

# SOLAR MAGAZINE

NR. 1 IN NIEUWS & ACHTERGRONDEN



**MEDIA KIT 2024**

## SCOPE

Solar Magazine is the largest news platform in the Benelux for decision makers in the solar industry; with a bimonthly magazine and an online news blog including a newsletter which is published twice a week. The editorial formula puts every solar professional on edge and gives your message even more impact.

### WEBSITE | SOLARMAGAZINE.NL

Sessions	9,458,761
Pageviews	15,812,536
Period September 1, 2022-August 31, 2023	



### NEWSLETTER | ZONNEFLITS

Number of subscribers	27,202	
Regular issue	48 x per year	Wednesday
Weekend issue	48 x per year	Saturday
Theme issue	14 x per year	Monday
Extra issue magazine*	5 x per year	upon publication mag

\* Advertising is not possible in this newsletter



### MAGAZINE | SOLAR MAGAZINE

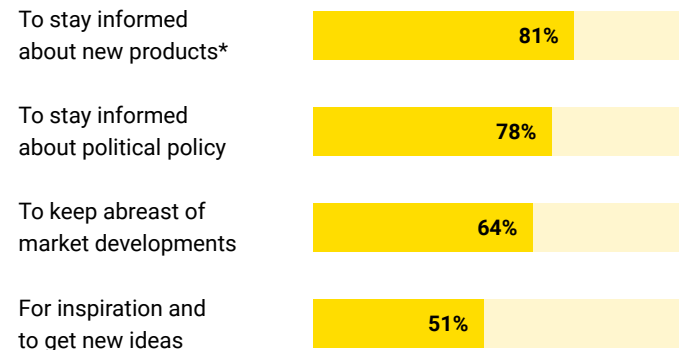
Regular issue	5 x per year	22,352 copies
Market guide solar energy	1 x per year	24,352 copies



## BRAND AWARENESS & LEAD GENERATION

- Advertising on the Solar Magazine platform puts your brand at the forefront of the Benelux solar industry.
- Increase your awareness in this highly competitive and fast-growing market.
- Stand out from your competitors and strengthen your brand reputation.
- Solar Magazine generates new customers through online and print advertising.
- Reach a wider audience than through traditional routes to market.

## REASONS TO READ SOLAR MAGAZINE



\* source: reader survey June 2023

# MAGAZINE



## READER PROFILE

The flagship of Solar Magazine is and remains the bimonthly printed magazine. The circulation is more than 22,000 copies; distribution includes all solar installers in the Netherlands and Flanders. The magazine offers in-depth coverage of the Dutch and Flemish solar energy market: from technology to politics and product development and from solar power to solar heating.

### CIRCULATION | 22,352 COPIES

Printed copies 7,500

Digital copies\* 14,852

\*27,202 digital subscribers, open rate of 54,6%



### TARGET GROUP | ORIGIN

Construct & installing (61%)	architects	BNA and Orde van Architecten
	construction companies	Bouwend Nederland and Confederatie Bouw
	roofers and facade companies	Gebouwschil Nederland, VEBIDAK and VMRG
	installers	Techniek Nederland, Nelectra and Techlink
Solar industry (18%)	housing associations and private developers	AEDES and VMSW
	from manufacturer to wholesaler	Holland Solar, PV-Vlaanderen and Belsolar
Energy sector (8%)	consultants, operators and energy companies	Energie-NL, Netbeheer Nederland and FEBEG
Public sector (6%)	politicians from municipal to European level	
Financial sector (4%)	financial institutions and service providers	NVB, BVB and Adfiz
Knowledge & research (3%)	research, knowledge and educational institutions	

