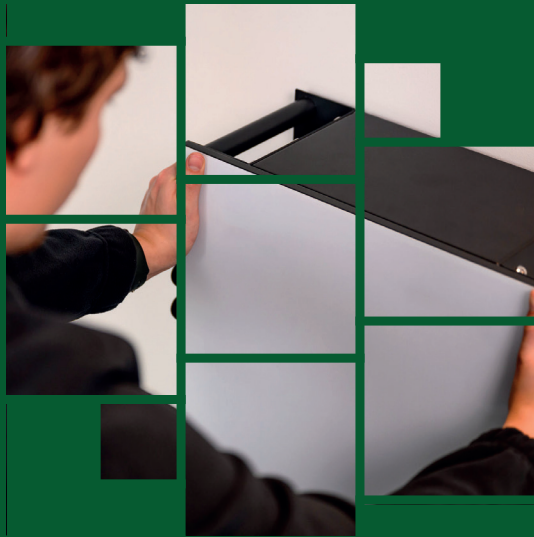


“Supercharge your market presence with the Benelux’s leading media platform for the solar and storage industry”

SOLAR
STORAGE **MAGAZINE**



MEDIA KIT 2026

THE NUMBERS



WWW.SOLARMAGAZINE.NL

MAGAZINE | amount of copies



23.2 K bimonthly

7,500 print copies

15,715 digital copies

WEB | sessions



8.7 M annual

725,921 monthly

LINKEDIN | followers and views



15 K followers

3.3 M post views

NEWSLETTER | twice a week



28.1 K subscribers

59% open rate

WEB | page views



11.3 M annual

943,796 monthly

SOCIAL MEDIA | followers



4 K X | Twitter

1.3 K Instagram

All prices in this media kit exclude VAT | Terms and conditions apply at all times, see www.solarmagazine.nl/terms-and-conditions

THE STORY



POWERING THE FUTURE: YOUR GATEWAY TO BENELUX'S ENERGY TRANSITION

Solar & Storage Magazine stands as the premier news platform in the Benelux for decision-makers shaping the energy storage and solar industry. Our dynamic ecosystem delivers cutting-edge insights through a bimonthly print magazine complemented by our daily news blog, with newsletters landing in your inbox every Wednesday and Saturday.

Born in 2009 as Solar Magazine, we rapidly established ourselves as the definitive voice of the Benelux solar industry. Our evolution continued in 2016 with the launch of Storage Magazine, culminating in today's unified powerhouse: Solar & Storage Magazine.

Beyond our twice-weekly newsletters and daily breaking news on our website, our team produces a premium bimonthly print publication and the industry's most anticipated annual Market Guide which is distributed in December.

Transform your market presence with our versatile promotional opportunities: from strategic print and digital advertising to compelling sponsored content, business event partnerships, targeted social media campaigns, and innovative brand visibility solutions. Partner with us to amplify your reach and accelerate your growth in the renewable energy landscape.

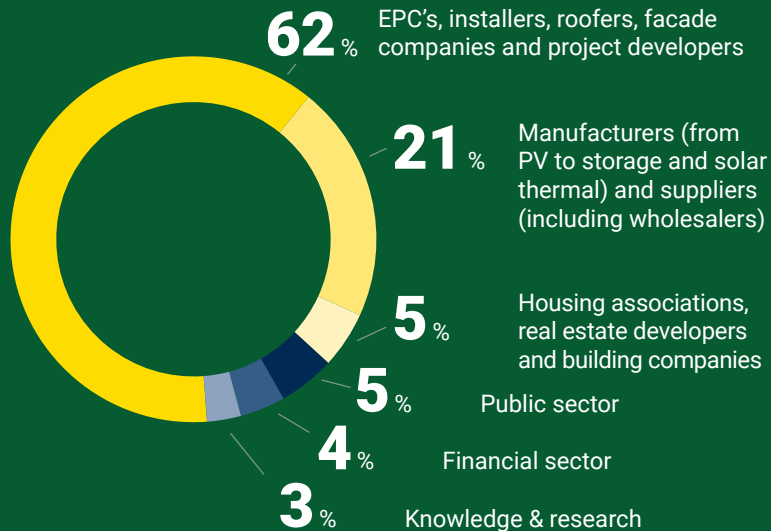
THE MAGAZINE



DISTRIBUTION

Distribution by job title and by industry.

