



# 2020 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 30,000 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 55,000 unique readers per month.

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

Reader Demographics:  
57% North America, 43% Europe/ROW



## Feature Magazine

**Bimonthly:** Distributed to over 30,000 qualified subscribers

## Digital: Desktop & Mobile

**Daily Engagement:** Over 55,000 unique readers per month. Over 10,000 daily and 30,000 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, Lightweighting, 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





## PRINT SCHEDULE

### Issue 47

January/February 2020

Space close: 1/30/2020

Materials due date: 1/31/2020

### Issue 48

March/April 2020

Space close: 3/24/2020

Materials due date: 3/25/2020

UPDATED

### Issue 49

May/June 2020

Space close: 5/13/2020

Materials due date: 5/15/2020

UPDATED

### Issue 50

July/August 2020

Space close: 6/24/2020

Materials due date: 6/26/2020

### Issue 51

September/October 2020

Space close: 8/12/2020

Materials due date: 8/14/2020

### Issue 52

November/December 2020

Space close: 11/4/2020

Materials due date: 11/6/2020

## 2020 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 15-19, 2020

New Orleans, LA



### International Battery Seminar

March 30-April 2, 2020

Orlando, FL



### E&H Tech Expo Europe, The Battery Show Europev

April 28-30, 2020

Stuttgart, Germany



### PCIM Europe

May 5-7, 2020

Nuremberg, Germany



### CWIEME Berlin

May 26-28, 2020

Berlin, Germany



### EVS 33

June 14-17, 2020

Portland, OR



### Advanced Automotive Battery Conference

June 8-11, 2020

San Francisco, CA



### ITEC 2020

June 24-26, 2020

Chicago, Illinois



### Vehicle Electrification Expo

July 8-9, 2020

Coventry, UK



### Battery Cells & Systems Expo

July 8-9, 2020

Coventry, UK



### E&H Tech Expo, The Battery Show

September 15-17, 2020

Novi, Michigan



### eMove 360

October, 2020

Munich, Germany



# 2020 RATES

## 2020 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](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

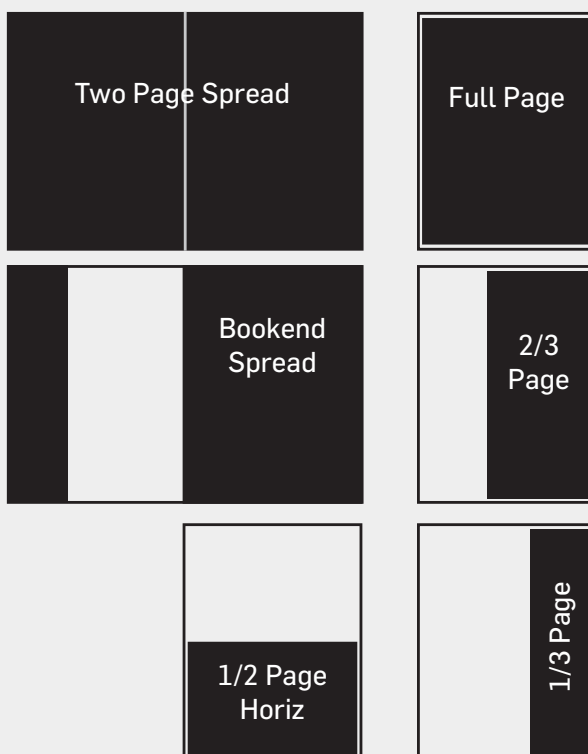
Trim Size: 7.875" x 10.5"

Bleed Size: 8.375" x 11"

Binding: Perfect Bound

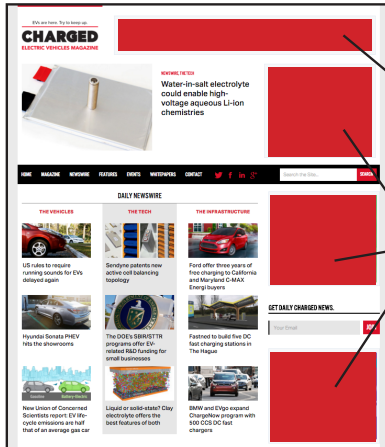
	AD SIZES Non-Bleed	Bleed
Two Page Spread	15" x 9.685"	16.25" x 11"
Full Page	7" x 9.685"	8.375" x 11"
2/3 Page	4.625" x 9.685"	5.25" x 11"
1/2 Page Horizontal	7" x 4.685"	8.375" x 5.5"
1/3 Page	2.25" x 9.685"	2.875" x 11"