## PUBLICATION DATES

### ISSUES | MAGAZINES

Nr.	Theme	Reservation date	Ad material date	Publication date
1	Solar Solutions A'dam 2024	February 13, 2024	February 20, 2024	March 12, 2024
2	Intersolar Europe 2024	April 9, 2024	April 16, 2024	May 7, 2024
3	Geen specifiek thema	May 31, 2024	June 7, 2024	June 28, 2024
4	Solar Solutions Kortrijk 2024	August 20, 2024	August 30, 2024	September 20, 2024
5	InterSolution 2025	November 8, 2024	November 15, 2024	December 6, 2024
6	Market guide solar energy	October, 11 2024	October 18, 2024	December 6, 2024

### DELIVERY INSTRUCTIONS | ADVERTISEMENTS

File format	only PDF files allowed
Type of PDF	PDF / X-1a: 2003, Acrobat 4 (PDF 1.3)
Coloring	full color (process colors in CMYK)
Resolution	300 DPI on a 1:1 reproduction
Bleed	3 mm at 2/1 and 1/1 page advertisement

### MARKET GUIDE SOLAR ENERGY | ADVERTISING OPPORTUNITIES

Company profile package	€ 349	company profile
Advertisement package	€ 1.499	1/1 advertisement + company profile
Advertorial package	€ 1.749	1/1 advertorial + company profile
Project description package	€ 2.499	2/1 page article + company profile

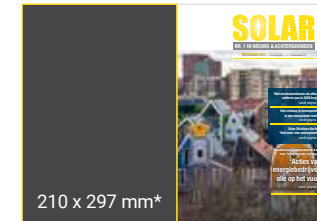
## FORMATS & RATE

### Cover flap (sold out)



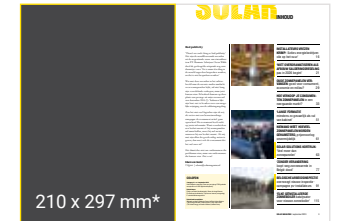
€ 2,750

### Back cover (sold out)



€ 2,250

### Inside cover (sold out)



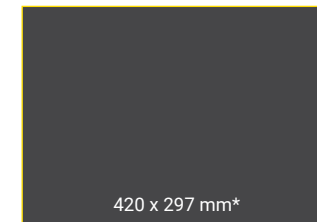
€ 1,950

### 1/1 advertisement



€ 1,690

### 2/1 advertisement



€ 3,200

### Inside back cover



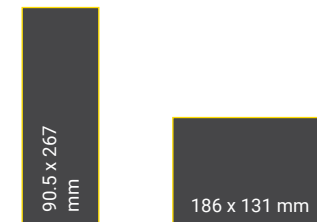
€ 1,859

### 1/1 advertorial



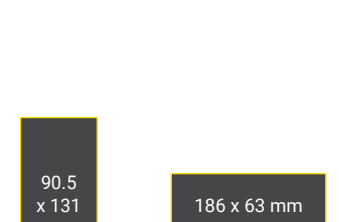
€ 1,890

### 1/2 ad portrait & landscape



€ 950

### 1/4 ad portrait & landscape



€ 565

# NEWSLETTER



## READER PROFILE

Solar Magazine's newsletter provides readers with twice-weekly updates on the latest news. The Wednesday issue also includes job postings and a calendar. The weekend issue contains extra-long background stories and appears every Saturday. The monthly themed issue zooms in on specific topics, from energy storage to the labor market to safety & quality.

### CIRCULATION | 27,202 COPIES

Subscribers	27,202
Open rate	59.7%
Click-to-open-rate	33.7%

### TARGET GROUP | ORIGIN

Construct & installing (55%)	installers from self-employed to EPC contractors roofers and facade companies construction companies architects housing associations and private developers
Solar industry (13%)	from material to inverter, pv module and machinery manufacturer
Services (8%)	from insurers to financial institutions and service providers
Energy sector (7%)	consultants, operators and energy companies
Financial sector (7%)	from property owners to facility managers
Public sector (5%)	politicians from municipal to European level
Other (5%)	including residential end-users from energy cooperatives

