

SOLAR MAGAZINE

NR. 1 IN NIEUWS & ACHTERGRONDEN

MEDIA KIT | 2021

“Grow your business with the most known solar news platform of the Benelux”

In a world that is overwhelmed by 24/7 news and opinions, there is a need for an expert who can present you reliable solar news. Since the publication of it's the first print issue in 2010 Solar Magazine has evolved into the largest publication of the Benelux for solar decision makers; with a bimonthly magazine and an online platform including weekly newsletters.

Over the past decade, Solar Magazine has expanded it's online presence to become the number one news platform for all Dutch speaking professionals in the solar industry. The digital presence of Solar Magazine complements its print magazine, with a dynamic and fast growing [online news website](#) with almost 3.9 million unique visitors in 2020, a growth of 37 percent compared to the 2.8 million unique visitors in the entire year of 2019. There is also a [weekly newsletter](#) with 22,550 subscribers (reference date January 1, 2021).



Solar Magazine's flagship publication is the bimonthly **print magazine** (6 issues a year), distributed in a circulation of over 19,000 copies; including all solar installers in the Netherlands and Flanders (the Dutch speaking part of Belgium). It provides in-depth coverage of the Dutch and Belgian solar markets, technology and product developments across the entire solar value chain – PV and thermal. Breaking news and political and market analysis are provided through the online publications, the weekly newsletter Zonneflits and the website SolarMagazine.nl which is update on daily bases.

Each year over 250 solar companies rely on Solar Magazine to boost their brand in a wide range of market segments using various formats, from digital to print.

SOLAR MAGAZINE | IN NUMBERS

MAGAZINE

- A**  **6 issues**
- 5 regular print issues (19,270 readers)
 - 1 extra issue 'Market guide' (+ 5,000 extra copies)

NEWSLETTER

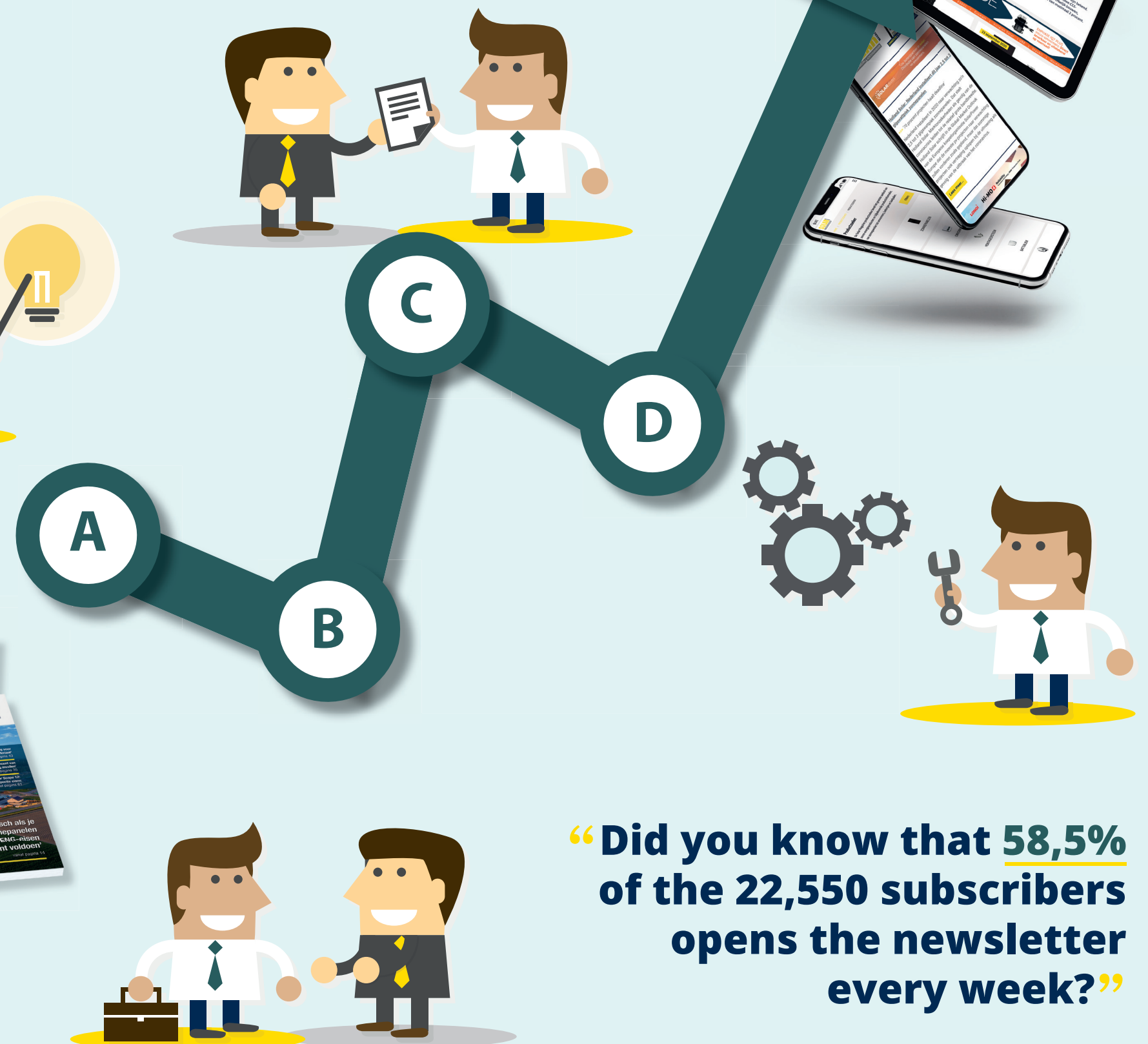
- B**  **67 newsletters**
- 22,550 subscribers (as of January 1, 2021)
 - 48 regular issues (every Wednesday)
 - 5 extra issues (upon publication of magazine)
 - 14 special theme issues (editorial calendar available on request)

