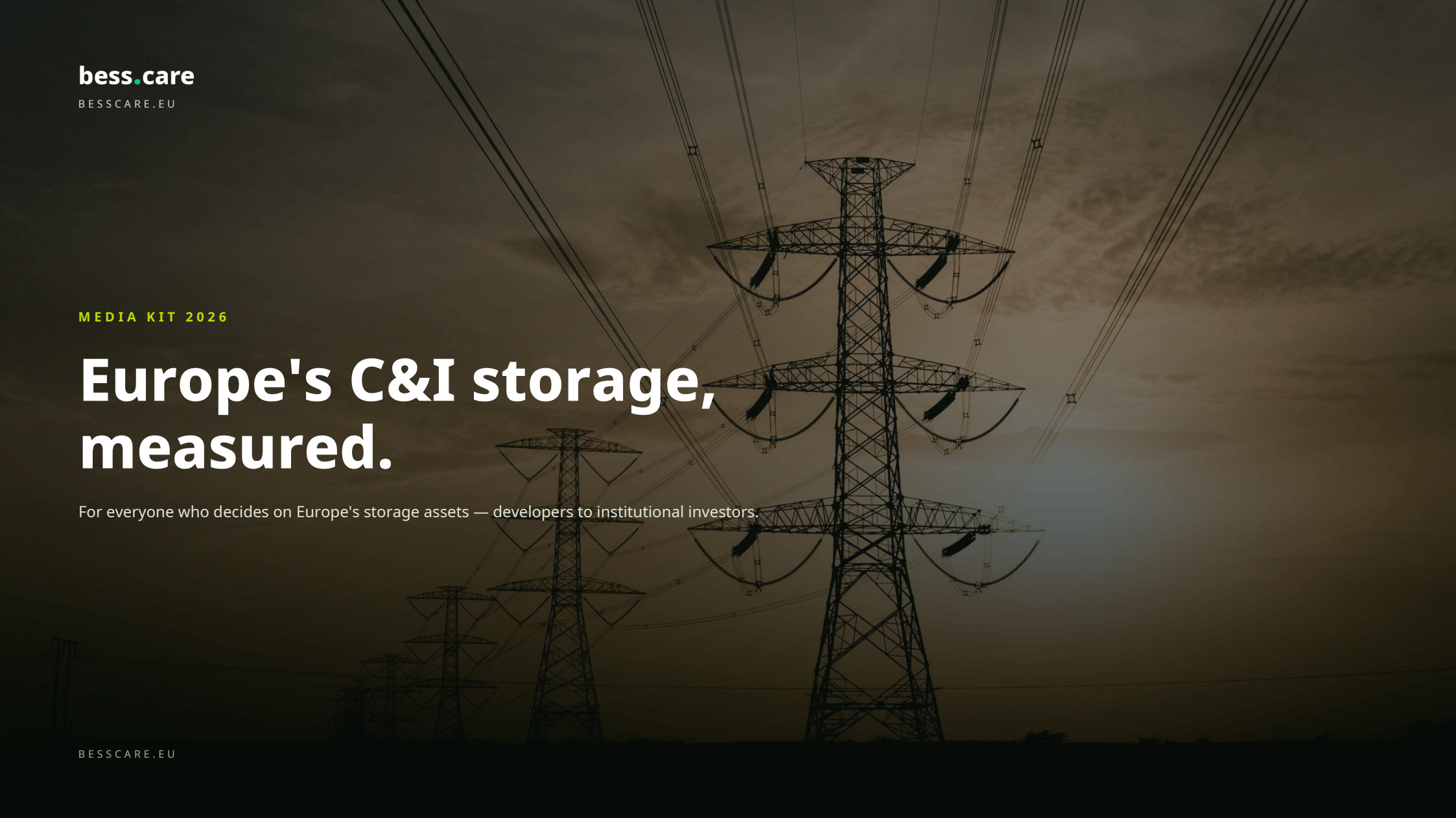




bess.care

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MEDIA KIT 2026

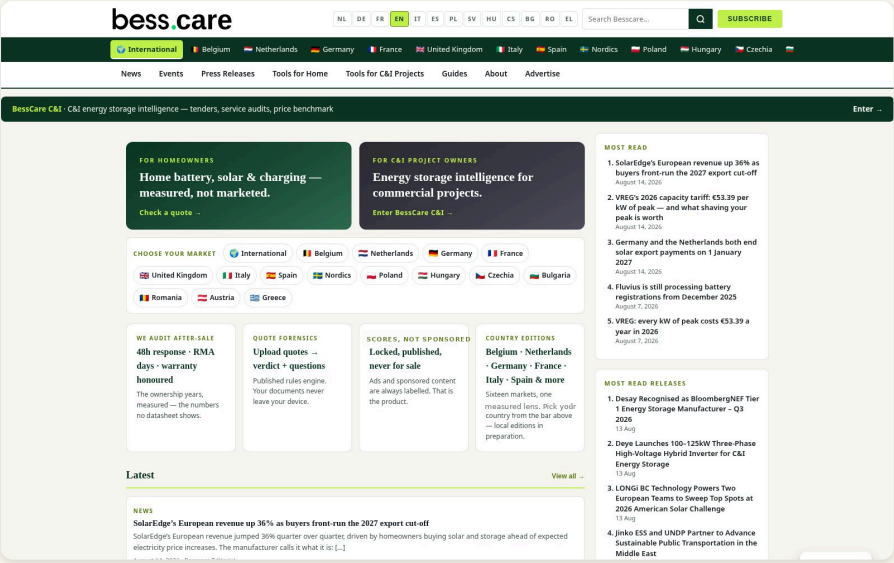
Europe's C&I storage, measured.

For everyone who decides on Europe's storage assets — developers to institutional investors.

BESSCARE.EU

Contents

Storage owners build your brand.



besscare.eu · homepage, August 2026

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01 · PORTRAIT

Who We Are

BessCare is Europe's verification-first media platform for C&I and grid-scale energy storage, with its editorial office in Antwerp, Belgium, publishing since January 2026. We turn storage procurement decisions from "marketed" into "measured" for European storage owners — and deliver intelligence-grade content for commercial & industrial storage owners.

- **Verified, not marketed** — editorially separate from manufacturers, installers and utilities; advertising is clearly labelled and never buys a score
- **One audience** — **C&I and grid-scale project owners, developers and operators (tenders, service audits, price & service benchmarks)**
- **Tools as content** — **Tender Check Pro, Price & Terms Benchmark, Payback Calculator, service audits**
- **Native-language editions** — 15 country editions + one International edition, local tariffs, local rules

"Storage owners get updated product and market information from BessCare."

01



After-sales audit in the field

02 · WHY NOW

Why Now

European C&I and grid-scale storage is entering its service-first era — and project owners have never needed a **measured verdict** more.



The grid-parity era

