



Knowledge platform – driving technology to the global hydrogen community

Hydrogen **Tech** World

Media Kit
2024

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About Hydrogen Tech World

Hydrogen Tech World is a unique platform dedicated to advancing and promoting the latest technology along the hydrogen production and distribution chain. With a widespread community of researchers, engineers, procurement officers, project managers, etc., from manufacturers, systems integrators, engineering companies, fabricators and end users, Hydrogen Tech World is a powerful network for information exchange and knowledge transfer. Members are kept fully updated via regular newsletters whilst the open website provides instant, unrestricted access to a wealth of technical data, news updates, project information, expert insights, podcasts, etc.

Scheduled for June 2024, the Hydrogen Tech World Expo & Conference in Essen will be a technology-focused event. Here, visitors can see and discuss the very latest products and services available to facilitate the mainstream usage of hydrogen as an energy carrier and an energy source.



Facts

- ◉ Digital
- ◉ A4 format
- ◉ 6 issues per year
- ◉ Average digital circulation: 7,000 copies

Markets

- ◉ Hydrogen Production
- ◉ Hydrogen Distribution
- ◉ Hydrogen Storage
- ◉ Fuel Cells

Products & services

- ◉ AC/DC converters
- ◉ Electrolyzers
- ◉ Separation
- ◉ Scrubbers
- ◉ Heat Exchangers
- ◉ Compressors
- ◉ Valves
- ◉ Actuators
- ◉ Pumps
- ◉ Pipes/Tubing/Fittings/Flanges
- ◉ Packings/Gaskets/Seals
- ◉ Instrumentation Equipment

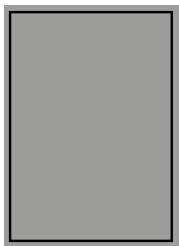
Material Deadline

Issue	Deadline
February	19 th January
April	22 nd March
June	17 th May
August	19 th July
October	20 th September
November	17 th October

Advertising opportunities

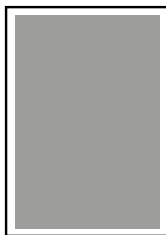
- ◉ Advertisements
- ◉ Cover Story
- ◉ Feature article
- ◉ Newsletter
- ◉ Website
- ◉ Trade shows
- ◉ Multimedia campaigns
- ◉ Social media

The editorial staff reserves the right to make changes to the editorial program.



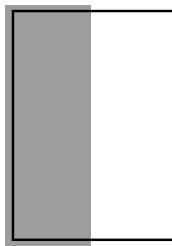
1/1 page bleed

W 216 mm x H 303 mm



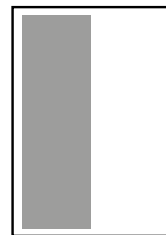
1/1 page

W 192 mm x H 271 mm



1/2 page vertical bleed

W 111 mm x H 303 mm



1/2 page vertical

W 90 mm x H 271 mm



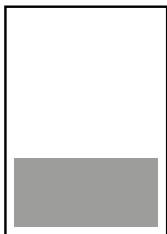
1/2 page horizontal bleed

W 216 mm x H 148 mm



1/2 page horizontal

W 192 mm x H 131 mm



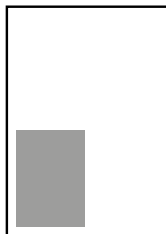
1/3 horizontal

Without bleed:

W 192 mm x H 86 mm

With bleed:

W 216 mm x H 102 mm



1/4 page square

Without bleed:

W 90 mm x H 131 mm

With bleed:

W 110 mm x H 155 mm



1/4 page horizontal

Without bleed:

W 192 x H 70 mm

With bleed:

W 216 x H 78 mm



Video Stand Alone

Advert Copy Requirements

- Delivery of advertising material should be a PDF (PDF/X1a:2001), JPG (300 DPI) or EPS file.
- Full colour material should be provided in CMYK.
- No text should be included within 10 mm of the right and left sides of the crop marks
- Advertising material and weblink to Alexandra Heuvelmann
+49 2821 71145 40
a.heuvelmann@kci-world.com

*Advertisement rates
including link to your website*

<i>Number of inserations</i>	<i>1x</i>	<i>3x</i>	<i>6x</i>
Full-page ad	2,000 EUR	1,850 EUR	1,700 EUR
Half-page ad	1,700 EUR	1,550 EUR	1,400 EUR
Third-page ad	1,550 EUR	1,400 EUR	1,250 EUR
Quarter-page ad	1,400 EUR	1,250 EUR	1,100 EUR
Video ad / Full-page	2,000 EUR	-	-

For more information please contact:

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The Hydrogen Tech World Cover Story is combined with a package of multi-media communications. It comprises the magazine front cover plus editorial article and support with an extensive (and flexible) supplementary multi-media advertising campaign designed to provide a highly visible, multi-level marketing and communication campaign.

