

■ Battery-News

The latest from the world of batteries

2026 Media Kit

■ Content

Introducing Battery-News
Partnerships
Advertorials
Social Media
Newsletter
Website Advertisement
Multi-Channel Campaigns
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■ 2026 Media Kit

As of November 2025



>1,000

website visits per day



>48,000

LinkedIn followers



>4,500

newsletter subscribers



>200,000

users per year



>30

Battery-News partners

Excerpt



Concept

Battery-News is a leading service provider for numerous sectors of the industry. 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. Battery-News shares its content through its [website](#), its [LinkedIn](#) profile, and its [newsletter](#). In addition to the latest news, the industry service offers an exclusive **Battery Atlas** with free maps on various topics and sectors from around the battery world as well as an [event calendar](#). „Battery-News“ is a brand of PEM Motion GmbH.

Readers

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

Start-up companies

Young players under three years of age and without a corporate affiliation have the option of purchasing our start-up package. This rate does not apply to advertorials and advertising partnerships. Please contact us when booking!

Readers by industry

(LinkedIn analysis)



■ Become Part of Battery-News!

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 certain 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 battery subject area.

Job advertisement

Advertise your job 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 "Top Stories" once a year, for example in the form of a special interview!

Map story

Use our "Battery Atlas" as a platform 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	Platinum	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
	3/month	3/month	5/month	5/month + "top employer"
	on request	yes	yes + 1 highlight	yes + 1 highlight
	1/year	1/year	1/quarter	up to 5/year
	-	-	1/year	2/year
	€5,000	-	-	1
	€1,750	€2,500	€3,750	€5,500

■ News Articles & Top Story Contributions

Standard news article

Example



Standard news article (short report containing company news, event review, general press release)

Services:

- + Editing of a supplied or jointly created article (up to 2,000 characters incl. spaces) and website publication
- + 7-day homepage presence and 1-year online presence
- + Standard LinkedIn posting
- + Newsletter mention

Link

Price:
€1,500

“Top Story” contribution

Example



“Top Story” contribution (exclusive article or interview with in-depth analysis and company details)

Services:

- + Interview (up to 8,000 characters) and 1-week homepage promotion
- + Maximum visibility and traceability via search engines
- + 1-year online presence
- + Special LinkedIn posting
- + Newsletter placement
- + Maximum of three do-follow links

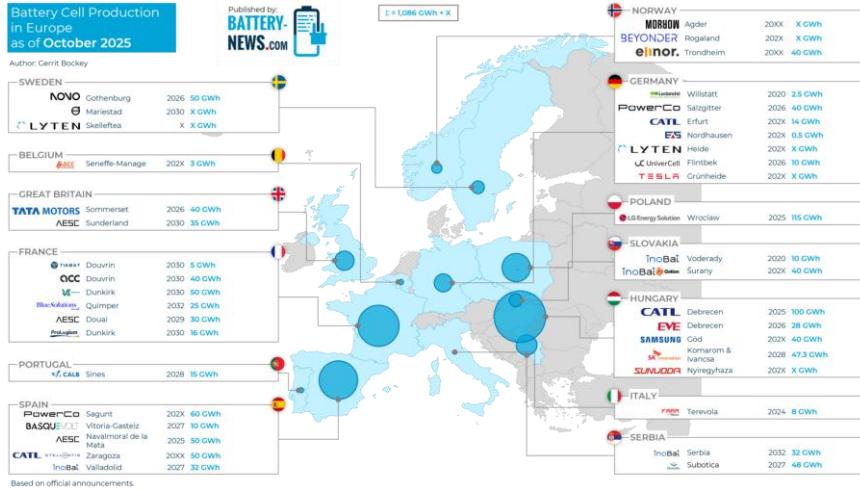
Link

Price:
€4,000

Additional options

Premium LinkedIn campaign: from €2,500
Exclusive white paper: from €7,500

■ Map Story



Price:
€4,500

Use our “Battery Atlas” to present yourself prominently to experts in your technology field and increase your reach in a targeted manner. With an exclusive placement in one of 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 in the leading market overview for battery locations and technologies
- + Exclusive editorial mention: Your company will be highlighted in a Battery-News map story.
- + 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

■ Social Media: LinkedIn

Reach: 48,000+ highly specialized battery professionals

Our LinkedIn channel is one of the most active and industry-focused platforms in the global battery sector. With a **high engagement rate** and a continuously growing professional audience, it is ideally suited to promote **new products, facility openings, investments, events, recruiting campaigns, or strategic announcements**.



What is included:

- + **One sponsored posting** in the Battery-News' LinkedIn channel
- + **Individual content creation** (text & visual) prepared by the Battery-News editorial team
- + Integration of **customer pictures, videos, and press material**
- + **Scheduling at a preferred date/time** to align with your campaign
- + **Tagging and linking** to partner and company profiles to maximize visibility
- + Posting shared to the **Battery-News' weekly audience** via organic distribution

Your benefits:

- + Access to a **highly relevant and specialized audience** in the battery industry
- + Strong **visibility among decision-makers, engineers, suppliers, and investors**
- + Ideal for **highlighting milestones and building credibility** in the market
- + Great reach **without the need for external ads**

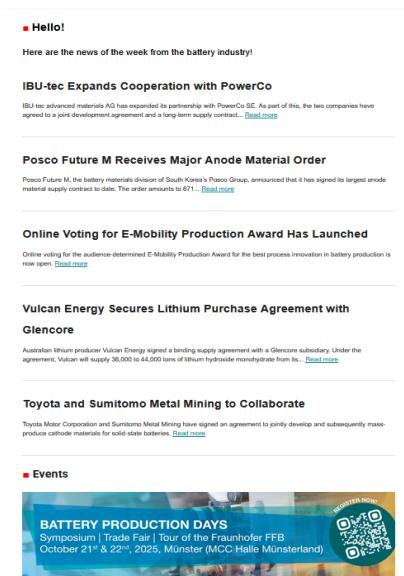
Price/posting:
€950

■ Newsletter Advertising

Our weekly newsletter reaches a **highly qualified and actively engaged audience** across the global battery value chain – ideal for **product announcements, event promotion, recruitment, and strategic communication**.

