



HTECH



2024 **MEDIA
PLANNER**
Hydrogen Technology for the
Energy Industry

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PUBLISHER'S LETTER

Empowered to Innovate. Committed to Excellence.

We are excited about the opportunity to work with you on your 2024 marketing plans.

Gulf Energy Information (Gulf) empowers employees to deliver premium technical content, as well as market intelligence solutions, to the global hydrogen industry through trusted engagement. For more than 100 years, Gulf's quality content and commitment to audience needs has led our company to become the most trusted resource in B2B media for the hydrogen industry. Gulf also provides market intelligence solutions to the global energy industry through Global Energy Infrastructure and the Construction Boxscore Database.

Whether you are looking for qualified leads, brand visibility or product marketing, our dedicated and experienced sales team can build a program that's right for you. We can even guarantee the number of readers, impressions, views and leads that we deliver!



Andy McDowell

President
Gulf Energy Information

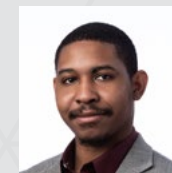


"H2Tech's quality content and commitment to audience needs has made it the most trusted resource in B2B media for the global hydrogen industry."

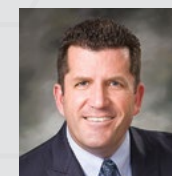
EDITORIAL STAFF



Lee Nichols
Vice President, Content



Tyler Campbell
Managing Editor, H2Tech



Mike Rhodes
Managing Editor



HYDROGEN AUDIENCE

MAGAZINE

10,102

Total Subscribers

2,756

US

6,972

Outside US

374

Unknown

US: 27.3%

Outside US: 69.0%

Unknown: 3.7%

H2-TECH.COM

9,610

Users/Month

13,164

Sessions/Month

26,747

Pageviews/Month

US: 32.7%

Outside US: 67.3%

NEWSLETTER

6,234

Daily Distribution

27.98%

Open Rate

US: 40.1%

Outside US: 59.9%

BRAND REACH (LEAD GEN)

