DAS MAGAZIN FÜR WASSERSTOFF UND BRENNSTOFFZELLEN

ZWEI

1 2 international THE E-JOURNAL ON HYDROGEN AND FUEL CELLS

MEDIA GUIDE 2023













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 energie-portal24 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.

HZwei and H2-international event calendars:

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 online event calendars: 100 Euro









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

10 — PUBLISHING HOUSE

Hydrogeit Verlag Owner: Sven Geitmann

Gartenweg 5, 16727 Oberkraemer, Germany

Phone: +49 330 552 132 2, www.h2-international.com

VAT: DE221143829

11 — PUBLISHER Sven Geitmann

12 — EDITORIAL BOARD

Dipl.-Ing. Sven Geitmann (ViSdP)

Phone: +49 330 552 13 -22 / info@h2-international.com Writers: Eva Augsten, Sven Jösting, Michael Nallinger and

Niels Hendrik Petersen, Aleksandra Fedorska

Design: Henrike Hiersig, Berlin, and Robert Müller, Berlin Proofreading: Dione Gutzmer, Berlin // www.korrekturleserin.de

Translation: Karlee H. Archer, Biedenkopf, Germany

Nicola Bottrell Hayward, The Hydrogen Translator, Bristol, UK

13 — ADVERTISING Uta Mummert, Lablachere, France

14 — SHIPPING

publisher's ads

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 23th year in 2023 H2-international 8th year in 2023

7 — SUBSCRIPTIONS

Digital HZwei sub (PDF): EUR 33 per year (includes VAT) Combination (digital + print): EUR 40 per year (includes VAT, plus shipping)

HZwei sub (Germany): EUR 30 per year

(includes VAT, plus shipping)

Shipping in Germany: EUR 7 per year **Shipping abroad:** EUR 30 per year Single issue: EUR 8 (plus shipping)

H2-international sub: EUR 35 per year (excludes VAT) Annual business subscriptions - HZwei or H2-international **5 copies:** EUR 110 (excl. VAT, plus EUR 20 for shipping) 10 copies: EUR 195 (excl. VAT, plus EUR 20 for shipping) **50 copies:** EUR 490 (excl. VAT, plus EUR 20 for shipping) **Discounts**

50 % for university students (requires valid student ID), retirees 15 % for members of DWV, EES and HyCologne

Cancellation

4 week prior to the end of paid period

8/9 — AFFILIATION/MEMBER OF independent

15 — HZWEI: STORY VERSUS AD SPACE

2022 = 4 copies Total # of pages 312,0 pages = 100,0 % Story space 229,0 pages = 73,4 % Ad space 83,2 pages = 26,7 % of which business directory 40.9 pages = 13.1 %job ads 1,0 pages = 2,4 %

4,6 pages =

1,5 %

5

16 — HZWEI: BREAKDOWN BY COVERAGE

io nenen en			
Total # of story pages	229,0	=	100,0 %
Energy storage	41,2	=	18,0 %
Electric transportation	39,2	=	17,1 %
Stock market	32,6	=	14,2 %
Research & development	30,8	=	13,4 %
Global	14,5	=	6,3 %
Policy	11,8	=	5,1 %
Industry news	11,5	=	13,8 %
Fairs	9,0	=	3,9 %
Content	8,0	=	3,5 %
Stationary systems	6,0	=	2,6%
Funding	3,7	=	9,0%
Editorial	4,0	=	1,7 %
Title	4,0	=	1,7 %
Dates	4,0	=	1,7 %
Reading corner	3,0	=	1,3 %
Associations	2,0	=	0,9 %
Education & training	2,0	=	0,9 %
Product news	1,9	=	0,8 %

FOOTPRINT

ca. 2.770



U7wai subscribars in Cormany

1 — PUBLISHER'S STATEMENT

Average no. of HZwei copies per issue (January 1 through December 31, 2022)

Print run	4.000
of which abroad	361
D:1 : /: 1 !: /: 1	1 005
Paid copies (incl. digital)	1.895
of which abroad	149
Subscriptions	1.885
Other	10
Free copies	2.100
Copies used for purposes	
such as archiving	5
HZwei-Downloads (total since 2016):	77.600