# PUBLICATION DATES, FORMATS & RATES

## ISSUES | NEWSLETTER

	Publication	Ad material date
Regular issue	Wednesday (48 x per year)	Monday before 5 P.M. (Amsterdam time)
Weekend issue	Saturday (48 x per year)	Wednesday before 5 P.M. (Amsterdam time)
Theme issue*	Monday (14 x per year)	Wednesday before 5 P.M. (Amsterdam time)
Extra issue magazine	when magazine is published	advertising is not possible in this issue

## FORMATS | RATES

Item	Rates	Availability
Full size banner	€ 210	1 company per position, weekly rotation
Product news	€ 399	available in theme issue only

## BANNERS | DELIVERY INSTRUCTIONS

Format	564 x 94 pixels
File format	JPG / GIF* / PNG + 1 URL
Resolution	72 dpi on a 1:1 scale

\* please note that not all e-mail programs automatically play animations

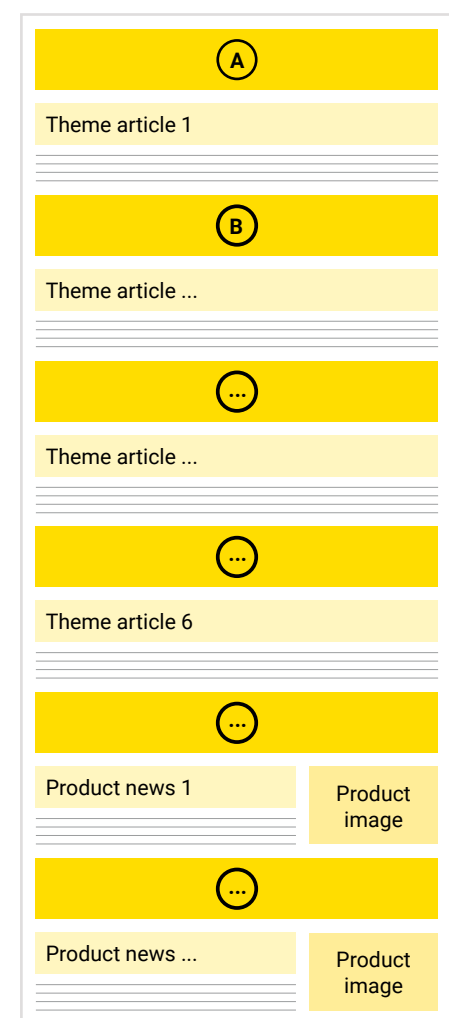
## PRODUCT NEWS | DELIVERY INSTRUCTIONS

Text material	press release 350 to 400 words for website
Images	1 or 2 images
Publication	introduction (50 words) and 1 photo in newsletter

