

# SOLAR MAGAZINE



## MEDIA KIT 2025

## 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	9,288,915
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Pageviews	13,392,346
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Period September 1, 2023 - August 31, 2024



### NEWSLETTER | ZONNEFLITS

Number of subscribers	27,541
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Regular issue	48 x per jaar	Wednesday
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Weekend issue	48 x per jaar	Saturday
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Theme issue	14 x per jaar	Monday
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Extra issue magazine*	5 x per jaar	upon publication mag
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\* Advertising is not possible in this newsletter



### MAGAZINE | SOLAR MAGAZINE

Regular issue	5 x per year	23,088 copies
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Market guide solar energy	1 x per year	25,088 copies
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## 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

To stay informed about new products\*

81%

To stay informed about political policy

78%

To keep abreast of market developments

64%

For inspiration and to get new ideas

51%

\* 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 23,000 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 | 23,088 COPIES

Printed copies 7,500

Digital copies\* 15,588

\*27,541 digital subscribers, open rate of 56,6%



### 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
Solar industry (18%)	installers	Techniek Nederland, Nelectra and Techlink
	housing associations and private developers	AEDES and VMSW
Solar industry (18%)	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 2025	February 4, 2025	February 11, 2025	March 4-7, 2025
2	Intersolar Europe 2025	April 8, 2025	April 11, 2025	May 6-9, 2025
3	Geen specifiek thema	May 27, 2025	June 3, 2025	June 24-27, 2025
4	Solar Solutions Kortrijk 2025	August 26, 2025	September 2, 2025	Sept. 23-26, 2025
5	InterSolution 2026	November 4, 2025	November 11, 2025	December 2-5, 2025
6	Market guide solar energy	October 9, 2025	October 23, 2025	December 2-5, 2025

\* definitive dates known in Q4-2024, distribution by PostNL and BPost takes place on Tuesday-Friday

### 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)



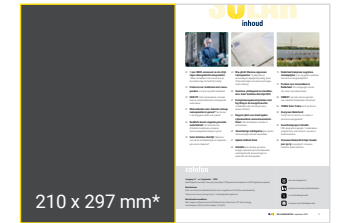
€ 2,750

### Back cover (sold out)



€ 2,250

### Inside cover (sold out)



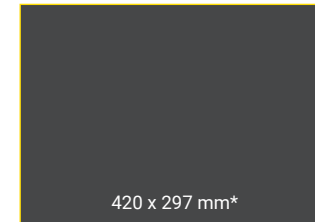
€ 1,950

### 1/1 advertisement



€ 1,690

### 2/1 advertisement



€ 3,200

### Inside back cover



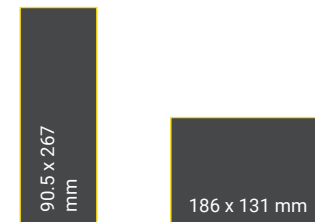
€ 1,859

### 1/1 advertorial



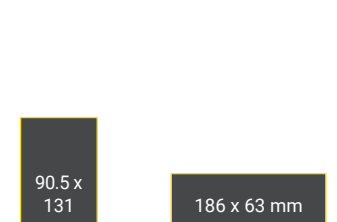
€ 1,890

### 1/2 ad portrait & landscape



€ 950

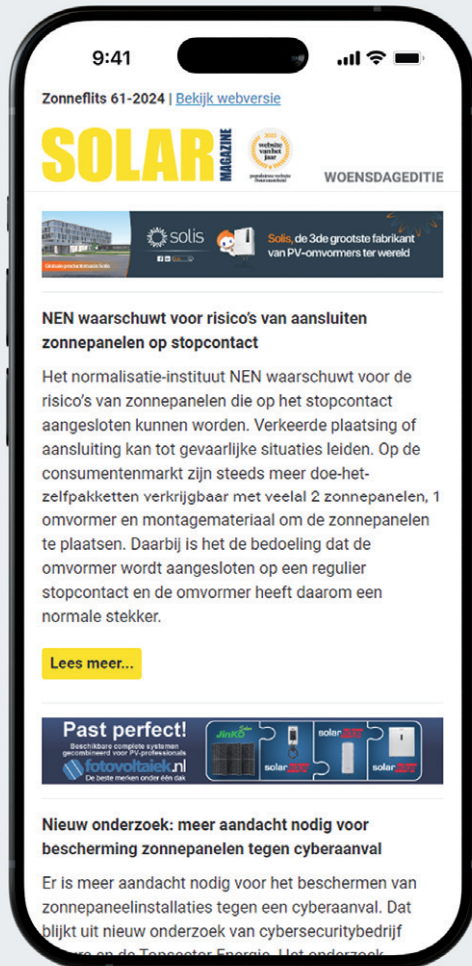
### 1/4 ad portrait & landscape



€ 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 | 27,541 COPIES

Subscribers	27,541
Open rate	59.4%
Click-to-open-rate	34.1%

### TARGET GROUP | ORIGIN

Construct & installing (55%)	installers from self-employed to EPC contractors
	roofers and facade companies
	construction companies
	architects
Solar industry (13%)	housing associations and private developers
	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