WEBSITE

- C**  **24/7 news updates**
- UNIQUE WEBSITE VISITORS**
- | | 2020 | 2019 |
|-------------|-----------|-----------|
| ■ per year | 3,886,713 | 2,837,157 |
| ■ per month | 323,892 | 236,429 |
- 52% desktop traffic
 - 38% mobile traffic
 - 10% tablet traffic

SOCIAL MEDIA

- D**  **8,253 Social media followers**
- 1,051,099 Tweetviews*
 - 1,300,429 LinkedIn views*
- * first 9 months of 2020



“Did you know that 58,5% of the 22,550 subscribers opens the newsletter every week?”

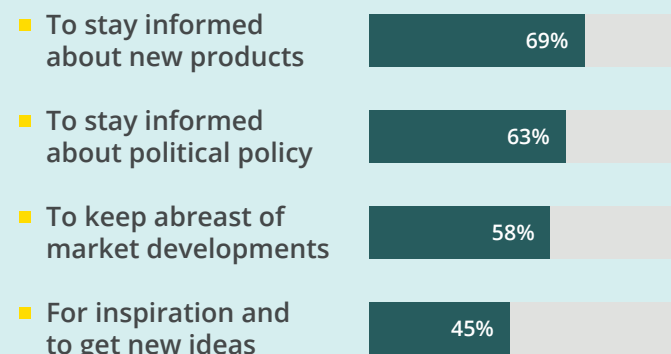
READERSHIP | SURVEY

For it's 10-year anniversary, Solar Magazine organized a reader survey.
398 people took part in the latest online survey at the end of 2019.

SOLAR MAGAZINE'S GRADE LIST



MOST MENTIONED REASONS TO READ SOLAR MAGAZINE

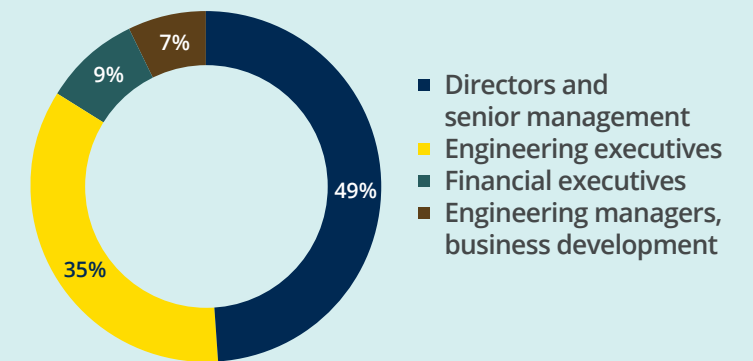


PRINT | 5 REGULAR ISSUES + 1 EXTRA ISSUE

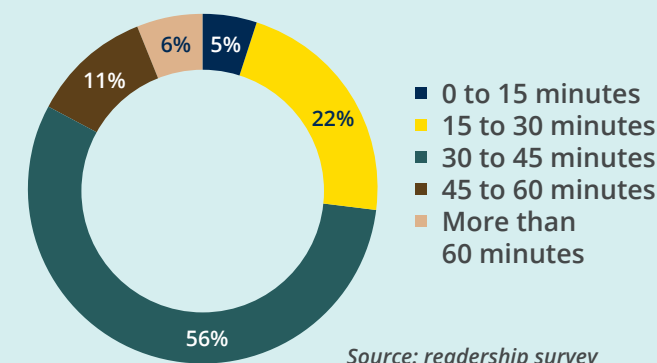
7,500 print copies
11,770 digital copies (22,550 digital subscribers, average open rate 52,2%)



DISTRIBUTION BY JOB TITLE



THE AVERAGE READING TIME FOR THE MAGAZINE IS 39 MINUTES



DISTRIBUTION BY INDUSTRY

61% CONSTRUCTION & INSTALLATION

- architects
members BNA and Orde van Architecten
- construction companies
members Bouwend Nederland and Confederatie Bouw
- roofers and facade companies
members Gebouwschil Nederland, VEBIDAK and VMRG
- installers
members Techniek Nederland, InstallIQ, Nelectra and Techlink
- housing associations and private developers
members AEDES and VMSW

18% SOLAR AND HIGH TECH INDUSTRY

- from material to inverter, cell, module and equipment manufacturer
members of Holland Solar, PV-Vlaanderen and ATTB / Belsolar

8% ENERGY SECTOR

- consultants, operators and energy companies
members Energie-Nedderland, Netbeheer Nederland and VREG

6% PUBLIC SECTOR

- political directors from municipal to European level

4% FINANCIAL SECTOR

- financial institutes and service providers
members NVB and BVB and Adfiz

3% RESEARCH AND KNOWLEDGE

- research, knowledge and education institutes

BRAND AWARENESS

- Advertising at the Solar Magazine platform ensures that your brand is at the forefront of the Benelux solar market
- Raise your profile in this highly competitive and fast growing market
- Stand out from your competitors and reinforce your brand reputation

THOUGHT LEADERSHIP

- Establish your brand as an industry trailblazer

LEAD GENERATION

- Solar Magazine generates new business through online and print advertising
- Reach a wider audience than in house and traditional routes to market

Solar Magazine supports your business objectives and maximise your budgets...