Hydrogen Tech World Cover Story Comprises:

- An editorial article on four full-colour pages combining text and images. The Hydrogen Tech World editorial team will prepare an article based on your input and key messages. The article will be written in our style, but you will be invited to review to ensure factual accuracy.
- The cover story will be hosted in the Cover Story Gallery on the Hydrogen Tech World website (hydrogentechworld.com) for at least one year.
- Hosted on the Hydrogen Tech World website as main Feature Article for two weeks during the month of publication.
- Hosted on the Hydrogen Tech World bi-weekly newsletter as main Feature Article.
- Posted in Hydrogen Tech World LinkedIn and Twitter channel as well as other related groups on Social Media.

**Cover Story
8,000 EUR**



Hydrogen Tech World Feature Article Comprises:

- Article on homepage Hydrogen Tech World including picture and title
- Text based on interview with a Hydrogen Tech World editor
- The flexible format can include text (+/- 1000 words) and side-bars, plus multiple images, charts, diagrams, slideshows, videos, tables, etc
- Promotion via newsletter as feature article
- Posted in Hydrogen Tech World LinkedIn and Twitter channel as well as other related groups on Social Media



Feature article
3,000 EUR

ONLINE

EVENTS



NEWS UPDATE

SAFUREX

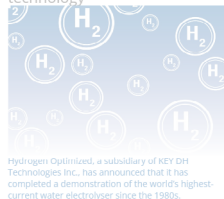
Stainless steel for high-pressure equipment and piping

Featured Story



Latest News

Hydrogen Optimized advances large-scale green hydrogen technology



Dead ends for hydrogen-induced cracks in steels



BUTTING

CHESTERTON

MANNESMANN

NELES

WILTON

EMERSON

Hydrogen Tech World Newsletter

The Hydrogen Tech World bi-weekly Newsletter has 7,000 global subscribers who receive 26 mailings of this digital newsletter per year! Subscribe to our **free** Hydrogen Tech World Newsletter and get the latest news on Electrolyzers, Flow Control, Materials, Transport & Storage and Fuel Cells.

1. Newsletter Top Banner

- 1 month 2,500 EUR
- Your company logo linked to your website on a top position within the Hydrogen Tech World Newsletter
- Format: jpg, eps, ai
- Size: 728 px * 90 px

2. Clickable Logo Banner

- 1 year 5,000 EUR
- The Logobanner is linked to your website
- Format: jpg
- Size: max. 125 px * 40 px

Press Releases and Industry News are hosted for Free!

We invite you to send your Press Releases and company news for consideration for inclusion in the news items section of the Newsletter. All news items must be of relevant interest to the Hydrogen industry and of a non-commercial nature. All press releases and news items hosted subject to editorial discretion.

Please send your Press Releases and Company News to:
press.htw@kci-world.com

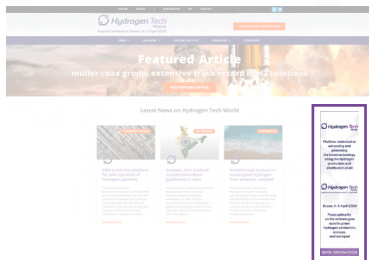
Hydrogen Tech World Online

The substantial benefits of offering services over the internet are obvious: fast, interactive, direct worldwide access, 24 hours a day. The resulting synergies with our other media channels make the internet an even more powerful tool. We have combined the best brands and excellent content of our website with our digital magazine to bring you the best of both worlds.



