



■ Battery-News

The latest news from the world of batteries

Media data 2024



> **1.000**
User / day



~ **35.000**
LinkedIn-Follower



~ **3.500**
Newsletter subscribers



> **1,000,000**
Page views / year



30
Partner of the site

Concept

Battery-News is a leading industry service provider focusing on the lithium-ion battery (LIB). Since 2019, we have been reporting **daily** on the latest developments in one of the most important components of electromobility and the energy transition. We report via **website, LinkedIn and newsletter**. In addition to the latest news, the industry service offers the exclusive **Battery Atlas** with free and transparent information from the world of LIB. We also have an **encyclopedia** with many relevant battery terms, a **job portal** and an **event calendar**.

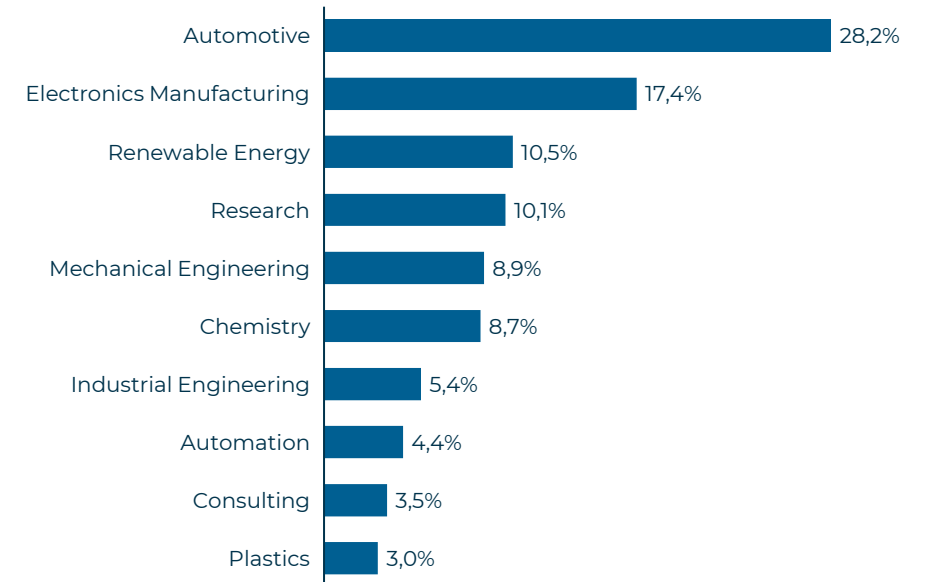
Audience

Battery-News reaches manufacturers of battery cells, suppliers of the necessary components, equipment manufacturers as well as experts from research and politics. The **readers** are usually executives and specialists. They want to keep an eye on battery developments and appreciate the compact and transparent presentation of information via our channels.

Start-Ups

Start-ups without a corporate affiliation that are less than three years old have the option of purchasing the Start-Up Package. This rate does not apply to advertorials and advertising partnerships. Feel free to ask us about this when booking!

Audience by industry (LinkedIn Analysis)



■ Be part of Battery-News!

The services at a glance:

Partner profile in overview

Your company presents itself in the partner overview of a website with high-quality news and self-researched content

Logo on the home page

Your logo will be placed on the front page in a rotation with 9 other random logos. A top partner will be featured next to the top story.

Place in download area

You have the possibility to place flyers and brochures about products and technologies in the download area

Encyclopedia entry

Your company has the opportunity to objectively describe and present its own technologies and terms from the field of LIB.

Job ads

Promote your open job postings directly to your target group and present yourself as an attractive employer.

Event calendar

Promote your events in Battery-News calendar. The next events will be presented in the weekly newsletter.

Individual contribution in the newsletter

Feature your company in the weekly news review with a short profile or individual post.

Top story

Work with us once a year to create a top editorial story. This could be a technology interview, for example.

Map Story

Use our battery atlas as a vehicle to present yourself prominently to the professional world in the corresponding topic area

Package price per quarter

All prices are exclusive of 19% VAT.

