared use of land and infrastructure enhances efficiency and economic viability.

All prices are subject to VAT.

Advantages:

- Use of existing land in densely populated or agricultural areas
- Two installations at one site, requiring only a single permitting process
- Shared use of infrastructure such as grid connection and access roads
- Synergies in operation and maintenance
- Reduced load on the grid connection

Topic Spectrum:

- PV and storage from the planner's perspective: feasibility, economic efficiency, and grid compatibility
- Park control and inverters that optimally integrate renewables and storage while providing data for operators
- Storage technologies for hybrid power plants
- Modules, internal park cabling, and grid connection
- Certification
- Operation and monitoring
- Electricity marketing

Print Edition
Insert in the trade fair issues of photovoltaik and ERNEUERBARE ENERGIEN

Media Information 2026

HZwei Wall Calendar 2027

Your advertising and your events in view all year round

Your advertising options

Premium 1,620.–

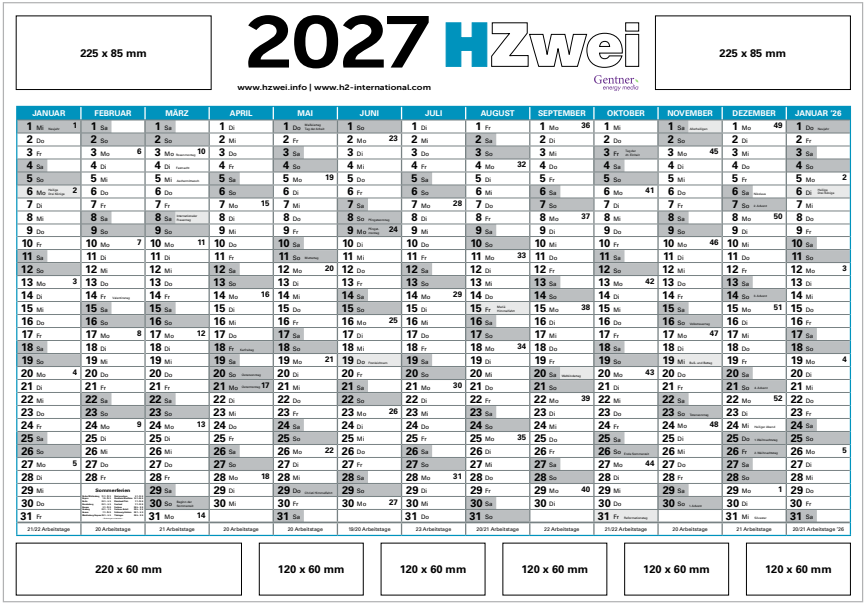
Large Advertising Area (Top)
Format: 225 mm wide × 85 mm high

Standard 1,330.–

Small Advertising Area (Bottom)
Format: 220 mm wide × 60 mm high

Small Logo (Bottom): 740.–

Format: 120 mm wide × 60 mm high



Entry in the online events calender
HZwei 100.– Euro | H2 int. 100.– Euro

Deadline:	October 1, 2026
Print Run:	5,000 copies
Distribution:	Sent with the HZwei issue 04/2026 (13.10.2026)
Wall Calendar:	Dimensions 1,000 mm wide × 700 mm high
Language:	German

All prices are subject to VAT.

Print magazine
- Print advertisement
- Special editions
- Print advertorial

WebPage
- Display advertising
- Online advertorial
- Company directory Hydrogen & Fuel Cells address book

Newsletter
- Display advertising
- Text/image advertisement
- Stand-alone newsletter

E-paper
The printed magazine conveniently digital on the table

HZwei

Social media
- Podcasts
- Content marketing campaigns including social media push

Corporate publishing
- Customer magazines
- Annual reports
- Microsites

Lead generation
- Webinar
- Whitepaper

Moving image
- Video production
- Video promotion

1 Website: www.hzwei.info

2 Brief description:

The HZwei website is the online portal dedicated entirely to the topic of hydrogen. It offers in-depth technical reports, scientific articles, and the latest news on developments in hydrogen technology, the market, as well as political and societal trends. With a clear focus on the latest innovations and the strategic importance of hydrogen for the future of energy supply, HZwei is the central information source for professionals and enthusiasts looking to dive deeper into this forward-looking topic.