8,872

Distribution/Emails

PODCASTS

41,272

Total Show Listens

1,309

Listens in the Last 30 Days

SOCIAL MEDIA



4,012

LinkedIn Followers



122

Facebook Followers



448

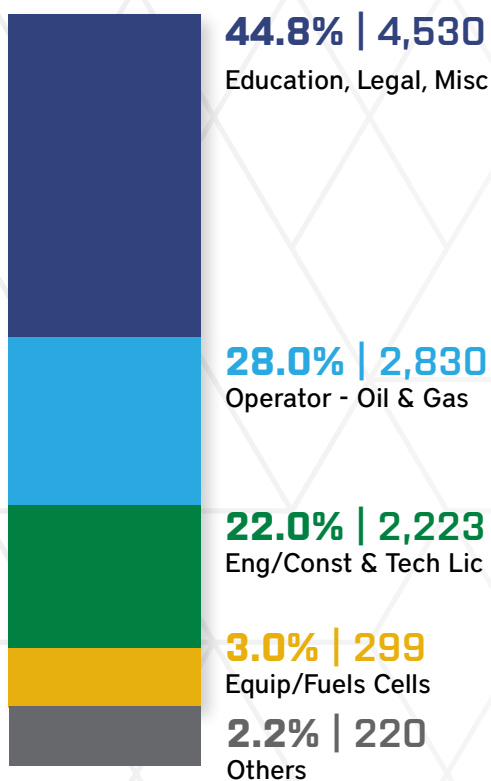
X Followers



AUDIENCE BREAKDOWN

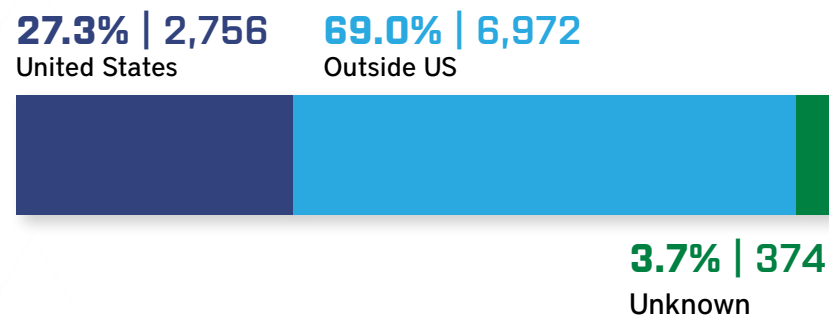
10,102 TOTAL QUALIFIED SUBSCRIBERS

COMPANY CLASS

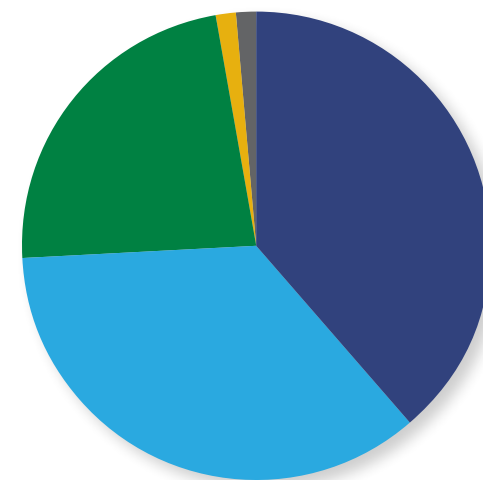
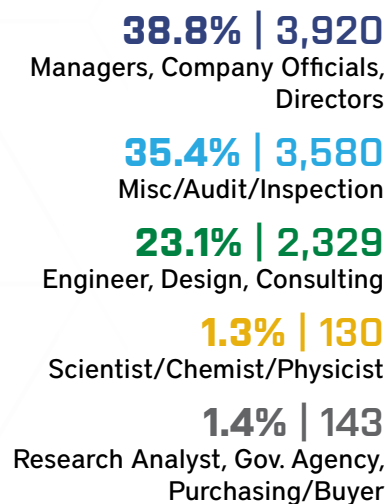


Magazine figure as of May 2023.

SUBSCRIBERS BY LOCATION



JOB FUNCTION



2024 EDITORIAL CALENDAR

JANUARY	MARCH	MAY	JULY	SEPTEMBER	NOVEMBER
Advances in H ₂ Production	Process/Project Optimization	Fuel Cell Applications	H ₂ Equipment and Services	Electrolyzer Technologies	H ₂ Mobility, Transportation and Infrastructure
H ₂ Production Pathways	Maintenance, Reliability and Safety	H ₂ Mobility, Transportation and Infrastructure	Electrolyzer Technologies	H ₂ Mobility, Transportation and Infrastructure	Fuel Cell Applications
H ₂ Storage	Valves, Pumps, Compressors and Turbomachinery	Marine and Aviation Applications	Carbon Capture/CO ₂ Mitigation	H ₂ Production Pathways	H ₂ Carriers, Logistics, Distribution
Policies and Regulations	Power and Utilities	Electrolyzer Technologies	Blending Natural Gas and H ₂	Fuel Cell Applications	Power and Utilities
Electrolyzer Technologies	Digital Technologies	H ₂ Refueling Stations	Renewables for H ₂ Generation	Digital Technologies	Marine and Aviation Applications
Fuel Cell Applications	H ₂ Equipment and Services	H ₂ Production Pathways	H ₂ Carriers, Logistics, Distribution	Process/Project Optimization	H ₂ Equipment and Services
	Blending Natural Gas and H ₂		Maintenance, Reliability and Safety	Valves, Pumps, Compressors and Turbomachinery	H ₂ Refueling Stations

All advertising space must be reserved by the 15th of the prior month with creative delivered by the 20th.

TAILORED BRANDING

Enhance your brand's reputation with a strategic, multi-channel campaign. Our medal packages offer advertisers the opportunity to position content through our various media channels and most effectively reach key decision makers in the industry. Campaigns include exposure in the digital edition of the magazine, through ROS or targeted online advertisements and finally through well-read, highly sought after newsletters. Showcase your solutions through a multi-channel campaign today!



Gold

- > MPU on H2-Tech.com (5,000 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *H2Tech*

COST

\$9,400



Silver

- > MPU on H2-Tech.com (2,500 impressions)
- > MPU on daily newsletter (one week)
- > Full page in *H2Tech*

COST

\$6,970



Bronze

- > MPU on monthly newsletter of choice
- > Half page (horizontal in-article) in *H2Tech*

COST

\$3,780

DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *H2Tech*. Designed for an enhanced audience experience and ease of use, the digital edition positions your materials against the industry's leading technical media. Choose your preferred placement or align your advertisements with select editorial on a bi-monthly basis.

