



2021 MEDIA KIT

CHARGED ELECTRIC VEHICLES MAGAZINE

GREAT CONTENT MEANS GREAT READERS.

Editorial Overview

Charged is the leading source for EV industry news because of its commitment to high-quality content.

Distribution & Demographics

Charged is distributed to over 34,000 qualified subscribers. Over 10,000 hard copies of each issue are printed and mailed directly to subscribers and distributed at all of the leading industry events worldwide. International readers receive the popular digital edition, and every past issue is available on our website that averages over 70,000 unique readers per month.

Charged qualified subscribers include key decision makers throughout the electric vehicle industry.

Reader Demographics:
52% North America, 48% Europe/ROW



Feature Magazine

Bimonthly: Distributed to over 34,000 qualified subscribers

Digital: Desktop & Mobile

Daily Engagement: Over 70,000 unique readers per month. Over 12,000 daily and 34,000 opt-in monthly email newsletter subscribers

EDITORIAL: BEST CONTENT IN THE BIZ

Charged separates its electric and hybrid vehicle editorial content into three overlapping channels.

The Tech

Batteries, Motors, Electronics, Vehicle Efficiency, Light-weighting, Testing, Modeling & More

Audience: OEM Engineers (Passenger, Industrial & Niche Vehicles), Battery/Motor/Electronics Designers and Manufacturers, & More

The Infrastructure

New Products, Residential, Workplace, Commercial, Standards, Interoperability, & More

Audience: Buyers, Installers, Utilities, Fleet Managers, Government Agencies, Municipalities, Property Managers, OEMs, Dealerships & More

The Vehicles

Passenger/Transit/Commercial/Niche Vehicles, Market Trends, Industry Leader Q&As & More

Audience: New Vehicle Buyers, Fleet Managers, Essentially Everyone Interested In The Emerging EV Industry



Have a new EV-related product or service?

Send press releases to our editors (content@ChargedEVs.com) to be featured in our newsfeed



PRINT SCHEDULE

Issue 53

January/February 2021

Space close: 1/21/2021

Materials due date: 1/22/2021

Issue 54

March/April 2021

Space close: 3/18/2021

Materials due date: 3/19/2021

Issue 55

May/June 2021

Space close: 6/16/2021

Materials due date: 6/18/2021

UPDATED

Issue 56

July/August 2021

Space close: 7/28/2021

Materials due date: 7/30/2021

UPDATED

Issue 57

September/October 2021

Space close: 9/8/2021

Materials due date: 9/10/2021

UPDATED

Issue 58

November/December 2021

Space close: 11/18/2021

Materials due date: 11/19/2021

2021 BONUS DISTRIBUTION

There are many tradeshows and conferences that overlap with the electric and hybrid vehicle industry. Charged sponsors and/or attends all of the leaders - distributing magazines and signing up new subscribers.

**Charged Virtual Conference
On EV Engineering - Spring**
Week of April 19, 2021



PCIM
Europe
May 4-6, 2021



**E&H Tech Expo Europe,
The Battery Show Europe**
Germany
May 18-20, 2021



CWIEME Berlin
Germany
May 18-20, 2021



Applied Power Electronics
North America
June 9-13, 2021



Vehicle Electrification Expo
United Kingdom
July 7-8, 2021



**Battery Cells &
Systems Expo**
United Kingdom
July 7-8, 2021



Plugvolt Battery Seminar 2021
Plymouth, Michigan, USA
July 13-15, 2021



**E&H Tech Expo,
The Battery Show**
Novi, MI, USA
September 14-16, 2021



**Charged Virtual Conference
On EV Engineering - Fall**
Week of October 18, 2021



**International Battery
Seminar**



2021 RATES

2021 Print Advertising Rates

Ad Sizes	1x	3x	6x
2 Page Spread	\$8,856	\$8,117	\$7,378
Bookend Spread	\$6,182	\$5,664	\$5,152
Full Page	\$5,469	\$5,012	\$4,558
2/3 Page	\$4,101	\$3,762	\$3,418
1/2 Page	\$3,282	\$3,008	\$2,735
1/3 Page	\$2,366	\$2,159	\$1,963

Premium Positions

Full Page Rates

Back Cover	\$7,931	\$7,272	\$6,610
Inside Covers	\$7,109	\$6,518	\$5,926
Opposite TOC	\$6,016	\$5,515	\$5,012

First consideration for premium position upgrade with a 6-insertion agreement.



