

HZwei

DAS MAGAZIN FÜR WASSERSTOFF UND
BRENNSTOFFZELLEN



→ MEDIA GUIDE 2017

H₂international
E-JOURNAL ON HYDROGEN AND FUEL CELLS

H₂YDROGEIT
Verlag

ABOUT

Hydrogeit Verlag is the first and only publisher specializing in hydrogen and fuel cells across the German-speaking region.

Founded in 2004 by Sven Geitmann, it primarily offers information on:

- Hydrogen and fuel cells
- Electric transportation and energy storage
- Renewable sources and alternative fuels

Sven Geitmann has been intensely focused on the hydrogen and fuel cell market since 1997. From 2000 on, he was a contributor to H2Report, before writing about the potential of this promising technology at energieportal24.

After he had already written and published several books, Sven Geitmann funded his own publishing house north-west of Berlin, Germany, and took over responsibility for the “Magazin für Wasserstoff und Brennstoffzellen” (back then, still called H2Tec) in 2005. Boasting a new title, an updated design, and more issues per year, HZwei quickly grew into the quarterly must read for the H₂ and fuel cell industry.

To complement the German-language magazine, Hydrogeit Verlag established H2-international in 2015. Since then, the English-language “e-Journal on Hydrogen and Fuel Cells” has kept readers all over the globe up to date about industry developments.

EDITOR & PUBLISHER

Hydrogeit Verlag

Owner: Sven Geitmann, Gartenweg 5

16727 Oberkraemer, Germany

Location: Oberkraemer; VATIN: DE221143829

H₂YDROGEIT
Verlag

SOCIAL MEDIA

www.twitter.com/hydrogeit, www.xing.com/net/hzwei,
www.hzwei.info/blog, www.facebook.com/hydrogeit.verlag,
www.linkedin.com/in/svengeitmann

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MEDIA PARTNERS

Anwenderzentrum h2Herten, Demat, Deutsche Messe, Dufresne, DVGW, DWV, E-world energy & water, Elsevier, eMO, e-mobil BW, European Fuel Cell Forum, Eurosolar, FEE, H2BZ-Initiative Hessen, H2gate, H2 Mobility, Haus der Technik, Heliocentris Energy Solutions, H-Tec Education, H.T.V.G., HyCologne, Koelnmesse, MunichExpo, NOW, oak media, OTTI, Peter Sauber Agentur Messen und Kongresse, Solarpraxis, Technische Akademie Esslingen, Tobias Renz FAIR, WBZU, ZBT, ZSW

ABOUT HZWEI

HZwei is the German-language magazine to read if you want to be on the forefront of the hydrogen, fuel cell & electric transportation industry. In-depth technical and scientific articles, and the latest news, provide an overview of the most recent developments in H₂ and fuel cell technology as well as electric transportation. The focus of the magazine is on detailed but well-articulated articles written by industry journalists and experts from research and science.

HOW TO ORDER

HZwei is published four times a year and is available for subscription as a printed and digital issue around the globe. The magazine can be ordered directly from the publisher, via bookstores anywhere, or online. It is distributed at trade shows, conferences, and seminars, as well as universities and other organizations – including free downloads of last year's issues.

CIRCULATION PROFILE

The primary audience of HZwei are professionals and executives from all across the energy industry. The magazine was created for technologically interested readers who are looking for in-depth information about H₂, fuel cells & electric transportation as well as energy storage, including decision makers from industry and trade, representatives from associations, public authorities, and universities, and engineers and professionals from gas companies, carmakers and their suppliers.

TITLE

HZwei, das Magazin für Wasserstoff, Brennstoffzellen und Elektromobilität



ISSN 1862-393X

EDITORIAL BOARD

Dipl.-Ing. Sven Geitmann (ViSDP)

Phone/Fax: +49 (0)33 055 - 213 -22/-20, geitmann@hydrogeit.de

Freelance contributors: Alexandra Huss, Sven Jösting,

Niels Hendrik Petersen, Robert Rose

DESIGN & PROOFREADING

Dipl.-Des. Henrike Hiersig, Berlin, Germany

Dione Gutzmer, Berlin, www.korrekturleserin.de

ADVERTISEMENT

Kirsten Laasner, Bad Segeberg, Germany, anzeigen@hzwei.info

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Phone: +49 (0)33 22 - 12869 -15/-98