2024 GLOBAL ADVERTISEMENTS

Size	Orientation	Cost/Issue
Full Page	Vertical	\$4,725
Half Page	Vertical	\$3,460
Half Page (in-article)	Horizontal	\$3,020

PREMIUM SPONSORSHIPS

Digital Edition Sponsorship	Left Skyscraper	\$4,195
	Right Skyscraper	\$4,195
	Repeating Skyscraper (min. 10 repeats)	\$6,295
Leaderboard	Bottom of Page	\$3,145

10,102
Total Subscribers
 27.3% US 69.0% OUS
 3.7% Unknown

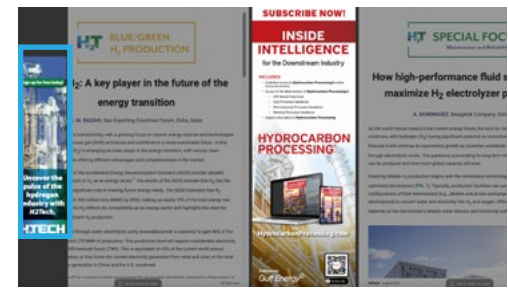
All pricing is net.

PAGERAFT

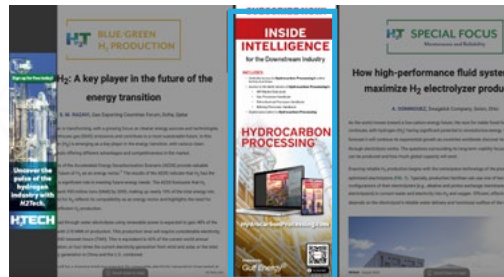
Full Page Ad



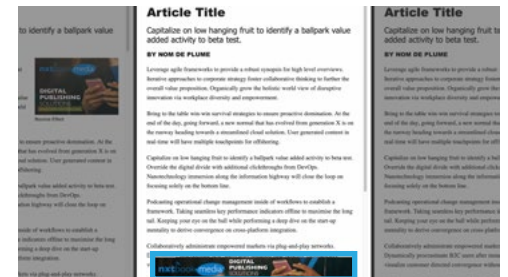
Skyscraper



Half Page Vertical Ad



Leaderboard



Half Page Horizontal Ad



TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the hydrogen industry. *H2Tech's* targeting capabilities give you the ability to direct your campaign to reach those most interested in your company's solutions. Targeting options include:

- > Job Title/Function
- > Company Type
- > Behavioral Interests
- > Geographical

Don't purchase wasted impressions. Start your targeted campaign with *H2Tech* today.

Rates start at \$350/CPM. Minimum \$3,675/month.

RUN-OF-SITE CAMPAIGNS

Each run-of-site campaign comes with a guaranteed number of impressions.

	Sizes	10,000 impressions	5,000 impressions
Pushdown	970x90 (Regular) 970x415 (Expanded) 320x50 (Mobile)	\$6,695	\$4,165
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$4,445	\$2,780
MPU	336x280 (Regular) or 300x250 (Regular)	\$3,765	\$2,355
Mobile Only	320x50	\$2,940	\$1,840

9,610

Users/Month

13,164

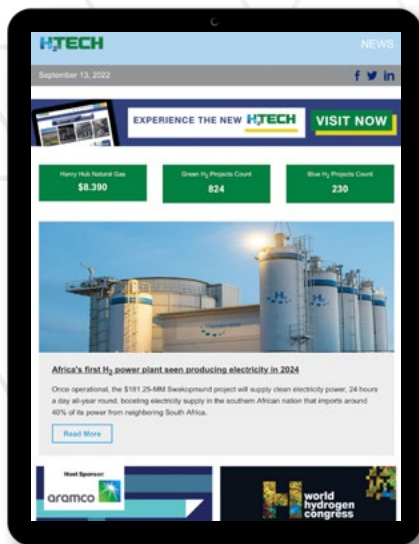
Sessions/Month

26,747

Pageviews/Month

NEWSLETTER SPONSORSHIPS

Each newsletter includes five ad positions: One leaderboard and four MPUs.