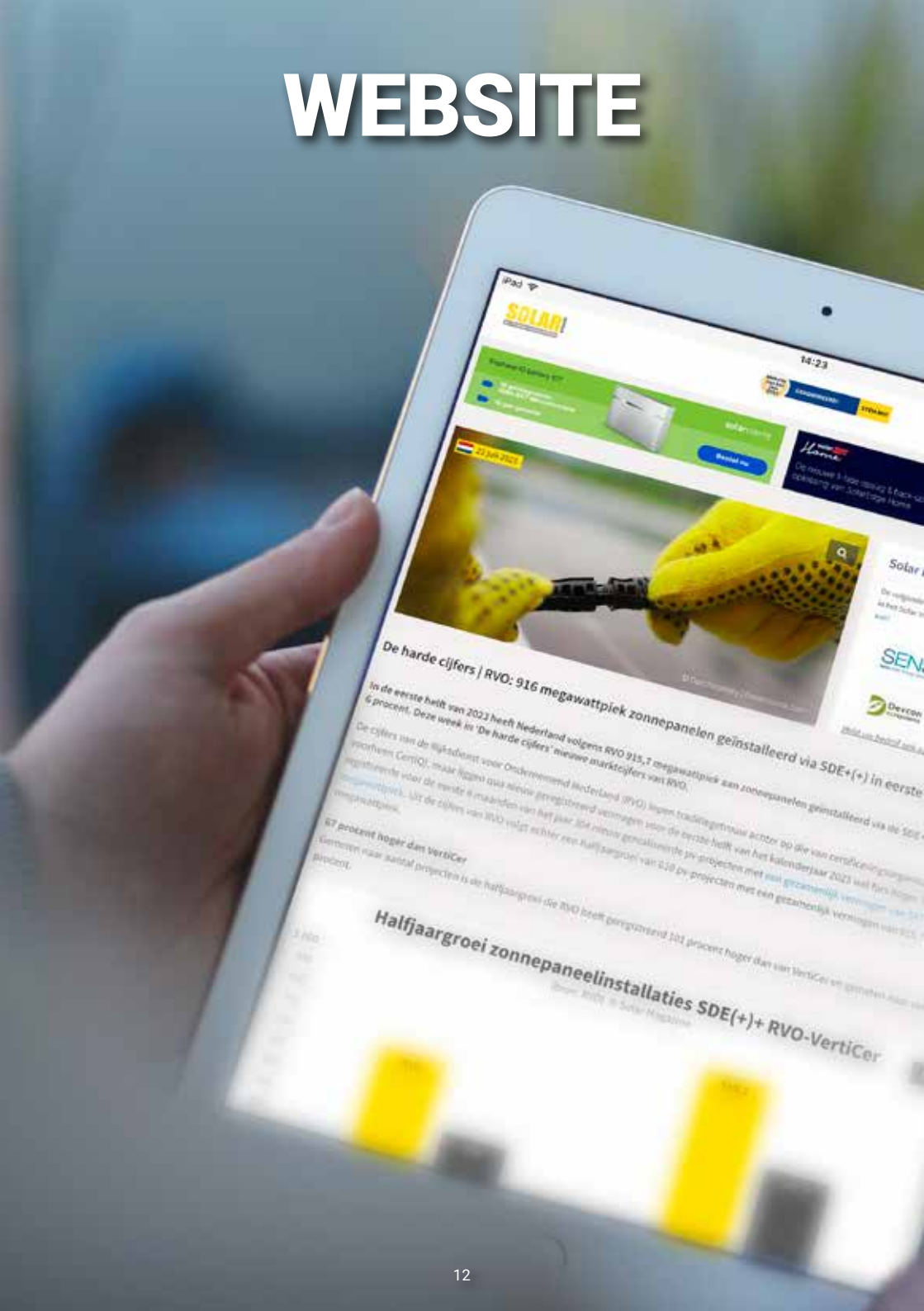
## REGULAR & WEEKEND ISSUE | BANNERS



## THEME ISSUE | BANNERS & PRODUCT NEWS



# WEBSITE



## LEZERSPROFIEL

Since its first publication on the news portal, SolarMagazine.nl has evolved into the number one news platform for all Dutch-speaking professionals in the solar industry. The website attracts millions of visitors from the Netherlands and Flanders. From new products to political and market analyses, Solar Magazine is always the first with the latest solar energy news.

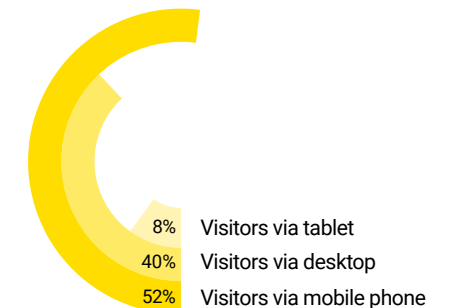
### VISITORS | GEOGRAPHY

Total (100%)	Growth (+6%)
Sep. 1, '22 - Aug. 31, '23	9,458,761 sessions
Jan. 1, '22 - Dec. 31, '22	8,953,505 sessions

Netherlands (85%)	Growth (+6%)
Sep. 1, '22 - Aug. 31, '23	8,004,801 sessions
Jan. 1, '22 - Dec. 31, '22	7,558,830 sessions

