GREAT CONTENT MEANS GREAT READERS.

Editorial Overview
Charged is the leading source for EV industry news because of its commitment to high-quality content.

Feature Magazine
Bimonthly: Distributed to over 30,000 qualified subscribers

Distribution
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 45,000 unique readers per month.

Charged qualified subscribers include key decision makers throughout the electric vehicle industry: from small start-ups to the biggest automakers, independent design firms to Tier One suppliers. Charged has a highly-engaged readership of engineers, executives, fleet managers, government officials and many different prospective buyers of components, systems, EVSE and new vehicles.

Web & Mobile
Daily Engagement: Over 45,000 unique readers per month

Newsletters
Opt-in E-mails: Over 10,000 daily and 30,000 monthly newsletter subscribers

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

Highly Engaged Readers
Charged newsletters have an open rate 123% higher than the industry average.

And a click rate 98% higher than the industry average.
EDITORIAL CONTENT MATTERS

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

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

### PRINT SCHEDULE

<table>
<thead>
<tr>
<th>Issue 35</th>
<th>January/February 2018</th>
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<tbody>
<tr>
<td>Space close: 1/10/2018</td>
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<tr>
<td>Materials due date: 1/12/2018</td>
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<thead>
<tr>
<th>Issue 36</th>
<th>March/April 2018</th>
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<tbody>
<tr>
<td>Space close: 2/28/2018</td>
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<td>Materials due date: 3/2/2018</td>
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<tr>
<th>Issue 37</th>
<th>May/June 2018</th>
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<tr>
<td>Space close: 4/12/2018</td>
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<td>Materials due date: 4/13/2018</td>
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<tr>
<th>Issue 38</th>
<th>July/August 2018</th>
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<tbody>
<tr>
<td>Space close: 6/27/2018</td>
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<tr>
<td>Materials due date: 6/29/2018</td>
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<tr>
<th>Issue 39</th>
<th>September/October 2018</th>
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<tbody>
<tr>
<td>Space close: 8/15/2018</td>
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<tr>
<td>Materials due date: 8/17/2018</td>
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<table>
<thead>
<tr>
<th>Issue 40</th>
<th>November/December 2018</th>
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<tbody>
<tr>
<td>Space close: 11/7/2018</td>
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<tr>
<td>Materials due date: 11/9/2018</td>
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## 2018 Print Advertising Rates

<table>
<thead>
<tr>
<th>Ad Sizes</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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</thead>
<tbody>
<tr>
<td>2 Page Spread</td>
<td>$8,110</td>
<td>$7,433</td>
<td>$6,757</td>
</tr>
<tr>
<td>Bookend Spread</td>
<td>$5,662</td>
<td>$5,187</td>
<td>$4,718</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,009</td>
<td>$4,590</td>
<td>$4,174</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,756</td>
<td>$3,445</td>
<td>$3,130</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,005</td>
<td>$2,754</td>
<td>$2,504</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,166</td>
<td>$1,978</td>
<td>$1,798</td>
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### Premium Positions

**Full Page Rates**

<table>
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<tr>
<th>Premium Positions</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
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<tbody>
<tr>
<td>Back Cover</td>
<td>$7,263</td>
<td>$6,659</td>
<td>$6,053</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$6,510</td>
<td>$5,969</td>
<td>$5,426</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>$5,509</td>
<td>$5,051</td>
<td>$4,590</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 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

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” x 9.685”</td>
<td>16.25” x 11”</td>
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<tr>
<td>Full Page</td>
<td>7” x 9.685”</td>
<td>8.375” x 11”</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>4.625” x 9.685”</td>
<td>5.25” x 11”</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7” x 4.685”</td>
<td>8.375 x 5.5”</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>2.25” x 9.685”</td>
<td>2.875” x 11”</td>
</tr>
</tbody>
</table>

Bookend Spread - Full Page & 1/3 Page Combined

Advertising Director
Laurel Zimmer
727.258.7867 - Office
727.543.7227 - Cell
888.908.1044 - Fax
Laurel@ChargedEVs.com
2018 DIGITAL ADS

Banner ads

**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

**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

**Daily Newsletter Tower Ad (160 x 600)**
The daily headlines email blast is sent Monday through Friday to an opt-in list of over 10,000 subscribers.
$1,125 per 5 days  (minimum)

**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 30,000 subscribers.
$2,750 per email

White Papers

White papers 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 white paper and we will create a custom lead-generating download page hosted at ChargedEVs.com/whitepapers.

Then, choose a promo package:

**White Paper Package 1 - $2,500**
Med Rec (300 x 250) ad in our monthly email newsletter (1 of 2 sponsors)
1-month Med Rec (300 x 250) ad run-of-site on ChargedEVs.com

**White Paper PRO Package - $5,000**
Med Rec (300 x 250) and Leader board (600x90) ad in our monthly email newsletter (Sole sponsor)
1-month Med Rec (300 x 250) ad run-of-site on ChargedEVs.com
2 weeks of wallpaper page wrap ads run-of-site on ChargedEVs.com
Sponsored content, whitepapers, and webinars are a great way to position your company as a knowledge leader and generate qualified leads.

Promote to the largest audience in the electric and hybrid vehicle industry with Charged e-newsletters and website, now with over 45,000 unique monthly readers.

**Monthly Newsletter - $2,750**

- Med Rec (300 x 250) ad in our monthly email newsletter (1 of 2 sponsors)
- 1 month Med Rec (300 x 250) ad run-of-site on ChargedEVs.com
- 5 day sponsorship ad (160x600) ad in our daily email newsletter

**Sponsored Content - $2,500**

- Editorial promotion in the sponsored content position of the Charged EVs Newswire feed.
- 1,000 guaranteed page views.
- E-Newsletter and social media promotion

**Digital Issue Sponsor - $5,000**

- 2 weeks of wallpaper page wrap ads run-of-site on ChargedEVs.com
- Med Rec (300 x 250) and Leader board (600x90) ad in our monthly email newsletter (Sole sponsor)
- Banner ads above digital issue for 60 days
- 5 day sponsorship ad (160x600) ad in our daily email newsletter
Sponsored Content

- Up to 1,250 words of editorial
- 3 images or figures
- 1 embeddable video
- Unlimited external links to more information, downloaded brochures and spec sheets

$2,500 - Two weeks Homepage and Sidebar News Widget positioning. At least 1,000 pageviews guaranteed.

Top of Newswire Position
Your content is positioned at the top of the Newswire Feed for the relevant channel (vehicles, tech or infrastructure).

Sidebar News Widget
Your content is also promoted throughout the site in the Sidebar News Widget.

E-Newsletter and Social Media
Your content is also promoted throughout our portfolio of daily and monthly e-newsletters and social media.

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.

$1,000 per week
20,000 impressions guaranteed
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:

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

Love the content you’re putting out. Great for the industry!
Bryan Hansel, CEO
Nohm

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.

Book your 2018 Ad Schedule by January 1st for early bird discounts.

Contact us today for more information on advertising packages and editorial opportunities:
Christian Ruoff
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717-368-2829
Chris@ChargedEVs.com

Laurel Zimmer
Associate Publisher - Ad Director
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Laurel@ChargedEVs.com

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