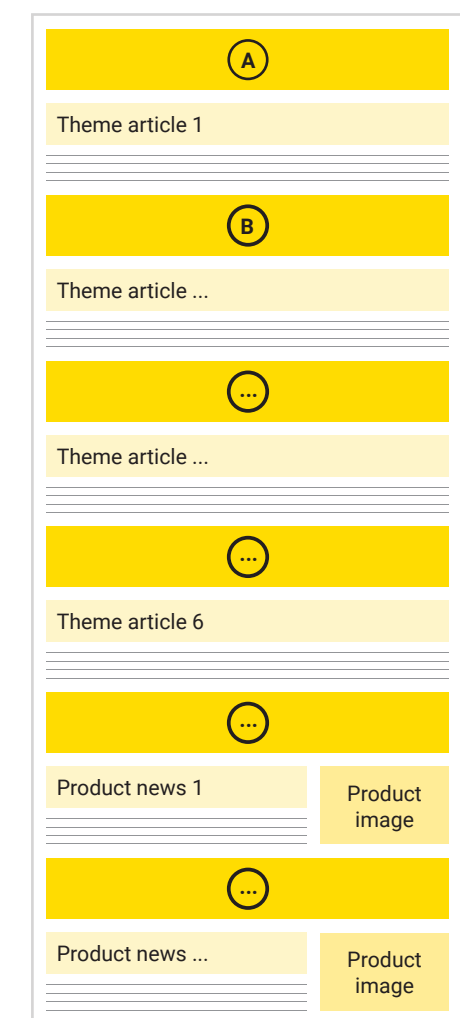
## PRODUCT NEWS | DELIVERY INSTRUCTIONS

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

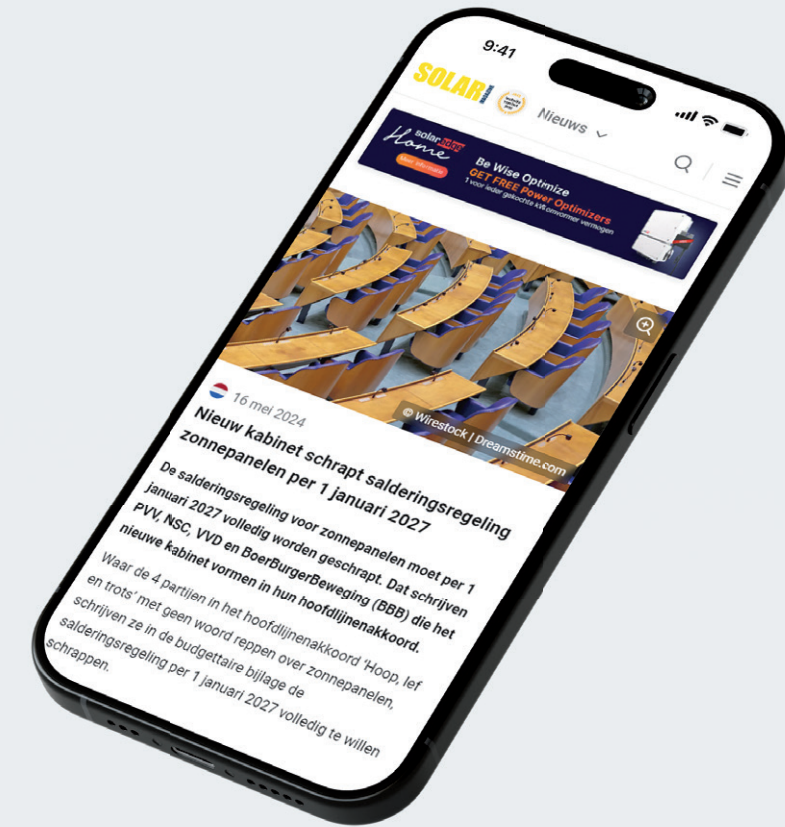
## REGULAR & WEEKEND ISSUE | BANNERS



## THEME ISSUE | BANNERS & PRODUCT NEWS



# WEBSITE



populairste website  
Duurzaamheid

## READER PROFILE

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.