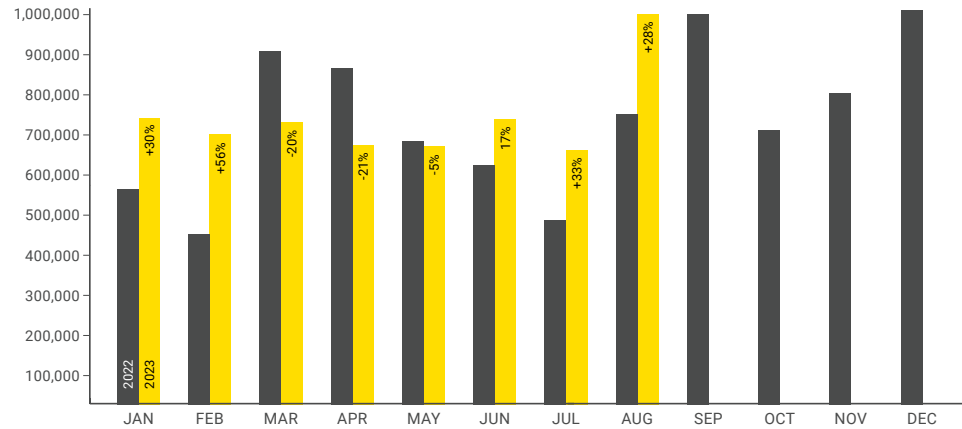
Belgium (9%)	Growth (+2%)
Sep. 1, '22 - Aug. 31, '23	834,572 sessions
Jan. 1, '22 - Dec. 31, '22	820,714 sessions

### USED DEVICES | TECHNOLOGY

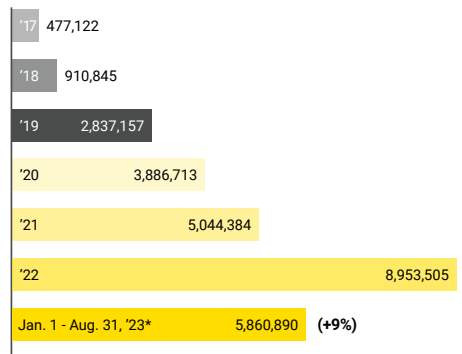


## SESSIONS & PAGEVIEWS

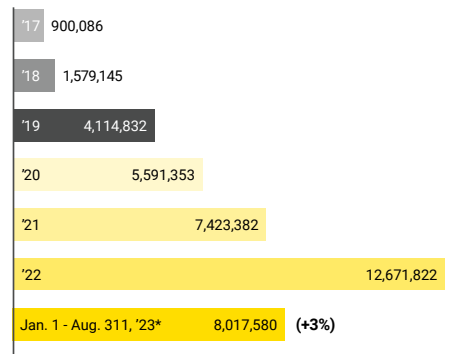
### SESSIONS | PER MONTH



### SESSIONS | PER YEAR



### PAGEVIEWS | PER YEAR





## TOP 10 CONTENT WEBSITE AND SOCIAL MEDIA

News topic	Pageviews*	Company news	Pageviews*
1 Net metering	1,620,475	1 Essent	127,564
2 Home battery	565,903	2 Vattenfall	127,287
3 Feed-in tariff	393,650	3 Liander	119,220
4 Obligation of solar panels	336,579	4 TenneT	115,187
5 Failing inverters	271,726	5 SolarEdge	103,829
6 Solar parks	185,953	6 Zonneplan	91,035
7 Negative electricity prices	184,112	7 Energiedirect	85,817
8 Heat pump	167,724	8 Vandebron	71,018
9 Dynamic contracts	162,759	9 ANWB	67,424
10 Grid congestion	121,490	10 Risen	58,986

\* in 2023

Solar Magazine is active on social media on Instagram, X and LinkedIn. Divided across these 3 platforms, the editorial team has over 12,500 followers. In the past 12 months, the editorial team's posts have been viewed nearly 3 million views, including 1.8 million views on LinkedIn.