3 Target audience:

Professionals in hydrogen technologies, engineering firms, companies in the hydrogen industry, municipalities, logistics and mobility companies, as well as associations and industry organizations.

4 Publisher:

Gentner Energy Media GmbH

Contact person for online advertising:
Mariana Nahirna, Advertising Manager
Phone: +49 159 06224648, Email: nahirna@gentner.de

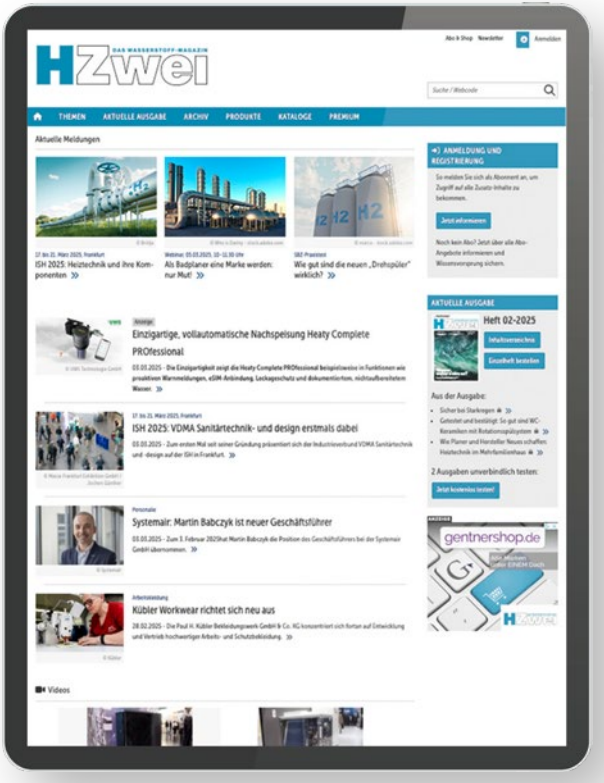
Ad Management
Phone: +49 (711) 6 36 72-810, -811
Email: datenanlieferung@gentner.de

5 Access control:

AGOF

6 Usage data:

Page Impressions: 17,250
Source:: Publisher´s data, August 2025



1 Website: www.h2-international.com

2 Brief description:

The English-language website of HZwei is the online portal for hydrogen-related topics. It offers in-depth technical reports, scientific articles, and the latest news on developments in hydrogen technology and trends. With a clear focus on the latest innovations and the strategic importance of hydrogen for the future of energy supply, HZwei is the central information source for professionals and enthusiasts looking to dive deeper into this forward-looking topic.

3 Target audience:

Professionals in hydrogen technologies, engineering firms, companies in the hydrogen industry, logistics and mobility companies, as well as institutes.

4 Publisher:

Gentner Energy Media GmbH

Contact person for online advertising:
Mariana Nahirna, Advertising Manager
Phone: +49 159 06224648, Email: nahirna@gentner.de

Ad Management
Phone: +49 (711) 6 36 72-810, -811
Email: datenanlieferung@gentner.de

