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BESSCARE.EU

MEDIA KIT 2026

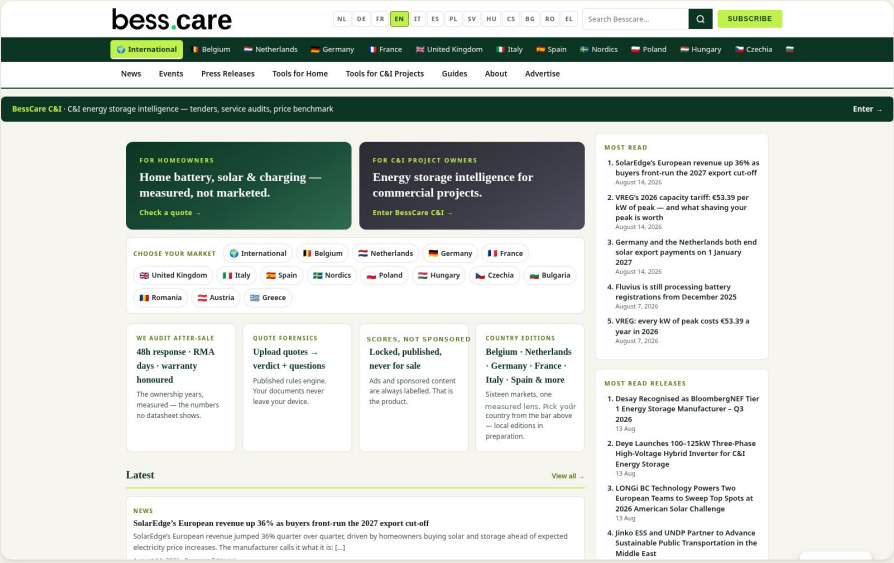
Europe's home energy, measured.

For everyone who decides on Europe's energy assets — homeowners to institutional investors.
Measured, not marketed.

BESSCARE.EU

Contents

Households 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 home solar, storage and EV charging, with its editorial team in Antwerp, Belgium, publishing since January 2026. We turn residential energy decisions from "marketed" into "measured" for European households — 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
- **Two audiences** — homeowners (buying tools & audits) and C&I project owners (tenders, service audits, price benchmarks)
- **Tools as content** — Quote Forensics, after-sales audits, tariff & subsidy rules across 15 countries
- **Native-language editions** — 15 country editions + one International edition, local tariffs, local rules

"Households get updated product and market information from BessCare."

01



After-sales audit in the field

02 · WHY NOW

Why Now

European home storage is entering its post-subsidy, service-first era — and households 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 home portfolio.

The trust deficit

Home-storage 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 "search → compare → ask a neighbour". When households 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

03

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

Tracks: Homeowners + C&I 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

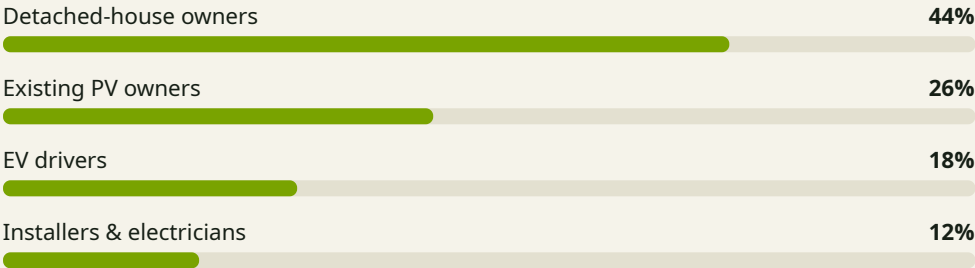
Who We're Built For — launch-phase target profile

04

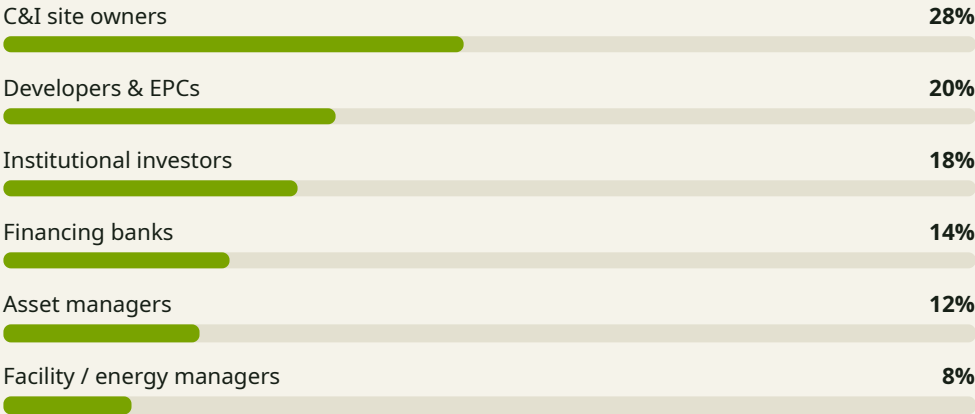
Two tracks: households making €8,000–15,000 energy decisions — and the professional stakeholders who make or influence C&I buying decisions.