PRINT AD SPECS

Supplied Ads

- Please supply PDF files properly prepared to PDF/X-1a standards.
- To guarantee color, a client-supplied contract proof is required.
- Include any fonts used to create ad or logos.
- Avoid flattening or rasterizing Photoshop files.

Live Matter

- Place all live matter within 0.25" of trim size including text, logos, and marks.
- For spreads allow 0.125" safety from gutter.

Color

- All supplied ads must be in CMYK, no RGB.

Images

- All images must be 300 dpi.

Logos

- Vector .eps or .ai files are preferred. Type should be converted to outlines.

Delivery

- Ad files may be delivered via a digital file transfer service. To coordinate delivery contact us at: production@ChargedEVs.com

Advertising Director

Laurel Zimmer
727.258.7867 - Office
727.543.7227 - Cell
Laurel@ChargedEVs.com

Overall Magazine Specifications

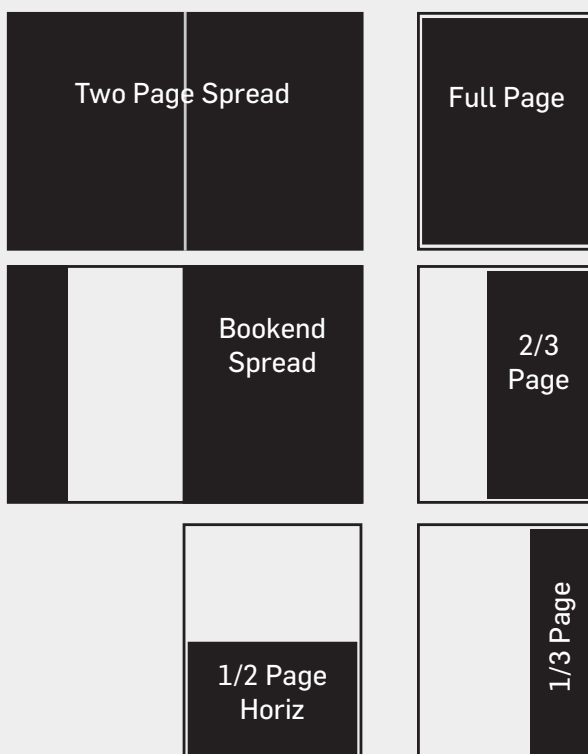
Trim Size: 7.875" x 10.5"

Bleed Size: 8.375" x 11"

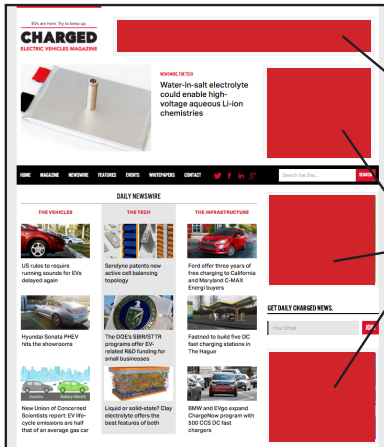
Binding: Perfect Bound

	AD SIZES	
	Non-Bleed	Bleed
Two Page Spread	15" x 9.685"	16.25" x 11"
Full Page	7" x 9.685"	8.375" x 11"
2/3 Page	4.625" x 9.685"	5.25" x 11"
1/2 Page Horizontal	7" x 4.685"	8.375" x 5.5"
1/3 Page	2.25" x 9.685"	2.875" x 11"