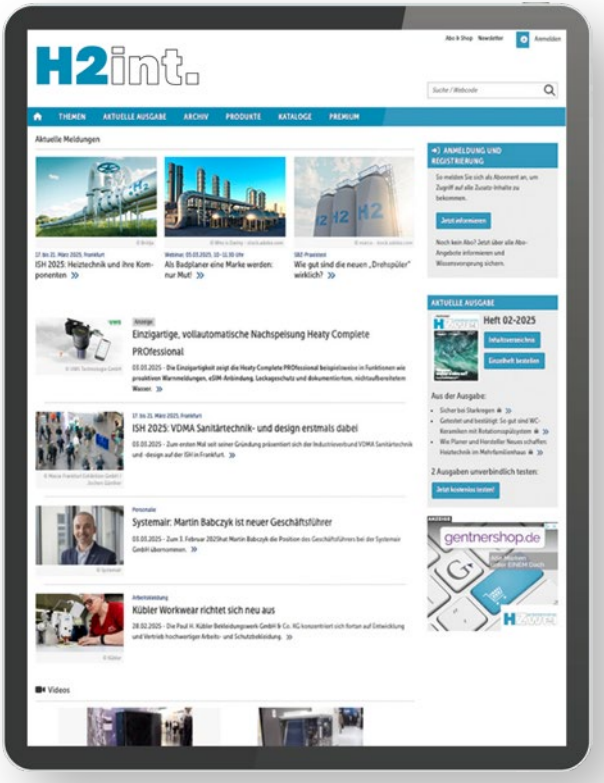
5 Usage data:

Page Impressions: 28,780

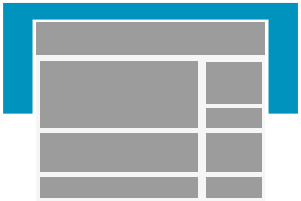
Davon:

Europe	58 %	South America	1.9 %
North America	33 %	Australia	1.1 %
Asia and Middle East	6 %		

Source:: Publisher´s data, August 2025



Fireplace-Ad



Top of screen, left and right next to the content; cross-page advertising format.

Format: 1,240 × 90 px + 160 × 600 px (2×), JPG, GIF, or Redirect (iframe), max. 100 KB per ad unit

Price: € 1,000 / month

Superbanner

Upper screen edge, appears on all pages, including the homepage.

Format:728 × 90 px, JPG, GIF, or Redirect, max. 100 KB

Price: € 800 / month.

Wallpaper

Upper screen edge and right next to the content; cross-page advertising format.

Format: 728 × 90 px + 160 × 600 px, JPG, GIF, or Redirect (iframe), max. 100 KB per advertising medium.

Price: € 800 / month.

Halfpage Ad

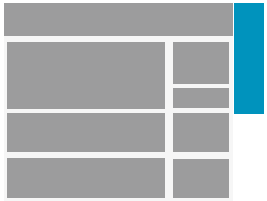
Next to the content, appears on all pages. Sticky: remains visible while scrolling.

Format: 300 × 600 px, JPG, GIF, or Redirect, max. 100 KB.

Price: € 800 / month.

Sticky Halfpage Ad
Price: € 1,100 / month.

Wide Skyscraper



Next to the content, appears on all pages. Sticky: remains visible while scrolling.

Format: 160 × 600 px, JPG, GIF, or Redirect, max. 100 KB.

Price: € 500 / month.

Sticky Skyscraper
Price: € 675 / month.

Medium Rectangle

In the right content column, appears on all pages, including the homepage.

Format: 300 × 250 px, JPG, GIF, or Redirect, max. 100 KB.

Price: € 800 / month.

All prices plus statutory VAT.

Billboard

Below the horizontal navigation bar.
Appears on all pages, including the homepage.

Format: 940 × 250 px,
JPG, GIF, or Redirect, max. 100 KB

Price: € 1,200 / month

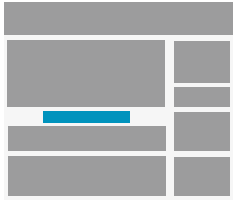
Sticky Footer

In the lower page area, spanning the entire width of the content, appears on all pages, and remains visible at the bottom of the screen.

Format: 770 × 125 px,
JPG, GIF, or Redirect, max. 100 KB

Price: € 1,200 / month

Fullbanner

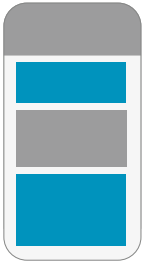


Between the articles, appears on all pages.