YEAR 17th year in 2017

DELIVERY quarterly

AFFILIATION independent

SUB PRICES Annual subscription (D / EU):

EUR 30 (incl. VAT, plus shipping fee of EUR 7 / 16)

Digital subscription (PDF file): no shipping fees

Issue (D / EU): EUR 8 (incl. VAT, plus EUR 2 / 4 for shipping)

Business subscriptions:

5 magazines: EUR 80 / year (+EUR 20 for shipping)

10 magazines: EUR 120 / year (+EUR 20 for shipping)

50 magazines: EUR 250 / year (+EUR 20 for shipping)

Discounts:

50 % for university students (if valid student ID)

15 % for members of: DWV, EES, HyCologne,

Forum ElektroMobilität

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

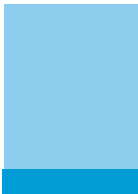


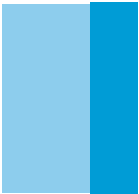




Size (page part)	Width [mm]	[inch]	Height [mm]	[inch]	4-color
1/8 page hor.	210	8.267	37	1.456	EUR 550
1/4 page ver.	105	4.133	149	5.866	EUR 850
1/4 page hor.	210	8.267	72	2.834	
1/3 page ver.	72	2.834	297	11.69	EUR 1,190
1/3 page hor.	210	8.267	99	3.897	
1/2 page ver.	105	4.133	297	11.69	EUR 1,640
1/2 page hor.	210	8.267	149	5.866	
1/1 page	210	8.267	297	11.69	EUR 2,790
2/1 page	420	16.53	297	11.69	EUR 4,490

Prices excluding VAT

valid from Jan. 1, 2017

AD SPACE

Please include a **3 mm bleed** area at all sides of the document for every advertisement (see figures; in millimeters)

							
1/8 page hor.	1/4 page ver.	1/4 page hor.	1/3 page ver.	1/3 page hor.	1/2 page ver.	1/2 page hor.	1/1 page ver.
Width: 210+6	Width: 105+3	Width: 210+6	Width: 72+3	Width: 210+6	Width: 105+3	Width: 210+6	Width: 210+6
Height: 37+3	Height: 149+3	Height: 72+3	Height: 297+6	Height: 99+3	Height: 297+6	Height: 149+3	Height: 297+6

CIRCULATION 4,500 (plus website downloads)

PAGE SIZE DIN A4, 210 mm hor., 297 mm ver.

Type area: 175 mm horizontal, 265 mm vertical
sheet-fed offset print, saddle-stitched

PRINTING SPECS

Colors: CMYK; File formats: EPS, JPG, TIFF,
and PDF Resolution: min. 300 dpi at original size
Bleed: page size + 3 mm bleed area
Send data by email to geitmann@hydrogeit.de

SUPPLEMENTS

Max. size: 210 mm x 291 mm
EUR 400 per 1,000 copies (min. quantity), plus shipping and VAT
Deliver to (add note: fuer HZwei, [customer name]):
Printec Offset, Ochshaeuser Strasse 45, 34123 Kassel, Germany

PUBLICATION DATES

Jan. (2nd CW), April (15th CW), July (26th CW), Oct. (40th CW)
Editorial/ad submission deadline: 5 resp. 6 weeks prior

COVER ADS (ADDITIONAL CHARGES)

Inside front cover & inside back cover: EUR 500 / page
Outside back cover: EUR 850 / page

DISCOUNTS for multiple bookings within 12 months:

Repeat ad		No. of pages	
2x	5 %	2 pages	5 %
3x	7 %	3 pages	7 %
4x	9 %	4 pages	9 %

ISSUE 1: JANUARY

- Hypos – PtG System by Areva
- High-Frequency Electrolysis
- Fuel Cell Buses Hit the Road
- NIP 1.0: The Bottom Line
- Cryogenic Hydrogen
- Inductive Charging
- Alkaline Fuel Cells
- Road Test: Toyota Mirai
- WES in Stuttgart
- eMove 360° in Munich