Bookend Spread - Full Page & 1/3 Page Combined



2021 DIGITAL ADS



Banner ads

Leaderboard (728 x 90)

728 x 90 ads rotated at the top of every page, run-of-site.
\$1,600 per month (3 month consecutive minimum required)

Med Rectangle (300 x 250)

300 x 250 ads rotated in right sidebar positions run-of-site.
\$1,400 per month

Digital Ad Specs

- Format: .jpg, .png, or .gif.
- For fastest load speeds, limit file size to 100kb or less.
- Animated ads: 15-sec, 3x loops max

Email Newsletters



Daily Newsletter Ad (300 x 250)

The daily headlines email blast is sent Monday through Friday to an opt-in list of over 12,500 subscribers.

\$1,500 for 5 days

Monthly Newsletter Med Rec (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 33,000 subscribers.

Includes 20-day 300x250 sidebar Med Rec ROS on ChargedEVs.com

\$3,500 per email



Digital Issue



Digital Issue Sponsorship

Includes:

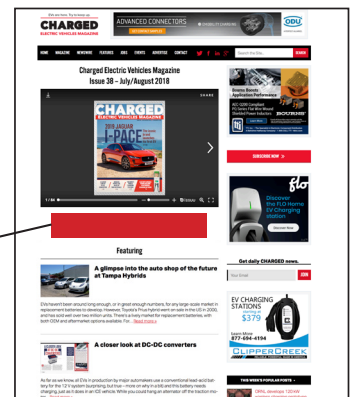
Email Newsletter:

- Med Rec (300 x 250) and Leaderboard (600x90) ad in New Issue Email announcement sent to all subscribers

ChargedEVs.com Digital Assets

- 60-Day - 600x90 Banner on digital issue page
- 60-Day - 468 x 60 Banner above issue on homepage
- 15-day - 300x250 right sidebar Med Rec ROS
- 5-day - Daily email Sponsorship

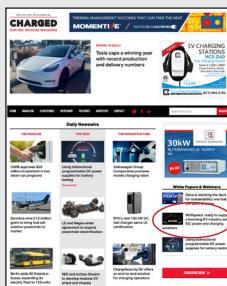
\$6,000 per issue



2021 PREMIUM DIGITAL ADS

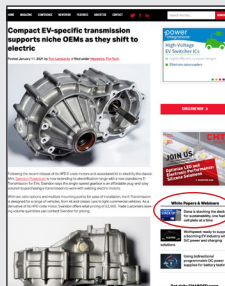
Sponsored Content & Whitepapers

Sponsored Content: Up to 1,250 words of editorial, 3 images or figures, 1 embeddable video, and unlimited external links to more information, downloaded brochures and spec sheets. **Great for lead capturing:** simply link teaser content to whitepaper or spec sheet download forms.



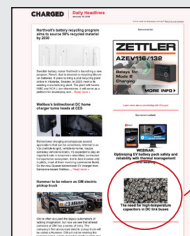
Homepage

Wolfspeed: ready to support a booming EV industry with SiC power and charging solutions



Run-of-Site Sidebar

White Papers & Webinars
Stack Up: Dana is stacking the deck for sustainability, one fuel cell plate at a time



Insertion Into
Daily & Monthly e-Newsletters

The need for high-temperature capacitors in DC link buses

\$3,500 - Featured promotion throughout the Charged portfolio including:

- 10 days of promotion on the **Homepage & Run-of-Site Sidebar** positions
- 10 days insertion into **Daily e-Newsletters** sent to over 12,500 opt-in subscribers
- 1 insertion **Monthly e-Newsletters** sent to over 33,000 opt-in subscribers
- Posts across all **Social Media Platforms:** LinkedIn, Twitter and Facebook

Typical results vary between **500 and 1,100 pageviews** of the sponsored content post depending on the content. We strongly recommend providing multiple image options and alternate headline suggestions so that our digital editing team can help to drive the best possible results.

Webinars hosted by CHARGED

Webinars are a great way to position your company as a knowledge leader and generate qualified leads. Our industry-leading subscriber database will ensure quality registrations and help find the best leads.

