



2016

MEDIA KIT

CHARGED ELECTRIC VEHICLES MAGAZINE

NOT YOUR AVERAGE TRADE MAG



Charged was founded by an **engineer** who cares deeply about creating valuable content for the electric and hybrid industry.



100% Organic Growth

Great content means a great audience.

Charged started in 2011 with zero readers, then quickly and organically grew into the industry leader. Charged never purchased or borrowed mailing lists to artificially increase readership. Instead, by publishing great content and distributing at countless tradeshows and conferences, Charged has built the best audience in the industry.



The result is a **highly-engaged readership** that is actively buying, designing and deploying products.

CHARGED

CONTENT MATTERS

Charged splits its EV 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, & More



The Infrastructure

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

Audience: Buyers, Installers, Utility Companies, Fleet Managers, Government Agencies, Property Managers, OEMs, Dealerships & More



The Vehicles

Passenger/Industrial/Niche Vehicles, Market Trends, Decision-Maker Q&As & More

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

CHARGED

ENGAGED AUDIENCE

Thriving in Print

Believe it or not, there is still high demand for long-form feature articles and quality printed products.

6x

The feature magazine is published bi-monthly

28,500

Qualified subscribers - combined 8,500+ print and 20,000+ digital deliveries

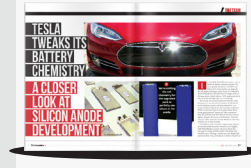
65,000

In addition to qualified subscribers who receive the magazine directly, each issue is featured on ChargedEVs.com for two months - front and center for more than 65,000 unique visitors.

82%

of Charged readers recommend, authorize or purchase products and/or services related to electric and/or hybrid vehicles

CHARGED



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.

	ELECTRIC & HYBRID MARINE WORLD EXPO	JANUARY 11-13, 2016 FT LAUDERDALE, FL		INTERNATIONAL BATTERY SEMINAR	MARCH 21-24, 2016 FT LAUDERDALE, FL		EV5 29	JUNE 18-22, 2016 MONTREAL, QUEBEC
	ADVANCED AUTOMOTIVE BATTERY CONFERENCE EUROPE	JANUARY 25-28, 2016 MAINZ, GERMANY		UTILITY SOLAR CONFERENCE	APRIL 11-14, 2016 DENVER, COLORADO		EV ROADMAP 9	JULY 20-21, 2016 PORTLAND, OR
	THE WORK TRUCK SHOW & GREEN TRUCK SUMMIT	MARCH 1-2, 2016 INDIANAPOLIS, IN		ACT EXPO	MAY 2-5, 2016 LONG BEACH, CA		THE BATTERY SHOW/E&H TECH EXPO	SEPTEMBER 13-15, 2016 NOVI, MI
	APPLIED POWER ELECTRONICS	MARCH 20-24, 2015 LONG BEACH, CA		ADVANCED AUTOMOTIVE BATTERY CONFERENCE	JUNE 13-17, 2016 DETROIT, MI		COIL WINDING EXPO	FALL, 2016 TBD

PRINT SCHEDULE

	AD CLOSE	MATERIALS DUE
ISSUE 22 - NOVEMBER/DECEMBER 2015 Testing/classifying 2nd-use batteries Consumer charging choices	12.15.15	12.18.15
ISSUE 23 - JANUARY/FEBRUARY 2016 Motor manufacturing DCFC billing models	1.26.16	1.29.16
ISSUE 24 - MARCH/APRIL 2016 State of battery standards Workplace charging	3.14.16	3.17.16
ISSUE 25 - MAY/JUNE 2016 Advanced motor control techniques Micro-hybrid tech	5.17.16	5.20.16
ISSUE 26 - JULY/AUGUST 2016 Ultracap-battery combinations Retail charging	7.12.16	7.15.16
ISSUE 27 - SEPTEMBER/OCTOBER 2016 Battery testing vs simulations State-of-the-art IGBT tech	9.13.16	9.16.16
ISSUE 28 - NOVEMBER/DECEMBER 2016 2017 vehicle & tech preview	11.14.16	11.19.16

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Schedules subject to change.

