"Reach the people who drive the Benelux solar and storage industry - through its leading media platform"

# SOLAR STORAGE MAGAZINE



MEDIA KIT 2027

# THE NUMBERS




WWW.SOLARMAGAZINE.NL

**MAGAZINE** | amount of copies

**23.3 K** bimonthly
**7,500** print copies
**15,832** digital copies

**NEWSLETTER** | twice a week

**28.2 K** subscribers*
**59.4%** open rate

**WEB** | sessions

**8.95 M** annual*
**745,757** monthly

**WEB** | page views

**13.1 M** annual
**1.09 M** monthly

**LINKEDIN** | followers and views

**17.9 K** followers
**4.5 M** post views

**SOCIAL MEDIA** | followers

**4 K** X | Twitter
**1.5 K** Instagram

All prices in this media kit exclude VAT | Terms and conditions apply at all times, see www.solarmagazine.nl/terms-and-conditions
* 80% of the website visitors is from the Netherlands and 14% of the website visitors is from Belgium

# THE STORY




## POWERING THE FUTURE: YOUR GATEWAY TO BENELUX'S ENERGY TRANSITION

**Solar & Storage Magazine stands as the premier news platform in the Benelux for decision-makers shaping the energy storage and solar industry.** Our dynamic ecosystem delivers cutting-edge insights through a bimonthly print magazine complemented by our daily news blog, with newsletters landing in your inbox every Wednesday and Saturday.

Born in 2009 as Solar Magazine, we rapidly established ourselves as the definitive voice of the Benelux solar industry. Our evolution continued in 2016 with the launch of Storage Magazine, culminating in today's unified powerhouse: Solar & Storage Magazine.

Beyond our twice-weekly newsletters and daily breaking news on our website, our team produces a premium bimonthly print publication and the industry's most anticipated annual Market Guide which is distributed in December.

**Transform your market presence with our versatile promotional opportunities:** from strategic print and digital advertising to compelling sponsored content, business event partnerships, targeted social media campaigns, and innovative brand visibility solutions. Partner with us to amplify your reach and accelerate your growth in the renewable energy landscape.

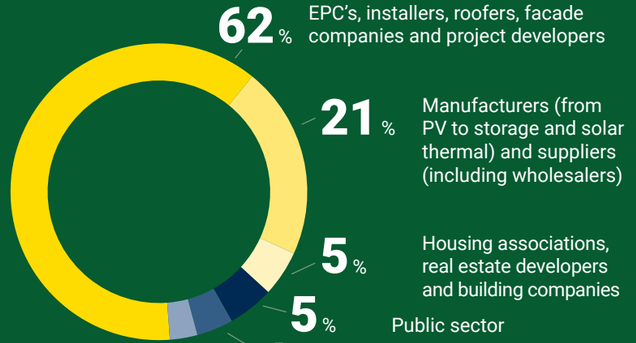
# THE MAGAZINE




## DISTRIBUTION

Distribution by job title and by industry.

| Job title | Percentage |
|---|---|
| Business owners, directors and senior management | 62% |
| Technical and sales employees | 32% |
| Others | 6% |



# DATES MAGAZINE




## OVERVIEW OF EDITIONS

**Note:** distribution by PostNL and BPost takes place on Tuesday-Friday.

| Edition | Theme | Reservation date | Ad material date | Publication date |
|---|---|---|---|---|
| **March** | Sustainable Solutions A'dam 2027 | February 9, 2027 | February 16, 2027 | March 9-12, 2027 |
| **May** | Intersolar Europe 2027 | April 2, 2027 | April 9, 2027 | May 11-14, 2027 |
| **June** | No specific theme | May 25, 2027 | June 1, 2027 | June 22-25, 2027 |
| **September** | No specific theme | August 17, 2027 | August 24, 2027 | September 14-17, 2027 |
| **December** | InterSolution 2028 | November 9, 2027 | November 16, 2027 | Nov 30 - Dec 3, 2027 |
| *Extra issue* | Market guide 2028 | October 1, 2027 | October 21, 2027 | Nov 30 - Dec 3, 2027 |