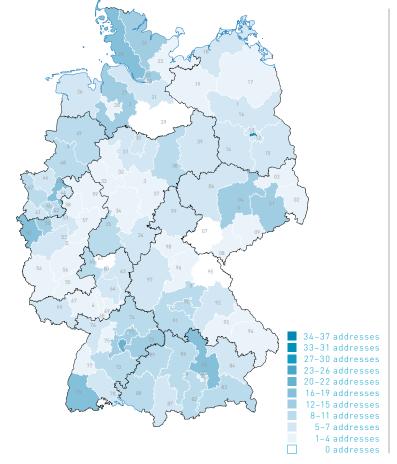
H2-international

Downloads per issue per year:

177
4.000
50.000
ca. 2.500
1.200
1.500

2 — GEOGRAPHICAL BREAKDOWN (HZWEI)

	HZWei 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
- 4. Included deliveries between January and December 2021.
- 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, Hydrogen Europe, IAHE and NOW, have free access to the service.





NEW AD RATES STARTING JAN. 1, 2023



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	895 Euro
1/4 page horizontal	210	72	
1/3 page vertical	72	297	1.250 Euro
1/3 page horizontal	210	99	
1/2 page vertical	105	297	1.740 Euro
1/2 page horizontal	210	149	
Junior-Page	134	210	2.250 Euro
1/1 Page	210	297	2.950 Euro
2/1 Page	420	297	4.790 Euro

Prices excluding VAT, valid from January 1, 2023

H2-international

Size (page oart)	Width [mm]	.(inch)	Height [mm]	.(inch)	4-color (CMYK)
1/4 page vertical	105	4.133	149	5.866	550 Euro
1/4 page horizontal	210	8.267	72	2.834	
1/3 page vertical	72	2.834	297	11.69	720 Euro
1/3 page horizontal	210	8.267	99	3.897	
1/2 page vertical	105	4.133	297	11.69	950 Euro
1/2 page horizontal	210	8.267	149	5.866	
1/1 page	210	8.267	297	11.69	1.590 Euro

Prices excluding VAT, valid from January 1, 2023

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 400 per page

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 450 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 — ADVERTORIALS

Editorial ads (advertorials) are charged in the same way as image ads. (prices: see table above)

6 — BUSINESS DIRECTORY

Basic

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

- · Contact details (about 150 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
- $\cdot\,$ 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).

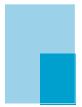
7 — BANK ACCOUNT INFORMATION

Bank: Mittelbrandenburgische Sparkasse IBAN: DE37160500003705002189 SWIFT BIC: WELADED1PMB

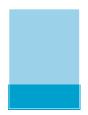
AD SIZE

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

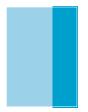
Please include a 3 mm bleed area at all sides of an advertisement (see figures; in millimeters).



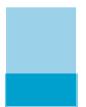
1/4 page vert. Width: 105+3 Height: 149+3



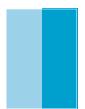
1/4 page horz. Width: 210+6 Height: 72+3



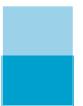
1/3 page vert. Width: 72+3 Height: 297+6



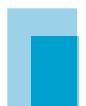
1/3 page horz. Width: 210+6 Height: 99+3



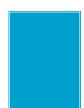
1/2 page vert. Width: 105+3 Height: 297+6



ert. 1/2 page horz. +3 Width: 210+6 7+6 Height: 149+3



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



1/1 pageWidth: 210+6
Height: 297+6



1 — MAGAZINE PAGE SIZE

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

2 — PRINTING AND BINDING

Web offset, saddle-stitched with two staples

3 - PRINT

printed offset, Ochshäuser Str. 45, 34123 Kassel, Germany Printed without mineral oil on Steinbeis Select Silk, made from 100 % recycled paper, awarded the Blue Angel for forest, species and climate protection



4 — HOW TO SUBMIT

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

5 — 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.