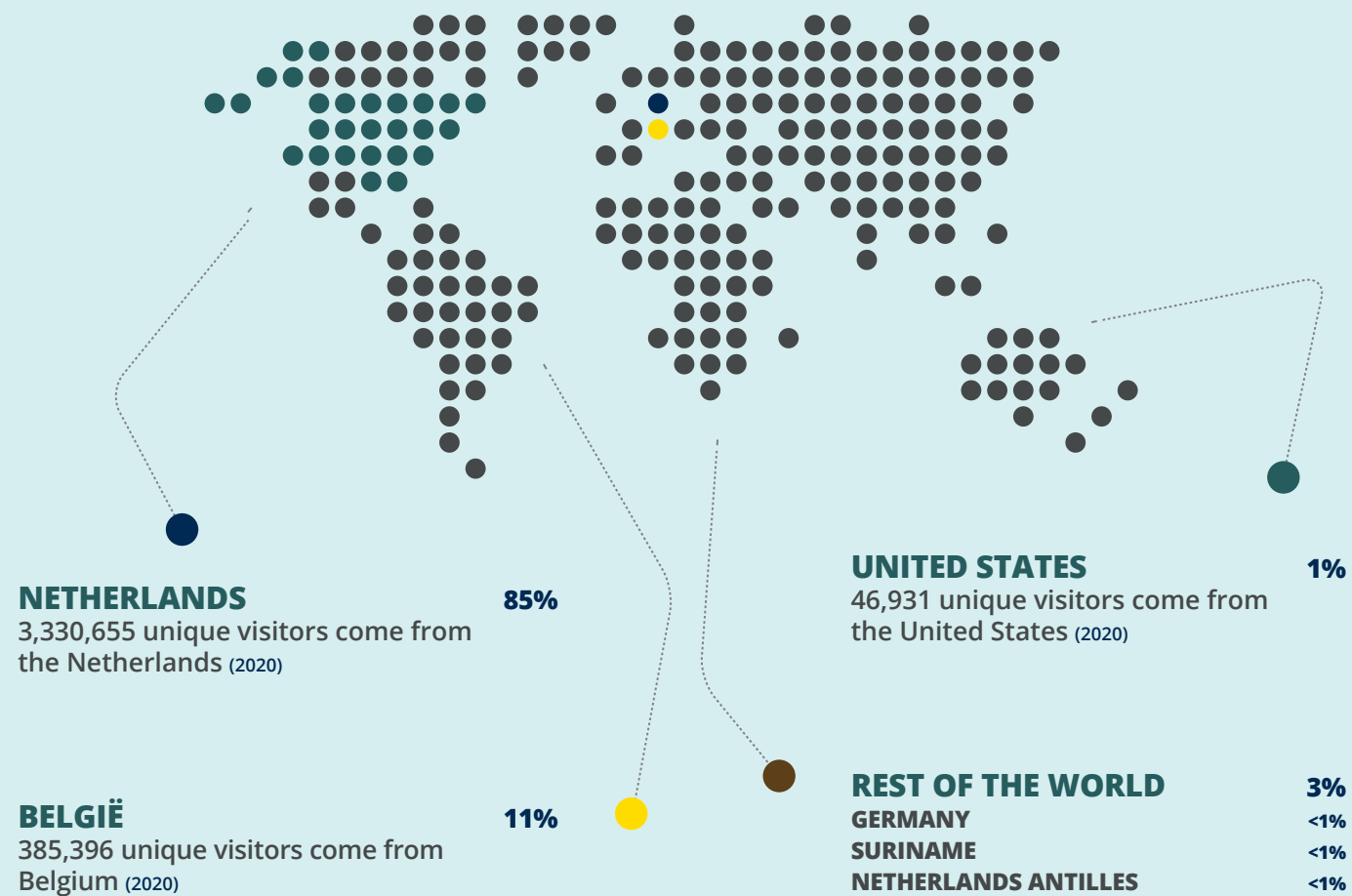


WEBSITE | 24/7 NEWS



SolarMagazine.nl is a fully responsive website, enabling readers to access our website from any internet enabled device with ease.

VISITORS OF THE SOLAR MAGAZINE PLATFORM COME FROM AROUND ALL OF THE WORLD



“Did you know that the number of Flemish visitors has grown by **77%** in 2020?”

EXPLOSIVE GROWTH OF WEBSITE VISITORS



+37% IN 2020

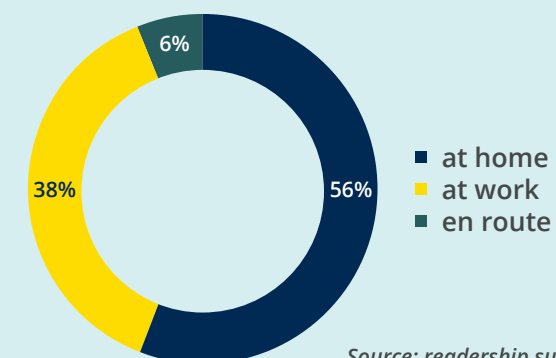
UNIQUE WEBSITE VISITORS

- 3,886,713 unique visitors in 2020
- 2,837,157 unique visitors in 2019

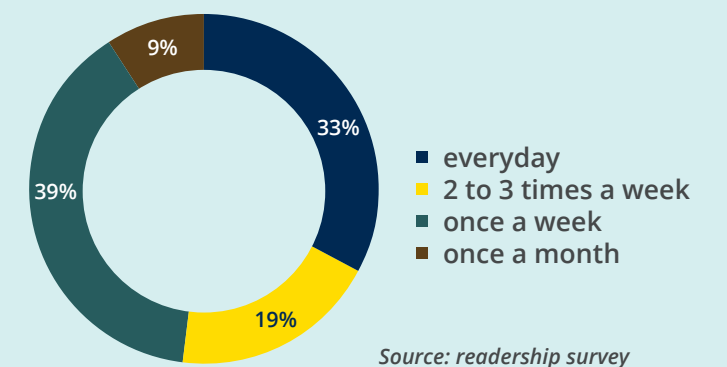
PAGEVIEWS

- 5,591,353 pageviews in 2020
- 4,114,832 pageviews in 2019

SOLAR MAGAZINE READERS INDICATE TO VISIT THE WEBSITE AS FOLLOWS:



THE NUMBER OF VISITS TO THE WEBSITE IS AS FOLLOWS:



WEBSITE | 24/7 NEWS



SolarMagazine.nl is a fully responsive website, enabling readers to access our website from any internet enabled device with ease.

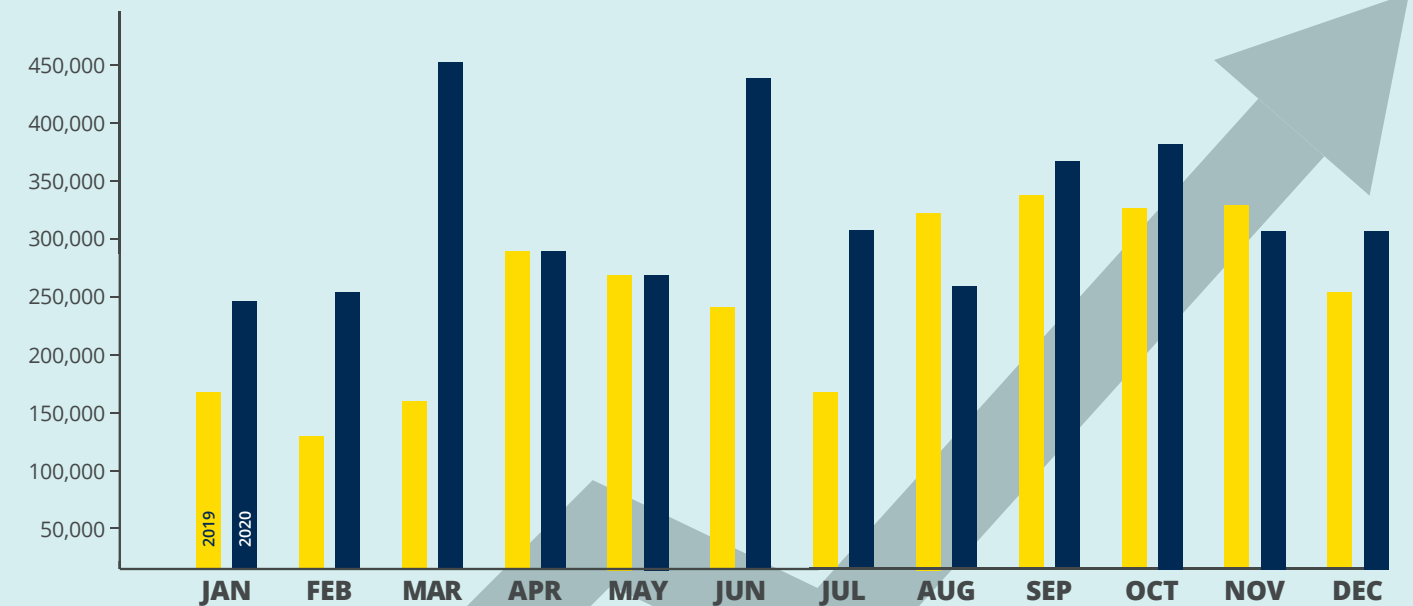
TOP 10 NEWS TOPICS IN 2020

1. NET METERING	604,747 PAGEVIEWS
2. SOLAR FARMS	277,252 PAGEVIEWS
3. COVID-19	201,143 PAGEVIEWS
4. INSOLVENCY	197,943 PAGEVIEWS
5. MINISTER ERIC WIEBES	180,981 PAGEVIEWS
6. ENERGY LABEL	160,862 PAGEVIEWS
7. SDE(+)	144,280 PAGEVIEWS
8. SMART METERS	124,977 PAGEVIEWS
9. GRID OPERATORS	110,706 PAGEVIEWS
10. POSTCODEROOS	107,641 PAGEVIEWS



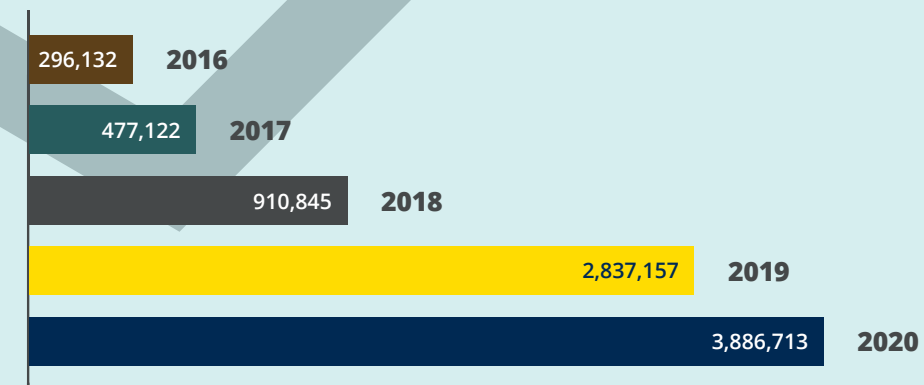
UNIQUE VISITORS PER MONTH

2019 VS. 2020



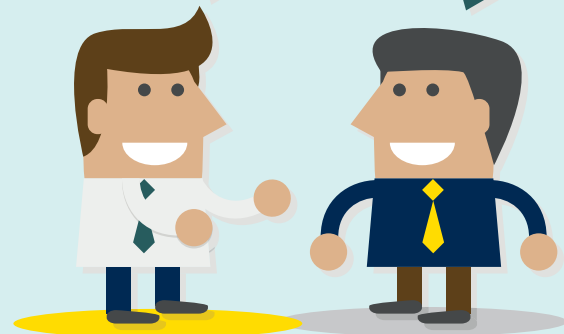
UNIQUE VISITORS

+37% IN 2020



Editorial information:
redactie@solarmagazine.nl
(including press releases)