Price	Start-Up	Gold	Platinum	Diamond
Partner exclusive	Direct contact	Direct contact	Direct contact + company presentation	Direct contact + Company presentation/Video presentation
	-	-	-	Top Partner (14 days / quarter)
	1 Documents	1 Documents	2 Documents	3 Documents
	3 Eintrag mit Link	3 Eintrag mit Link	5 Einträge mit Link	5 Einträge mit Link
200 € / Month	3 / Month	3 / Month	5 / Month	5 / month + "Top employer"
Upon request	Yes	Yes	Yes + 1x highlight	Yes + 1x highlight
500 €	-	-	1 / Year	2 / Year
850 €	-	-	1	1
1500 €	-	-	-	1
	1200 €	1800 €	2700 €	4800 €

■ Advertisements on Battery-News

For pure online campaigns without integration into the newsletter or as a supplement, we have several forms of advertising with which you can reach the users of our website in a visually appealing and effective way

■ Overview of possible advertisements

No.	Page	Advertising form	Dimension	Price/week	Ranking*
1	Home page	Highlighted article	600 x 150 px	100 €	1
2	Home page	Display	600 x 150 px	200 €	1
3	Home page	Double display	600 x 330 px	500 €	1
4	News	Display	600 x 200 px	150 €	2
5	News	Large display	600 x 330 px	300 €	2
6	Battery Atlas	Display	600 x 200 px	150 €	2
7	Battery Atlas	Large display	600 x 330 px	300 €	2
8	Other	Top companies with link	~ 600 x 600 px	200 €	3
9	Other	Large display	600 x 1000 px	150 €	3

Please deliver two working days before the desired day of placement by e-mail to team@battery-news.de as a Word document, PDF or simply as plain text in the e-mail.

Discounts

4 Weeks = 5 % | 8 Weeks = 10 % | 12 Weeks = 20 %

All prices are subject to 19% VAT.

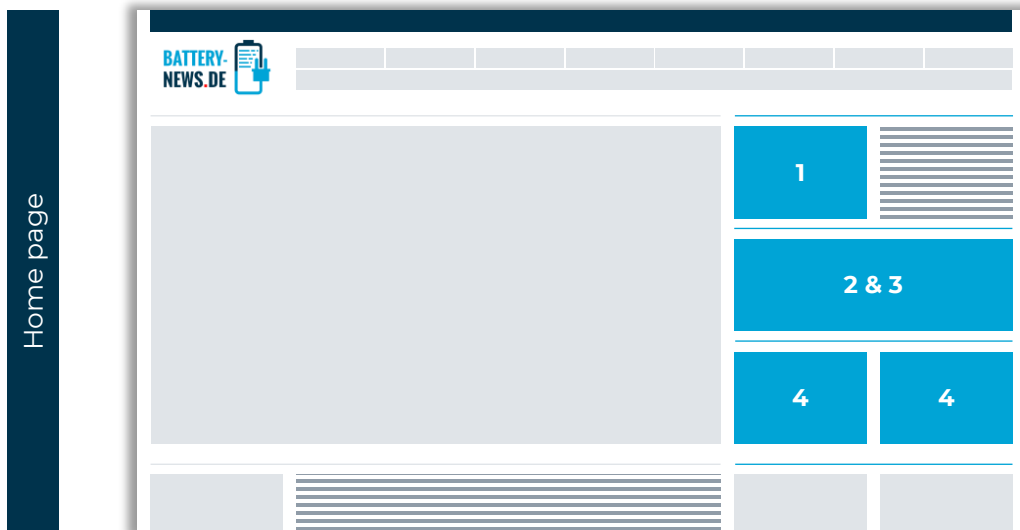
* The ranking provides a qualitative assessment of the number of clicks on the respective pages

Partnership discounts

Gold = 10 % | Platinum 15 % | Diamond 15 %

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Nr.	Advertising form	Dimension	Price/week
1	Highlighted article	3,4 x 10,3 cm	100 €
2	Display	3,4 x 10,3 cm	200 €
3	Double display	7,6 x 10,3 cm	500 €