Format: 468 × 60 px,
JPG, GIF, or Redirect, max. 100 KB

Price: € 500 / month

Mobile Content Ads: Your advertising presence on mobile devices.



Mobile Content Ad 2:1

The Mobile Content Ad 2:1 is defined as a standard advertising medium. The banner links to your landing page.

Format:
300 × 150 px, JPG, GIF, max. 100 KB

Price: € 600 / month

Mobile Medium Rectangle

The Mobile Medium Rectangle is a proven format that is placed in the content area and provides high mobile visibility.

Format:
300 × 250 px, JPG, GIF, max. 100 KB

Price: € 750 / month

1 Discounts for combination of HZwei and H2-international banners, with purchase within 12 months (insertion year):

5 % for 2 months
10 % for 3 months
12 % for 4 months

2 Payment terms:

See page 10

3 Data delivery:

Five business days before the campaign start, by email to:
datenanlieferung@gentner.de

4 Special advertising formats:

Available on request

All prices plus statutory VAT.

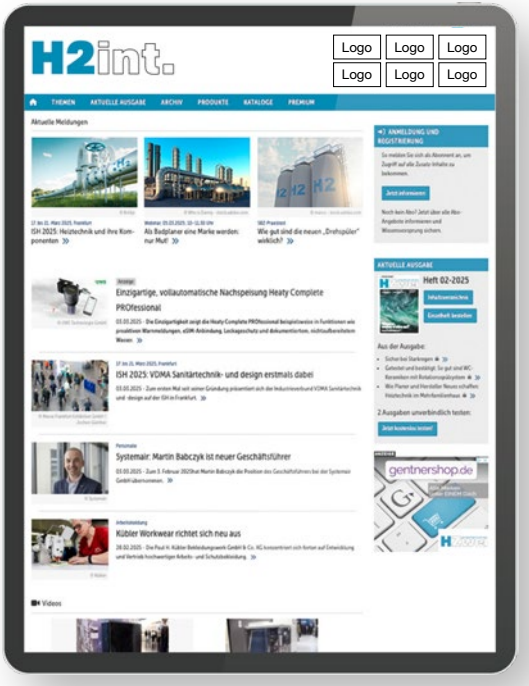
Your presence on HZwei / H2-international:

- Inclusion of your logo on all pages of the selected portal
- Banner campaign in the ad bundle on hzwei.info or h2-international.com (rotation)
- Inclusion of your product and company news on hydrogen and fuel cell technology in editorial reporting (after editorial review)
- 3 text and image ads in the HZwei or H2-international newsletter during the term
- Term: 12 months

Sponsoring je Portal (HZwei or H2-international):

Price: 3.500,– €

All prices plus statutory VAT.



HZwei / H2int.-Newsletter

The Hzwei newsletter is responsive and adjusts its layout according to the respective device.

Banner

Format: 560 × 72 px.,
jpg, gif or animated gif,
max. 200 KB
URL

Head placement
Price: 730 €

Between two articles
Price: 608 €

Text image ad standard

Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 608 €
Position 1: 730 €

Video post standard

Display: 270 × max. 180 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 60 characters
Teaser: max. 350 characters
URL

Price: 608 €
Position 1: 730 €

Event promotion / jobs Text image ad

Placement in the section jobs or events, dates, webinars, …
Display: 150 × max. 150 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 560 px.,
jpg, max. 200 KB, Copyright
Headline: max. 50 characters
Teaser: max. 350 characters
URL

Price: 500 €

Text image ad XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed)) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Headline: max. 120 characters
Teaser: max. 500 characters
URL

Price: 820 €
Position 1: 980 €

Videopost XL

Display: 560 × max. 373 px.
Format to be supplied:
Width (fixed) 560 px.;
Height max. 373 px.,
jpg, max. 200 KB, Copyright
Optional: Headline with
max. 120 characters
Teaser: max. 350 characters
URL

Price: 820 €
Position 1: 980 €

All prices plus statutory VAT.