Advertising request:
edwin@solarmagazine.nl

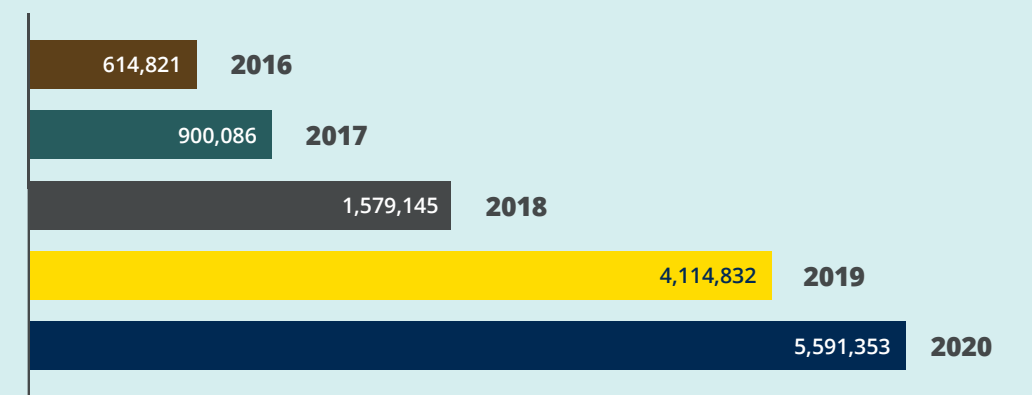


TOP 10 COMPANY NEWS IN 2020

1. TRINA SOLAR	133,567 PAGEVIEWS
2. VDH SOLAR	126,452 PAGEVIEWS
3. JINKOSOLAR	77,306 PAGEVIEWS
4. CENTRALE BTW-TERUGGAVE	76,987 PAGEVIEWS
5. SOLAREEDGE	61,504 PAGEVIEWS
6. ENPHASE	59,609 PAGEVIEWS
7. TNO	57,993 PAGEVIEWS
8. LIANDER	57,060 PAGEVIEWS
9. ENEXIS	50,546 PAGEVIEWS
10. LONGI	50,428 PAGEVIEWS

PAGEVIEWS

+36% IN 2020



“Did you know the news articles on the Solar Magazine website have been read 5 million times in 2020?”

NEWSLETTER | WEEKLY



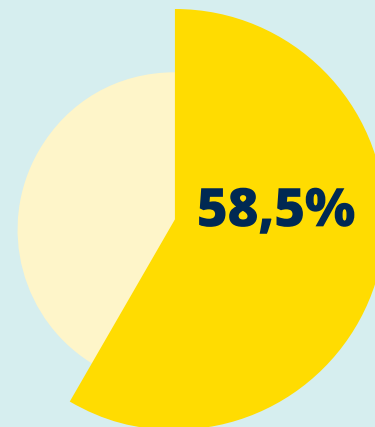
Solar Magazine has a weekly newsletter with 48 regular issues, 5 extra issues and 14 special theme issues a year.

NEWSLETTER SUBSCRIBERS

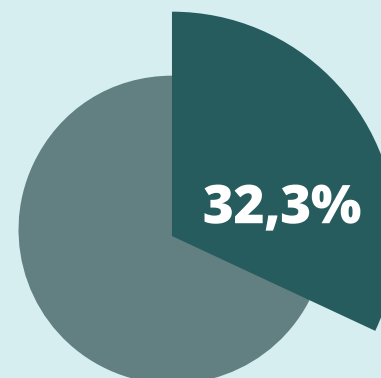
+11%

Solar Magazine has a weekly newsletter with 22,550 subscribers (as of January 31, 2021).

OPEN RATE



CLICK TO OPEN RATE (CTO)



READER PROFILE NEWSLETTER

55% CONSTRUCTION & INSTALLATION

- installers from self-employed to EPC
- roofers and facade companies
- construction companies
- architects
- housing associations and private developers

13% SOLAR AND HIGH TECH INDUSTRY

- from material to inverter, cell, module and equipment manufacturer

8% SERVICES

- from insurance companies to financial institutions and service providers

7% ENERGY SECTOR

- consultants, operators and energy companies

7% COMMERCIAL END USERS

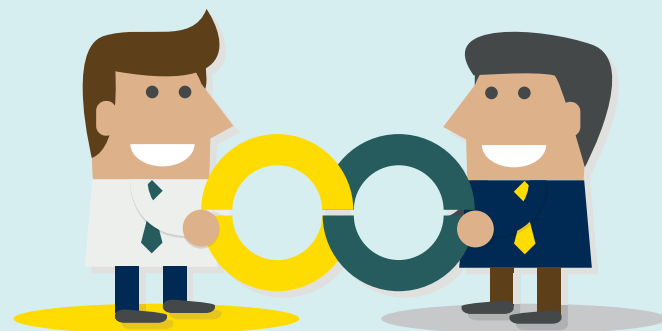
- from property owners to facility managers

5% PUBLIC SECTOR

- political directors from municipality to Europe

5% OTHERS

- including residential end users



SOCIAL MEDIA | DAILY



Solar Magazine has 8,253 followers on social media. The editorial team focuses on LinkedIn and Twitter.

