



2016

MEDIA KIT

CHARGED ELECTRIC VEHICLES MAGAZINE

NOT YOUR AVERAGE TRADE PUBLICATION



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 has never purchased or borrowed mailing lists to artificially increase readership. Instead, by publishing great content and distributing at all of the leading 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 separates its electric and hybrid vehicle 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, Utilities, Fleet Managers, Government Agencies, Municipalities, Property Managers, OEMs, Dealerships & More



The Vehicles

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

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

CHARGED

ENGAGED AUDIENCE

Thriving in Print

There is still high demand for long-form feature articles and quality printed products.

6x

The feature magazine is published bi-monthly

25,000+

Qualified subscribers with over 28,500 deliveries of each issue (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		ACT EXPO	MAY 2-5, 2016 LONG BEACH, CA
	ADVANCED AUTOMOTIVE BATTERY CONFERENCE EUROPE	JANUARY 25-28, 2016 MAINZ, GERMANY		ADVANCED AUTOMOTIVE BATTERY CONFERENCE	JUNE 13-17, 2016 DETROIT, MI
	THE WORK TRUCK SHOW & GREEN TRUCK SUMMIT	MARCH 1-2, 2016 INDIANAPOLIS, IN		EVS 29	JUNE 18-22, 2016 MONTREAL, QUEBEC
	APPLIED POWER ELECTRONICS	MARCH 20-24, 2015 LONG BEACH, CA		EV ROADMAP 9	JULY 20-21, 2016 PORTLAND, OR
	INTERNATIONAL BATTERY SEMINAR	MARCH 21-24, 2016 FT LAUDERDALE, FL		THE BATTERY SHOW/E&H TECH EXPO	SEPTEMBER 13-15, 2016 NOVI, MI
	UTILITY SOLAR CONFERENCE	APRIL 11-14, 2016 DENVER, COLORADO		COIL WINDING EXPO	FALL, 2016 TBD

PRINT SCHEDULE

	AD CLOSE	MATERIALS DUE
ISSUE 23 - JANUARY/FEBRUARY 2016	1.26.16	1.29.16
ISSUE 24 - MARCH/APRIL 2016	3.2.16	3.4.16
ISSUE 25 - MAY/JUNE 2016	5.9.16	5.13.16
ISSUE 26 - JULY/AUGUST 2016	7.12.16	7.15.16
ISSUE 27 - SEPTEMBER/OCTOBER 2016	9.13.16	9.16.16
ISSUE 28 - NOVEMBER/DECEMBER 2016	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+