ENGAGED AUDIENCE

Charged Digital

Daily

ChargedEVs.com features a daily feed of electric and hybrid vehicle/technology news

277,063

Unique visitors in the past year
33,000 monthly unique visitors as of Nov 2015

923,312

Pageviews in the past year
99,930 monthly pageviews as of Nov 2015

20,000+

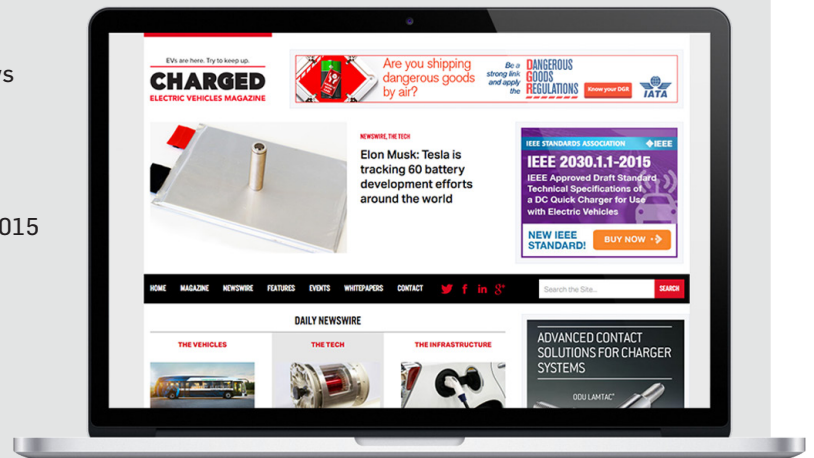
Monthly email newsletter subscribers

5,600+

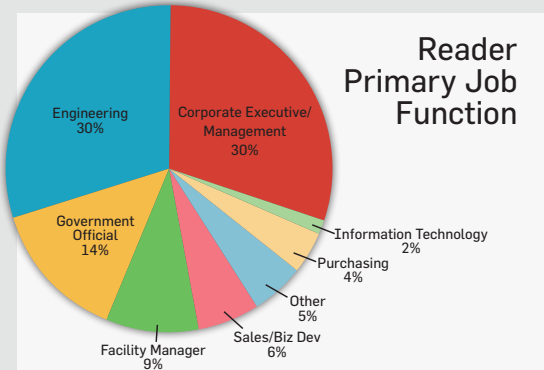
Daily email newsletter subscribers

Stats as of November 20th 2015

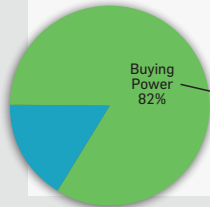
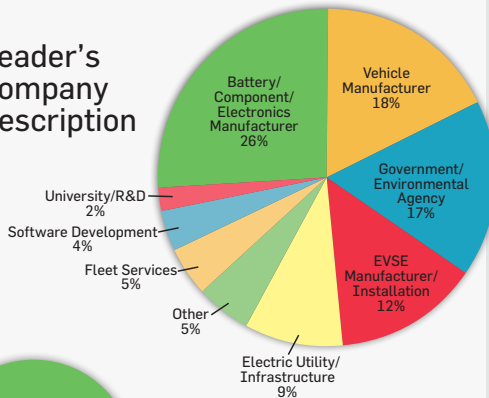
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READER PROFILE



Reader's Company Description



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Data via ChargedEVs Qualified Subscriber Forms

Who reads Charged?

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

Extremely great articles and stats in the last issue of Charged. Keep it up.

Kent B. Ellis, Sr. Account Executive
ABM

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

I love your magazine. Even though I am fully immersed in the EV industry and am at the forefront of everything, I always find myself learning new and interesting things from your articles.

Bret O'Neal, Account Executive
ChargePoint

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 S Larson, Transportation Energy Specialist,
Hawaii State Energy Office

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



Book your 2016 Ad Schedule by January 1st for early bird discounts.

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