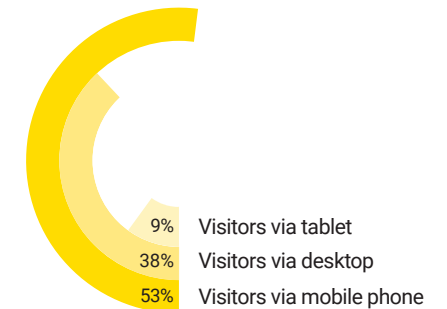
### VISITORS | GEOGRAPHY

Period (100%)	Amount of sessions
Sep. 1 '23 - Aug. 31 '24	9,288,915 sessions
Jan. 1 '23 - Dec. 31 '23	9,329,837 sessions

Netherlands (85%)	Growth (+6%)
Sep. 1 '23 - Aug. 31 '24	8,004,801 sessions
Jan. 1 '23 - Dec. 31 '23	8,108,206 sessions

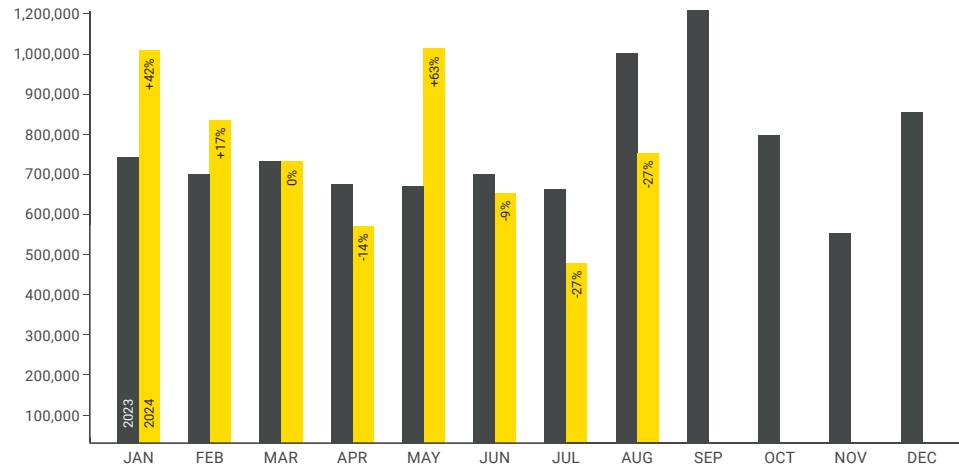
Belgium (9%)	Growth (+2%)
Sep. 1 '23 - Aug. 31 '24	834,572 sessions
Jan. 1 '23 - Dec. 31 '23	808,989 sessions