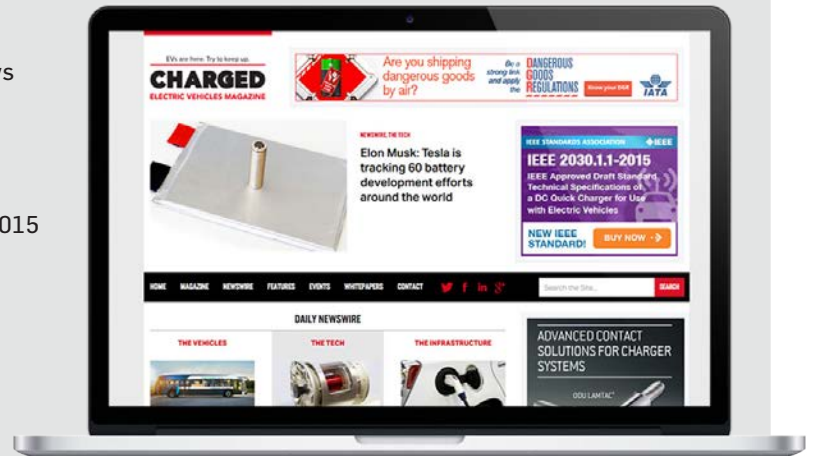
Monthly email newsletter subscribers

5,600+

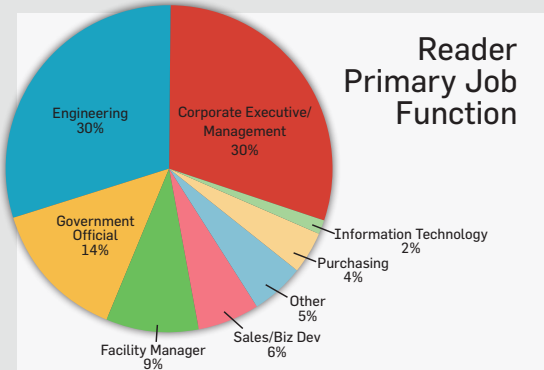
Daily email newsletter subscribers

Stats as of November 20th 2015

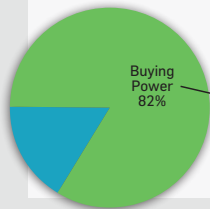
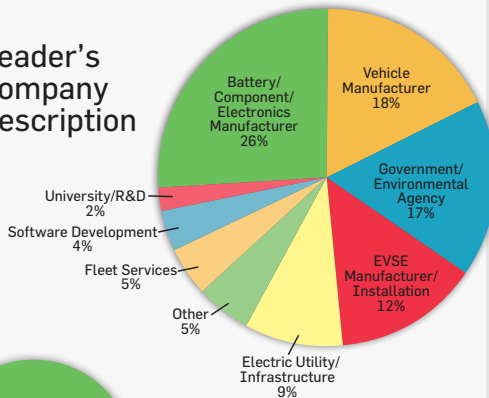
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READER PROFILE



Reader's Company Description



82% of CHARGED readers recommend, authorize, or purchase products and/or services related to electric and/or hybrid vehicles.

Data via ChargedEVs Qualified Subscriber Forms

CHARGED

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

2016 RATES



2016 Print Advertising Rates

Ad Sizes	1x	3x	6x
2 Page Spread	\$7,724	\$7,079	\$6,435
Bookend Spread	\$5,135	\$4,705	\$4,279
Full Page	\$4,543	\$4,163	\$3,786
2/3 Page	\$3,407	\$3,125	\$2,839
1/2 Page	\$2,726	\$2,498	\$2,271
1/3 Page	\$1,826	\$1,666	\$1,515

Premium Positions

Full Page Rates

Back Cover	\$6,588	\$6,040	\$5,490
Inside Covers	\$5,905	\$5,414	\$4,922
Opposite TOC	\$4,997	\$4,581	\$4,163

Marketplace

1/2 Page	\$1,315
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First consideration for premium position upgrade with a 6-insertion agreement.

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PRINT AD SPECS

Overall Magazine Specifications

Trim Size: 7.875" x 10.5"

Bleed Size: 8.375" x 11"

