

■ Battery-News

The latest from the world of batteries

Media Package 2025 (as of Q2)

Media Package 2025

As of February 2025



>1.000
users/day



>43.000
LinkedIn followers



>4.500
newsletter subscribers



~1,900,000
views/year



>30
partners

Excerpt of partners



Batterieproduktion

Concept

Battery-News is a leading industry service provider focusing on the lithium-ion battery (LIB). Since 2019, the platform has been reporting daily on the latest developments in one of the most important components of electric mobility and the energy transition. The portal reports via its [website](#), [LinkedIn](#), and [newsletter](#). In addition to the latest news, the industry service offers an exclusive **Battery Atlas** with free and transparent information from the world of LIB. Battery-News also runs a **lexicon** with numerous terms relating to batteries, a **job portal**, and an **event calendar**. „Battery-News“ is a brand of PEM Motion GmbH.

Readers

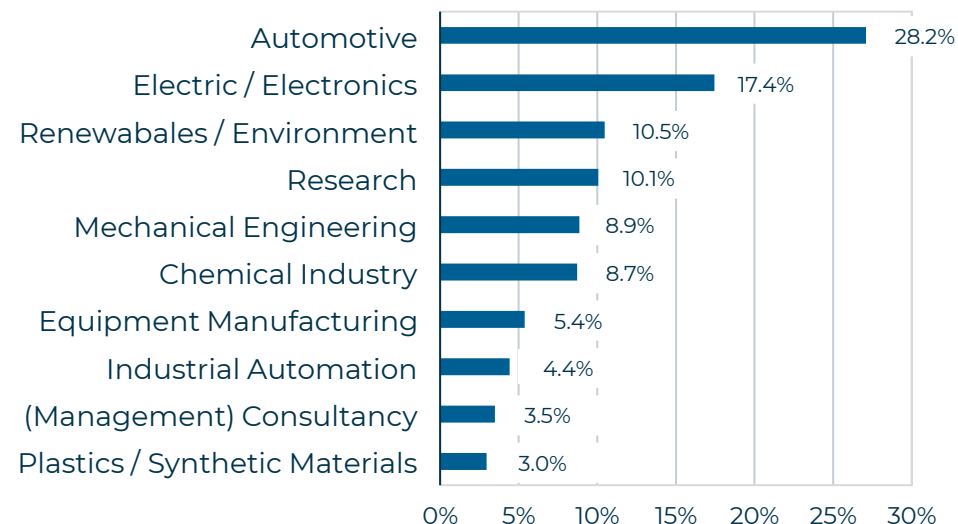
Battery-News reaches manufacturers of battery cells and suppliers of the necessary components as well as plant manufacturers and experts from research and politics. **Readers** are generally managers and specialists who want to keep an eye on battery developments and appreciate the compact, transparent presentation of information in all of the Battery-News channels.

Start-up companies

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. Please contact us when booking!

Readers for Industries

(LinkedIn Analysis)



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■ Become Part of Battery-News!

As of
Q2/2025

Service overview

Partner profile section

Your company presents itself in the website's partner section with high-quality news and self-researched content.

Logo on the homepage

Your logo is placed in a rotation module with nine other random logos on the homepage. A top partner is shown next to the prominent top story.

Place in the download area

You have the option of placing flyers and other publications on 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 LIB subject area.

Job advertisements

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

Event calendar

Advertise your events in the Battery-News calendar. The next events will be listed in the weekly newsletter.

Individual newsletter article

Present your company in the weekly news review with a short profile or an individual contribution.

Top Story article

Work with us on one of our so-called top stories once a year, for example in the form of a technology interview (do-follow link is possible).

Map story

Use our Battery Atlas as a vehicle to present yourself prominently to experts in the relevant field.

Package price per quarter



All prices are exclusive of 19% VAT.

Price	Start-up	Gold	Platin	Diamond
partner exclusive	direct contact	direct contact	direct contact + company presentation	direct contact + company presentation/ introduction via video
	included	included	included	top partner (14 days/quarter)
	1 document	1 document	2 documents	3 documents
	1 entry with link	1 entry with link	5 entries with link	5 entries with link
€200/month	3/month	3/month	5/month	5/month + „top employer“
on request	yes	yes	yes + 1x Highlight	yes + 1 highlight
€1,500	1/year	1/year	1/quarter	up to 5/year
€4,000	-	-	1/year	2/year
€5,000	-	-	-	1
	€1,750	€2,500	€3,750	€6,250

■ Q2 Welcome Bonus

As a new partner of Battery-News, you will have **the exclusive opportunity** to benefit from the advantages of the **PEM network** from **April 1st to June 30th, 2025**.

If you have any questions, please send us an e-mail to info@battery-news.de.