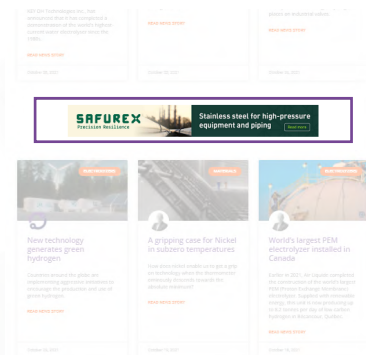
Top Leaderboard Banner

- 1 month 3,000 EUR
- Position: Displayed on Homepage and repeated on every subpage
- Size: 728 px * 90 px



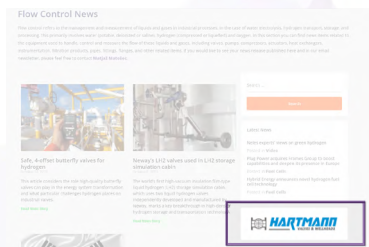
Skyscraper Homepage

- 1 month 1,500 EUR
- Position: Displayed on Homepage
- Size: 160 px * 600 px



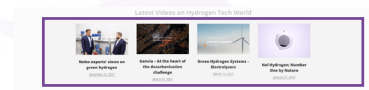
Content Leaderboard Banner

- 1 month 2,500 EUR
- Position: 5 spots available, between the content blocks on the Homepage
- Size: 728 px * 90 px



Category Page Banner

- 3 months 950 EUR
- 1 year 3,900 EUR
- Position: right-hand column, next to news category (e.g., Electrolyzers)
- Size: 325 px * 200 px



Company Video

- 3 months 1,500 EUR
- Position: 4 spots in latest company videos
- YouTube video link to customer website or to YouTube

Expo & Conference

Essen | 26–27 June 2024

The world is changing, transitioning gradually but inevitably towards a low-carbon energy supply in the coming decades. KCI will play our own role in this energy transition by deploying our proven specialty: knowledge transfer. Our goal is to facilitate the move to a green(er) energy production and supply through network building and knowledge exchange.

The ambitious goals set by global leaders require all industry players to share know-how, learn from mistakes and work together to achieve success. KCI will therefore bring together and empower the whole supply chain, from subcontractors to OEMs to engineering companies to end users, through its dedicated platform Hydrogen Tech World.

KCI will bring the hydrogen community together through different media channels, including live events, publications and online media.

KCI will organize a two-day expo devoted to hydrogen production, distribution, storage, and processing, with a focus on following key topics: Materials; Flow Control; Electrolysis; Liquefaction, Compression, and Storage Equipment. The event will take place on **26–27 June 2024** at **Messe Essen, Germany**.

Moreover, the **Hydrogen Tech World Expo & Conference 2024** will be co-hosted with **Green Steel World Expo & Conference 2024**, a sister event that puts the spotlight on sustainable steel production to lead to a carbon-free society.

The Hydrogen Tech World Expo & Conference will serve as a meeting point for the hydrogen community, creating opportunities to network, showcase and engage while enjoying plenary talks and presentations at the open conference.



Exhibition Rate:

Row Stand: 1 Open Side: 280 EUR per m²

Corner / Island Stand: 350 EUR per m²

Net stand space only

**50% surcharge on standard fee
for double-deck stands**

Co-exhibitor surcharge:

900 EUR per co-exhibitor

For more information:

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The **open conference area** is there to facilitate knowledge exchange. Professionals from across the hydrogen value chain will give (technical) presentations covering a wide range of topics concerning technological innovation as well as the design, selection, application, operation and maintenance of equipment and materials used in water electrolysis and all stages of hydrogen transport, storage, and processing.

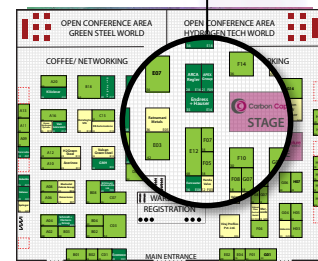
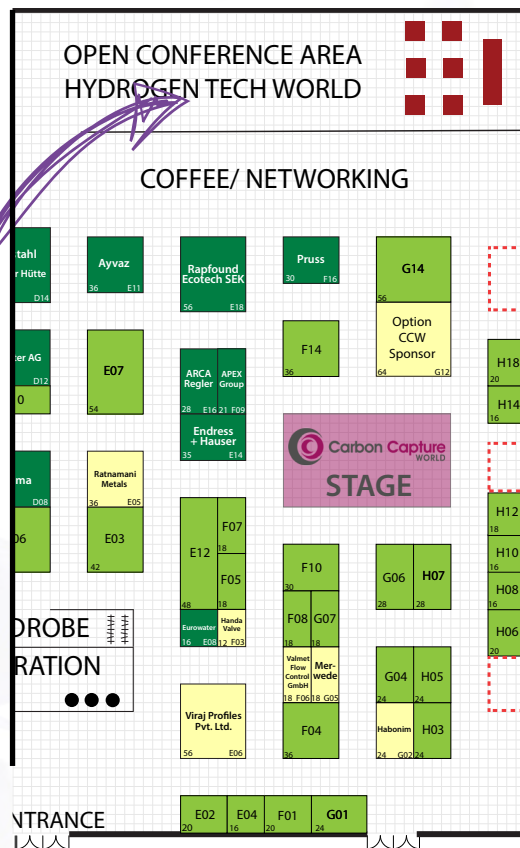
Matjaž Matošec

