

MEDIA | BRANDING | LEAD GENERATION | EVENTS | MARKET INTELLIGENCE

H₂TECH

2021 MEDIA PLANNER

Technology and Business Information for the
Hydrogen Economy

*The first technical publication devoted to applications
and trends for the entire hydrogen community*

A VOICE EMERGES FOR HYDROGEN TECHNOLOGY

6,142

Total Projected Circulation

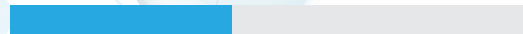
READER PROFILE:

GEOGRAPHY

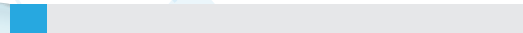
Europe/Asia 45%



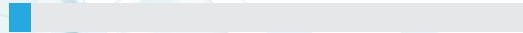
North America 42%



Middle East 7%



South/Central America 4%



Africa 2%

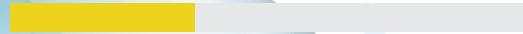


BUSINESS SECTOR

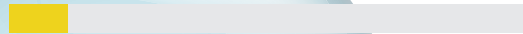
Operators 54%



Engineering & Construction 35%



Natural Gas/Coal Processing 11%

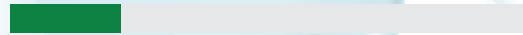


JOB FUNCTION

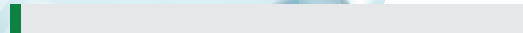
Engineers 77%



Managers 21%



Supervisors 2%



H₂Tech, published quarterly by Gulf Energy Information starting in 2021, is a working technical journal for engineers and other professionals involved in hydrogen production and applications progress. Our worldwide readership includes operating and technology companies, power producers, equipment manufacturers, renewable and conventional energy producers, transportation developers, energy efficiency experts and regulatory officials. The *H₂Tech* website (www.H2-Tech.com) and weekly e-newsletter provide our audience with up-to-date technical information and news on hydrogen projects, process technologies, and regulatory/environmental incentives within this fast-growing industry.

H₂Tech covers hydrogen production technology on all spectrums—from brown (via coal gasification) to blue (via natural gas with carbon capture) to green (via renewable energy) and beyond. The journal's scope also encompasses distribution, storage and end-use applications, including pipeline transport, fuel cells and electric vehicles, gas-to-power, industrial feedstock, synthetic fuels, chemicals and more. Cutting-edge advances in infrastructure and equipment—e.g., pipeline networks, turbomachinery, instrumentation, electrolyzers, refueling stations, etc.—are well represented.

As the hydrogen economy and infrastructure expands for fuel, chemical and industrial applications, the industry is in need of a comprehensive, technical publication for the engineering and scientific communities. *H₂Tech* keeps these professionals engaged, informed and up to date with everything happening in the hydrogen sector, worldwide.

Whether you're looking for qualified leads, brand visibility or product marketing within the hydrogen sector, our experienced sales team can build a program that's right for you.



Catherine Watkins

Publisher/Vice-President

Catherine.Watkins@H2-Tech.com

EDITORIAL INTEGRITY
UNRIVALED PURCHASING POWER
VERIFIABLE RESULTS



Adrienne Blume
Editor-in-Chief
 Adrienne.Blume@H2-Tech.com

EDITORIAL MISSION STATEMENT

Our editorial mission is to communicate new technologies, applications and trends to the global hydrogen sector, strengthen reader knowledge with in-depth technical articles, and bring together experts and partners with our resources—including webcasts, research, conferences and engineering references—to help advance the hydrogen industry.

Q1

Jan, Feb, Mar
 Ad Closing: Feb 10
 Art Due: Feb 15

Q2

Apr, May, Jun
 Ad Closing: Apr 1
 Art Due: Apr 5

Q3

Jul, Aug, Sep
 Ad Closing: Aug 10
 Art Due: Aug 15

Q4

Oct, Nov, Dec
 Ad Closing: Oct 1
 Art Due: Oct 5

SPECIAL FOCUS

Advances in Hydrogen Technology

The latest advances in technologies for H₂ production, distribution, storage, application and safety.