Weekly Newsletters

H2Tech News Brief

Delivered Monday, Wednesday, Friday
Recipients/Week: 18,702
Open Rate: 27.98%

Monthly Newsletters

H2Tech Breaking News

Recipients/Email: 6,238
Open Rate: 30.95%
Delivered Monthly

H2 Production Technologies

Recipients/Email: 6,094
Open Rate: 34.05%

*Delivered Monthly,
Second Thursday*

H2 Equipment & Services

Recipients/Email: 6,020
Open Rate: 32.12%

*Delivered Monthly,
Fourth Thursday*

CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

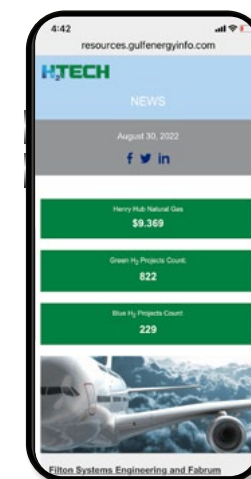
Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

Additional titles can be added for \$3,675/brand

PRICE STARTS AT

\$6,040

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
H2Tech News Brief (per week)	\$2,175	\$1,635	\$1,635	\$1,330	\$1,330	\$1,880
H2Tech Breaking News (per month)	\$1,570	N/A	N/A	N/A	N/A	N/A
Monthly Newsletters	\$1,270	\$1,055	\$1,055	\$1,025	\$1,025	\$1,215



FEATURED ARTICLE

Promote your editorial content in *H2Tech* with a sponsored article. Guaranteed placement on H2-Tech.com, newsletters, and social media.

PRICE PER ARTICLE

\$3,675



NEED HELP WITH CONTENT? LEVERAGE THE H2TECH CONTENT STUDIO

H2Tech's impactful technical case studies are highly specialized and complex, making them time consuming to write. The *H2Tech* Content Studio is your opportunity to present your real-world solutions to qualified industry professionals while leveraging *H2Tech's* experienced editorial team. Partner with the *H2Tech* Content Studio's qualified technical writers to leverage their in-depth industry knowledge for your benefit. Annual subscriptions are available.

> From \$5,885/article

PODCASTS: ENGAGEMENT FOR A MOBILE AUDIENCE

In a crowded market, podcast sponsorships are a unique way to differentiate your brand and stand apart from competitors. *H2TechTalk* is the hydrogen industry's leading technical program.

Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly. Sponsor a podcast interview or series dedicated to hydrogen technology professionals.

Episode sponsorships/ brief company reference	<ul style="list-style-type: none"> > 20 second blurb read prior to each episode of the podcast 	\$1,575/episode (minimum of 5 episodes)
Episode sponsorships/ interviews	<ul style="list-style-type: none"> > Interview with SME and <i>H2Tech</i> moderator > Headshot, bio and company logo needed from sponsor 	\$6,040/episode
Episode sponsorship/ interviews including video	<ul style="list-style-type: none"> > Interview with SME and <i>H2Tech</i> moderator > Headshot, bio and company logo needed from sponsor 	\$9,995/episode
New Podcast Season sponsorship	<ul style="list-style-type: none"> > 10 episode season > Sponsor provides episode, content and speakers > <i>H2Tech</i> provides moderator 	\$52,500 / 10-episodes

\$2,500 surcharge for any podcast interviews taking place onsite.



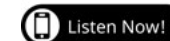
1,309

Listens in the Last 30 Days



41,272

Total Show Listens



VIDEOS

Take your content marketing to a new level with video marketing. With more people turning to videos for technical and educational content, videos are a unique medium to build trust, boost conversion, and encourage sharing on social media.

A video sponsorship program gives you the opportunity to reach *H2Tech's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on H2-Tech.com and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

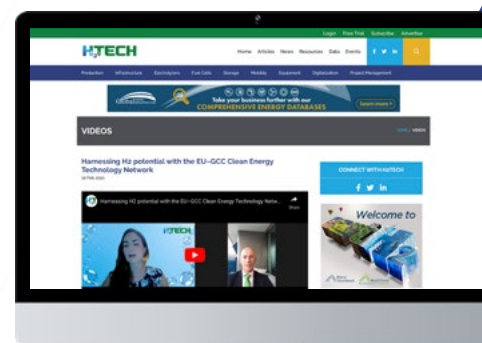
\$3,965

TECHNICAL INTERVIEWS

Repurpose your article in *H2Tech* for more impact. This 15-minute video interview with the author of a recent article in *H2Tech* is featured on our homepage and promoted through our media channels, generating strong engagement and visibility for the author and the author's company.

PRICE PER MONTH

\$10,630



SINGLE-SPONSORED WEBCASTS

Webcasts are our most popular lead generation offering. Each single-sponsored webcast is run by a dedicated manager and hosted by a member of the *H2Tech* editorial team.

Each webcasts includes a 45-minute presentation and a subsequent question and answer session and is promoted to our highly qualified global audience through a multi-channel marketing campaign. The on-demand version of your webcast will be available for one year.