Feed-in tariff years are fading out — this is the energy grid-parity year. Energy-related products are becoming the money-saving / investment line inside the energy portfolio.

The trust deficit

Battery brands lead on value, but buyers face opaque quotes, warranty fine print and an after-sales vacuum.

What this means for brands

The European buying path is "tender → compare → verify". When developers check price benchmarks and warranty audits on BessCare's country editions, your brand should be present — measured and trusted.

The brands that enter this trust channel first will define the category.

03 · FACTS & FIGURES

Facts & Figures

Publishing since January 2026; figures updated monthly.

1,900+

Articles in English

2,200+

Published pages across 13 languages

15 + 1

Country editions + one International edition, native-language

2

Track: C&I and grid-scale stakeholders

OUR NEW-PLATFORM PLEDGE

We sell commitments, not history.

We are eight months old. Instead of an audience history we don't have, we commit to transparency and to an exit: monthly reports (impressions / clicks / geography) with auditable methodology, delivered within five working days of month end. If the reported delivery falls short of what we projected at booking, you choose — a free extension of up to one equivalent period, or a pro-rata refund of the remaining term.

PRICE ANCHORS

BessCare 2026 founding rates = European trade-media market rates × 0.7, locked for contracts signed in 2026.

04 · WHO WE'RE BUILT FOR

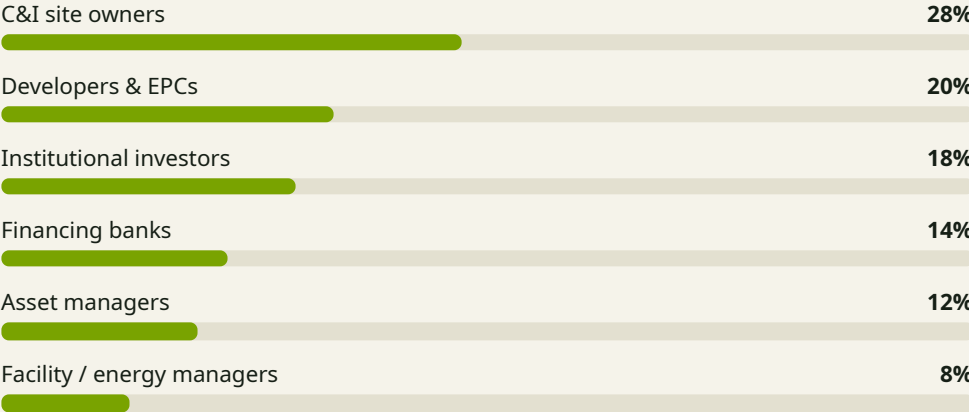
Who We're Built For — launch-phase target profile

04

One track: the professional stakeholders who make or influence C&I and grid-scale storage procurement decisions.