Webinar Hosted by Charged: \$12,500

Sign up for a Charged webinar today and let our specialists develop a complete marketing campaign tailored to your online event.

Your webinar campaign will include comprehensive promotion to ensure success:

- Promotional e-blast
- Digital banner ads
- eNewsletter announcements
- Dedicated registration page plus confirmation, reminder and follow up emails
- Social Media announcements
- Dedicated project manager to create, manage and produce your event
- Event moderator
- Polling, Q&A and exit survey to gather attendee feedback
- One year on-demand access for continued exposure and lead generation

Video

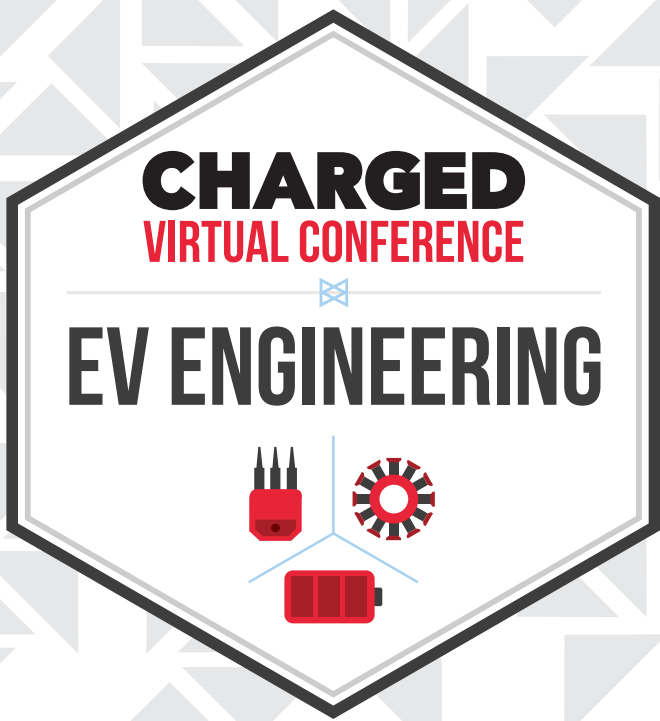
Research shows that webinars work. Over half of B2B consumers find video webinars highly valuable. Whether you have a physical event or just want your webinar to look professional, all that's needed is internet access to broadcast your webcast live.



97%

**97% of Video
Watchers
Take Action:**

- Share information
- Investigate companies
- Discuss with someone else



Don't Miss Our Virtual Conferences On EV Engineering

Charged Electric Vehicles Magazine presents **FREE online events** for the EV industry featuring live webinars, on-demand videos, whitepapers and interactive Q&As.

Fall 2020 Conference Had Great Engagement

Over 9,500 individuals registered: 60+ EV engineering sessions broadcast live SEP 1-3, 2020.

A highly engaged audience: On average each attendee registered for 6 sessions, with a total of more than 61,300 individual session registrations.

Upcoming EV Engineering Events

**Spring 2021
Virtual Conference**
WEEK OF APRIL 19TH

**Fall 2021
Virtual Conference**
WEEK OF OCTOBER 18TH

Featuring:



Motor Design and Manufacturing



Power Electronics Design and Manufacturing

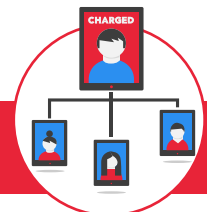


Cell Development and Battery Systems Design



Testing, Powertrains, Thermal Management, Circuit Protection, Wire & Cable, Advanced Manufacturing

www.ChargedEVs.com/Conference



Ask your rep about LEAD GENERATION & SPONSORSHIP OPPORTUNITIES
or contact us at conference@ChargedEVs.com

■ GROW WITH CHARGED

Invest in the growing electric and hybrid vehicle market with Charged.



Contact us today for more information on advertising packages and editorial opportunities:

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