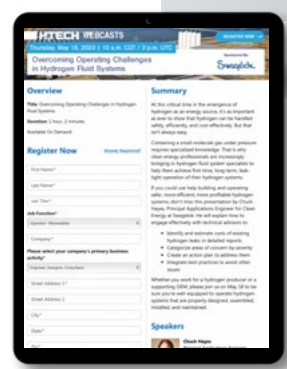
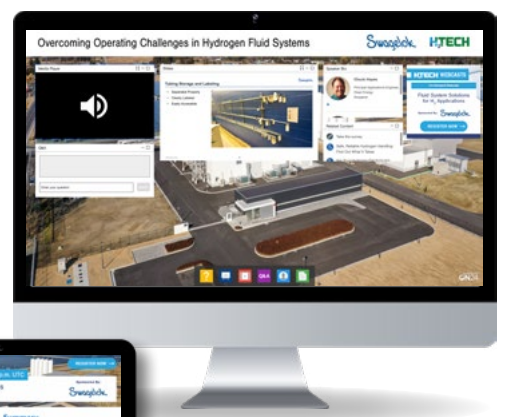
Sponsors receive full contact details of all registrants.

Webcasts are promoted through:

250+
Leads/Webcast

PRICE PER WEBCAST
\$17,500

 4,582	 8,872	 9,610	 10,102
Social Media Followers	Distribution/Email	Website Users/Month	Magazine Subscribers



WEBCAST PREPARATION TIMELINE

6-8 Weeks Out:	Sponsor confirms webcast title, date, time
5 Weeks Out:	Half-page ad finalized for <i>H2Tech</i>
3-4 Weeks Out:	Registration Launches, Online Promotions
2 Weeks Out:	Targeted Promos (email) Begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year.

Webcasts can be pre-recorded for a \$1,500 surcharge. All pricing is net.

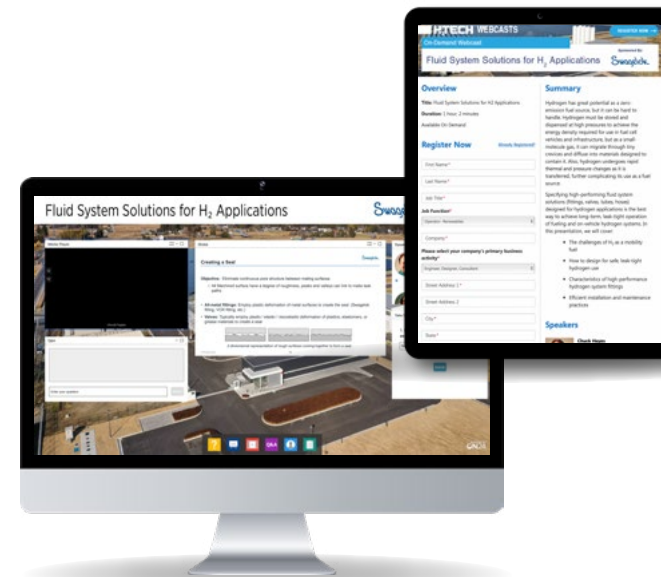
MULTI-SPONSORED WEBCASTS

H2Tech's multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *H2Tech* editorial team, making a multi-sponsored webcasts the ideal choice. *H2Tech* does the work, but sponsors receive the leads.

PRICE PER WEBCAST

\$6,520



SPONSORED-PANEL WEBCASTS

H2Tech's sponsored-panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *H2Tech* does the rest.

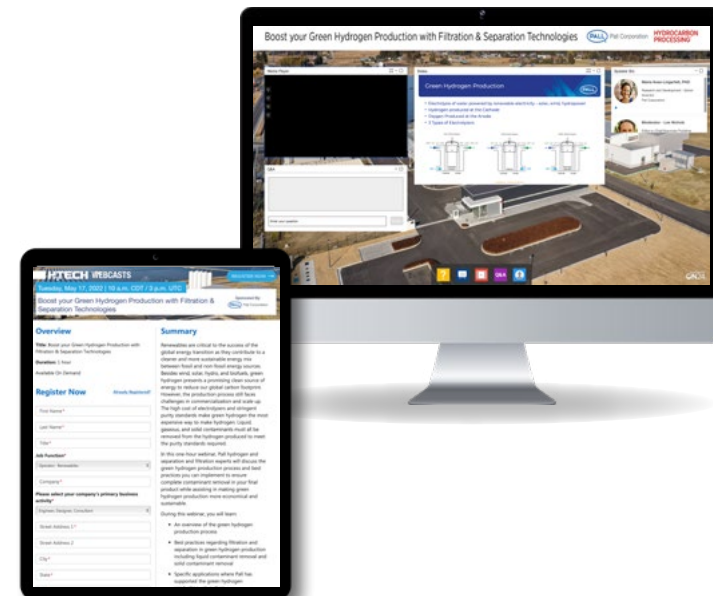
Once confirmed, each company's 10–12-minute presentation is delivered live, followed by a live Q&A session for all speakers. Registrant details are shared with all sponsors.