FOLLOWERS



2,036 followers
2,695 members of groups



3,522 followers

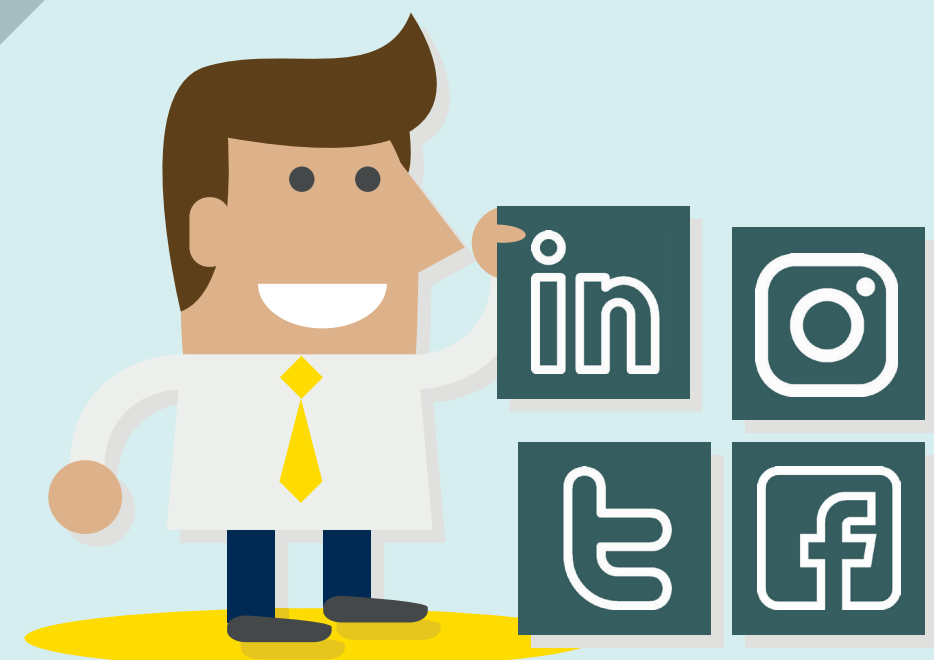
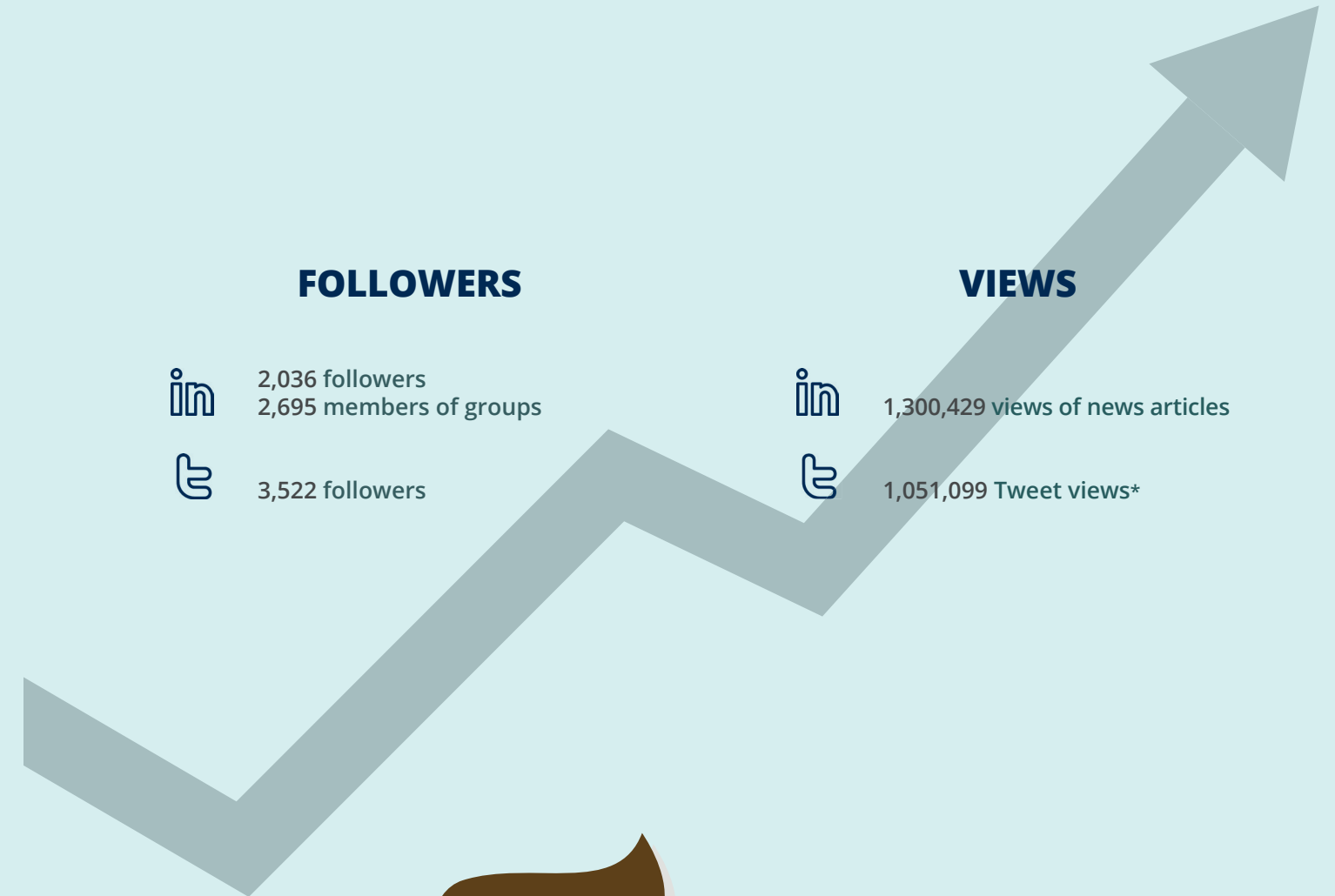
VIEWS



