

# MEDIA KIT



# New Power Technology

The World's Leading Platform for Sustainable Power Solutions

Advertising Solutions:

- Website
- eNewsletter
- Special Reports

## New Power Technology

### About

New Power Technology is a global digital media platform serving design engineers, technical professionals and industry executives involved in advanced energy, power and propulsion technologies. Sectors include hydrogen & fuel cell technology, e-mobility, electrification, superconductivity and fusion.

### Target Audience

Decision makers involved in design, engineering, integration, testing, technical operations, purchasing of propulsion systems for e-mobility in all categories of vehicles, and other electrified power systems. Reaching design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate executives involved in technical operations and purchase decisions.

### Readers & Content

Readers are OEM design engineers; R&D, application and operations professionals; management, manufacturing and supply chain executives. Major industries served include automotive, aerospace, aviation, e-mobility, electronics, medical, defense, energy & power, R&D, industrial and manufacturing.

The content includes regular technical and market news, editorial features, columns and departments, plus market-focused resource guides and industry information services.

### Circulation & Demographics

NPT media serves a large audience globally including distribution to attendees at key trade shows and conferences worldwide. The website serves a global audience of 120,000 technology enablers and end users. The e-Newsletter is circulated to 25,000+ readers worldwide with additional special bonus distributions to attendees of major trade shows serving the market.

Geographic breakout is 59% North America (USA & Canada), 32% Europe & Middle East, 7% APAC, 2% Other.

### Who Should Advertise

Suppliers of products and systems, components, engineering and integration services and supplies for hydrogen technology and fuel cell power such as electrolyzers, stacks, compression, gas handling & storage, sealants, cryogenics, safety components, membranes, purifiers, coatings and materials.

Suppliers of e-powertrains and key components such as motors, batteries, fuel cells, charging systems, controls, power electronics.

Vendors of equipment, supplies and services for the design, manufacture and testing of electric power systems including superconductivity and fusion power systems.

### Benefits to Participants

- Reach a large, highly targeted worldwide audience of top buyers.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

**Publish Date:** 15th (approximately) of each month

## New Power Technology

The World's Leading Media Platform for Solutions in Sustainable Power  
Hydrogen - Fuel Cell - e-Power - Superconductivity - Fusion

[www.newpowertechology.com](http://www.newpowertechology.com)

## e-Power Technology 2026 Sourcebook & Technical Review

### About

An annual magazine-style publication focused on the design and manufacturing of electric power and propulsion systems.

### Target Audience

Decision makers involved in the design and manufacture of propulsion systems for e-mobility in all categories of vehicles, and other electrified power systems. Reaching design engineers, manufacturing engineers and managers, product development managers, supply chain managers, corporate executives involved in technical operations and purchase decisions.

### Content

The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – As a participating vendor, you receive a corresponding free space to include your own editorial content such as a company profile, technical or application article, product announcement or news release.

### Distribution & Demographics

The guide will publish via an initial digital distribution of 82,000 copies worldwide, followed by 12 months of continuing circulation and promotion through event distributions and online accessibility. Copies will also be distributed digitally to the audiences of key trade shows worldwide such as Battery & Hybrid/EV Technology shows; CWIEME events, CoilTech events, SpaceTech Expos; EASA, APEC and more. Geographic spread will be approximately 60% Americas, 35% Europe; 5% Other.

### Markets Served

Automotive, Aviation/Aerospace, Marine, Military/Defense, Industrial Equipment & Machinery, Mobile Consumer Products & Appliances, eMobility Products, Robotics.

### Who Should Advertise

Suppliers of electric powertrains and key components such as motors, batteries, fuel cells, charging systems, controls. Vendors of equipment, supplies and services for the design, manufacture and testing of electric power systems, such as the types of companies that exhibit at coil winding & electrical manufacturing shows.

### Benefits to Participants

- Reach a large, highly targeted worldwide audience of top buyers.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and tracking.

**Publish Date:** April 1, 2026

**Space Close:** March 1, 2026

**Materials Deadline:** March 15, 2026

**Format:** 8.5" x 11" full-color, high-quality digital magazine, approx. 32 pages

## e-Power Technology

Design & Manufacturing Solutions for  
the e-Mobility & Electrification Revolution

[www.newpowertechology.com](http://www.newpowertechology.com)

## Fuel Cell & Hydrogen 2026 Technology Report

A Bi-annual Resource Guide for the Design, Manufacture & Integration of  
Fuel Cells and Hydrogen Technology

### About

An annual magazine-style publication focused on solutions in fuel cell and hydrogen technology. Distributed to a market-leading audience of 120,000+ professionals worldwide with additional promotions and exposure for a full year.