6 — 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

7 — 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 — JANUARY

- · Market overview compressors
- · Further education in Germany
- · Hydrogen in the cement industry
- · Flying with hydrogen
- · Clean Power Net current status
- · Fuel cells for special vehicles
- · Developments in tank technology
- · Hydrogen Valley in the Netherlands
- · H, networks in Poland
- · Situation report from Japan
- · Follow-up reports: f-cell & HTC Bremen

HZwei

Available in: 2nd CW Ad close: December 7th, 2022 Materials due: December 13th, 2022

H2-international is always published one month later.

2 - APRIL

- · Hydrogen for maritime applications
- · H, use in refineries
- · Acceptance of hydrogen
- · Hydrogen in gas boilers
- · Solar hydrogen production
- · Metal hydrides as H₂ storage
- · Advances in catalyst materials
- · Portugal as hidden champion
- · H, projects in the Czech Republic
- · Preliminary report: Hannover Fair

HZwei

Available in: 15th CW Ad close: March 13th, 2023 Materials due: March 20th, 2023

H2-international is always published one month later.

3 — JULY

- · PtG plants with over 100 MW
- · Biomass for H, production
- · Cryogenic hydrogen technology
- · Fuel cell powered forklifts
- · Methanol as H₂ storage
- · Fuel cells for trucks
- · FC applications in the Baltic States
- · H, projects in Austria
- · Follow-up report Hannover Fair
- · Preliminary reports ees, EFCF

HZwei

Available in: 26th CW Ad close: June 1st, 2023 Materials due: June 8th, 2023

H2-international is always published one month later.

4 — SEPTEMBER

- · Current status at AFC
- · Market overview FC power plants
- · Solar hydrogen projects
- · Development of electrolyser capacities
- · Further development of bipolar plates
- · Expansion of H, pipeline network
- · LOHC as energy storage
- · H, generation from plastics
- · Ammonia as H₂ storage
- · Activities in Belgium
- · Preliminary report f-cell

HZwei

Available in: 38th CW Ad close: August 25th, 2023 Materials due: September 1st, 2023

H2-international is always published one month later.

Editorial calendar is tentative and subject to change.

ABOUT

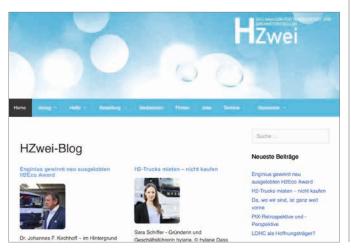


1 — ONLINE PAGES

www.h2-international.com www.hzwei.info 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 Gartenweg 5 16727 Oberkrämer, Germany Call +49 330 552 132 2 or info@h2-international.com







AD SPECS

WEBSITE - S

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.

5 — SOCIAL MEDIA

Social media channels can be added on request.

www.linkedin.com/in/svengeitmann/ 3.843 contacts

Twitter

www.twitter.com/hydrogeit 1.697 follower

[Retrieved September 2022]

6 — VISITOR ANALYSIS

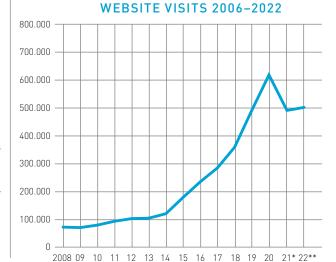
WordPress and Google Analytics

7 — USER PROFILE

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

2022: > 500.000 Visits

* URLs put together



** expected visits





AD SPECS



1 — AD RATES

Online job posting costs EUR 500 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
Large Leaderboard	Front or category page	728 × 90	40 kB	50	500 / month
Leaderboard	Front or category page	728 × 90	40 kB	50	400 / month
Rectangle	Front or category page	600 x 100	40 kB	40	350 / month
Small Rectangle	Front or category page	250 × 250	40 kB	40	400 / month
Medium Rectangle	Front or category page	300 × 250	40 kB	50	400 / month
Standard Skyscraper	Front or category page	120 × 600	40 kB	50	500 / month
Wide Skyscraper	Front or category page	160 × 600	40 kB	60	600 / month

All prices exclude VAT

2 — DISCOUNTS

for multiple bookings within 12 months (from initial insertion): Mega menu banner placement: +50%HZwei and H2-international newsletter can be combined

2 months	2 %
3 months	3 %
4 months	5 %
6 months	10 %
12 months	20 %
in total 24 months	35 %