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

HOMEOWNER TRACK



C&I STAKEHOLDERS — WHO MAKE OR INFLUENCE THE DECISION

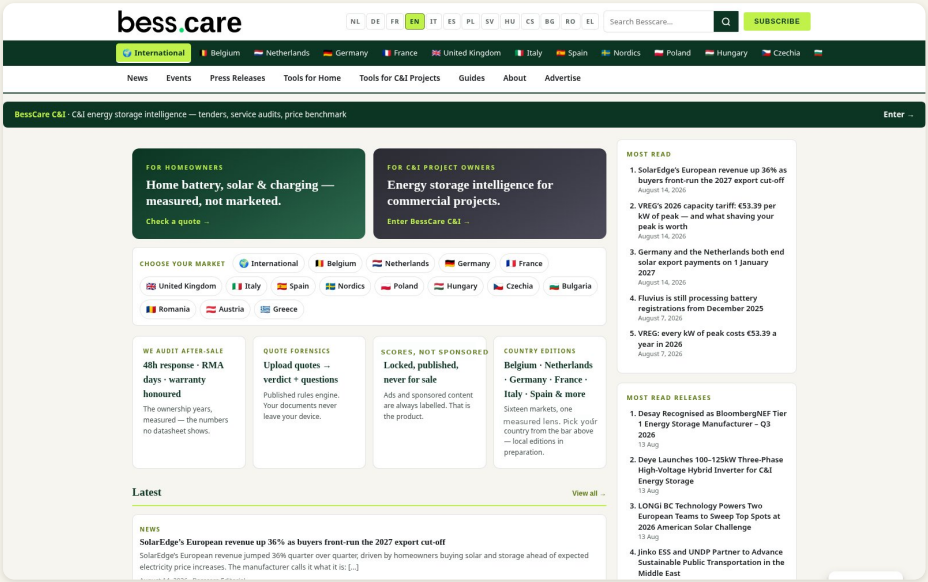


Every reader asks one question: "Is this system worth it, bankable — and serviceable — over ten years?"

05 · MARKETS

Markets

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



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.

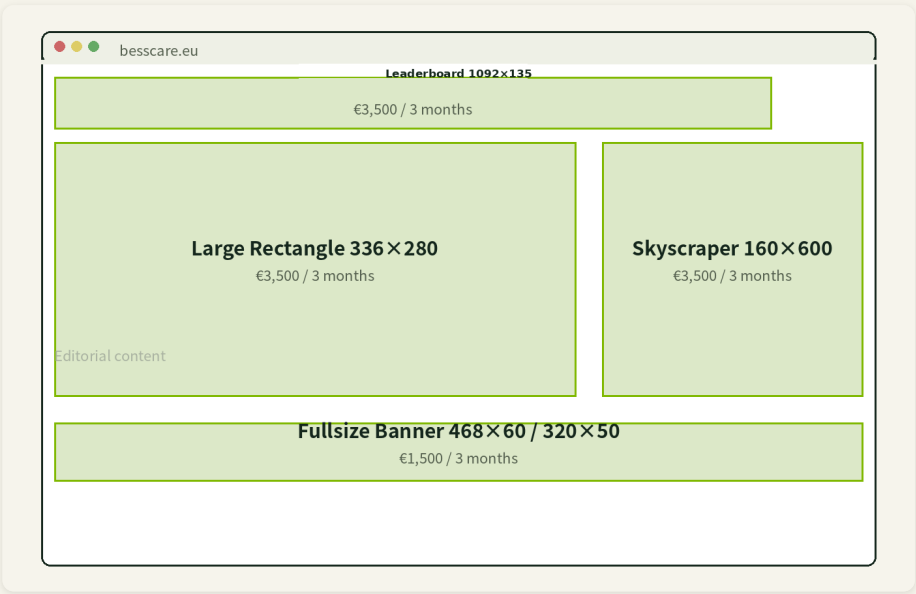
Website Advertising

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

08

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

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

Fair content outlives the fair: when households and project owners search 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

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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. Households 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

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