- Integration into Energy Infrastructure
- Turbomachinery and Compression
- Fuel Cell Applications
- Synfuel Applications
- Electrolyzer Technology
- H₂ Storage
- Safety and Sustainability
- Infrastructure and Distribution
- Power and Utilities

Pathways for Sustainable Hydrogen

Technology strategies and incentives for blue/green H₂, including CO₂ reduction and clean energy demand.

- Blue/Green Hydrogen Production
- Turbomachinery and Compression
- Electrolyzer Technology
- Environmental and Regulatory Incentives
- Transportation Applications
- Power and Utilities
- Chemical and Fertilizer Production
- Industrial Feedstock
- Safety and Sustainability

Hydrogen Infrastructure Development

New projects and developments in H₂ networks for fuel, power, chemical and industrial uses.

- Capital Projects
- Integration into Energy Infrastructure
- Transportation Applications
- H₂ Storage
- Process/Project Optimization
- Safety and Sustainability
- Pipelines and Transport
- Refueling Stations
- Marine Applications

Future of Hydrogen Energy

A look at H₂'s energy future and evolving economy, focusing on how H₂ will be further integrated into the global energy mix.

- H₂ Integration into the Energy Mix
- Transportation Applications
- Blue/Green Hydrogen Production
- Environmental and Regulatory Incentives
- Infrastructure and Distribution
- Fuel Cell Applications
- Power and Utilities
- Digitalization and Automation
- Safety and Sustainability

OTHER FEATURES

- Regional Report: Europe
- H₂ Future Applications
- Measurement and Instrumentation
- Executive Viewpoint
- H₂ Projects Update

- Regional Report: Asia-Pacific
- Use in Natural Gas Infrastructure
- Digitalization and Automation
- Executive Viewpoint
- H₂ Projects Update

- Regional Report: North America
- Use in Natural Gas Infrastructure
- Measurement and Instrumentation
- Executive Viewpoint
- H₂ Projects Update

- Regional Report: Middle East/Africa
- 2022 Global H₂ Forecast
- H₂ Network Development
- Executive Viewpoint
- H₂ Projects Update

BONUS DISTRIBUTION

- IRES/Energy Storage Europe
- World Hydrogen Fuels Summit
- GPA Europe Annual
- GPA Midstream
- Hydrogen + Fuel Cells Europe
- Energy Storage World Forum

- IRPC Process
- Int'l Hydrogen Symposium
- Hydrogen Technology Conf & Expo
- World Hydrogen Technologies Convention

- IRPC Operations
- Center for Hydrogen Safety
- World Hydrogen Conf
- Gastech
- European Hydrogen Energy Conf
- UN Climate Change Conf (COP 26)

- HP Forecast
- Fuels of the Future
- World Future Energy Summit
- HyVolution
- Hydrogen & P2X 2022

**Contents are subject to change.*

▶ WATCH VIDEO


▶ WATCH VIDEO

▶ WATCH VIDEO


▶ WATCH VIDEO

MAGAZINE RATES AND SPECS

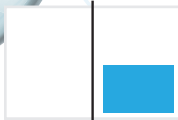
PRINT – Branding for the “slow read” with higher recall and retention




1 PG Bleed
Ad Size:
8.375" x 11.125"
(215mm x 285mm)




1 PG Standard
Ad Size: 7" x 10"
(180mm x 255mm)




1/2 PG Horizontal
Ad Size: 7" x 4.875"
(180mm x 125mm)



1/2 PG Vertical
Ad Size:
3.375" x 10"
(85mm x 255mm)



1/2 PG Island
Ad Size:
4.625" x 7.5"
(120mm x 190mm)



1/3 PG Square
Ad Size:
4.625" x 4.875"
(120mm x 125mm)



1/4 PG
Ad Size: 3.375" x
4.875" (85mm x
125mm)

FREQUENCY:	1x	3x	6x
1 PG	\$5,900	\$5,630	\$5,165
1/2 PG	\$3,655	\$3,490	\$3,196
1/2 PG ISL	\$3,984	\$3,806	\$3,487
1/3 PG	\$2,862	\$2,731	\$2,505
1/4 PG	\$2,528	\$2,414	\$2,214
COVERS	\$6,880	\$6,710	\$6,540