1,300,429 views of news articles



1,051,099 Tweet views*



PRICE LIST | PRINT ISSUES



210 x 297 mm*

1/1 page advertisement
€ 1,690

420 x 297 mm

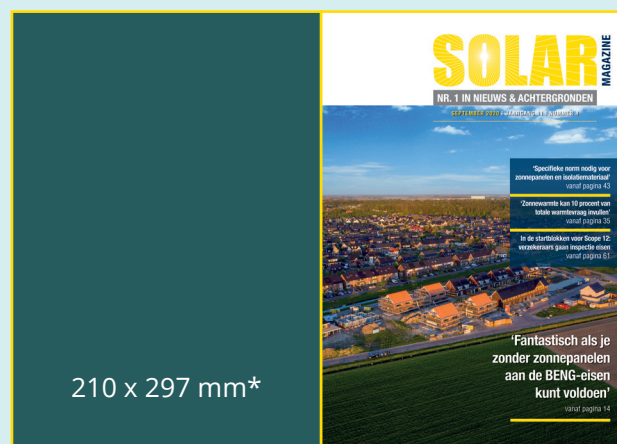
2/1 page advertisement
€ 3,200

210 x 297 mm

1/1 page advertorial (design included)
€ 1,890



Cover flap/wrap (sold out)
€ 2,500



Backcover outside (sold out)
€ 2,250

186 x 131 mm

1/2 page horizontal advertisement
€ 950

186 x 63 mm

1/4 page horizontal advertisement
€ 565

90,5 x 267 mm

1/2 page vertical adv.
€ 950

90,5 x 131 mm

1/4 page vertical adv.
€ 565



Front cover inside (sold out)
€ 1,950



Back cover inside (sold out)
€ 1,859

MARKET GUIDE SOLAR ENERGY 2022 (december 2021)

Company profile: € 299

Advertisement: € 1.249
1/1 page advertisement + company profile

Advertorial: € 1.499
1/1 page advertorial + company profile

Project description: 2.499
2/1 page article + company profile

* full pages ads need to have 3 mm bleed

Loose inserts
€ 1,500 (up to 10 gram, higher weight on request)

Material submission instructions

- Please note the following requirements:
- Only PDF files are accepted
 - PDF/X-1a:2003, Acrobat 4 (PDF 1.3)
 - All colors must be defined in CMYK color space, in process colors
 - All PDF files must have a resolution of 300 dpi on a 1:1 reproduction.

SCHEDULE | PRINT ISSUES

1

Reservation date: February 8, 2021
Ad material date: February 15, 2021
Publication date: March 5, 2021

MARCH 2021

2

Reservation date: April 12, 2021
Ad material date: April 19, 2021
Publication date: May 4, 2021

MAY 2021

*special Solar Solutions 2021 &
special Intersolar Europe 2021*

3

Reservation date: May 31, 2021
Ad material date: June 7, 2021
Publication date: June 25, 2021

JUNE 2021

appendix Smart Storage Magazine

4

Reservation date: August 16, 2021
Ad material date: August 23, 2021
Publication date: September 10, 2021

SEPTEMBER 2021

5

Reservation date: November 15, 2021
Ad material date: November 22, 2021
Publication date: December 10, 2021

DECEMBER 2021

*special InterSolution 2022
appendix Smart Storage Magazine*

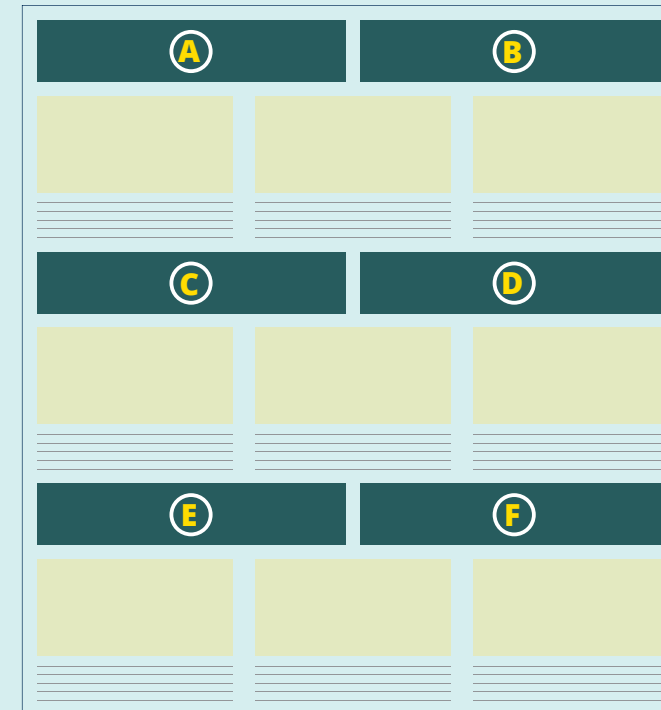
6

Reservation date: October 18, 2021
Ad material date: October 25, 2021
Publication date: December 10, 2021

