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 50,000 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 50,000 unique readers per month

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

**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.

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

**Buying Rate**
OPEN RATE 123% HIGHER

**Click Rate**
98% HIGHER
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.

**2019 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.

**PRINT SCHEDULE**

<table>
<thead>
<tr>
<th>Issue 41</th>
<th>January/February 2019</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Space close: 1/9/2019</td>
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<tr>
<td></td>
<td>Materials due date: 1/11/2019</td>
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<table>
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<tr>
<th>Issue 42</th>
<th>March/April 2019</th>
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<tbody>
<tr>
<td></td>
<td>Space close: 2/20/2019</td>
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<th>Issue 43</th>
<th>May/June 2019</th>
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<tbody>
<tr>
<td></td>
<td>Space close: 4/17/2019</td>
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<th>Issue 44</th>
<th>July/August 2019</th>
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<tbody>
<tr>
<td></td>
<td>Space close: 6/26/2019</td>
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<tr>
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<td>Materials due date: 6/28/2019</td>
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<tr>
<th>Issue 45</th>
<th>September/October 2019</th>
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<tbody>
<tr>
<td></td>
<td>Space close: 8/14/2019</td>
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<td></td>
<td>Materials due date: 8/16/2019</td>
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<table>
<thead>
<tr>
<th>Issue 46</th>
<th>November/December 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Space close: 11/6/2019</td>
</tr>
<tr>
<td></td>
<td>Materials due date: 11/8/2019</td>
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</table>
# 2019 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>$8,516</td>
<td>$7,805</td>
<td>$7,095</td>
</tr>
<tr>
<td>Bookend Spread</td>
<td>$5,945</td>
<td>$5,446</td>
<td>$4,954</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,259</td>
<td>$4,819</td>
<td>$4,382</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$3,944</td>
<td>$3,617</td>
<td>$3,287</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$3,155</td>
<td>$2,892</td>
<td>$2,629</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$2,275</td>
<td>$2,076</td>
<td>$1,888</td>
</tr>
</tbody>
</table>

## Premium Positions

**Full Page Rates**

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$7,626</td>
<td>$6,992</td>
<td>$6,356</td>
</tr>
<tr>
<td>Inside Covers</td>
<td>$6,836</td>
<td>$6,268</td>
<td>$5,698</td>
</tr>
<tr>
<td>Opposite TOC</td>
<td>$5,785</td>
<td>$5,303</td>
<td>$4,819</td>
</tr>
</tbody>
</table>

First consideration for premium position upgrade with a 6-insertion agreement.
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
888.908.1044 - Fax
Laurel@ChargedEVs.com
2019 DIGITAL ADS

Banner ads
- Leaderboard (728 x 90)
  728 x 90 ads rotated at the top of every page, run-of-site.
  $1,550 per month
- Med Rectangle (300 x 250)
  300 x 250 ads rotated in right sidebar positions on every page, run-of-site.
  $1,300 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.
  $1,000 per week (minimum)

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.
  $1,125 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.
  $2,750 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
  - 30-day - 300x250 right sidebar Med Rec ROS
  - 5-day - Daily email Sponsorship
  $5,000 per issue
2019 PREMIUM DIGITAL ADS

Sponsored Content / Whitepapers / Lead Capturing

Sponsored Content includes:
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.

$2,750 - 1,000 pageviews guaranteed. Typically achieved in 1-2 weeks of promotion throughout Charged portfolio:

**Top of Newswire Position**
Your content is positioned at the top of the Newswire Feed.

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

WEBINARSHOSTED BY CHARGED

Webinars are a great way to position your company as a knowledge leader - offering attendees valuable information and generating qualified leads. Our industry-leading subscriber database will ensure quality registrations and help find the best leads. Start planning your webinar today!

Webinar Hosted by Charged: $11,025
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% 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:

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 2019 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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Chris@ChargedEVs.com

Laurel Zimmer
Associate Publisher - Ad Director
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Jeremy Ewald
Account Executive
574-220-0938
Jeremy@ChargedEVs.com