DIGITAL EDITION – Increase visibility with digital enhancements

H₂Tech's digital edition reaches more than 6,000² qualified subscribers around the world and offers opportunities for display advertising, animations and videos, including:

	RATES PER MONTH
Desktop skyscraper	\$1,700
Full page insert	\$1,650
Double page spread	\$2,400
Front cover gatefold	\$2,700
Ad jolt	\$850

Other options available

PRODUCT RELEASE MARKETING PACKAGES – Gain punctual visibility for a new offering

All we need is your press release and an image. Coverage we provide includes:

- Product release in *H₂Tech*
- Mention in e-newsletter featuring “New in Technology”
- Press release on H2-Tech.com
- Social media post

\$3,950/product release

ONLINE ADVERTISING ON H2-TECH.COM – Increase your brand awareness and drive traffic to your website

ADVERTISEMENTS ARE RUN OF SITE (DISPLAYED THROUGHOUT THE WEBSITE), UNLESS OTHERWISE INDICATED.

Push Down (2 rotations) 970x90 pixels (px) and 970x415 px (Expanded); 300x50 px (Mobile)	\$3,450/month
--	---------------

Page Peel (Exclusive) 680x680 px	\$3,150 /month
-------------------------------------	----------------

Leaderboard* 728x90 px; 300x50 px (Mobile)	\$2,300/month
---	---------------

Top MPU* 336x280 px	\$1,950/month
------------------------	---------------

Skyscraper* 160x600 px; 300x250 px (Mobile)	\$1,600/month
--	---------------

Creative Types: GIF, JPG/JPEG, PNG, Third-party tags
File Size: Max 100KB MAXIMUM ANIMATION LENGTH: 15 seconds
Max Video & Animation Rate: 24fps

*Five rotations are available.

E-NEWSLETTERS – Push your product, service or announcement out to the industry

H2T NEWS BRIEF

Delivered every Tuesday, to more than 6,000¹ readers, for the latest news, trends and developments in the hydrogen sector.

Leaderboard	728x90 px or 728x140 px	\$1,800/week
-------------	-------------------------	--------------

MPU 1	336x280 px	\$1,350/week
-------	------------	--------------

MPU 2	336x280 px	\$1,250/week
-------	------------	--------------

MPU 3	336x280 px	\$1,100/week
-------	------------	--------------

MPU 4	336x280 px	\$1,050/week
-------	------------	--------------

Material is due **two weeks** prior to deployment. Cancellations received within two weeks of deployment (including for failure to supply material) will be invoiced.

LEAD GENERATION TOOLS

WEBCASTS – The foremost vehicle for lead generation

Your PowerPoint presentation and a subsequent question-and-answer session is moderated by a member of *H₂Tech's* editorial team and promoted to *H₂Tech's* highly qualified global audience. It remains available for viewing on-demand for one year after the original broadcast date. The sponsor receives full contact details of all registrants.

\$14,490/webcast

WHITEPAPERS – Generating targeted leads

Your whitepaper is promoted *H₂Tech's* audience via a monthly email. Leads for each whitepaper are captured and supplied to the sponsor. Targeting by sector or region is available.

\$3,195/whitepaper

H₂TECH SESSIONS – Delivering leads on a specific technology

This pre-recorded video interview will cover a specific technology and will be marketed to *H₂Tech's* global audience, providing exclusive access to leads.

From \$2,500 per tech session

HYDROGEN365 – Disseminate your sponsored content via native advertising

Connect your content with our audience by positioning your content on *H₂Tech's* website. Imagine the impact of all your company's content hosted in one place where industry decision-makers and experts visit on a real-time basis. Branded as sponsored content, our editorial team strategically places your material throughout our digital platforms to generate awareness, traffic and leads. Content includes company profile, articles, press releases, videos, whitepapers and webcasts. Monthly analytics reports are provided.

