



DIGITAL MEDIA PACK

Battery Recycling News (BRN) is the online platform dedicated to the global battery recycling industry.



**Battery
Recycling
News**

ABOUT

BATTERY RECYCLING

NEWS

OUR VISION

Deliver breaking news, in-depth analysis, and expert insights covering every stage of the recycling value chain — from collection and processing to materials recovery, policy, and sustainability.



OUR AUDIENCE

Our audience includes executives, engineers, sustainability professionals, investors, and policymakers from across the global battery and energy storage sectors.



OUR VALUES

We stand for trusted sustainability, and innovation connecting the global battery recycling community with independent insight, inspiring collaboration and progress toward a circular energy future.





FOCUS AREAS:

- Recycling technologies & innovation
 - Supply chain and materials recovery
 - Battery regulation and policy
 - Sustainability and ESG
 - Circular economy developments
 - Industry interviews and features
- 



KEY SECTORS:

- Battery manufacturing and recycling
- Electric vehicle and energy storage industries
- Raw materials and chemical processing
- Research & development institutions
- Government and regulatory bodies
- Investment and consultancy firms

- Multi-channel reach through our **website**, **e-newsletters**, and **social media**
- Trusted insights that inform and empower industry professionals
- Access to decision-makers across the EV, renewable energy, and raw materials sectors
- Supporting innovation, sustainability, and progress within the circular battery economy
- 10,000+ monthly readers globally and expanding rapidly
- 15,000+ newsletter subscribers
- 5,000+ LinkedIn followers



OUR **ROLE** IN THE CIRCULAR ECONOMY



OUR AUDIENCE

- **Executives and senior decision-makers** *shaping strategy and investment*
- **Engineers and technical specialists** *in recycling and energy storage*
- **Sustainability professionals** *driving circular economy initiatives*
- **Investors and financial organisations** *supporting growth in clean technologies*
- **Policymakers and regulators** *influencing global battery and recycling policy*
- **Government and regulatory bodies** *developing industry frameworks and standards*
- **Research and consultancy firms** *providing analysis, innovation, and market insights*

ADVERTISING OPPORTUNITIES

Website Advertising

Position your brand alongside the latest industry news and analysis.

Available Formats:

- Leaderboard Banner (970x250 px)
- MPU / Square (300x250 px)
- Skyscraper (160x600 px)
- Sponsored Article Placement



ADVERTISING OPPORTUNITIES



Newsletter Advertising

Our weekly email newsletter delivers curated industry news and insights to over 10,000 engaged subscribers.

Opportunities Include:

- **Banner placements (Top / Mid / Bottom)**
- **Sponsored article or announcement**
- **“Company Spotlight” feature**



ADVERTISING OPPORTUNITIES



Sponsored Content

- Feature your company's story, innovation, or insights through a sponsored article written by your team or co-created with our editorial staff.
- Includes professional editing and SEO optimisation.

Event Partnerships

- Gain exposure through event sponsorships, webinars, and roundtables hosted or supported by BRN.
- Tailored partnership packages are available for maximum brand visibility.

ADVERTISING RATES (GBP)

Website Leaderboard Banner	1 month	£ 500.00
MPU / Sidebar Banner	1 month	£ 500.00
Newsletter Banner	Per issue	£ 250.00
Sponsored Article	Per post	£ 350.00
Whole Newsletter Feature	x2	£ 1000.00

Advertising with **BRN** connects your brand with the key influencers and decision-makers driving the global battery recycling market

- Targeted, industry-specific visibility
- Engaged, professional readership
- Multi-platform exposure (web, newsletter, social)
- Trusted editorial environment that enhances brand credibility

Whether you're launching a new technology, promoting services, or building market awareness, BRN offers effective, measurable exposure to a high-value audience.

WHY
PARTNER
WITH US





CONTACT US



DAVID REEKS
DIRECTOR

Email: david.reeks@104-media.com

Tel: +44 (0) 1283 381719



KRISTINE MELNIKOVA
ADMIN

Email: kristinem@104-media.com

Tel: +44 (0) 1283 381719