### Target Audience

- 1) **Hydrogen & Fuel Cell Industry decision-makers** involved in the development, manufacture and application of fuel cell and hydrogen technologies. Reach the entire industry – top executives, design engineers, R&D professionals, supply chain and operations managers. All markets and industries (Approximately 80,000)
- 2) **End-User decision-makers** with organizations that implement fuel cell and hydrogen technologies into their products and operations to achieve safe, green and sustainable capabilities in markets such as utilities, manufacturing, government, military, transportation, energy/power, facilities and other high-volume power and fuel users. (Approximately 36,000)
- 3) **Investment & Analyst community** including public and private investment organizations that support fuel cell, hydrogen and green energy technology, sponsors of government R&D fundings, market analysts, media. (Approximately 4,000)

### Content

The publication will include a mix of technical and market articles, application profiles, and vendor product and service information. There are three principal components to the guide:

- Technology Review and Market Outlook articles written by leading industry professionals, analysts and staff editors.
- Advertisements.
- Vendor Showcase articles – as a participating vendor, you receive a free space to include your own editorial content such as a company profile, technical article, application profile, product announcement or news release.

### Distribution & Demographics

The Report will publish initially via a digital distribution of 120,000 copies worldwide. Beyond its initial distribution, it will have a full-year's continuing distribution and promotion through online accessibility and to attendees at key trade shows worldwide. Geographic distribution is approximately 60% Americas; 35% Europe; 5% Other.

### Markets Served

Automotive, Bus, Truck, Aviation, Aerospace, Military/Defense, Marine, Rail, Energy/Power, Industrial, Standby Power, Transport, Utilities.

### Who Should Advertise

Suppliers of products and systems, components, engineering and integrations services and supplies for fuel cell power systems and hydrogen resources.

### Benefits to Participants

- Reach a large, highly-targeted worldwide audience.
- Reach all market segments for fuel cell and hydrogen technologies with a single purchase.
- Participants are featured and showcased in the editorial content of the guide, and benefit from its solutions-oriented, sourcing impact.
- Powerful lead generation: Your ad, profile and article are hot-linked directly to your website for immediate, direct response. You control all follow-up and contact.

**Publish Date:** March 1, 2026

**Space Close:** February 1, 2026

**Materials Deadline:** February 15, 2026

**Format:** 8.5" x 11" full-color, high-quality digital magazine, approx. 32 pages



1-3 Page Edit	Full Page Ad
Editorial Includes: - 1800 words - 6 images	

**Full Page**  
*- includes up to 3 pages of editorial*  
 Live: 8.125W x 10H  
 Trim: 8.375W x 10.875H  
 Bleed: 8.625W x 11.125H

**Rate: \$5,250**


### Premium Positions

Outside Back Cover	+ \$750
Inside Back Cover	+ \$500
Inside Front Cover	+ \$500
Preferred Page Positions	+ \$500

1.5 Page Edit
- 900 words - 1 image



**1/2 Page Horizontal**  
*- includes 1.5 pages of editorial*  
 7.375W x 4.75H  
 No Bleed

**Rate: \$3,725**

1.5 Page Edit
- 900 words - 1 image



**1/2 Page Vertical**  
*- includes 1.5 pages of editorial*  
 3.625W x 9.375H  
 No Bleed

**Rate: \$4,625**

.75 Page Edit
- 600 words - 1 image


**1/4 Page**  
 3.625W x 4.75H  
 No Bleed

**Rate: \$2,675**


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**1/4 Page Company Profile**  
*- 150 words, 1 image provided by advertiser*  
*- Profile is created by the production staff*

**Rate: \$1,575**

### Advertising Sales Contact

Scott Webster  
 Director of Content & Sales  
 917-445-6122  
 ScottW@WebcomCommunications.com

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The world's only all-inclusive hydrogen information & networking platform. A global community of executives working in the field of hydrogen.

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NEWS TICKET > [June 16, 2025] Marketers: Special Marketing Opportunities Announced > NEWS

**The Essential Role of Sealing Solutions in a Decarbonizing World: Enabling Cleaner Energy with Advanced Low-Emission Technologies**

As global industries accelerate their transitions toward net-zero emissions, a large focus is on renewable energy technologies, carbon capture, alternative fuels, and innovations that

**FUEL CELL & HYDROGEN TECHNOLOGY REPORT**

**E-POWER TECHNOLOGY SOURCEBOOK & TECHNICAL REVIEW**

**Solutions for Latest Electrification Demands Developed by Astrodyne**

**600 km Range, Superfast Charging & Advanced e-Axle: Meet Volvo's New Electric Truck**

**The Essential Role of Sealing Solutions in a Decarbonizing World: Enabling Cleaner Energy with Advanced Low-Emission Technologies**

**Maximize the Electrical Performance of:**

- EV Charging Stations
- AC Induction & DC Motors

**FUEL CELL & HYDROGEN NEWS**

**FUEL CELL / HYDROGEN**

**E-POWER**

**The Essential Role of Sealing Solutions in a Decarbonizing World: Enabling Cleaner Energy with Advanced Low-Emission Technologies**

July 1, 2025 0

Advancements in electrification are bringing new

**Solutions for Latest Electrification Demands Developed by Astrodyne**

July 1, 2025 0

Advancements in electrification are bringing new

**Edge AI Hardware Market worth \$58.90 billion by 2030 - Exclusive Report by MarketsandMarkets™**

DELRAY BEACH, Fla., Fri, Jul 4 2025 8:15 AM

**Photovoltaic Market Size to Reach USD 1,145.70 billion by 2031, Experiences Increasing Demand for Solar Panels | The Insight Partners**

NEW YORK, Thu, Jul 3 2025 9:30 AM

**Next-Gen Construction: 200 & 500kVA hybrid fuel-cell power**

LONDON, Thu, Jul 3 2025 4:11 AM

**Direct-to-Chip Cooling Market Booms as Data Centers Shift**

## Website Advertising

NewPowerTechnology.com has thousands of visitors each month that are looking for news on the latest in electrification technology. Returning visitors as well as an increasing amount of new visitors provide advertisers with high quality potential customers.