Topics include the following:

- > Infrastructure and Distribution
- > Aerospace and Aviation
- > Blue/Green H₂ Production Chemical/Fertilizer Production
- > Process/Project Optimization
- > Pipelines and Transport

PRICE PER WEBCAST

\$8,390



TOPICAL EBOOKS

Don't have content? Let *H2Tech* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *H2Tech* on a topic of your selection.

Sponsors are recognized on the cover and with a full-page ad within the eBook and receive all registrant information. Each eBook is promoted through a three-month multi-channel campaign to drive qualified leads.

Recent topics include:

- > Blue & Green Hydrogen Series: Advanced Measurement Solutions Enhance Blue Hydrogen Production – **486 leads**
- > Blue & Green Hydrogen Series: Measurement Solutions Enable Transition to Green Hydrogen – **375 leads**

Contact us to start your custom eBook today.

SINGLE SPONSOR

\$26,250

MULTI-SPONSOR

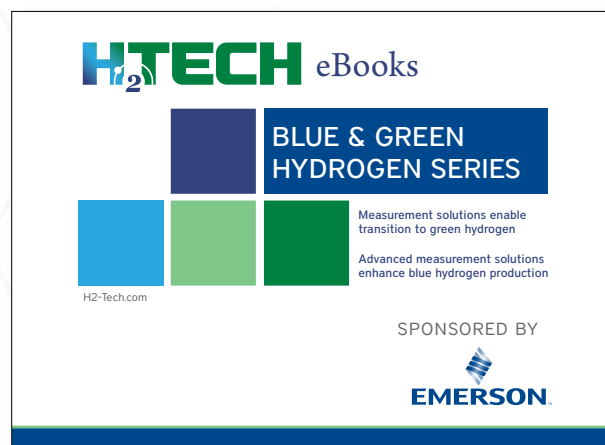
\$10,500

BRAND REACH



8,872

Distribution/Email



Our Content. Your Leads.

WHITEPAPERS

Your whitepaper is promoted to *H2Tech's* qualified audience via a monthly promotional email. Leads for each whitepaper are captured on a custom landing page and provided to the sponsor.

Promotions can be targeted to desired industry segments or geographically.

PRICE PER
WHITEPAPER

\$3,860

Program Details

- > Listing on H2-Tech.com (title, company logo and Whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *H2Tech* featured Whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

BRAND REACH



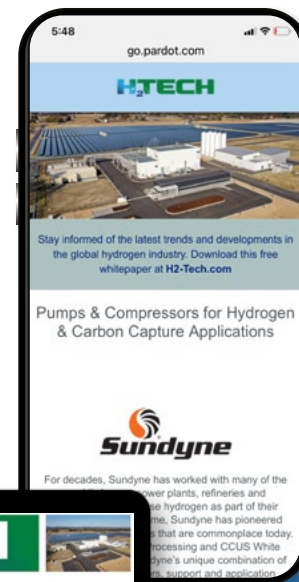
8,792

Distribution/Email



51

Leads/Whitepaper



H2TECH
Register Free for this White Paper
Sundryne
Pumps & Compressors for Hydrogen & Carbon Capture Applications
For decades, Sundryne has worked with many of the world's largest power plants, refineries and manufacturers that use hydrogen as part of their process. During this time, Sundryne has pioneered many of the technologies that are commonplace today. This new Hydrogen Processing and CCUS White Paper shows how Sundryne's unique combination of pumps & compressors, support and application expertise offers a total product lifecycle, 360° service for the environmentally safe & leak-free processing of critical gases and liquids.
* Indicates a required field
Basic Information
* First Name:
* Last Name:
* Email Address:
* Work Phone Number:
* Job Title:
* Company:
Address
* Work Address:
* City:
* State:

SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

SPONSORED SURVEY

H2Tech polls its readers with 6-7 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 **\$8,065/survey**

SPONSORED SURVEY WITH LEAD GEN

Providing targeted leads without content. *H2Tech* sends out a targeted survey for categories. At the end of the survey, the respondent is informed that the consolidated results will be made available at no charge courtesy of the sponsor(s) for a limited time, instead of the usual \$3,675 charge.