* provisionally, yet to be confirmed

# RATES MAGAZINE

## REGULAR POSITIONS

• For regular position you can stack discount.

| Position | Per issue |
|---|---|
| 1/4 page advertisement | € 590 |
| 1/2 page advertisement | € 990 |
| 1/1 page advertisement | € 1,690 |
| 1/1 page advertorial | € 1,890 |
| 2/1 page advertisement | € 3,290 |



## PREMIUM POSITIONS

• For premium positions no discount is granted.

| Position | Per issue |
|---|---|
| Cover flap | € 2,990 |
| Inside front cover | € 1,990 |
| Page next to editor's comment | € 1,790 |
| Early right handed page | € 1,890 |
| Inside back cover | € 1,990 |
| Back cover | € 2,490 |
| Insert (A4 of max. 10 gram) | € 2,490 |



# FORMATS MAGAZINE

## ART SPECIFICATIONS

- Only PDF files allowed.
- PDF / X-1a: 2003, Acrobat 4 (PDF 1.3).
- Full color (process colors in CMYK).
- 300 DPI on a 1:1 reproduction.
- 3 mm at 2/1 and 1/1 page advertisement.



**cover flap advertisement**




**2/1 page advertisement**

420 x 297

**1/1 page advertisement**

210 x 297

**1/1 page advertorial**

text of app. 450 words, company data, photo and logo (EPS/AI file)

**1/2 ad portrait**




**1/2 ad landscape**



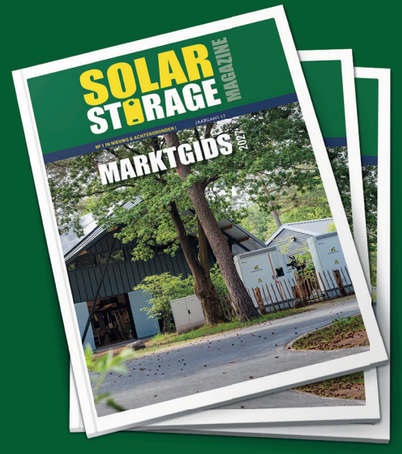

**1/4 ad portrait**




**1/4 ad landscape**



# MARKET GUIDE



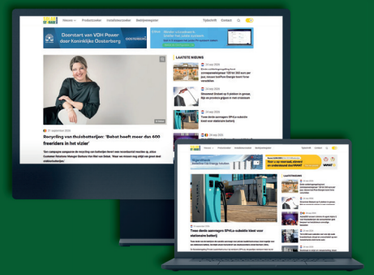



## SPECIAL ISSUE

The **'Solar & Storage Magazine Market Guide'** is a calling card you can't afford to miss — an exclusive opportunity to position your brand among thousands of potential customers in the Benelux! This special annual issue, published by the editors of Solar & Storage Magazine every December, provides an overview of the entire energy storage and solar energy market. This special annual issue is distributed to all our online readers and all our print readers.

| Packages | Per item |
|---|---|
| Company profile package | € 399 |
| Advertisement package | € 1,599 |
| Advertorial package | € 1,899 |
| Project description package | € 2,749 |

# THE WEBSITE



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## TOP 10 TOPICS 2026

| | News topic | Pageviews |
|---|---|---|
| 1 | Home battery | 1,581,316 |
| 2 | Net metering | 1,082,855 |
| 3 | Heat pump | 382,780 |
| 4 | EPV fees | 245,631 |
| 5 | Inverter | 269,736 |
| 6 | Feed-in costs | 242,005 |
| 7 | Plug-in solar | 195,767 |
| 8 | Energy tax | 182,186 |
| 9 | Grid operators | 134,287 |
| 10 | Smart meter | 114,379 |

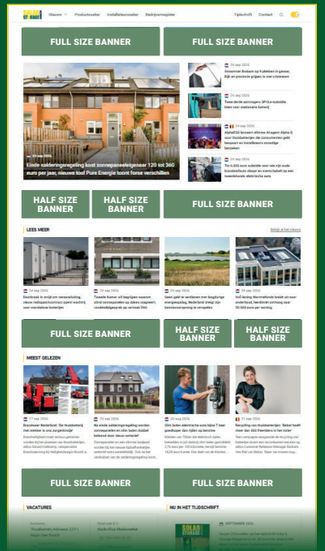
# BRAND EXPOSURE

## WEBSITE BANNERS (WAITING LIST)

The website offers banner adverts in high impact position to boost your brand exposure and drive traffic to your website.