ISSUE 2: APRIL

- Preview: Hanover Trade Show
- Maritime Fuel Cell Applications
- Road Test: Honda Clarity
- Fuel Cell Catalysts
- Hydrogen in Refineries
- What Solar and H₂ Have in Common
- Education and Training
- Market Overview: Electrolysis Systems
- Energy Storage in Düsseldorf

Dates

February 04-05
February 07-09
March 01-02
March 14-16
March 14-16
March 14-18
March 20-24
March 22-26
March 28-30
April 05-06

Trade shows

HyVolution, Paris
E-world, Essen
Forum ElektroMobilität Kongress, Berlin
Energy Storage & IRES, Düsseldorf
EEVC, Geneva/Switzerland
ISH, Frankfurt a. M.
CeBIT, Hannover
e-mobility-world, Friedrichshafen
Battery Day NRW, Münster
new energy world, Leipzig

Dates

April 20-23
April 24-28
May 08-12
May 10-11
May 12
May 17-18
May 30 - June 02
June 01-02
June 09-18

Trade shows

ams-i-Mobility, Stuttgart
Energy & MobiliTec, Hannover
Energy Storage World Forum, Berlin
Electric Vehicles, Berlin
GreenTec Awards, Berlin
BDEW-Kongress, Berlin
Intersolar & ees, München
FC Expo, Tokio/Japan
eTourEurope, München

ISSUE 3: JULY

- Stationary Fuel Cells
- Fuel Cell Forklift Trucks
- Fuel Cell Use in Aviation
- Electrolysis in Switzerland
- Denmark's H₂- & Fuel Cell Projects
- Industry Meeting in Hanover
- Electric Transportation at the IAA
- ees in Munich
- EFCF in Lucerne

ISSUE 4: OCTOBER

- H₂ Production from Biomass
- Overview: Power-to-Gas Projects
- Fuel Cells as APUs
- Road Test: Electric Car
- IAA Cars in Frankfurt
- WES in Stuttgart
- eMove 360° in Munich
- EFCF in Lucerne

Dates	Trade shows
July 04-07	European PEFC & H ₂ -Forum, Lucerne/Switzerland
July 06-08	Automechanika, Birmingham/UK
July 09-12	WHTC, Prague/Czech Republic
September 07-08	E-Motive, Frankfurt a. M.
September 11-13	ICHS HySafe, Hamburg
September 14-24	IAA Cars, Frankfurt a. M.
September 20-23	EuroMold, Frankfurt
September	DBI-Fachforum Energiespeicher, Berlin

Dates	Trade shows
October	gat + wat, Essen
October 09-11	World of Energy Solutions, Stuttgart
October 09-11	EVS 30, Stuttgart
October 17-19	eMove 360° & Materialica, München
November 16-17	Forum Solarpraxis, Berlin
November 17	EnergieAgentur.NRW Netzwerk BZ & H ₂ , Düsseldorf
November	Wasserstoff-Symposium, Stralsund

BUSINESS DIRECTORY

An entry into the HZwei business directory will ensure that your contact details are displayed online and in the print issue. You can freely choose a category (e.g., "Supplier"). This basic entry (approx. 180 characters) will guarantee that you are represented at all events at which HZwei is distributed (trade shows, conferences, seminars, etc.). It also saves you the money for an HZwei subscription, since as proof you will receive one magazine free of charge when a new issue is published.

To highlight your entry, you can additionally have your company logo printed. This premium version will also make sure that your logo is included as part of each Hydrogeit Newsletter issue – including a link to your website (see p. 9).

Basic entry	incl. subscription	EUR 120 / year
Premium entry	incl. sub & logo	EUR 520 / year

See: www.hzwei.info/firmen

If you are operating globally, we recommend you also maintain an entry in H2-international (see p. 11).

JOB POSTINGS – PRINT & ONLINE

Posting jobs – whether job offers or job searches – will trigger a 25 % discount on all ad prices. You can offer and look for jobs both in the print issue of HZwei and online.

Job postings will be displayed on www.hzwei.info/jobs and incorporated into the huge database of job search engine Jooble: www.jooble.org

Online-only job postings are priced at EUR 200 per month.