 4,035 followers  
840,139 views of posts

 8,136 followers  
3,155 members of groups  
1,796,363 views of news posts

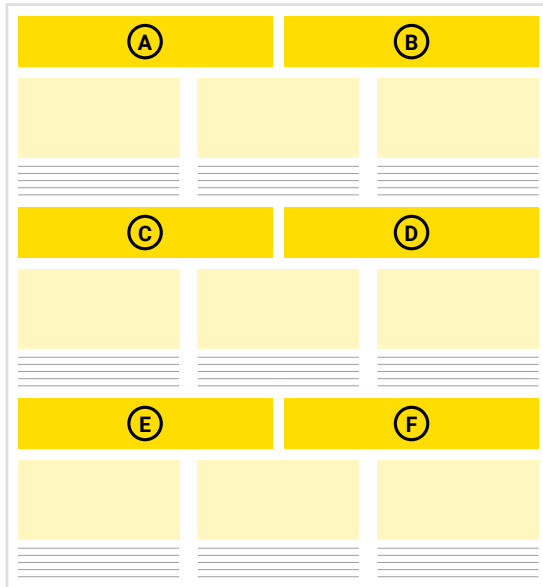


## PUBLICATION DATES, FORMATS & RATES

### ADVERTISEMENTS | WEBSITE

Item	Rate	Availability
Full size banner	€ 690	sold out (waiting list)
Half size banner	€ 390	sold out (waiting list)
Product finder	from € 2,000	available to manufacturers only
Company registry	€ 349	including free job postings and events
Installer finder	€ 199	available to installers only

### BANNERS | WEBSITE



- Maximum of 3 companies per position, no fixed positions.
- As of Jan. 1, 2024, all companies are displayed on each position equally (A through F).

## PRODUCT FINDER

The product finder on Solar Magazine's website offers the largest selection of solar energy products and related product information in the Benelux. The product finder connects manufacturers, wholesalers, installers and business and private end-users.

	Product group	Price*	Amount of products
1	Solar panels	€ 5,000	Unlimited
2	Inverters	€ 5,000	Unlimited
3	Batteries	€ 5,000	Unlimited
4	Mounting systems	€ 3,000	Unlimited
5	EV chargers	€ 2,000	Unlimited
6	Monitoring	€ 2,000	Unlimited
7	Security	€ 2,000	Unlimited
8	Cable management	€ 2,000	Unlimited
9	Design software	€ 2,000	Unlimited
10	Solar thermal	€ 2,000	Unlimited

\* price per 12 months, includes 1x free product news in theme issue of newsletter of your choice. Place products in multiple product groups? You only pay the cost for the product group highest in the table above.

- Website users can use the product finder to find desired products and get in touch with the chosen installer and/or wholesaler through 3 steps: (1) search for products; (2) select and view products; (3) quickly and easily request information from the installer (for end users) or wholesaler (for installers).
- The editors check once a quarter that all products in the product finder are still available. By placing the products for you, the editors take the work off your hands!

# WEBSITE



## INSTALLER FINDER

Solar Magazine's installer finder provides an overview of certified installers supplying solar panels, solar collectors, home batteries, heat pumps and/or EV charging stations in the Benelux. The installer finder puts installers and business and private end users in contact with each other.

### RATES | INSTALLER FINDER

	Rate*	Number of establishments
Installer finder	€ 199	1
Installer finder 'extra'	€ 249	Unlimited

- Through the installer finder installers can connect with potential customers. The main benefits are increased brand awareness, generating leads with measurable results, additional traffic to the websites of the installation company and free job postings.
- In the installer finder business and residential end users will find qualified and certified installation companies where they can purchase the products they desire.
- They can find an installer through 4 steps: (1) search by place of residence; (2) search by different products; (3) quickly and easily consult information about the knowledge and skills of the particular installer; (4) contact the installer.

### PRODUCT GROUPS | INSTALLATEUR FINDER

1. Solar modules
2. Solar collectors and solar water heaters
3. Pvt panels
4. Heat pumps
5. Home batteries
6. EV chargers



# ...INDISPENSABLE FOR THE SOLAR PROFESSIONAL