› **Subscribers HZwei:**	7,593	› **Subscribers H2 Int:**	8,528
› **Open rate (unique):**	37,21 %	› **Open rate (unique):**	21.18%
› **Open rate (total):**	75,44 %	› **Open rate (total):**	45,34%

Source: Publisher Information 2024

Publication Frequency	Delivery of Data
1 time per week HZwei: Tuesdays H2 international: Thursdays	5 business days before the shipping date to datenanlieferung@gentner.de

Discounts

Purchase within 12 months (calendar year): Quantity tier

3 Newsletter	5 %	9 Newsletter	15 %
6 Newsletter	10 %	12 Newsletter	20 %

HZwei Newsletter Topics

March 10	Electrolyzers
April 14	Hydrogen + Fuel Cells Europe / Hannover Messe
May 12	Measurement, Control and Regulation (MSR)
June 16	Digitalization
October 13	Hydrogen Technology Expo in Hamburg
November 17	Production Technology for the Hydrogen Economy

Themen Newsletter H2 int.

12.03.	Electrolyzers
16.04.	Hannover Messe: Hydrogen + Fuel Cells EUROPE Highlights
14.05.	Measurement, Control & Automation
18.06.	Digitalization of the Hydrogen Value Chain
15.10.	Hydrogen Technology Expo in Hamburg
19.11.	Production Technologies for the Hydrogen Economy

We are planning additional topic-specific newsletters for Q3 and Q4 of 2025. The dates and topics are still under development. Feel free to reach out to us to share your suggestions.

Place your message individually and flexibly – you decide „what“, „how much“ and „when“ is sent!

Are you looking for a platform to get your message across individually and flexibly in terms of timing? Our **„Stand-Alone-Newsletter“** with the look & feel of the editorial newsletter (but without editorial content) brings only your advertising messages and images directly and exclusively to our newsletter subscribers. Due to the exclusivity of your advertising presence, your message reaches the attention is otherwise difficult to achieve.

Technical possibilities

You can set up and design your **„Stand-Alone-Newsletter“** in a variety of ways. To do this, simply send us your text and image files as well as desired links according to the specifications below.

Individual design options for **„Stand-Alone-Newsletter“**

Basically, all elements can be placed as often as desired and also at the preferred positions.

① **Leading image**
700 pixels wide; height variable. Image goes over the entire width of the newsletter.

② **Headline „Stand-Alone-Newsletter“**
across the entire width, max. 45 characters

③ **Teaser-Text**
max. 350 characters incl. blank characters

④ **Fullbanner**
468 pixels wide; 60 pixels high; banner is aligned on the left

⑤ **Pure text field extends across the entire width of the newsletter**
Formatting options:
– Bold/italic and underlined text passage
– Bullet points
– Linking of whole sentences or single words possible

⑥ **Image + text field, proportionate**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text: 350 characters; Image linking possible.

⑦ **Image + text field, 1/3 to 2/3 ratio**
Image: 560 pixels wide, height variable, landscape format, max. 200 KB, JPG
Headline: 35 characters, text 350 characters; Image linking possible.

⑧ **Integration of a video image**
Image: 560 pixels wide, height variable. The image is used to linked to the video. No integration of the video possible. Additional text can be added. Headline: 35 characters. Text: 350 characters

Price HZwei: 2,700.00 €
Price H2int.: 2,700.00 €

Data delivery: at least 12 working days before sending date

All prices are excluding statutory VAT.