Unlimited content	\$3,950 per month Annual program: \$41,995
Up to 6 pieces of content each month	\$2,995 per month Annual program: \$31,995

Connect your content with our audience by positioning your quality article alongside *H₂Tech's* editorial to illustrate your know-how and thought leadership. **\$9,500 per article**

H₂TECH GREEN ROOM – Repurpose your article for more impact

The Green Room is a 15-minute video or audio interview with the author of a recent article in *H₂Tech*. The video is featured on our homepage and promoted through our channels (online, e-newsletters, social media), generating strong engagement and visibility for the author and their company.

From \$5,800 per month

H₂TECH VIDEO – Engage with our audience with your video

An image of a sponsor's video is prominently displayed on H2-Tech.com inviting readers to "click to play," whereby the video opens in a new tab and begins to play. For lead-generation projects, a customized registration form can be inserted before or after viewers reach the video.

From \$2,200 per month

PODCASTS – Improve recall and purchase intent

The H2TechTalk podcast series offers sponsorships of our editorial content as well as your sponsored content. Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly.

Editorial content:	\$3,000 net per month (3-month minimum)
Sponsored content:	\$2,000/podcast

SPONSORED SURVEYS – Unbiased and secure feedback from your clients and prospects

H₂Tech polls its readers with 3-5 proprietary questions that you provide along with 2-3 open questions. The survey is branded *H₂Tech* with no mention of the sponsor. The proprietary results are shared only with the sponsor.

From \$3,400 per survey

BEHAVIORAL AND GEOTARGETED MARKETING – Direct your messaging to key decision-makers in the hydrogen industry

With our new targeted marketing capabilities, advertisers can build campaigns to reach those most interested in their content. Don't purchase wasted impressions; instead, focus your ad dollars on delivering superior ROI by reaching those in the industry most interested in your products.

- Target company types: engineering firms, equipment manufacturers (fuel cells, turbomachinery, etc.), renewable energy producers, chemical and fertilizer producers, utility companies, pipeline companies, electric vehicle manufacturers, refiners, gas processors, metallurgy, regulatory bodies, clean energy groups
- Target behavioral interests: turbomachinery, fuel cells, electric vehicles, power generation, electrolyzers, fuel production, clean fuels, methanol/ syngas, chemicals, carbon capture and storage, transportation, storage, pipelines and more
- Geotarget: specific regions or countries

Targeting can also be applied across other Gulf titles, if you are interested in reaching readers associated with upstream, midstream, downstream, business intelligence and/or utilities.

Packages start at \$200 CPM

THE COMPLETE HYDROGEN SOLUTION FROM MARKETING TO MARKET ANALYSIS



H2-TECHSOLUTIONS.COM | MAY 18-19, 2021

H₂Tech Solutions, a virtual technical conference, will bring together engineers, technologists and managers working to advance fuel, chemical and industrial applications for hydrogen. The rapid expansion of interest in hydrogen as an energy source and feedstock is uniting the conventional and renewable energy industries with green transportation and other sectors.

SPONSORSHIP OPTIONS:

	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Recognition as Sponsor in all pre-event marketing	x	x	x
Recognition as Sponsor on the registration site and virtual event platform	x	x	x
Whitepaper or PDF uploads into the virtual conference platform under Sponsor listing	Up to 2	1	1
One banner ad (728x90) on agenda page of the registration site and the virtual conference platform	x		
One banner ad (728x90) on speaker page of the registration site and the virtual conference platform		x	
Complimentary promotional tools for social media and HTML invitations	x	x	x
Social media posts on H ₂ Tech's LinkedIn, Facebook and/or Twitter recognizing the Sponsorship Level	2	1	1
Recognition in the post-event write up in H ₂ Tech's 2Q issue	x	x	x
Virtual conference attendee list with contact details available after the conference ¹ .	x	x	x
Cost:	Cost:	Cost:	
\$15,000 USD	\$8,000 USD	\$5,000 USD	

¹ Subject to GDPR.



COMPREHENSIVE PROJECT DATA TO HELP YOUR BUSINESS GROW

GEI offers a comprehensive hydrogen data set for the international energy industry. This data set covers project data and analysis for projects worldwide. Our dedicated research team keeps this unique data set updated 24/7/365.