**MARKET GUIDE
SOLAR ENERGY**



PRICE LIST | WEBSITE & NEWSLETTER



WEBSITE

24/7 news updates

Full size banner (waiting list)

€ 690,00 per month

3 companies per position (A-F)

Banner specifications

939 x 188 pixels

2 JPG's + 2 URL's

Company registry

€ 299,00 a year

Specifications

- Entry with company profile (website)
- Unlimited entry of vacancies (website + newsletter)
- Unlimited entry of events (website + newsletter)
- Placement of relevant press releases

NEWSLETTER

48 regular issues, 14 special thema issues
editorial calendar available upon request

Full size banner (regular + extra issues)

€ 210,00

note: limited availability, treatment in order of receipt

Banner specifications

564 x 94 pixels

1 JPG + 1 URL

1 company per position (weekly rotation)

Product description (only available in 14 special theme issues)

€ 399,00

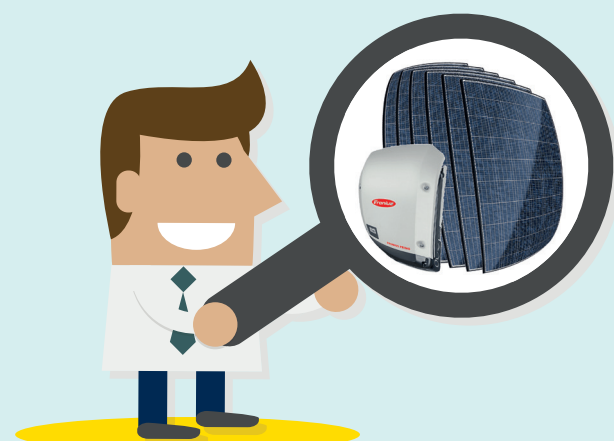
Specifications product description

50 words + photo and URL to news item on website

note: limited availability, treatment in order of receipt



New! PRODUCT FINDER | WEBSITE



THE BENEFITS:

- MORE NAME AND PRODUCT AWARENESS
- GENERATING LEADS
- EXTRA TRAFFIC FOR YOUR CUSTOMERS

What is the product finder?

The Solar Magazine product finder offers the largest range of solar energy products and corresponding product information of the Benelux. The product finder brings together manufacturers, wholesalers, installers and commercial and residential end users.

Users of the website SolarMagazine.nl can use the product finder to find the desired products by the following 3 steps and by this way get in touch with the chosen installer and / or wholesaler:

1. search for products;
2. select and view products;
3. request information quickly and easily from the installer (for end users) or from wholesalers (for installers).

Which products are in the product finder?

The product finder has 10 product groups:

1. Solar panels
2. Inverters
3. Mounting systems
4. Batteries
5. Charging points for electric cars
6. Monitoring
7. Security products
8. Cables (management)
9. Design software
10. Solar heating

What are the 3 main advantages of including products in the product finder?

- More name and product awareness.
- Generating leads with measurable results.
- Extra traffic to the websites of your customers (end users, installers and wholesalers).

Can users buy or order products in the product finder?

No, but users can easily search and select products and request the desired information from the manufacturer, installer or wholesaler.

For which target groups is the product finder meant?

For installers and commercial and residential end users. In the product finder installers will find solar panels and other related products that they can purchase from manufacturers and / or wholesalers. Commercial and residential end users will find solar panels and other related products that they can buy from installers.

How do I know how much have leads been generated?

The editors of Solar Magazine will provide you a quarterly overview of the number of times your products have been viewed, including an overview of the clicks to the websites of the installers and / or wholesalers associated with your products.

How does the product finder stay up to date?

At least once per quarter the editors of Solar Magazine will check whether all products that you have included in the product finder are still available. By placing and removing the products on behalf of the manufacturers, the editors take care of the hard work!



Who can have their products included in the product finder?

Only companies that are manufacturers of the relevant products can have them included in the product finder. The costs per product group are shown in the table below. Do you want to have products included in multiple product groups? Then you only pay the costs for the product group that is rated at the highest position in the table below. You can have all other products included in the relevant product groups free of charge.

Product group	Price*	Amount of product
1. Solar panels	€ 5,000	Unlimited
2. Inverters	€ 5,000	Unlimited
3. Mounting systems	€ 3,000	Unlimited
4. Batteries	€ 2,000	Unlimited
5. Charging points for electric cars	€ 2,000	Unlimited
6. Monitoring	€ 2.000	Unlimited
7. Security products	€ 2.000	Unlimited
8. Cable (management)	€ 2.000	Unlimited
9. Design software	€ 2.000	Unlimited
10. Solar heating	€ 2.000	Unlimited

* price for admission for the entire year of 2021 and including 1x free product news in an additional themed newsletter of your choice worth 399 euros

OVERVIEW OF PUBLICATIONS | DÉ DUURZAME UITGEVERIJ



LED MAGAZINE

about led lighting



10,000 copies
4 issues per year



8,499 subscribers
48 issues per year



140,973 unique visitors
in 2020



NEDERLAND ELEKTRISCH

about electric mobility



6,472 subscribers
48 issues per year



256,600 unique visitors
in 2020



SMART STORAGE MAGAZINE

about energy storage



11,821 copies
2 issues per year



4,321 subscribers
12 issues per year



91,101 unique visitors
in 2020



SOLAR MAGAZINE

about solar energy



19,270 copies
6 issues per year



22,550 subscribers
48 regular | 5 extra | 14 special theme issues per year



3,886,713 unique visitors
in 2020