Job title	Percentage
Business owners, directors and senior management	62%
Technical and sales employees	32%
Others	6%



OVERVIEW OF EDITIONS

Note: preliminary dates, distribution by PostNL and BPost takes place on Tuesday-Friday.

Edition	Theme	Reservation date	Ad material date	Publication date*
March	Solar Solutions A'dam 2026	February 3, 2026	February 10, 2026	March 3-6, 2026
May	Intersolar Europe 2026	April 3, 2026	April 10, 2026	May 5-8, 2026
June	No specific theme	May 26, 2026	June 2, 2026	June 23-26, 2026
September	Sustainable Solutions Kortrijk 2026	August 18, 2026	August 25, 2026	September 15-18, 2026
December	InterSolution 2027	November 2, 2026	November 10, 2026	December 1-4, 2026
Extra issue	Market guide 2027	October 8, 2026	October 22, 2026	December 1-4, 2026

RATES MAGAZINE



REGULAR POSITIONS

- For regular position you can stack discount.

Position	Per issue
1/4 page advertisement	€ 590
1/2 page advertisement	€ 990
1/1 page advertisement	€ 1,690
1/1 page advertorial	€ 1,890
2/1 page advertisement	€ 3,290

PREMIUM POSITIONS

- For premium positions no discount is granted.

Position	Per issue
Cover flap	€ 2,990
Inside front cover	€ 1,990
Page next to editors comment	€ 1,790
Early right handed page	€ 1,890
Inside back cover	€ 1,990
Back cover	€ 2,490
Insert (A4 of max. 10 gram)	€ 2,490



FORMATS MAGAZINE



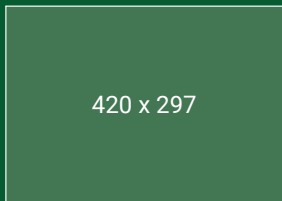
ART SPECIFICATIONS

- Only PDF files allowed.
- PDF / X-1a: 2003, Acrobat 4 (PDF 1.3).
- Full color (process colors in CMYK).
- 300 DPI on a 1:1 reproduction.
- 3 mm at 2/1 and 1/1 page advertisement.

cover flap advertisement



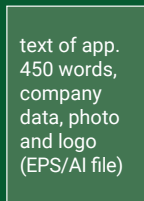
2/1 page advertisement



1/1 page advertisement



1/1 page advertorial



1/2 ad portrait



1/2 ad landscape



1/4 ad portrait



1/4 ad landscape



MARKET GUIDE



SPECIAL ISSUE

The **'Solar & Storage Magazine Market Guide'** is a calling card you can't afford to miss — an exclusive opportunity to position your brand among thousands of potential customers in the Benelux! This special annual issue, published by the editors of Solar & Storage Magazine every December, provides an overview of the entire energy storage and solar energy market.

Packages	Per item
Company profile package	€ 349
Advertisement package	€ 1,499
Advertorial package	€ 1,749
Project description package	€ 2,499

THE WEBSITE



WWW.SOLARMAGAZINE.NL

TOP 10 TOPICS 2025

	News topic	Pageviews
1	(Home)battery	2,298,698
2	Net metering	1,448,079
3	Feed-in costs	1,181,333
4	Heat pump	768,759
5	Lawsuits	561,887
6	Grid congestion	531,173
7	Payback time	297,506
8	Energy managing	284,974
9	Electric cars	247,828
10	Dynamic contract	230,313

BRAND EXPOSURE

WEBSITE BANNERS

The website offers banner adverts in high impact position to boost your brand exposure and drive traffic to your website.

- Maximum of 3 companies per position, no fixed positions.
- All companies are displayed at each position with equal frequency.

Size	Dimensions	Per month
Half size	464 x 188 px	€ 390
Full size	939 x 188 px	€ 690