- Maximum of 3 companies per position, no fixed positions.
- All companies are displayed at each position with equal frequency.

| Size | Dimensions | Per month |
|---|---|---|
| Half size | 464 x 188 px | € 425 |
| Full size | 939 x 188 px | € 750 |

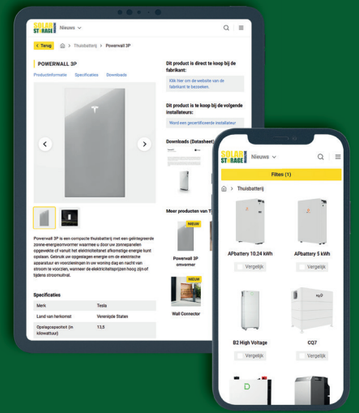



## OTHER ITEMS

- A company profile in the company register on the website includes free postings of relevant press releases, job openings and events.

| Item | Per year |
|---|---|
| Company registry | € 399 |
| Product finder | see page 18 |

# PRODUCT FINDER



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## WEBSITE TOOL

The product finder on the website of Solar & Storage Magazine offers the largest selection of energy storage and solar energy products and related product information. The online tool connects manufacturers, wholesalers, installers and end-users.

- Price per 12 months, minimum contract of 6 months.
- Products can be listed across several product groups, only the highest-priced category placement is charged.

| | News topic | Pageviews |
|---|---|---|
| 1 | Batteries | € 5,000 |
| 2 | Inverters | € 5,000 |
| 3 | Solar panels | € 5,000 |
| 4 | Mounting systems | € 3,000 |
| 5 | EV chargers | € 2,000 |
| 6 | Energy management | € 2,000 |
| 7 | Security | € 2,000 |
| 8 | Cable management | € 2,000 |
| 9 | Design software | € 2,000 |
| 10 | Solar thermal | € 2,000 |

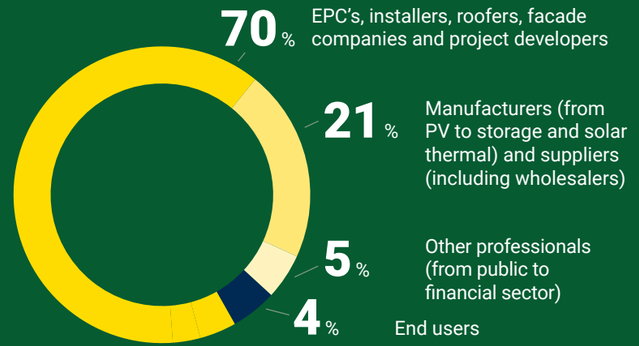
# THE NEWSLETTER

## NEWS UPDATES

Solar & Storage Magazine's newsletter offers readers twice a week news updates. The weekend issue on Saturday contains back-ground stories. The monthly theme issue zooms in on specific topics.

| Solar & Storage Flits | Numbers |
|---|---|
| Subscribers | 28,246 |
| Frequency | 2 x per week |
| Open rate | 59.4% |
| Click-to-open-rate | 33.8% |



# RATES NEWSLETTER

## NEWSLETTER BANNERS

The newsletter offers banner adverts in high impact position to boost your brand exposure and drive traffic to your website.

