

# Batteries International

**MEDIA DETAILS 2024**

**Dollars**

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

# Batteries International

*The longest serving magazine of the energy storage business — over 30 years!*

## DISTRIBUTION

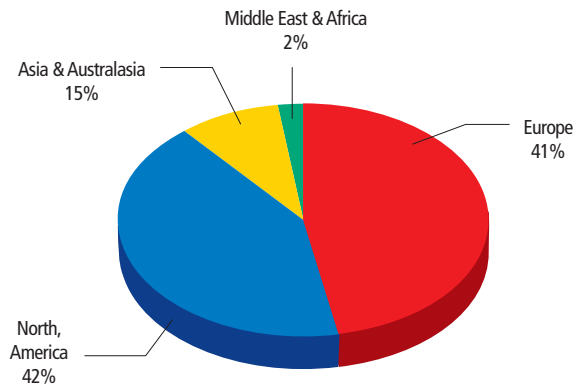
### CIRCULATION

**Batteries International is read by a controlled circulation of more than 60,000 readers per year.**

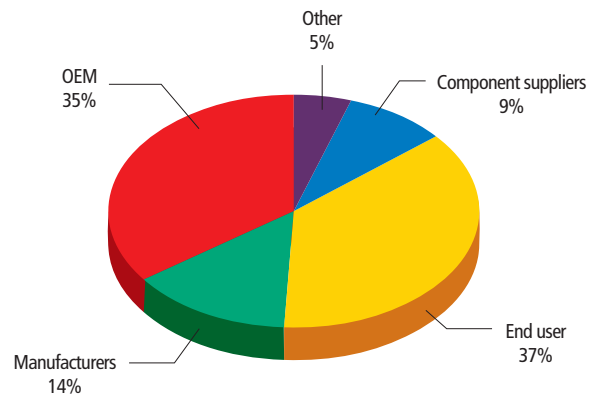
Copies are distributed at all major battery conferences, conventions and seminars throughout the world, reaching an influential readership at board level: sales and marketing directors, R&D management, industry organizations and academic institutions.

### READERSHIP PROFILE

#### By region



#### By industry segment



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## ADVERTISING RATES

### PRICES IN US DOLLARS

Page	Full rate	2 issues (-5%)	3 issues (-10%)	4 issues (-15%)
Full Page	4,362	4,144	2,943	3,708
Half Page	2,910	2,765	2,619	2,474
Third Page	2,444	2,322	2,200	2,077
Quarter Page	1,815	1,724	1,634	1,543
IFC	5,065	4,812	4,559	4,305
IBC	5,065	4,812	4,559	4,305
OBC	5,455	5,182	4,910	4,637
Double page	7,784	7,395	7,006	6,616

Reprint of article from magazine: 1558

Rates from 2024 until further notice.

### ARTWORK SPECIFICATIONS

- High resolution PDF files. Supplied as composite CMYK files
- Pages to include 5mm bleed on each edge with trim marks included
- File must contain all images in high resolution — 300dpi minimum
- CMYK format with all fonts embedded
- Registration centred
- File content remains responsibility of the creator
- Size 100%

If supplying jpeg, tif or eps files please ensure they are at least 300dpi

## ARTWORK SIZES



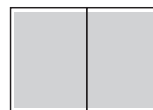
**Full page type area**  
w: 184mm  
h: 272mm



**Full page trim area**  
w: 210mm  
h: 297mm



**Full page bleed**  
w: 220mm  
h: 307mm



**Double page type area**  
w: 390mm  
h: 272mm



**Double page bleed**  
w: 440mm  
h: 307mm



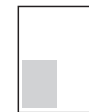
**Half page horizontal**  
w: 184mm  
h: 132mm



**Half page vertical**  
w: 93mm  
h: 263mm



**Third page**  
w: 65mm  
h: 263mm



**Quarter page**  
w: 90mm  
h: 132mm

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### TO VIEW PREVIOUS ISSUES CLICK ON THE MAGAZINE COVERS

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