> From **\$10,710/survey**

CAMPAIGN BENCHMARK STUDY

H2Tech offers regular advertisers the option to benchmark advertising efforts by providing a pre- and post-campaign survey for a product or company over a period of time. The final report provides you with verifiable information on the impact of your campaign.

> From **\$5,355/survey**

SOCIAL MEDIA

Social media is an integral part of *H2Tech's* brand reach. With engaged followers located around the globe, you too can access this audience as part of your advertising campaign.

H2Tech's social media package facilitates access to the publication's followers on Facebook, X and LinkedIn.

One post per social media channel per month.

PRICE PER MONTH

\$3,675



4,012

LinkedIn Followers



122

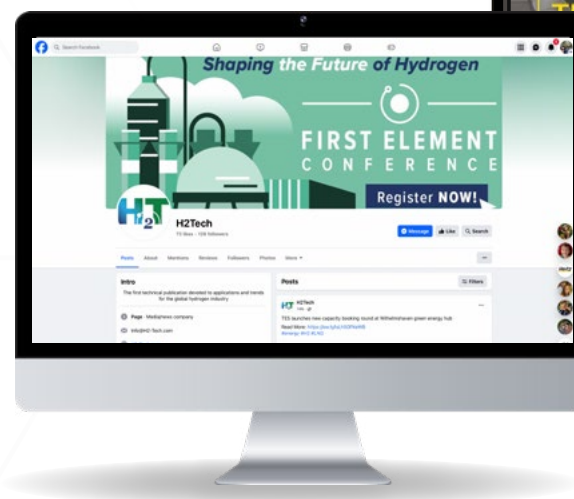
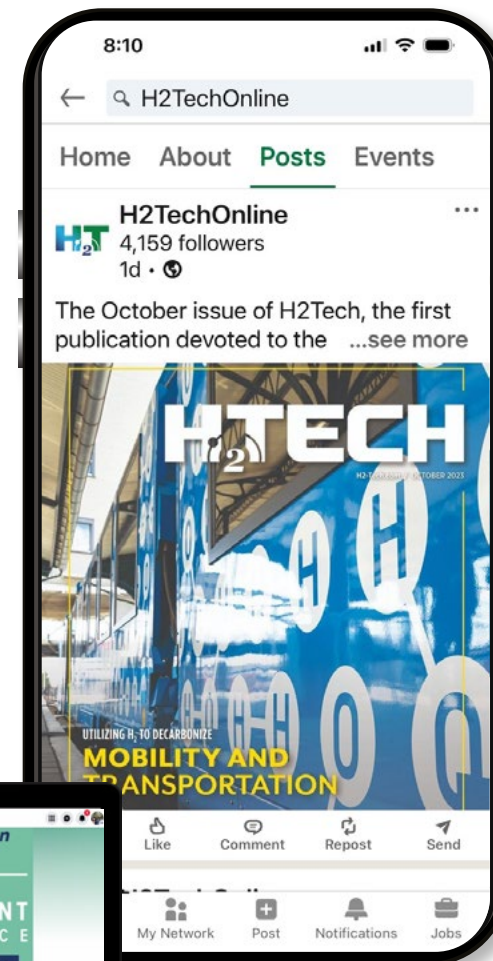
Facebook Followers



448

X Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, X 1,600x900, LinkedIn 1,200x628) with a clickable link above it. Alternatively, if the link automatically generates a clickable link preview that includes a picture, that can be posted instead. The picture automatically generated by the link preview cannot be edited. Both options can include your choice of text (50 words max).



MAGAZINE ADVERTISING SPECS

Assets can be provided in JPG, PNG or PDF format, cropped as desired for final display. Alternatively, a GIF file under 1 MB can be used, but is only recommended if supplying an animation. All files need to be at least 150 dpi. We can easily resize a print-format PDF for you.

Full Page Between Articles

8.125 in. x 10.875 in. (at least 1485 x 1988 pixels and at least 150 dpi)

Half Page Between Articles (Vertical)

4 in. x 10.875 in. (at least 732 x 1988 pixels and at least 150 dpi)

Half Page in Article (Horizontal)

7 in. x 4.75 in. (at least 1280 x 872 pixels and at least 150 dpi)

Skyscraper

160 x 600 pixels

Leaderboard

728 x 90 pixels

All advertising space must be reserved by the 15th of the prior month with creative delivered by the 20th.