- All companies are displayed at each position with equal frequency.

| Size | Per issue |
|---|---|
| Full size banner | € 230 |



## PREMIUM ITEMS

- For premium items no discount is granted.
- Product news only available in theme issues, once per month on Monday.
- Videos and advertorials only available in regular issues on Wednesday and Saturday.

| Position | Per issue |
|---|---|
| Product news | € 499 |
| Video item | € 599 |
| Advertorial | € 699 |



# FORMATS NEWSLETTER

## BANNER SPECS

- Please note that not all e-mail programs automatically play animated banners, therefore the first slide of a animated banner should contain the main message.

| | Requirements |
|---|---|
| Format **(NEW size in 2027!)** | 1128 x 280 pixels (size to 564 x 140 pixels on mobile) |
| File format | JPG / GIF / PNG |
| Resolution | 72 dpi on a 1:1 scale |
| Linked to | 1 URL |

## PRODUCT NEWS SPECS

- The editorial team will optimize the delivered text in a journalistic format for SEO.
- The newsletter will contain the image, the title, and intro of the article which all link to the full article on the website of Solar & Storage Magazine.

| | Requirements |
|---|---|
| Text | 350 to 400 words |
| Image(s) | 1920 x 1080 pixels |

## VIDEO ITEM SPECS

- The maximum amount of characters is including spaces.

| | Requirements |
|---|---|
| Title | 45 characters |
| Body text | 200 characters |
| Linked to | 1 URL on YouTube |

## ADVERTORIAL SPECS

- The maximum amount of characters is including spaces.

| | Requirements |
|---|---|
| Title | 45 characters |
| Body text | 300 characters |
| Call-to-action | 28 characters |
| Image | 320 x 180 pixels |
| Linked to | 1 URL |

# MODERATOR



## NEW IN 2027

Edwin van Gastel, founder and editor-in-chief of Solar & Storage Magazine, can be booked as moderator for your conference, seminar or event. With over 15 years in the Benelux energy transition, he knows the market, the policy debates and the people who shape them.

- 15+ years of experience in the energy sector.
- Sharp, well-prepared questions for every panel.
- Clear structure and pace, from opening to wrap-up.
- Optional: event coverage on our news platform.

| | Rate | Duration |
|---|---|---|
| Moderator | On request | Half day |
| Moderator | On request | Full day |

# EVENT PARTNER



## ELEVATE YOUR EVENTS VISIBILITY AND IMPACT

**Transform your workshops, open house and roadshows with our comprehensive media partnership package!**
Are you organizing your own event that deserves maximum exposure? As your dedicated media partner, Solar & Storage Magazine offers a powerful platform to amplify your events reach before, during, and after – turning one-time gatherings into lasting content assets that continue to generate value.

**Pre-event promotion**
- Agenda listing on our website and newsletter.
- Social media campaign across our channels LinkedIn, Instagram and X to build anticipation and drive registrations.

**Professional coverage**
- Custom online articles written by our expert editors – preview and post-event coverage.
- Professional photography during the event capturing key moments and speakers.

**Post-event value**
- Permanent online presence of your event content.
- High-quality photography for your own marketing materials.
- Extended industry reach beyond your direct attendees.

**Why partner with us?**
Ready to maximize your impact with Solar & Storage Magazine as your event partner? Contact us today to discuss how we can customize our media partnership to meet your specific goals and audience.

# THE TEAM

## ADVISORY BOARD

- Solar & Storage Magazine has an editorial advisory board, serving as the journalistic conscience of the editorial team. The board meets each quarter to discuss the content.

| Member | Organization |
|---|---|
| Wijnand van Hooff | Holland Solar |
| Nold Jaeger | Holland Solar |
| Robin Quax | Topsector Energy |
| | TNO |
| Arthur Weeber | TU Delft |

## EDWIN VAN GASTEL

The editorial team is led by founder Edwin van Gastel. He is not only the publisher but also the editor-in-chief of Solar & Storage Magazine.


**Edwin van Gastel**
Publisher & editor-in-chief
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## EDITORIAL TEAM

The editorial team furthermore consists of Marco de Jonge Baas and Els Stultiens who have been active for the company since 2013.


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**Els Stultiens**
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## COMPANY DETAILS

Solar & Storage Magazine is published by Dé Duurzame Uitgeverij B.V., a company which is headquartered in Uden, The Netherlands.


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