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 98,000 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 34,000 qualified subscribers

Digital: Desktop & Mobile
Daily Engagement: Over 98,000 unique readers per month. Over 14,600 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
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.

### Issue 59
**Jan/Feb/Mar 2022**
- Space close: 2/9/2022
- Materials due date: 2/11/2022

### Issue 60
**Apr/May/Jun 2022**
- Space close: 5/2/2022
- Materials due date: 5/6/2022

### Issue 61
**Jul/Aug/Sep 2022**
- Space close: 8/3/2022
- Materials due date: 8/5/2021

### Issue 62
**Oct/Nov/Dec 2022**
- Space close: 11/9/2022
- Materials due date: 11/11/2022

### Issue 63
**Jan/Feb/Mar 2023**
- Space close: 2/8/2023
- Materials due date: 2/10/2022

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**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**
# 2022 Print Advertising Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$9,742</td>
<td>$8,929</td>
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<tr>
<td>Bookend Spread</td>
<td>$6,800</td>
<td>$6,230</td>
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<td>Full Page</td>
<td>$6,016</td>
<td>$5,513</td>
<td>$5,014</td>
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<td>$4,138</td>
<td>$3,760</td>
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<tr>
<td>1/2 Page</td>
<td>$3,610</td>
<td>$3,309</td>
<td>$3,009</td>
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<tr>
<td>1/3 Page</td>
<td>$2,603</td>
<td>$2,375</td>
<td>$2,159</td>
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</tbody>
</table>

**Premium Positions**

<table>
<thead>
<tr>
<th>Full Page Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
</tr>
<tr>
<td>Inside Covers</td>
</tr>
<tr>
<td>Opposite TOC</td>
</tr>
</tbody>
</table>

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 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

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**Overall Magazine Specifications**
Trim Size: 7.875" x 10.5"
Bleed Size: 8.375" x 11"
Binding: Perfect Bound

<table>
<thead>
<tr>
<th>AD SIZES</th>
<th>Non-Bleed</th>
<th>Bleed</th>
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</thead>
<tbody>
<tr>
<td>Two Page Spread</td>
<td>15&quot; x 9.685&quot;</td>
<td>16.25&quot; x 11&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>7&quot; x 9.685&quot;</td>
<td>8.375&quot; x 11&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625&quot; x 9.685&quot;</td>
<td>5.25&quot; x 11&quot;</td>
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<tr>
<td>1/2 Page Horizontal</td>
<td>7&quot; x 4.685&quot;</td>
<td>8.375&quot; x 5.5&quot;</td>
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<tr>
<td>1/3 Page</td>
<td>2.25&quot; x 9.685&quot;</td>
<td>2.875&quot; x 11&quot;</td>
</tr>
</tbody>
</table>

**Bookend Spread - Full Page & 1/3 Page Combined**
2022 DIGITAL ADS

Banner ads

Leaderboard (728 x 90)
728 x 90 ads rotated at the top of every page, run-of-site. (Also include a 600 x 90 and 300 x 100 version of the ad for mobile viewing)
$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.
$1,500 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 14,600 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 34,000 subscribers.
$3,500 per email

Digital Issue

Digital Issue Exclusive Sole 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
• 15-day - 300x250 right sidebar Med Rec ROS
• 5-day - Daily email Sponsorship

$7,000 per issue
2022 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.

$4,000 - 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: $14,000**
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.
Over 15,500 Attendees Have Registered For Our Past Two Events: 100+ EV engineering sessions broadcast live SEP 2020 and APR 2021 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.

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%
Europe: 28%
Asia: 22%
Other: 5%

Over 15,500 Attendees Have Registered For Our Past Two Events:
100+ EV engineering sessions broadcast live SEP 2020 and APR 2021 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.

Upcoming EV Engineering Events

Fall 2021 Virtual Conference
WEEK OF OCTOBER 18TH

Spring 2022 Virtual Conference
APRIL 2022

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
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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