Content marketing campaign

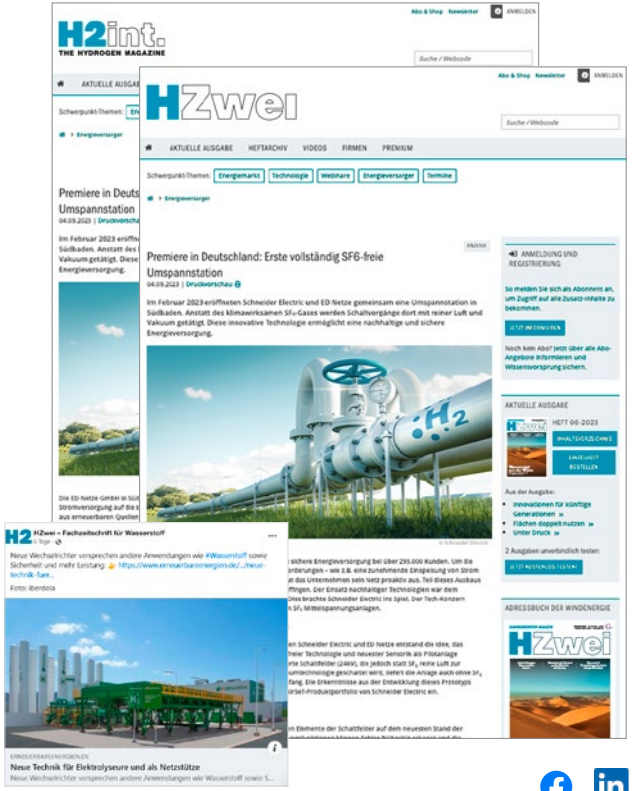
Online advertorial incl. social media push

Position yourself as an expert in your industry and convince your target group with your message.

With the content marketing campaign, we combine the effect of editorial content with a targeted advertising approach. Basis of the Campaign is an online advertorial on www.hzwei.info | www.h2-international.com, which resembles an editorial contribution. In this way, we increase awareness and credibility with the target group. For more reach and visibility of the online advertorial, we use social media ads. These enable precise and advanced targeting, which makes your message stand out to the right decision-makers. You benefit from a sustainable impact and maximized performance.

The structure of the online advertorial is flexible: In addition to meaningful text and images, videos or image galleries can also be integrated.

✅ The online advertorial remains on the website even after the campaign has ended and can continue to be found by search engines.



Services:

- We discuss the objectives and target group of the campaign with you
- create the online advertorial with your content on www.hzwei.info | www.h2-international.com (marked with ad)
- create measures via relevant social media channels
- take care of monitoring and optimization
- create a report on the online advertorial at the end of the Campaign Duration
- Duration of the content marketing campaign is 4 weeks

Price: 2,900.– €

All prices plus statutory VAT.

Media Information 2026

Our webinars as your stage!
Demonstrate in-depth expertise and strengthen your brand

Increase your visibility and reach with our webinar offering. Reach your target audience directly, present yourself as an expert, and gain valuable leads.
We offer you the perfect platform to demonstrate in-depth expertise and effectively position your brand. Book your webinar package now!

Sponsoring Webinar

You become a partner of our editorial webinars and present your company in the relevant subject area.

Branding-Sponsoring	Speaker-Sponsoring
› Logo sponsorship and presentation of your brand without speaking time › Logo on all invitations, landing pages, and social media posts to attract participants › Logo in the webinar stream (start, break, end) › Mention by the moderator („with the kind support of...“) › Integration of a presentation slide or a 60-second clip during the break › Visibility also in the on-demand stream	› 15 minutes of speaking time (including Q&A/ interaction with participants) › Logo on all invitations, landing pages, and social media posts to attract participants › Logo in the webinar stream (start, break, end) › Mention by the moderator („with the kind support of...“) › Integration of a presentation slide or a 60-second clip during the break › Visibility also in the on-demand stream
1.750 €	**2.250 €**

All webinar leads can be added as an option

Data protection-compliant package:
Name, address, telephone number, company, email address, consent