## Monthly Rates (NET)

Size	1X	3X	6X
<b>A</b> Leaderboard 728 wide x 90 tall	\$1,575	\$840	\$550
<b>B</b> Sidebar 468 wide x 300 tall	\$1,050	\$600	\$420
<b>C</b> Logo 468 wide x 100 tall	N/A	N/A	\$200

Banners should be in jpg, gif, animated gif, or flash format, 72 dpi, RGB color and the size specified above. All positions are sold on a 50% alternating basis. Add 30% to the rate for 100% basis.

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July 26, 2022

**GMW Associates**  
WWW.GMW.COM | SALES@GMW.COM

All-in-one 3-axis Magnetic Field Mapper for Magnet & Rotor Assembly Characterization and Quality Control


Introducing a new media resource dedicated to the manufacturing sector for electrification and e-mobility.  
See below for info and sign up to receive the e-newsletter.



**eAxes Are the Critical Integration Point, Strategizes Cummins in Meritor Acquisition**  
 Diesel-engine manufacturer Cummins says it believes e-axes are the critical integration point in vehicle electrification as it prepares to finalize its \$3.7 billion acquisition of component maker Meritor by the end of the year. Meritor, meanwhile, continues to build its portfolio of e-propulsion axes and other systems for advancing technology and market clout in electrification – all likely soon to accrue to Cummins.  
[Read More](#)



**Enercon Embraces Innovation to Manufacture Massive Wind Turbines**  
 Manufacturing a large wind turbine is a daunting task. Loaded with expensive magnet arrays and intricate coil windings, they require heavy, precision-engineered rotor hubs that can be challenging to move into place on the factory floor. German wind turbine manufacturer Enercon GmbH is using an innovative solution to handle the massive hubs. Instead of cranes and slings, a new turning table is performing the heavy lifting and positioning. Another innovation at the company is development of new e-nacelles.  
[Read More](#)

## eNewsletter Advertising

Size	1X	6X-12X	12X-24X
Leaderboard Banner 728 wide x 90 tall	\$1,175	\$875	\$595
Mid-Page Banner 468 wide x 60 tall	\$725	\$525	\$375
Sponsored Announcement * See below	\$600	\$425	\$325
Product/Industry Posting * See below	\$600	\$425	\$325
Event Posting	\$300	\$250	\$200
Job Posting	\$300	\$250	\$200
White Paper Posting	\$275	\$250	\$175

- The New Power Technology eNewsletter goes out to 15,000 readers via email on the 15th of each month.

*\* Sponsored Announcement and Product Posting consists of a 1-line Headline, Image (125 x 125), and Text-Message up to 150 words.*

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## Materials Deadlines

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
1/5	2/5	3/5	4/5	5/5	6/5	7/5	8/5	9/5	10/5	11/5	12/5

## Advertising Specifications & FTP Site Information

Complete ads accepted in PDF, TIFF or EPS formats only. No Word documents are accepted. All ads must be converted to CMYK and at 300 dpi resolution. All fonts and graphics must be included with 300 dpi (minimum) versions of EPS or TIFF, and CMYK images. You may e-mail small ad files (less than 5 mgs) to Scott Webster, Director of Content. Please see publication info page for materials deadline. A late fee will be incurred if materials are not received by deadline date.

### Sending Files Electronically

For files less than 5 mgs, send file via e-mail to Scott Webster, Director of Content, at [ScottW@WebcomCommunications.com](mailto:ScottW@WebcomCommunications.com). For files over 5 mgs, file can be uploaded to Webcom's FTP site using a compatible FTP software program.

### FTP Site Instructions

1) Please e-mail Ross Webster, Director of Operations & Customer Service, at [RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com), to indicate you are uploading a file. Include your company name, the file name, and for which publication the advertisement is scheduled in.

2) With an ftp Client

host name: [www.webcomcommunications.com](http://www.webcomcommunications.com)

username: ads

password: Webcom21

3) Through Windows Explorer

<ftp://ads@www.webcomcommunications.com>

username: ads

password: Webcom21

### Send production materials to:

Ross Webster, Director of Operations & Customer Service  
Webcom Communications  
501 S. Cherry Street, 11th Floor  
Denver, CO 80246-1330  
[RossW@WebcomCommunications.com](mailto:RossW@WebcomCommunications.com)

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