Launch-phase target profile; recalibrated quarterly as audience data accrues and disclosed in advertiser reports.

C&I STAKEHOLDERS — WHO MAKE OR INFLUENCE THE DECISION



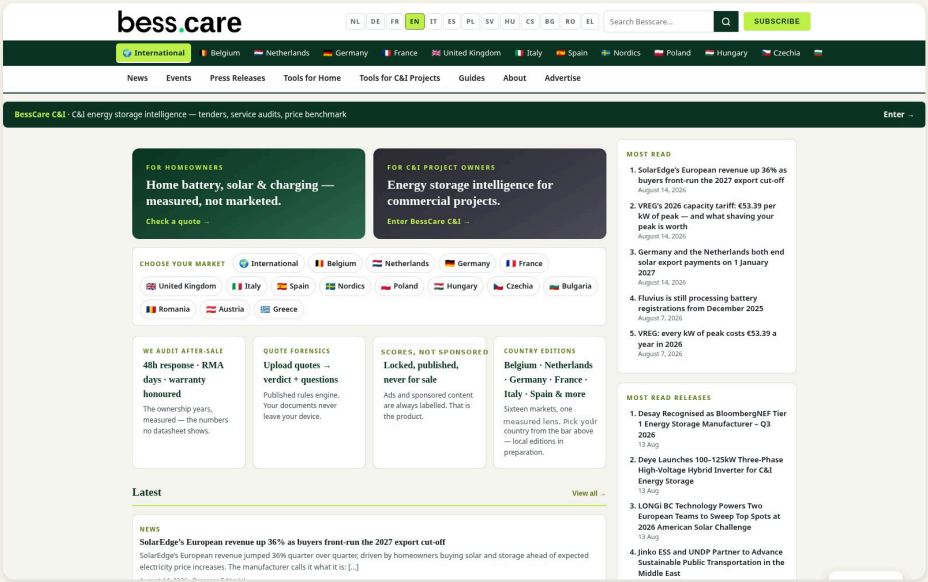
Every reader asks one question: "Is this system worth it, bankable — and serviceable — over ten years?"

05 · MARKETS

Markets

15 country editions + one International edition — native-language content, local tariffs and subsidy rules. Geo- and language-targeted placements available.

05



Western Europe core

Belgium · Netherlands · Germany · France · United Kingdom

Southern & Northern

Italy · Spain · Nordics · Austria · Greece

Central & Eastern

Poland · Hungary · Czechia · Bulgaria · Romania

Local by default

Every edition runs on local tariffs, subsidies and grid policy — localisation, not translation.

Channels

06

Three channels, bookable individually.

01	Website	besscare.eu — news, tools, quote forensics, 15 country editions + one International edition. Display & content ads, weekly or CPM.	P.09
02	Trade fair video	On-site reporting at InterSolution Ghent and Intersolar / The smarter E Munich, CEO quick talks.	P.10
03	Sponsored content	Advertorials and 4-week content-marketing campaigns — editorial context + social amplification.	P.11

A single placement buys reach.
A series buys trust.