### USED DEVICES | TECHNOLOGY

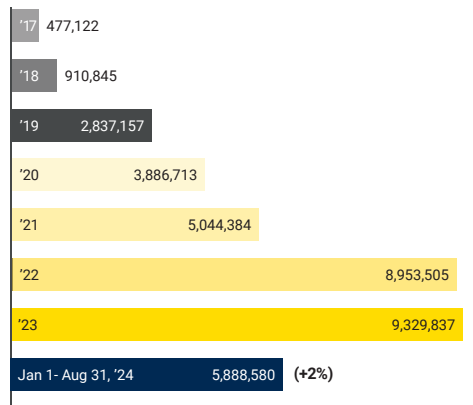


## SESSIONS & PAGEVIEWS

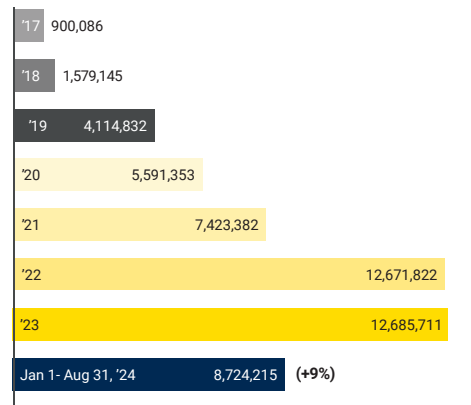
### SESSIONS | PER MONTH



### SESSIONS | PER YEAR



### PAGEVIEWS | PER YEAR






## TOP 10 CONTENT WEBSITE AND SOCIAL MEDIA

News topic	Pageviews*	Company news	Pageviews*
1 (Home) battery	1,465,878	1 Enphase	178,861
2 Net metering	1,265,541	2 Vattenfall	147,525
3 Feed-in costs	642,493	3 SolarEdge	89,106
4 Lawsuits	475,664	4 Zonneplan	77,595
5 Dynamic contracts	192,589	5 Risen	58,986
6 Payback time pv modules	174,818	6 Greenchoice	58,759
7 Heat pump	155,583	7 Soly	58,467
8 Electric cars	127,138	8 TenneT	43,912
9 Solar parks	125,362	9 Essent	43,283
10 Grid congestion	184,135	10 SolaX Power	35,204

\* in the calendar year 2024 until the end of August

Solar Magazine is active on social media on Instagram, X and LinkedIn. Divided across these 3 platforms, the editorial team has almost 18,000 followers. In the past 12 months, the editorial team's posts have been viewed over 4 million views, including 3.1 million views on LinkedIn.

-  1,211 followers  
65,148 views of posts
-  4,083 followers  
1,001,315 views of posts
-  12,671 followers  
3,141,124 views of posts

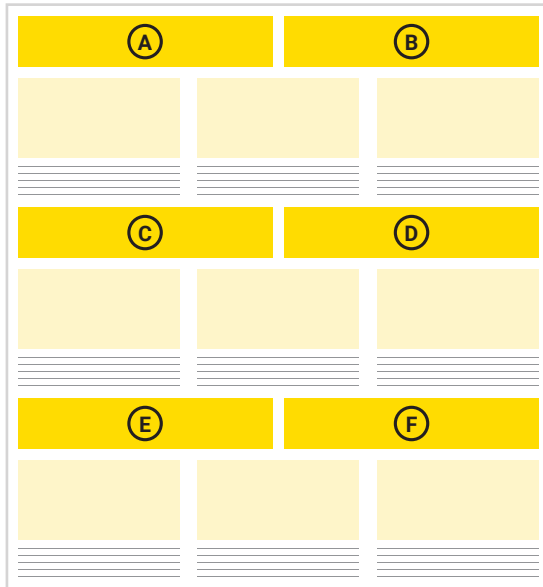


## PUBLICATION DATES, FORMATS & RATES

### 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.
- All companies are displayed on each position equally (A through F).

## PRODUCT FINDER

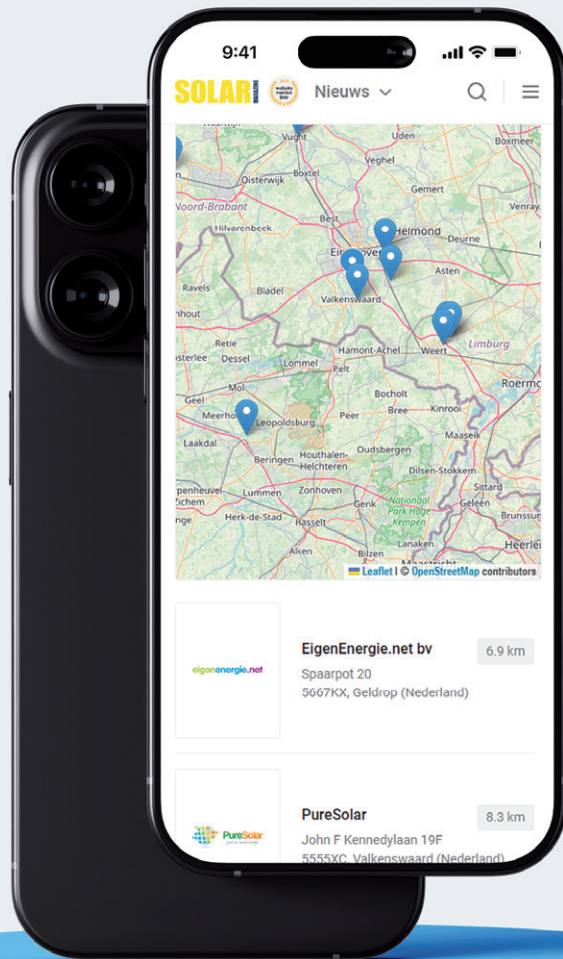
The product finder on Solar Magazine's website offers the largest selection of solar energy products and related product information in the Benelux. The product finder connects manufacturers, wholesalers, installers and business and private end-users.

	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	Energy management	€ 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 | INSTALLER 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