Other Acceptable (but billable) Materials: Contact Publisher.

Upgrades: Contact Publisher for specifications on upgrades and sponsorship materials.

Material Submission

Upload digital files via our Ad Orbit client portal or email to Advertising Production at AdProd@GulfEnergyInfo.com.

ONLINE SPECIFICATIONS

H2-Tech.com Creative

Types: .GIF, .JPG, .PNG, Third Party Tags; File Size: Max 100 KB;
There is no limit to animation as long as it stays under 100 KB

H2Tech Newsletters

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728*90, and two 336*280) and an article in Microsoft Word. Newsletter file size limit is 300kb. Native ads fit in the MPU slots and can include a 336*80 image, header (100 characters) and intro 150 characters).

Online Videos

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted. For clients without a YouTube account, H2Tech can host your video on its channel.

Podcasts

- > Speaker Headshot, Speaker Name and Title, Company Logo in EPS.

Webcasts

- > 100-word overview
- > Speaker name, title, bio and headshot (2 in. x 2 in., 300 dpi in JPEG)
- > Company logo (EPS)
- > Three questions for registration page

eBooks/Whitepapers

- > Title
 - > 50-word description
 - > Company logo (EPS)
- ## Social media
- > 50-word text
 - > JPG image (1200x628) (not clickable)
 - > Tracked URL
 - > Facebook 1200x620
 - > X 1600x900
 - > LinkedIn 1200x628
 - > Link Preview also accepted

SUBSCRIPTIONS AND MARKET INTELLIGENCE

Full Access

Start your full access plan to *H2Tech*. Each full access subscription includes: Digital issues of *H2Tech* delivered monthly.

- > Unlimited access to *H2Tech's* online technical archives
- > Access to *H2Tech's* electrolyzer handbook
- > Access to *H2Tech's* Hydrogen Market
- > Data book (coming soon)
- > Industry white papers, webcasts, forecasts, supplements and directories
- > Daily updated coverage of the latest news and developments from around the globe.

FULL ACCESS

\$825

Digital | Desktop | Tablet | Mobile | LinkedIn | Facebook | X | Email
[H2-Tech.com](https://www.h2tech.com)

! LARGER TEAM? SPEAK TO US ABOUT GROUP AND CORPORATE SUBSCRIPTIONS?

To schedule a discussion and free demo, please contact Ed Bramwell, Director, Market Intelligence at Ed.Bramwell@GulfEnergyInfo.com or +44 (0)20 3793 9705.

Global Energy Infrastructure - Global Project Data

The Global Energy Infrastructure platform provides an essential global project data tool for key decision makers and executives in the energy sector. It is uniquely positioned to address our customers' needs and keep you up to date with global project insights across hydrogen, LNG, pipelines, refining, petrochemicals, biofuels and carbon capture storage as the industry moves through the energy transition.

You can access our data through the following services:



TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast
Houston, TX
January 26, 2024

Underground Infrastructure Conference/Underground Infrastructure Awards
Oklahoma City, OK
March 19-21, 2024

CCS Strategy: Building Partnerships for Net-Zero Success
London, UK
April 2024

MCEDD: Deepwater Synergy: Next-Generation Solutions for a Sustainable Future
Amsterdam, The Netherlands
April 9-11, 2024

Oilfield Electrification Technology Conference
Houston, TX
May 21-22, 2024

Women's Global Leadership Conference Europe
June 2024

International Refining & Petrochemical Conference
Houston, TX
September 2024

Gulf Energy Information Energy Excellence Awards
Houston, TX
October 9, 2024

Deepwater Executive Summit
Houston, TX
October 2024

Women's Global Leadership Conference
Houston, TX
November 2024

EnergyTech Interactive Expo
Pasadena, TX
November 2024

4 WAYS TO PARTICIPATE

- ✓ Sponsor
- ✓ Exhibit
- ✓ Speak
- ✓ Attend



LEARN MORE!

For conference or sponsorship information, please contact Jacob Adams Mireles, Vice President, Events at jacob.adams.mireles@gulfenergyinfo.com or +1 (713) 525-4603.

MEDIA PACKAGES

Gulf Energy Information is the leading provider of media, market intelligence and events to the international energy industry, offering in-depth insights, technical content and strategic direction.

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HYDROCARBON PROCESSING

Total Brand Reach: 231,060

Hydrogen and Carbon

H2TECH

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Hydrogen Economist

Carbon Economist

Total Brand Reach: 100,761 Total Brand Reach: 98,282

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