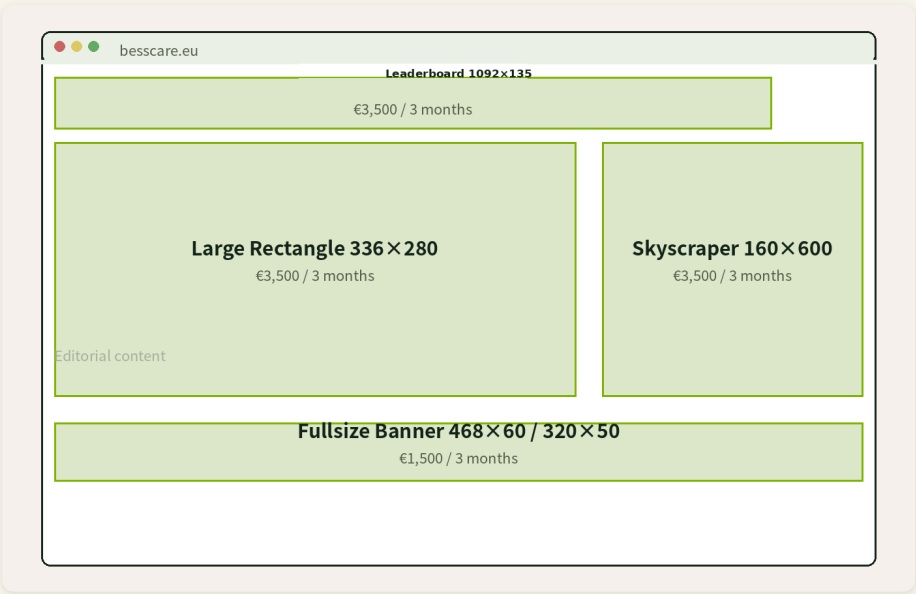
Website Advertising

Three-month placements across all editions; geo- and language-targeting available. Rates excl. VAT.

AD POSITION	SPECS	RATE
Leaderboard	1092×135 (728×90 compatible; mobile 320×50)	€3,500 / 3 months
Skyscraper	160×600	€3,500 / 3 months
Large Rectangle	336×280 in-content	€3,500 / 3 months
Fullsize Banner	468×60 / 320×50	€1,500 / 3 months

Specs & process

JPG / PNG / GIF / HTML (AdTag) , ≤200 KB, 2× density; delivery 1 week before launch; end-of-campaign report. If reported delivery falls short of our booking-time projection: a free extension of up to one equivalent period, or a pro-rata refund of the remaining term.



Ad positions · indicative layout

Trade Fair Video Coverage

InterSolution Ghent and Intersolar / The smarter E Munich on-site: our editor and video crew at your booth — extending your fair presence far beyond the fair.

- Guided booth tour video: your speaker presents the innovations, EN + CN
- CEO quick talk: 5 questions, 5 minutes — innovation and European strategy
- Video publishing + multi-month promotion: website / social
- One written news piece (EN lead, multi-edition distribution)
- Usage rights for your own channels included

€6,000 / fair

Travel & production included

08

Key dates 2026–27

InterSolution — Ghent, January 2027

Intersolar / The smarter E — Munich, June 2027

On-site coverage available for confirmed 2026–27 fairs. Contact us with your exhibition calendar.

Why it's worth it

developers and project owners

after the event, they find professional third-party coverage — not silence.

Sponsored Article Service

09

Your story, edited to our house style, published on your date — and pushed across every channel the same day.

Online Sponsored Article — €3,500

- You send a 400–500 word draft; our editor re-edits it into house (trade-press) style
- You approve the final article before publication
- Published on your requested date
- Same-day push: LinkedIn + Facebook
- Lead time: 3 weeks

C-level Interview — €6,000

- You share the topic and background; we draft the interview questions
- You answer in writing; we produce the draft (Q&A or article format)
- After your green light, published on your requested date
- Same-day push: LinkedIn + Facebook
- Lead time: 3–4 weeks

House rules

All sponsored articles are labelled. Editorial review rights retained — it works because readers trust the label. Prices excl. VAT.

Commitments & Standards

10

SERVICE COMMITMENTS

- Delivery below booking-time projection: free extension capped at one equivalent period, or pro-rata refund
- Monthly reports: impressions / clicks / geography, auditable
- Preview before launch; one free revision
- EUR or RMB settlement

EDITORIAL STANDARDS (AND SELLING POINT)

- Ads / sponsored / PR content always labelled
- Scores and rankings never for sale

COMPLIANCE

GDPR-compliant data handling; advertising follows local market rules; sponsored labelling per the EU UCPD.

A medium's credibility is its advertising inventory's value. Site owners trust brands on our pages because our scores can't be bought.

11 · BOOKING & SPECS

Booking & Specs

11

FOUR STEPS

- **1 · Enquire** — hello@besscare.eu with product and timing
- **2 · Confirm** — rate card and booking confirmation within 48h. Contracting entity and invoicing details are confirmed on the booking confirmation.
- **3 · Deliver** — assets 1 week before launch
- **4 · Report** — data report within 5 working days after the flight

ASSET SPECS

- JPG / PNG / GIF / HTML (AdTag supported)
- ≤200 KB, 72 dpi, 2× pixel density
- Advertorial: ≤3,000 chars + ≤5 images + ≤3 outbound links
- Video: MP4, 16:9, source ≥1080p

Terms

Rates excl. VAT; free rescheduling up to 7 days before launch, 50% within 7 days; BessCare reserves the right to reject assets that fail editorial standards (with written reasons).



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CONTACT

hello@besscare.eu · www.besscare.eu

690 Boomsesteenweg, 2610 Wilrijk (Antwerpen), Belgium