GlobalEnergyInfrastructure.com

CONTACT INFORMATION

Catherine Watkins, Publisher
 Phone: +1 (713) 520-4421
 E-mail: Catherine.Watkins@H2-Tech.com

Gulf Energyⁱ

2 Greenway Plaza, Suite 1020
 Houston, Texas 77046 USA

NORTH AMERICA

North Houston, North Central Texas,
 Fort Worth
 Jim Watkins
 Phone: +1 (713) 525-4632
 E-mail: Jim.Watkins@GulfEnergyInfo.com

West Houston, Central Texas, New Mexico
 Brett Stephen
 Phone: +1 (713) 525-4660
 E-mail: Brett.Stephen@GulfEnergyInfo.com

Dallas, Midwest/Central U.S.
 Josh Mayer
 Phone: +1 (972) 816-6745
 E-mail: Josh.Mayer@GulfEnergyInfo.com

Western U.S., British Colombia
 Rick Ayer
 Phone: +1 (949) 366-9089
 E-mail: Rick.Ayer@GulfEnergyInfo.com

Southwest Houston, South Texas, Upper
 Midwest, Alberta
 Nathan Frank
 Phone: +1 (713) 525-4632
 E-mail: Nathan.Frank@GulfEnergyInfo.com

Southeast Houston, Gulf Coast & Southeast U.S.
 Austin Milburn
 Phone: +1 (713) 525-4626
 E-mail: Austin.Milburn@GulfEnergyInfo.com

Northeast U.S., Eastern Canada
 Merrie Lynch
 Phone: +1 (617) 594-4943
 E-mail: Merrie.Lynch@GulfEnergyInfo.com

OUTSIDE NORTH AMERICA

Africa
 Dele Olaoye
 Phone: +1 (713) 240-4447
 E-mail: Africa@GulfEnergyInfo.com

Brazil
 Evan Sponagle
 Phone: +55 (21) 2512-2741
 Mobile: +55 (21) 99925-3398
 Email: Evan.Sponagle@GulfEnergyInfo.com

China, Hong Kong
 Iris Yuen
 Phone (China): +86 13802701367
 Phone (Hong Kong): +852 69185500
 Email: China@GulfEnergyInfo.com

Western Europe
 Hamilton Pearman
 Phone: +33 608 310 575
 Email: Hamilton.Pearman@GulfEnergyInfo.com

India
 Manav Kanwar
 Phone: +91 (22) 2837 7070
 Email: India@GulfEnergyInfo.com

Italy, Eastern Europe
 Riccardo R.C. Laureri
 Phone: +39 02 2362500
 Mobile: +39 335 6962477
 Email: Riccardo.Laureri@GulfEnergyInfo.com

Japan
 Yoshinori Ikeda
 Phone: +81 (3) 3661-6138
 Email: Japan@GulfEnergyInfo.com

Korea
 YB Jeon
 Phone: +82 (2) 755-3774
 Email: Korea@GulfEnergyInfo.com

Russia, FSU
 Lilia Fedotova
 Phone: +7 (495) 628-10-33
 Email: Lilia.Fedotova@GulfEnergyInfo.com

UK, Scandinavia, Ireland, Middle East
 Brenda Homewood
 Phone: +44 (0) 1622 297123
 Email: Brenda.Homewood@GulfEnergyInfo.com

SUBSCRIPTION AND CLASSIFIED SALES

J'Nette Davis-Nichols
 Phone: +1 (713) 520-4426
 Email: Jnette.Davis-Nichols@GulfEnergyInfo.com

DATA

Sales Manager, Americas
 Matt Jacks
 Phone: +1-713-525-4675
 Email: Matt.Jacks@GulfEnergyInfo.com

Sales Manager, EMEA
 Ed Bramwell
 Phone: +44 (0)20 3793 9705
 Email: Ed.Bramwell@GulfEnergyInfo.com

HYDROCARBON
 PROCESSING

GAS PROCESSING
 & LNG

World Oil

Pipeline &
 Gas Journal

PIPELINE News

Global ENERGY
 INFRASTRUCTURE

PETROLEUM
 ECONOMIST

underground
 construction

gas
 utility