AD SPECS

WEBSITE - F



Rectangle Format: 180 × 150



Small Rectangle Format: 250 × 250



Medium Rectangle Format: 300 × 250



Standard Skyscraper Format: 120 × 600



Wide Skyscraper Format: 160 × 600

Full Banner Format: 468 x 60



ABOUT



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 20th year in 2023 H2-international newsletter 9th year in 2023

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







METRICS

NEWSLETTER — M

1 - REACH

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

2 — FILE FORMATS

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

3 — HOW TO SUBMIT

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

4 — CIRCULATION

HZwei: more than 8.100 subscribers (as of Aug. 2022)

	Recipient's country code
63 %	.de (Germany)
25 %	.com (International)
3 %	.net
2 %	.at (Austria)
2 %	.ch (Switzerland)
2 %	.fr, .be, .eu (Europe)
1 %	.org

5 — SUBMISSION DEADLINE

Three days before newsletter is sent out.

6 — REPORTING

Analysis of ad impressions or clicks on request.

Opening rate:	HZwei-Newsletter:	23 %
	H2-international-Newsletter:	15 %
Clickrate:	HZwei-Newsletter:	42 %
	H2-international-Newsletter:	37 %

H2-international: more than 8.500 subscribers (as of Aug. 2022)

	Recipient's country code		
65 %	.com (International)		
6 %	.de (Germany)		
8 %	.net, .org		
8 %	.at, .be, .ch, .fr, .it, .no , .pl, .gr, .eu (Europe)		
2 %	.us, .ca (North America)		
1 %	.jp (Japan)		
2 %	.za, .au, .in (South Africa, Australia, India)		







1 — AD SPACE AND RATES

	Placement	Length or size in pixels	File size (max)	Preis (EUR)
Text ad	Integrated with content	ca. 500 characters	_	400
Text ad with Logo	Integrated with content	ca. 400 characters	30 kB	500
Job Offers	Integrated with content	ca. 600 characters	_	500
Medium Banner	Integrated with content	468 × 60	30 kB	450
Full Size Banner	Integrated with content	600 x 100	30 kB	500
Leaderbanner	Integrated with content	728 × 90	30 kB	500
Rectangle	Integrated with content	180 × 150	30 kB	500
Medium Rectangle	Integrated with content	300 × 250	30 kB	500

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):

HZwei and H2-international newsletter can be combined

2 months 2 % 3 months 3 % 4 months 5 % 6 months 10 % 12 months 20 % in total 24 months 35 %





AD SPECS

NEWSLETTER — **F**



Medium Rectangle Format: 300 × 250

Full Banner Format: 468 x 60

Leaderboard Format: 600 × 100

Large Leaderboard Format: 728 × 90









PUBLISHER



1 — PUBLISHING TEAM

Publisher & Editor:

Dipl.-Ing. Sven Geitmann, Oberkrämer

Freelance Journalists

Dipl.-Ing. (FH) Eva Augsten, Hamburg Sven Jösting, Hamburg Michael Nallinger, München Niels Hendrik Petersen, Berlin Aleksandra Fedorska, Frankfurt Oder

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Lecturer

Dione Gutzmer, Berlin

Administrator

Dr. Wolf Lewitz, Oberkrämer, Correct Conception GmbH, wolf@lewitz.de

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Olivia Park, Berlin

Publishing Assistant

Laura Baranov, Oberkrämer

Blog

Franziska Hagen, Oranienburg

Shipping and Subscription Management

Nicole Helmich & Kathrin Neumann, VAH Jager Verlagsauslieferung und Fulfillment-Service GmbH, Falkensee, office@vah-jager.de

Printing House

Michael Suckow, printec offset, Kassel, www.printec-offset.de







HYDROGEIT VERLAG PUBLICATIONS



Wasserstoff und Brennstoffzellen

Die Technik von gestern, heute und morgen

by Sven Geitmann Preface: Prof. Volker Quaschning 244 p. in color, 56 fig. & 8 tab. ISBN 978-3-937863-54-2

Hydrogeit Verlag, 5. Edit. Oberkrämer, May 2022 Price: 18,90 Euro



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 €



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 cost-free download



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€



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