



# 2023 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 37,000 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 100,000 unique readers per month.

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

Reader Demographics:  
56% North America, 24% Europe, 20% ROW



## Feature Magazine

**Quarterly:** Distributed to over 37,000 qualified subscribers

## Digital: Desktop & Mobile

**Daily Engagement:** Over 100,000 unique readers per month. Over 19,000 daily and 37,000 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](mailto:content@ChargedEVs.com)) to be featured in our newsfeed



## PRINT SCHEDULE

### Issue 62

Oct/Nov/Dec 2022

Space close: 11/9/2022

Materials due date: 11/9/2022

### Issue 63

Jan/Feb/Mar 2023

Space close: 2/3/2023

Materials due date: 2/7/2023

### Issue 64

Apr/May/Jun 2023

Space close: 5/15/2023

Materials due date: 5/19/2023

### Issue 65

Jul/Aug/Sep 2023

Space close: 8/4/2023

Materials due date: 8/8/2023

### Issue 66

Oct/Nov/Dec 2023

Space close: 11/10/2023

Materials due date: 11/14/2023

## 2023

### EVENTS & 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.

#### Applied Power Electronics

March 19-23, 2023

Orlando, FL

#### Charged Virtual Conference On EV Engineering - Spring

Week of April 17, 2023



#### ACT Expo

May 1-4, 2023

Anaheim, California

#### PCIM Europe

May 9, 2023

Nuremberg, Germany

#### CWIEME Berlin

May 23-25, 2023

Berlin, Germany

#### EV Tech Expo Europe, The Battery Show Europe

May 23-25, 2023

Stuttgart, Germany

#### EVS 36

June 11-14, 2023

Sacramento, CA

#### Vehicle Electrification Expo

July 28-29, 2023

Coventry, UK

#### Ev Tech Expo, The Battery Show

September 12-14, 2023

Novi, Michigan

#### Charged Virtual Conference On EV Engineering - Spring

October 2023



# 2023 RATES

## 2023 Print Advertising Rates

Ad Sizes	1x	2x	4x
2 Page Spread	\$10,229	\$9,375	\$8,522
Bookend Spread	\$7,140	\$6,542	\$5,950
Full Page	\$6,317	\$5,789	\$5,265
2/3 Page	\$4,737	\$4,345	\$3,948
1/2 Page	\$3,791	\$3,474	\$3,159
1/3 Page	\$2,733	\$2,494	\$2,267

### Premium Positions

#### Full Page Rates

Back Cover	\$9,160	\$8,399	\$7,635
Inside Covers	\$8,211	\$7,529	\$6,845
Opposite TOC	\$6,949	\$6,370	\$5,789

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](mailto:production@ChargedEVs.com)

## Advertising Director

Laurel Zimmer  
727.258.7867 - Office  
727.543.7227 - Cell  
[Laurel@ChargedEVs.com](mailto:Laurel@ChargedEVs.com)

## Overall Magazine Specifications

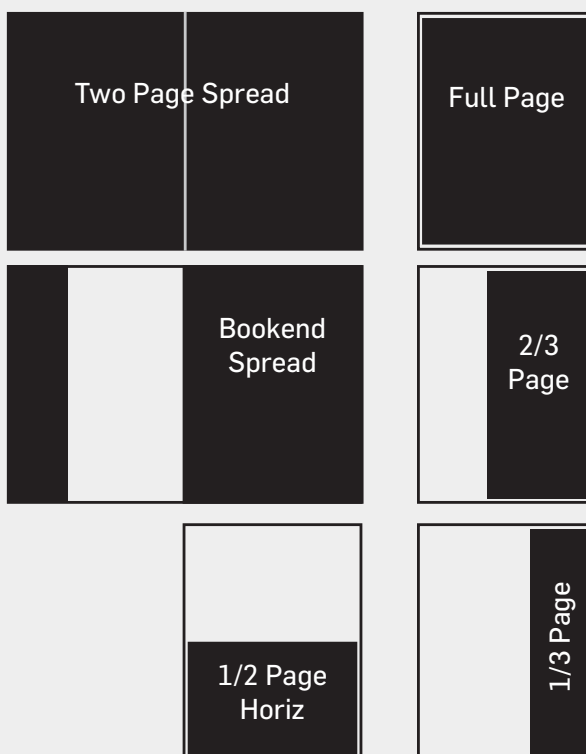
Trim Size: 7.875" x 10.5"

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





# CHARGED 2023 DIGITAL ADS



## EV Engineering Banners

### Wallpaper Page Wrap

### Wallpaper Page Wrap

Your message is anchored at the top of the user experience for all our EV Engineering content pages, delivering excellent results in brand awareness, industry positioning and driving traffic.

**\$2,000 per week (1 week minimum)**

[Download Wallpaper Ad Specs Here](#)

### Leaderboard Ads

Leaderboard ads rotate at the top of every page and also appear center-page as you scroll through the EV Engineering content.

Ad materials required:

- 728 x 90 ad for desktop view
- 300 x 100 ad for mobile view

**\$1,800 per month**  
**(3 month consecutive minimum required)**

### Medium Rectangle Ads

Medium Rectangle Ads rotate in right sidebar positions and also appear among the newswire thumbnails as you scroll through the EV Engineering content.