		Start-up	Gold	Platinum	Diamond
	With the Battery Production Days event, the organizers of the renowned Electric Vehicle Production Days (EPT) are setting a new focus – on battery production . For the first time, Campus Forum, the PEM Chair of RWTH Aachen University, and Fraunhofer FFB invite you to #BatteryCityMünster on October 21st and 22nd, 2025 . LINK	10% on all seminars	5% on all seminars	10% on all seminars	10% on all seminars + right of first refusal for sponsorship package
	The Fuel Cell Compass is an industry newsletter service that reports on a regular basis on all important developments and trends in the fields of fuel cells and hydrogen technologies. The aim is to bring together representatives of the German as well as the international industry even closer. LINK	20% discount on both memberships			

■ News Articles & Top Story Contributions at Battery-News

Standard news article

Example



Link

Price
1.500 €

Standard news article (short article, company news, event report)

Services:

- + Editing of a supplied or jointly created article (1,000 to 2,000 characters including spaces) and publication on the Battery News website
- + Homepage presence for at least seven days
- + Social media posting on LinkedIn
- + Mention in the newsletter

Top story contribution

Example



Link

Price
4.000 €

Top story contribution (exclusive specialist article or interview with in-depth analysis and company details)

Services:

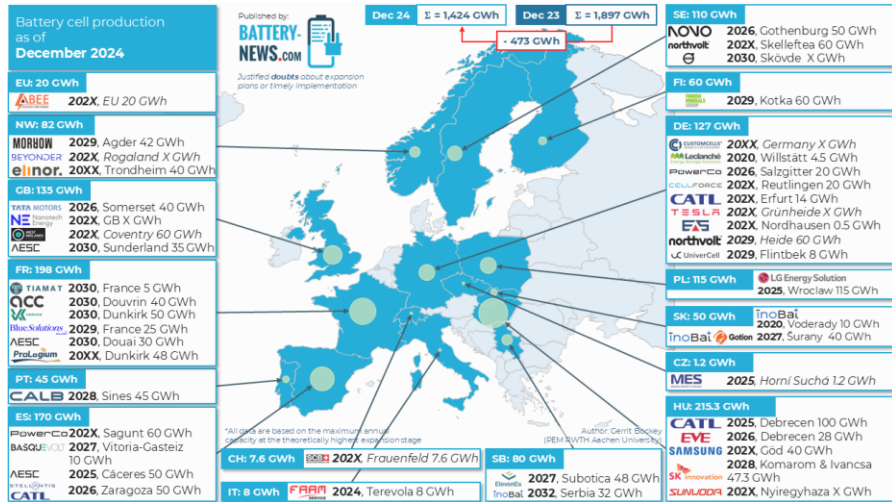
- + Comprehensive editorial preparation & interview (6,000 to 8,000 characters including spaces) and homepage promotion for one week
- + Homepage presence for at least one month
- + Social media posting as a highlight
- + Placement in the newsletter
- + Including do-follow link

Additional options

Premium LinkedIn campaign: from €2,500

Exclusive whitepaper: from €7,500

■ Map Story



Price
€5,000

Use our Battery Atlas to present yourself prominently to experts in your field and increase your reach in a targeted manner. With an exclusive placement in our maps and a suitable contribution as part of the map updates, you will receive maximum visibility with the most important decision-makers in the industry.

Your advantages:

- + Strategic positioning: placement of your company on the leading market overview for battery locations and technologies
- + Exclusive editorial mention: Your company will be highlighted in a dedicated map story on Battery-News.
- + Wide-ranging distribution: visibility through homepage presence, LinkedIn promotion, and newsletter integration
- + Search-engine-optimized (SEO) company presentation: long-term findability for specialist audiences, customers, and investors
- + Individual customization opportunities: optional extensions with interviews, specialist articles, and video features

■ Advertisements at Battery-News

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

■ Advert overview

No.	Presence	Advertising form	Dimension	Price/week	Ranking*
1	Homepage	Highlighted article	600 x 150 px	€150	1
2	Homepage	Display	600 x 150 px	€250	1
3	Homepage	Double display	600 x 330 px	€600	1
4	News article	Display	600 x 200 px	€200	2
5	News article	Large display	600 x 330 px	€350	2
6	Battery Atlas	Display	600 x 200 px	€250	2
7	Battery Atlas	Large display	600 x 330 px	€350	2
8	Any subpage	Top companies with link	~600 x 600 px	€250	3
9	Any subpage	Large display	600 x 1,000 px	€200	3

Please send an e-mail to team@battery-news.de with a Word document, a PDF file, or plain text two working days before the desired placement date.

Discounts

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

All prices are exclusive of 19% VAT.