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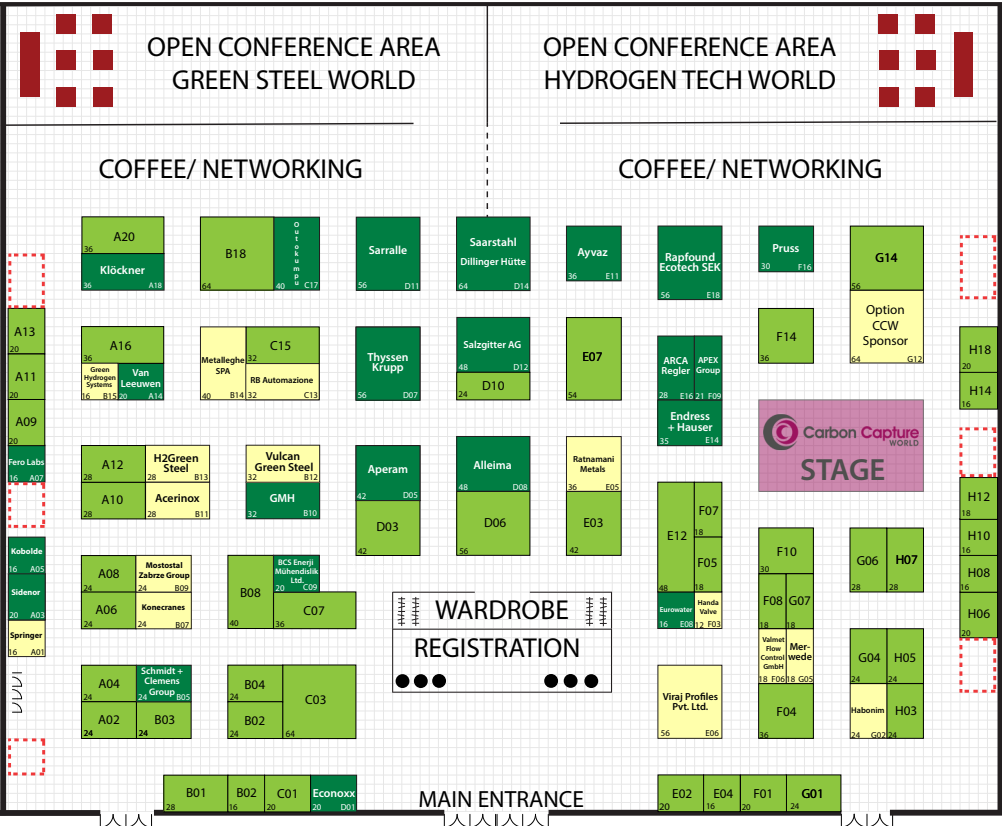
Tel. +31 262 051 519 • M +31 622 701 937

Co-exhibitor surcharge:
900 Euro per co-exhibitor

For more information:
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Green Steel World
PROUDLY SPONSORED BY:



Index:

- Sold
- Available
- Option



**Green Steel World
Expo & Conference**

Date: 26–27 June 2024

Location: Messe Essen, Germany



**Stainless Steel World Asia
Conference & Expo**

Date: 11–12 September 2024

Location: Singapore



**Heat Exchanger World
Conference & Expo**

Date: 06–07 November 2024

Location: Rotterdam, The Netherlands



**Hydrogen Tech World
Expo & Conference**

Date: 26–27 June 2024

Location: Messe Essen, Germany



**Stainless Steel World Duplex
Conference & Expo**

Date: 06–07 November 2024

Location: Rotterdam, The Netherlands



**Valve World
Exhibition & Conference**

Date: 03–05 December 2024

Location: Messe Düsseldorf, Germany



**Valve World Asia
Expo & Conference**

Date: 03–04 July 2024

Location: Shanghai

**SAVE THE
DATES &
JOIN us!**