Discounts

4 Weeks = 5 % | 8 Weeks = 10 % | 12 Weeks = 20 %

All prices are subject to 19% VAT

Nr.	Advertising form	Dimension	Price/week
4	Display	3,4 x 10,3 cm	150 €
5	Large display	7,6 x 10,3 cm	300 €



Partnership discounts

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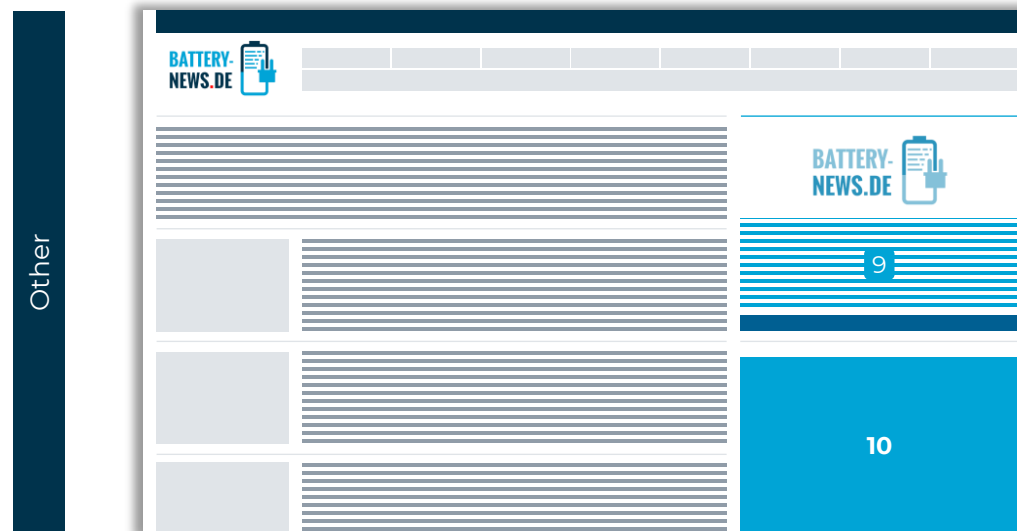
Nr.	Advertising form	Dimension	Price/week
6	Display	3,4 x 10,3 cm	150 €
7	Large display	7,6 x 10,3 cm	300 €

Rabatte

4 Wochen = 5 % | 8 Wochen = 10 % | 12 Wochen = 20 %

Alle Preise verstehen sich zzgl. 19% MwSt.

Nr.	Advertising form	Dimension	Price/week
8	Top-Unternehmen mit Link	7,6 x 10,3 cm	200 €
9	Large display	7,6 x 10,3 cm	150 €



Partnerschaftsrabatte

Gold = 10 % | Platin 15 % | Diamant 15 %

PEM Motion GmbH
Gerrit Bockey
Bohr 12

Telefon: +49 151 46288472
Email: info@battery-news.de
52072 Aachen



■ Job advertisements

The search for specialized experts with a focus on batteries is a particular challenge. Battery-News would like to support you in this! Our news service is primarily consumed by experts with precisely this interest. You can reach this target group with our job advertisements.

Services

- Placement 1, 2 or 3 times as a teaser in the newsletter
- 30, 60 or 90 days link to your job advertisement

Specification

- Teaser in the newsletter with 300 characters of text including spaces | Bold the first group of words
- Logo: 1000 x 500 pixels | File format: JPG or PNG



 **PEM of RWTH Aachen University is looking for a research assistant:** We explore and develop product and production innovations that enable the manufacture of electrified powertrains and their individual components in a cost-effective and sustainable manner, and are shaping PEM into a research institution that attracts outstanding young ...
Weiterlesen >>

Prices 30 days

Job advertisements

Advertise your vacancies directly to your target group and present yourself as an attractive employer.

Listing in the job portal and one-time mention in the newsletter

Price	Start-Up	Gold	Platin	Diamond
200 €	100 €	100 €	100 €	100 €

For each additional 30 days

Job advertisements

Advertise your vacancies directly to your target group and present yourself as an attractive employer.

Listing in the job portal and repeated mention in the newsletter

Price	Start-Up	Gold	Platin	Diamond
100 €	50 €	50 €	50 €	50 €