+ 1.500 €

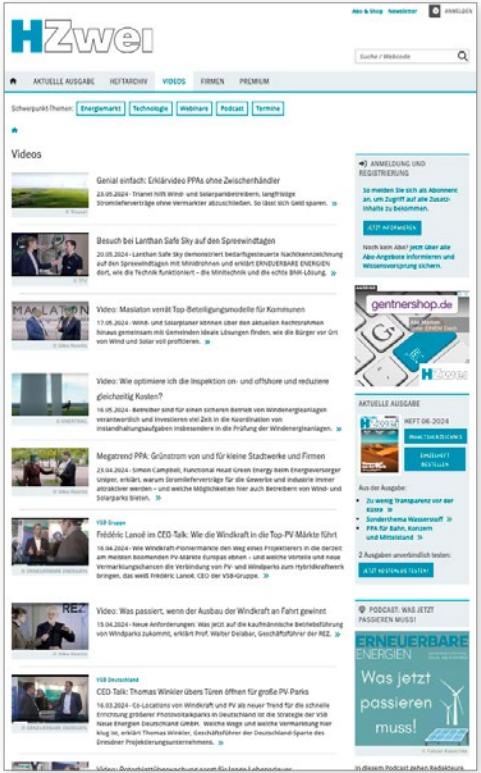
Premium Webinar

You demonstrate your expertise in a 60-minute webinar. We support you throughout the entire implementation process.

- Advice on selecting topics and structuring the webinar
- Your expert speakers will guide participants through the webinar content
- Brief presentation of your topic on the landing page at haustec.de
- Participant generation via our haustec.de channels and regulated registration process
- Display of your logo throughout the entire participant generation process
- You receive all GDPR-compliant leads from participants for one-time use
- Participant management, organizational support, technical instruction, and implementation are carried out by the haustec.de Academy
- Moderation and Q&A session by our editorial team and transmission of questions

6.500 €

Moving images are indispensable in communication today.



Video promotion

Do you have videos that you want to promote to installers and planners?
We offer you the relevant target audience and the appropriate reach through our video channels on www.photovoltaik.eu and www.pveurope.eu.
Leverage the trust and credibility of our media to strengthen your brand.
Let's work together to create a tailored package for distributing your video(s) through our channels.
Services and prices available upon request.

Video production

There are many ways to convey your message through moving images. Benefit from the experience of our video experts.
Together with you, we will develop the optimal product for your needs – from product videos to case stories.

Price: detailed calculation upon request.

* Price plus statutory VAT

We know our craft

„We know our craft“ is more than just a slogan at Gentner.

It is a living philosophy that runs like a red thread through our entire media offering.

Benefit from our expertise and experience! Whether it‘s a customer magazine, employee newsletter, annual report, company chronicle, or microsite – we will expertly implement your idea.

Corporate publishing from a trusted source:

- High editorial credibility through in-depth industry knowledge
- Knowledge transfer between editors-in-chief of market-leading publications and your internal contacts
- Strong target audience expertise in your markets
- High reach in broad and niche target groups
- A large network of recognized specialists in your industry
- Extensive online expertise
- Long-standing experience in print and online
- Creativity and passion for your project

Bild: Adobe Stock

We will find the right solution for your idea!
Contact us!

Knowledge advantage with our digital company license for your entire company

For companies, libraries and craft businesses, etc.

With our digital HZwei company license, you are well-informed and always up-to-date in your field of expertise.