Bookend Spread - Full Page & 1/3 Page Combined





# 2020 DIGITAL ADS



## Banner ads

### Leaderboard (728 x 90)

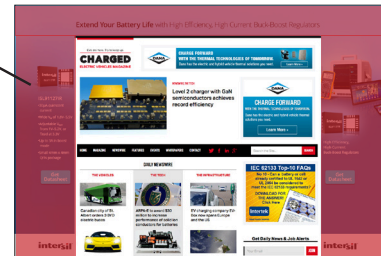
728 x 90 ads rotated at the top of every page, run-of-site.  
**\$1,600 per month (3 month minimum buy required)**

### Med Rectangle (300 x 250)

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

### Wallpaper Page Wrap

Your message stays anchored to the user experience as readers scroll through the page. This unique ad position delivers excellent results for brand awareness and message association.  
**\$1,500 per week (minimum)**



### 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 10,000 subscribers.

**\$1,500 per 5 days (minimum)**

### Monthly Newsletter Med Rec (300 x 250)

The "Month's Top Headlines" email blast is sent to an opt-in list of over 30,000 subscribers.

Includes 15-day 300x250 sidebar Med Rec ROS on ChargedEVs.com

**\$3,000 per email**



## Digital Issue



### Digital Issue Sponsorship

Includes:

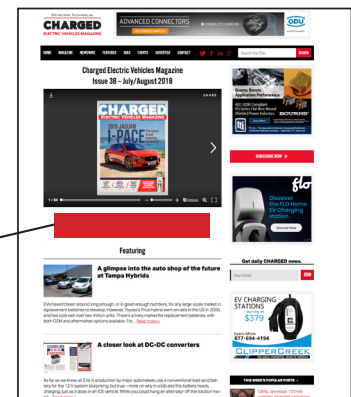
#### Email Newsletter:

- 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

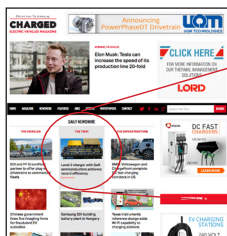
**\$5,500 per issue**



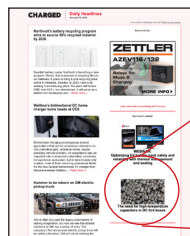
# 2020 PREMIUM DIGITAL ADS

## 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 Top of Newswire Position



Insertion into Daily e-Newsletters

**\$3,000 - Featured promotion throughout the Charged portfolio including:**

**UPDATED**

- 5 days of **Homepage Top of Newswire** position
- 10 days insertion into **Daily e-Newsletters** sent to over 10,000 opt-in subscribers
- 1 insertion **Monthly e-Newsletters** sent to over 30,000 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

# WHO READS CHARGED?

Charged has a highly-engaged audience of readers interested in electric and hybrid vehicle technology and infrastructure. Here's a sample of some recent unsolicited accolades from Charged readers:

Immediately after we appeared in Charged we noticed a major spike in web traffic on our site and had 4 or 5 new companies contact us, including the CEO of a company we've been trying to connect with for some time.

Bruce Renouard, CEO

**Pre-Switch**

At Tesla, we keep the past issues of Charged on the bookshelf for employees to share. We also recently had some visitors who recognized me from the interview we did last year, which was great.

Konstantinos Laskaris, Traction Motor System Architect

**Tesla Motors**

Charged is a great resource, because I don't have the ability to travel to all of the different trade shows. It's a great way to stay up to date on the EV industry.

Margaret Larson, Transportation Energy Specialist

**Hawaii State Energy Office**

The Charged article 'A Closer Look at Switched Reluctance Motors' is clearest explanation of SR motors that I have seen in terms of basic function and pros and cons.

Ben Treichel, Sr Engineering Specialist Hybrid Systems

**Caterpillar Inc**

I find Charged to be an excellent trade journal - one of the better ones among the dozens of trade journals that I follow. Each issue seems to have insightful editorials, relevant industry information about companies operating in the hybrid and electric vehicles space, interviews, etc.

Sandeep Sovani, Ph.D. - Global Automotive Strategy,

**ANSYS**

# 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  
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