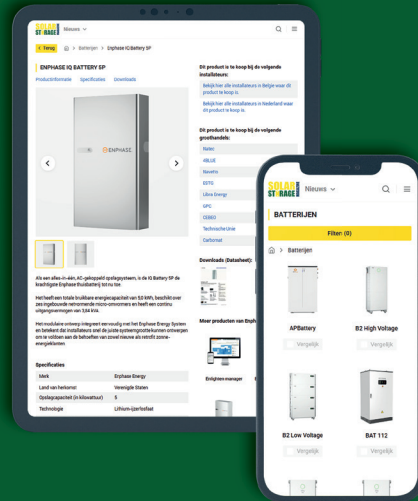
The screenshot shows the Solar St Babel website with a navigation bar at the top containing links for 'Home', 'Producten', 'Installatieteams', 'Bedrijfsprofiel', 'Tijdschrift', 'Contact', and a search icon. The main content area features several banner positions: two 'FULL SIZE BANNER' slots at the top, followed by a large image of a house with solar panels and a text overlay. Below this are three more banner slots: two 'HALF SIZE BANNER' and one 'FULL SIZE BANNER'. The page also includes a 'LEES MEER' section with four small images and text snippets, a 'MEEST GELEZEN' section with four small images and text snippets, and a 'VACATURES' section at the bottom left. The bottom right corner features a 'NU IN HET TIJDSCHRIFT' section with a 'JUNI 2025' issue cover.

OTHER ITEMS

- A company profile in the company register on the website includes free postings of relevant press releases, job openings and events.

Item	Per year
Company registry	€ 349
Product finder	see page 18
Installer finder	see page 20

PRODUCT FINDER



WWW.SOLARMAGAZINE.NL

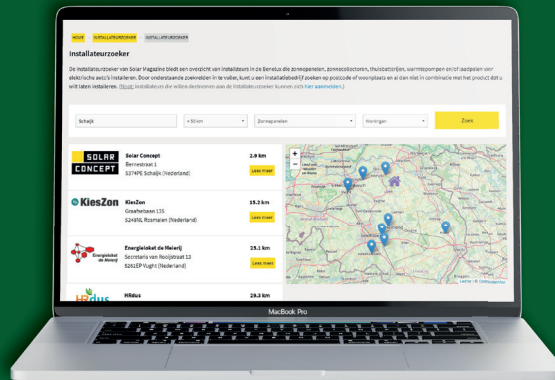
WEBSITE TOOL

The product finder on the website of Solar & Storage Magazine offers the largest selection of energy storage and solar energy products and related product information. The online tool connects manufacturers, wholesalers, installers and end-users.

- Price per 12 months, minimum contract of 6 months.
- Includes 1 complimentary product feature in a themed newsletter issue of your choice.
- Products can be listed across several product groups, only the highest-priced category placement is charged.

	News topic	Pageviews
1	Solar panels	€ 5,000
2	Inverters	€ 5,000
3	Batteries	€ 5,000
4	Mounting systems	€ 3,000
5	EV chargers	€ 2,000
6	Energy management	€ 2,000
7	Security	€ 2,000
8	Cable management	€ 2,000
9	Design software	€ 2,000
10	Solar thermal	€ 2,000

INSTALLER FINDER



WWW.SOLARMAGAZINE.NL

WEBSITE TOOL

The installer finder of Solar & Storage Magazine provides an overview of certified installers supplying batteries, PV modules, solar thermal collectors, energy management systems, home batteries, heat pumps and EV charging stations in the Benelux.

- Increase brand awareness.
- Generate leads with measurable results.
- Additional traffic to websites of installation company.
- Free job postings.

	Rate	Offices
Installer finder	€ 199	1
Installer finder 'extra'	€ 249	Unlimited

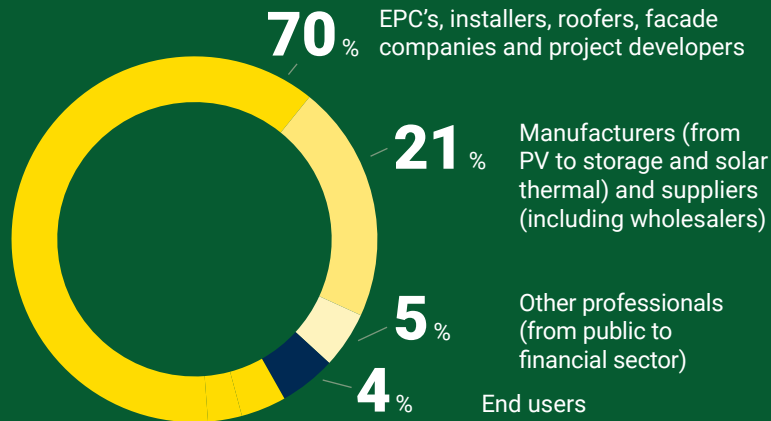
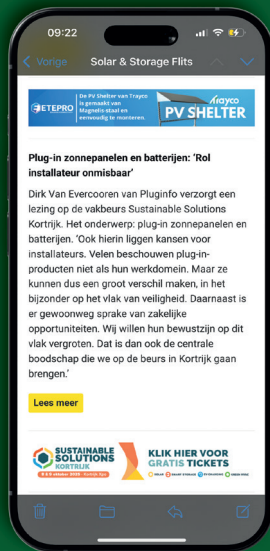
THE NEWSLETTER