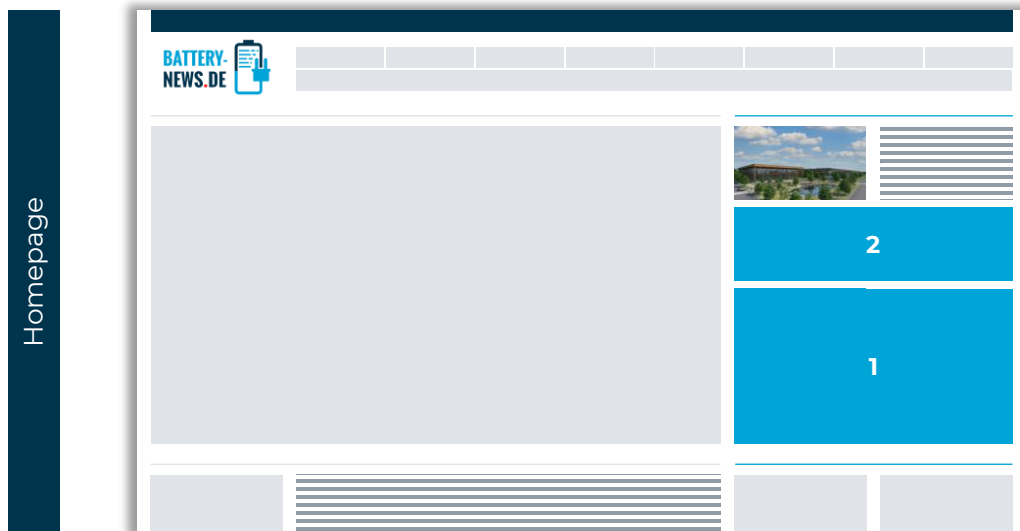
*The ranking indicates a qualitative evaluation of the number of clicks on the respective pages.

Partnership discounts

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

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No.	Advertising form	Dimension	Price/week
1	Highlighted article	600 x 150 px	€150
2	Display	600 x 150 px	€250
3	Double display	600 x 330 px	€600

Discounts

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

All prices are exclusive of 19% VAT.

No.	Advertising form	Dimension	Price/week
4	Display	600 x 200 px	€200
5	Large display	600 x 330 px	€350

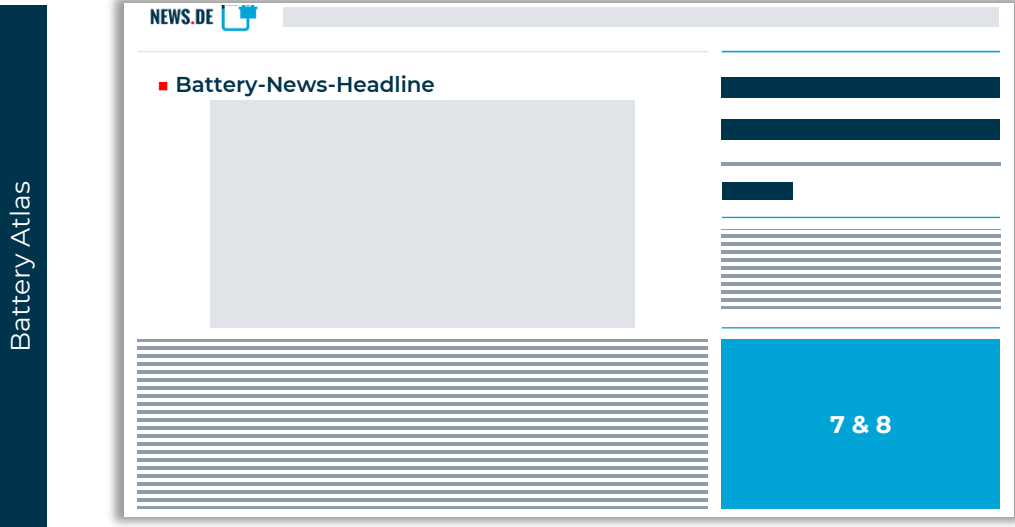


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No.	Advertising form	Dimension	Price/week
6	Display	600 x 200 px	€250
7	Large display	600 x 330 px	€350

Discounts
4 weeks = 5% | 8 weeks = 10% | 12 weeks = 20%

All prices are exclusive of 19% VAT.

No.	Advertising form	Dimension	Price/week
8	Top companies with link	~600 x 600 px	€250
9	Large display	600 x 1,000 px	€200



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

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■ Job Adverts


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

Services

- 1-time, 2-time, or 3-time teaser in our newsletter
- 30-day, 60-day, or 90-day link to your job advert

Specification

- Teaser in our newsletter with 300 characters of text including spaces | First group of words in bold letters
- Logo: 1,000 x 500 pixels | File format: JPG or PNG



PEM of RWTH Aachen University is looking for a Research Associate: We research and develop product and production innovations that enable the production of electrified powertrains and their individual components in a cost-effective and sustainable manner, and are shaping the PEM Chair into a research institution that produces outstanding young talent...

Read more >>

Prices for 30 days

Job adverts

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

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

Price	Start-up	Gold	Platinum	Diamond
€200	€100	€100	€100	€100

For each additional 30 days

Job adverts

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

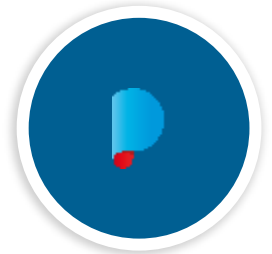
Listing in our job portal and renewed mention in our newsletter

Price	Start-up	Gold	Platinum	Diamond
€100	€50	€50	€50	€50

Your Contact to the Battery-News Team



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