Ad materials required:

- 300 x 250 ad

**\$1,600 per month**

### General Digital Ad Specs

- Format: .jpg, .png, or .gif.
- For fastest load speeds, limit Leaderboard and Med Rec ads to 150 KB or less, if possible
- Animated ads: 15-sec, 3x loops max

# CHARGED 2023 DIGITAL ADS



## Email Newsletters



**Daily Newsletter Layout**

### Daily Newsletter Ad (300 x 250)

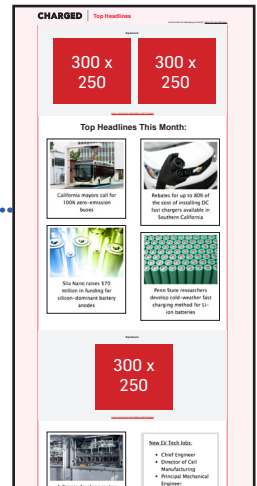
The daily headlines email blast is sent Monday through Friday to an opt-in list of over 19,500+ subscribers.

**\$2,000 for 5 days**

### Monthly Newsletter Ad (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 37,000 subscribers.

**\$3,750 per email**



**Monthly Newsletter Layout**



## Digital Issue Sponsorship



**Digital Issue Email Blast Layout**

### Digital Issue "Brought To You By" Sponsorship

**\$7,000 per digital issue**

Sole sponsorship of the Digital Issue includes:

#### Email Newsletter

- Med Rec (300 x 250) and Leaderboard (600 x 90) ad in New Issue Email announcement sent to over 37,000 subscribers

#### ChargedEVs.com Assets

- 60 days 600 x 90 Banner on Digital Issue Page
- 15 days 300 x 100 Right Sidebar Issue Sponsorship ROS
- 10 days Daily Email Digital Issue Sponsorship



**Digital Issue Page Layout**

**NOTE:** 3 banner sizes are needed for this sponsorship  
• 300 x 250 • 600 x 90 • 300 x 100

# 2023 PREMIUM DIGITAL ADS

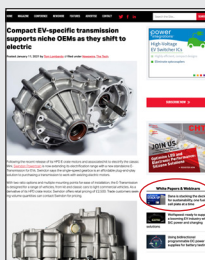
## EV Engineering Sponsored Content & Whitepapers

**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.

**Whitepapers and Lead Gen:** Use the sponsored content to generate leads by placing your whitepaper, spec sheet, e-book or other content behind our download forms. **Note:** 1-3 paragraphs of teaser content before the form is optimal.



Homepage



Run-of-Site Sidebar



Insertion Into  
Daily & Monthly e-Newsletters

**\$4,500 - 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 19,500 opt-in subscribers
- 1 insertion **Monthly e-Newsletters** sent to over 37,000 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.

## EV Engineering 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: \$16,000

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

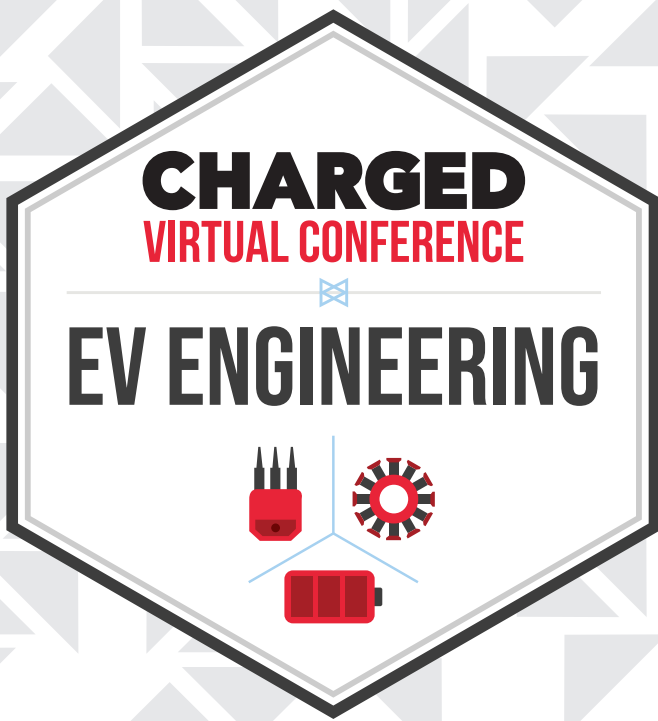
Research shows that webinars work. Over half of B2B consumers find video webinars highly valuable. Whether you have a physical event or just want your webinar to look professional, all that's needed is internet access to broadcast your webcast live.

97%

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

- Share information
- Investigate companies
- Discuss with someone else





## Don't Miss Our Next Virtual Conference On EV Engineering

**Fall 2023:** Week of October 2

### Our Conferences Have Great Engagement

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



#### Global Attendance

North America:

**45%**

Asia:

**22%**

Europe:

**28%**

Other:

**5%**

#### Over 16,000 Attendees Registered For Our 2022 Events:

110+ EV engineering sessions broadcast live APR 2022 and OCT 2022 and available on-demand.

#### A Highly Engaged Audience:

On average each attendee registered for more than 6 sessions, with a total of more than 105,000 individual session registrations.

### 2023 EV Engineering Events

#### Spring 2023 Virtual Conference

WEEK OF APRIL 17, 2023

#### Fall 2023 Virtual Conference

WEEK OF OCTOBER 2, 2023

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](http://www.ChargedEVs.com/Conference)

# 2023

## ■ 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:

**Christian Ruoff**  
Publisher,  
Managing Editor  
717-368-2829  
Chris@ChargedEVs.com

**Joel Franke**  
Business Development  
Director  
608-293-2576  
Joel@ChargedEVs.com

**Jeremy Ewald**  
Account Executive  
574-220-0938  
Jeremy@ChargedEVs.com