CALENDAR OF EVENTS

Hydrogeit Verlag uses the calendar of events to announce important meetings of the hydrogen and fuel cell industry:

Hydrogeit calendar of events:

www.hydrogeit.de/aktuell.htm (German)

H2-international calendar of events:

www.h2-international.com/events (English)

HZwei calendar of events:

Printed inside HZwei magazine

Hydrogeit Newsletter calendar of events:

Part of the monthly published Hydrogeit Newsletter

If you cannot find your event on these calendars, contact the editorial team and become a media partner.

HYDROGEIT NEWSLETTER

The Hydrogeit Newsletter is the digital information medium to use if you want to know more in German about the entire hydrogen and fuel cell industry. The newsletter is sent out monthly at no cost to subscribers and is an ideal complement to the print issue of trade publication HZwei as well as the English-language online information service H2-international. The newsletter points to detailed contributions by experts in the field, references scientific studies, reports on discussions among industry professionals, and announces important events. In short: It gives an overview of all recent developments in H₂ and fuel cell technology – and has done so since 2004.

HOW TO SUBSCRIBE

The Hydrogeit Newsletter is sent by email twelve times a year in HTML and TXT format, and it is available at no cost to subscribers worldwide. It can be ordered directly through the website and can be cancelled at any time and at short notice. Subscribers can also look up all previously published issues in the website archive free of charge.

CIRCULATION PROFILE

The primary audience of this German-language newsletter by Hydrogeit Verlag are all those domestically and abroad who want to stay up to date on hydrogen and fuel cell advancements. It is as much for the technologically interested reader, who is

looking for basic or detailed information, as for the industry professional or executive from all across the energy industry.

TITLE Hydrogeit Newsletter – www.hydrogeit.de/newsletter.htm

YEAR 14th year in 2017

DELIVERY middle of every month

AFFILIATION independent

FEE free of charge, can be cancelled anytime

CIRCULATION 8,500

AD PRICES

Text ads (max. 500 characters)	incl. hyperlink	EUR 300
Image ads	incl. hyperlink	EUR 400

More than one booking in 12 months

2x	5 %
3x	10 %
6x	20 %
12x	30 %

Event notifications: 30 % discount for media partners

ABOUT H2-INTERNATIONAL

H2-international is an English-language information service on hydrogen and fuel cells. Via blog, e-journal, and newsletter, the service reports on current developments, especially from across the German-speaking region. The articles written by industry professionals are primarily contributions which also appear in the German-language trade publication HZwei.

BLOG

All content on the website, the blog, are available free of charge, although publications are limited to short versions of the articles.

NEWSLETTER (free of charge)

The H2-international Newsletter comes free of charge, but contains only headlines and teasers. Each month, it keeps readers up to date by email in HTML or TXT format about everything happening in the H₂ and fuel cell market.

E-JOURNAL (EUR 96 per year, excl. VAT)

Readers can order a paid subscription to the H2-international e-journal, which contains the full articles, including all images and links. The electronic journal is sent by email as a PDF of 35 pages or more.

HOW TO SUBSCRIBE

H2-international is published twelve times a year and sent by email to subscribers worldwide. The newsletter and the electronic journal can be ordered directly via the website, and subscription to them can be cancelled at any time and at short notice. Subscribers can also look up all previously published issues in the website archive free of charge.

CIRCULATION PROFILE

The audience of these English-language media by Hydrogeit Verlag are all those domestically and abroad who want to know about the most recent developments in H₂ and fuel cells. The English-language services were created both for the technologically interested reader, who is looking for basic or in-depth information, and industry professionals and executives from all across the energy industry.

TITLE H2-international – e-Journal on Hydrogen and Fuel Cells
www.h2international.com

YEAR 3rd year in 2017

DELIVERY beginning of every month

CIRCULATION 10,000 (newsletter) & 120 (e-journal)

NEWSLETTER ADS

Circulation: 10,000

All issues will be archived und remain available online.