The corporate digital license includes:

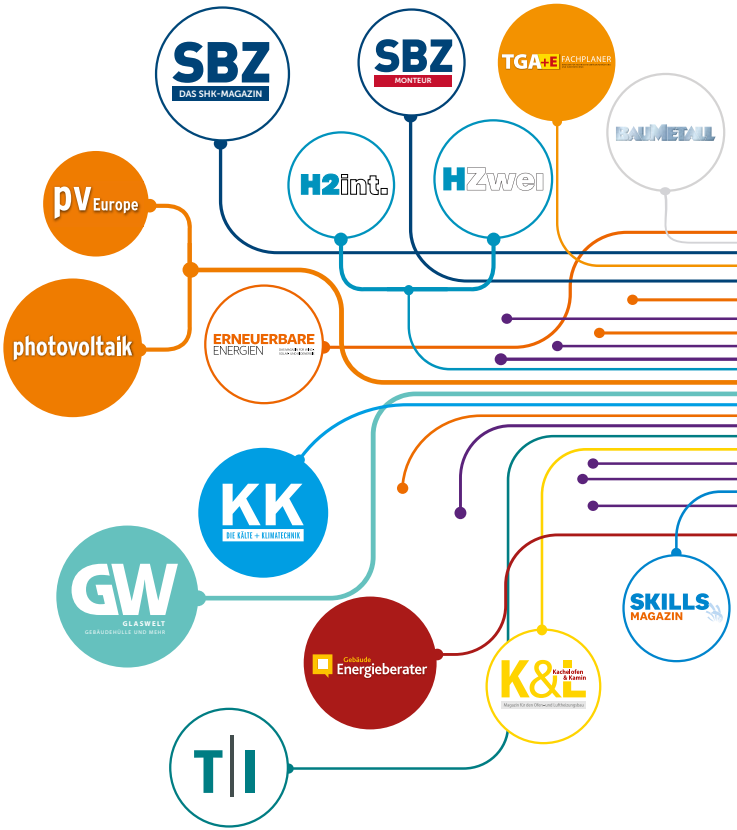
- Unlimited access to all HZwei content
- E-paper editions
- Online archive
- Market overviews, topic PDFs, focuses, and editions
- Discounted webinar participation (limited to the number of licenses)
- Discounts on educational offerings
- And more.

Bild: GettyImages

We have the right license for your company size!

Call me at +49 (0) 711 63 67 28 17 or
send me an e-mail at detzel@gentner.de.

Jörg Detzel
Head of marketing Alfons W. Gentner Verlag



Communicate across the board and reach your extended target group. Benefit from attractive combination prices.

haustec.de
von Gentner

Driven by digital networking, the trades are growing within within the building technology sector are growing ever closer together. Accordingly the need for information on overlapping topics is topics.

With our networked building technology portfolio, we serve the changing information requirements.

In our industry titles, users can find information on their core topics. core topics. Our haustec.de portal provides targeted information with a cross-segment content offering. On just one platform the all-round view of the bigger picture.

Media Information 2026

BAUMETALL
Trade magazin for tinsmith technology
baumetall.de

ERNEUERBARE ENERGIEN
The magazine for the energy transition
erneuerbareenergien.de

Gebäude-Energieberater
The magazine for energy experts who provide decisive advice
geb-info.de

GLASWELT
Facade, windows, glass and sun protection
glaswelt.de

haustec.de
The largest editorial portal about building services engineering
haustec.de

Hzwei
Trade journal for hydrogen

hzwei.info
h2-international.com

KK DIE KÄLTE + Klimatechnik
Trade journal Refrigeration, air conditioning and ventilation technology
diekaelte.de

K&L Magazin
rade journal for the tiled stove and air heating construction
kl-magazin.de

photovoltaik
Solar technology for installers, planners and architects
photovoltaik.eu
pveurope.eu (Englisch)

SBZ – Das SHK-Magazin
Sanitary-, Heating-, air conditioning and ventilation technology
sbz-online.de
sbz-monteur.de

SKILLS Magazin
Trade magazine for the Competence development in professional life

skills-magazin.de

Technische Isolierung
magazine for technical building services and the insulation technology

tech-isolierung.de

TGA+E-Fachplaner
Magazine for technical building services and electrical engineering

tga-fachplaner.de

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The media kit for all Gentner publications can be found on our website: www.gentner.de/mediaservice/mediadaten

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