NEWS UPDATES

Solar & Storage Magazine's newsletter offers readers twice a week news updates. The weekend issue on Saturday contains background stories. The monthly theme issue zooms in on specific topics.

Solar & Storage Flits	Numbers
Subscribers	28,133
Frequency	2 x per week
Open rate	59.6%
Click-to-open-rate	33.9%



RATES NEWSLETTER



NEWSLETTER BANNERS

The newsletter offers banner adverts in high impact position to boost your brand exposure and drive traffic to your website.

- All companies are displayed at each position with equal frequency.

Size	Per issue
Full size banner	€ 210

PREMIUM ITEMS

- For premium items no discount is granted.
- Product news only available in theme issues, once per month on Monday.
- Videos and advertorials only available in regular issues on Wednesday and Saturday.

Position	Per issue
Product news	€ 399
Video item (NEW in 2026!)	€ 599
Advertorial (NEW in 2026!)	€ 699



FORMATS NEWSLETTER



BANNER SPECS

- Please note that not all e-mail programs automatically play animated banners, therefore the first slide of a animated banner should contain the main message.

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

PRODUCT NEWS SPECS

- The editorial team will optimize the delivered text in a journalistic format for SEO.
- The newsletter will contain the image, the title, and intro of the article which all link to the full article on the website of Solar & Storage Magazine.

	Requirements
Text	350 to 400 words
Image(s)	1920 x 1080 pixels

VIDEO ITEM SPECS

- The maximum amount of characters is including spaces.

	Requirements
Title	45 characters
Body text	200 characters
Linked to	1 URL on YouTube

ADVERTORIAL SPECS

- The maximum amount of characters is including spaces.

	Requirements
Title	45 characters
Body text	300 characters
Call-to-action	28 characters
Image	320 x 180 pixels
Linked to	1 URL

EVENT PARTNER



ELEVATE YOUR EVENTS VISIBILITY AND IMPACT (NEW in 2026!)

Transform your workshops, open house and roadshows with our comprehensive media partnership package!

Are you organizing your own event that deserves maximum exposure? As your dedicated media partner, Solar & Storage Magazine offers a powerful platform to amplify your events reach before, during, and after – turning one-time gatherings into lasting content assets that continue to generate value.

Pre-event promotion

- Premium agenda listing on our website and newsletter.
- Social media campaign across our channels LinkedIn, Instagram and X to build anticipation and drive registrations.

Professional coverage

- 2 custom online articles written by our expert editors – 1 preview and 1 post-event coverage.
- Professional photography during the event capturing key moments and speakers.

Post-event value

- Permanent online presence of your event content.
- High-quality photography for your own marketing materials.
- Extended industry reach beyond your direct attendees.

Why partner with us?

Ready to maximize your impact with Solar & Storage Magazine as your event partner? Contact us today to discuss how we can customize our media partnership to meet your specific goals and audience.

THE TEAM



ADVISORY BOARD

- Solar & Storage Magazine has an editorial advisory board, serving as the journalistic conscience of the editorial team. The board meets each quarter to discuss the content.

Member	Organization
Wijnand van Hooff	Holland Solar
Nold Jaeger	Holland Solar
Robin Quax	TKI Urban Energy
Ando Kuypers	TNO
Arthur Weeber	TU Delft

EDWIN VAN GASTEL

The editorial team is lead by founder Edwin van Gastel. He is not only the publisher but also the editor-in-chief of Solar & Storage Magazine.

Edwin van Gastel

Publisher & editor-in-chief

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E. edwin@solarmagazine.nl

EDITORIAL TEAM

The editorial team furthermore exists of Marco de Jonge Baas en Els Stultiens who have been active for the company since 2013.

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Els Stultiens

Senior editor

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COMPANY DETAILS

Solar & Storage Magazine is published by Dé Duurzame Uitgeverij B.V., a company which is headquartered in Uden, The Netherlands.

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