Text ads (max. 500 characters), incl. hyperlink EUR 450

Image ads, incl. hyperlink EUR 600

More than one booking in 12 months:

2x 5 %

3x 10 %

4x 15 %

6x 20 %

12x 30 %

Job posting: 25 % discount on all prices

Event notifications: 30 % discount for media partners

E-JOURNAL ADS

Circulation: 150

After 12 months, issues will be available online at no cost.

Text ads (max. 500 characters), incl. hyperlink: EUR 150

Image ad, incl. hyperlink 1/4 page EUR 200

Image ad, incl. hyperlink 1/3 page EUR 300

Image ad, incl. hyperlink 1/2 page EUR 400

Image ad, incl. hyperlink 1 page EUR 600

WEBSITE ADS

Medium Rectangle (300x250) EUR 300 per month

Full-size Banner (468x60) EUR 400 per month

Wide Skyscraper (160x600) EUR 500 per month

BUSINESS DIRECTORY

An entry into the H2-international business directory will ensure that your contact details are displayed online and as part of the electronic journal. You can freely choose a category (e. g., "Fuel Cells"). It saves you the money for a subscription, since as proof you will receive one electronic journal free of charge when a new issue is published.

To highlight your entry, you can additionally have your company logo printed. This premium version will also make sure that your logo is included as part of each H2-international newsletter – including a link to your website.

Basic entry incl. subscription EUR 196 / year

Premium entry incl. sub & logo EUR 359 / year

See: www.h2-international.com/companies

If you are present on the German market (or would like to be), we also recommend an entry in the HZwei company directory (see p. 8).

All prices excluding VAT, valid from Jan. 1, 2017



Wasserstoff & Brennstoffzellen Energiewende 3.0

von Sven Geitmann
Vorwort: Dr. Klaus Bonhoff, NOW GmbH
236 S., 54 Abb., 10 Tab.
ISBN 978-3-937863-16-0
Hydrogeit Verlag, 3. Aufl.
Oberkrämer, Sept. 2012
Store Price: EUR 14.90



Erneuerbare Energien Mit neuer Energie in die Zukunft

von Sven Geitmann
Vorwort: Prof. Dr. Ernst Ulrich von Weizsäcker
212 S., 63 Abb., 22 Tab.
ISBN 978-3-937863-41-2
Hydrogeit Verlag, 3. Aufl.
Oberkrämer, Juli 2014
Store Price: EUR 14.90



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

von Sven Geitmann
212 S., 51 Abb., 30 Tab.
ISBN 978-3-937863-15-3
Hydrogeit Verlag
Oberkrämer, Nov. 2010
Store Price: EUR 7.90



Brennstoffzellen im Unterricht

Grundlagen, Experimente, Arbeitsblätter
von C. Voigt, S. Höller, U. Küter, 3. Auflage
144 S., 78 Abb., 20 Tab.
ISBN 978-3-937863-42-9
Hydrogeit Verlag & h-tec
Oberkrämer, März 2014
Store Price: EUR 14.90

Available in English:
ISBN 97839810227-28



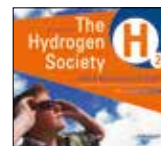
HZwei das Magazin für Wasserstoff, Brennstoffzellen und Elektromobilität

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Oberkrämer
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Subscription: EUR 30.00
+ shipping fees



Unterrichtsmaterial über Batterien und Brennstoffzellen

von Geitmann, Borsum, NOW GmbH (Hrsg.)
Arbeitsmappe mit Lehrerheft, 30 Schülerblätter und CD-ROM
fächerübergreifend Sek. I
ISBN 978-3-937863-40-5
Hydrogeit Verlag, Apr. 2014
Store Price: EUR 5.00



The Hydrogen Society More Than Just a Vision?

von Arno A. Evers
Vorwort von T. Nejat Veziroglu, IAHE
Hardcover, englisch
168 S., farbig illustriert
ISBN 978-3-937863-31-3
Hydrogeit Verlag
Oberkrämer, April 2010
Store Price: EUR 19.90



Wasserstoff-CD interaktive, multimediale CD-ROM mit Animation

von Sven Geitmann und Boris Jermer
ISBN 978-3-937863-10-8
Hydrogeit Verlag & Novalink, Kremen
2. Aufl., Nov. 2007
Store Price: EUR 5.00