Audience: >4,500 industry subscribers (engineering, R&D, OEMs, suppliers)

Performance: >55% open rate and >25% click-through rate



Placements	Discount
3	10%
5	15%
10	25%

Format	Description	Placement	Recommended use	Price
Text + image promo	Short article-style section with headline, teaser text and company image	Integrated in content flow (mid-section)	Product launches, facility announcements, thought leadership	€400
Text-only ad	Short paragraph with call-to-action link	Opening or closing section	Job postings, training announcements, event reminders	€200
Newsletter banner	Horizontal banner graphic linked to your landing page	Top or bottom position	Strong branding exposure and campaign visibility	€300

Included services:

- + Content support and editorial refinements
- + Optional use of your press release, media assets, and visuals
- + Tracking link integration upon request
- + Scheduling by preferred week (subject to availability)

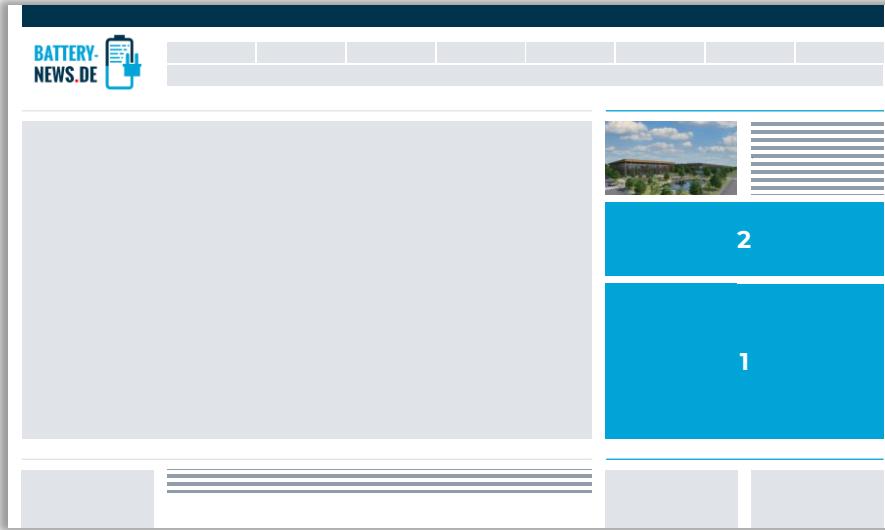
Why advertise here?

- + High credibility within a specialized industry community
- + Strong reader attention (no mass audience dilution)
- + Excellent performance for high-ticket or B2B decisions
- + Ideal complement to LinkedIn campaigns

■ Website Advertisement (1/2)

For purely online campaigns without integration into the newsletter – or as a supplement –, we offer a wide range of advertising formats with which you can reach our website's readers in a visually appealing and effective way.

Homepage



No.	Advertising format	Dimension	Price/week
1	Double size	600 x 330 px	€600
2	Standard size	600 x 150 px	€250

Discounts

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

All prices are exclusive of 19% VAT.

No.	Advertising format	Dimension	Price/week
3	Standard size	600 x 200 px	€200
4	Large size	600 x 330 px	€350

News



Partnership discounts

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

■ Website Advertisement (2/2)

For purely online campaigns without integration into the newsletter – or as a supplement –, we offer a wide range of advertising formats with which you can reach our website's readers in a visually appealing and effective way.

Battery Atlas



No.	Advertising format	Dimension	Price/week
5	Standard size	600 x 200 px	€250
6	Large size	600 x 330 px	€350

Discounts

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

All prices are exclusive of 19% VAT.

No.	Advertising format	Dimension	Price/week
7	Large size	600 x 1,000 px	€200

Further subpages



Partnership discounts

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

■ Welcome Bonus

As a recent Battery-News partner, you will have **the exclusive opportunity** to benefit from the advantages of the **PEM network**.

If you have any questions, please send us an e-mail to c.lienemann@pem-motion.com.



With the “Battery Production Days” event, the organizers of the renowned former “Electric Vehicle Production Days” (EPT) are setting a pure focus on **battery production**. For the first time, PEM of RWTH Aachen University, Fraunhofer FFB, and Campus Forum invite you to Aachen on **October 20th and 21st, 2026**.

Link



The “Fuel Cell Compass” is an industry newsletter service that regularly reports 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

Start-up	Gold	Platinum	Diamond
10% discount on all seminars	5% discount on all seminars	10% discount on all seminars	15% discount on all seminars + right of first refusal for sponsorship package

20% discount on both memberships

■ Contact the Battery-News Team

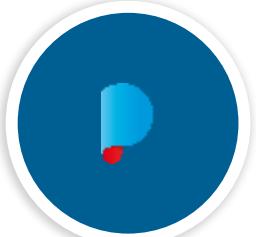


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