Binding: Perfect Bound

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

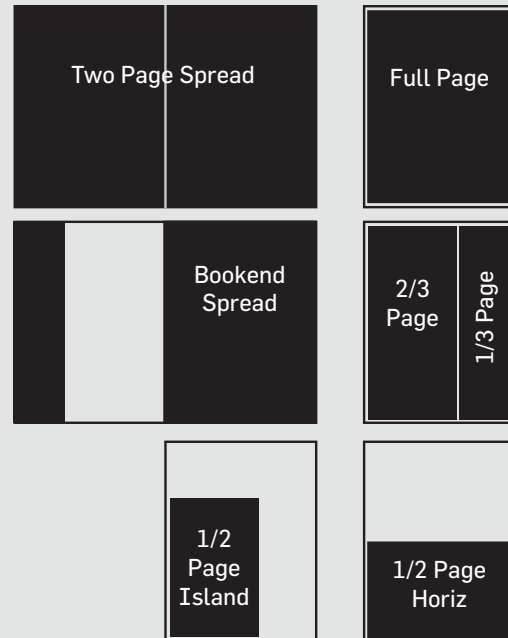
888.908.1044 - Fax

Laurel@ChargedEVs.com

AD SIZES

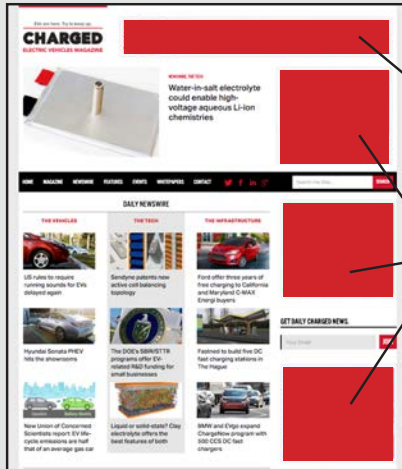
	Non-Bleed	Bleed
Two Page Spread	15" x 9.685"	16.25" x 11"
Full Page	7" x 9.685"	8.375" x 11"
2/3 Page	4.625" x 9.685"	5.25" x 11"
1/2 Page Horizontal	7" x 4.685"	8.375" x 5.5"
1/2 Page Island	4.625" x 7.3125"	5.25" x 8.125"
1/3 Page	2.25" x 9.685"	2.875" x 11"

Bookend Spread - Full Page & 1/3 Page Combined



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2016 DIGITAL ADS



Banner ads

Digital Option 1 Leaderboard (728 x 90)

Up to 2 ads rotated in one position at the top of every page, run-of-site.
\$1,550 per month

Digital Option 2 Med Rectangle (300 x 250)

Up to 10 ads rotated in 5 right sidebar positions on every page, run-of-site.
\$1,300 per month

Email Newsletters



Digital Option 3 Daily Newsletter Tower Ad (160 x 600)

The daily headlines email blast is sent Monday through Friday to an opt-in list of over 5,600 subscribers, as of November 2015.
\$1,125 per 5 days (minimum)

Digital Option 4 Monthly Newsletter Med Rec (300 x 250)

The "Month's Top Headlines" email blast is sent once a month to an opt-in list of over 20,000 subscribers, as of November 2015.
\$2,500 per email



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2016 DIGITAL ADS

Whitepapers

Whitepapers downloads are a great way to use content to generate qualified leads, position your company as a knowledge leader, increase brand awareness, and educate an active audience of decision makers. You supply the whitepaper and we will create a custom lead-generating download page hosted at ChargedEVs.com/whitepapers. Then, choose a promo package:



Digital Option 5 Whitepaper Package

\$2,500

This package includes:

- Med Rec (300 x 250) ad in our monthly email newsletter
- 1-month Med Rec (300 x 250) ad run-of-site on ChargedEVs.com



Digital Option 6 Whitepaper PRO Package

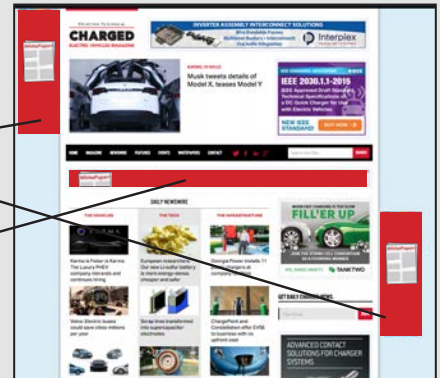
\$5,000

This package includes:

- Med Rec (300 x 250) ad in our monthly email newsletter
- 1-month Med Rec (300 x 250) ad run-of-site on ChargedEVs.com

PLUS

- 2 weeks of skin ads run-of-site on ChargedEVs.com (130 x 400 right and left)
- 2 weeks of 1000 x 50 high-impact banner ad run-of-site on ChargedEVs.com



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2016 DIGITAL ADS

Digital Issue

Digital Option 7

Digital Issue "Brought to you by" Package

\$5,000 per issue

An email blast delivers each digital issue to over 20,000 qualified opt-in subscriber. The "Brought to you by" package includes sponsorship of the newsletter and multiple high-impact ad positions on the ChargedEVs.com landing pages, including:

- Three banner ads (600 x 250) within the digital issue delivery email (top, middle and bottom)
- 2 weeks of skin ads run-of-site on ChargedEVs.com (130 x 400 ads right and left)
- 2 weeks of 1000 x 50 high-impact banner ad run-of-site on ChargedEVs.com
- 2 months of 468 x 60 ad above the digital issue on the homepage of ChargedEVs.com
- 2 months of 600 x 90 ad at the bottom of every content page on ChargedEVs.com

Digital Issue Delivery Email



ChargedEVs.com Homepage



CHARGED

GROW WITH CHARGED

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



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

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

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