

WHO WE ARE

electrive.com, is the market leader in electric transport industry news in Europe, giving our international readers the best insights into this rapidly growing industry. We have closely followed the development of electric-mobility since 2013. Our stories engage on multiple platforms through our newsletter, website, Twitter, Facebook, Instagram, LinkedIn and YouTube. Every day electrive.com publishes the latest international news in electric mobility, as well as offering market insights, a study guide and an event calendar.

WHO WE REACH

electrive.com reaches manufacturers of all means of electric vehicles, component suppliers and mobility service providers, as well as charging and hydrogen infrastructure service providers, suppliers and manufacturers. Our readership includes fleet managers, energy suppliers, scientists, mobility experts, other media outlets and decision-makers in government and industry.

SPECIAL RATES FOR STARTUPS

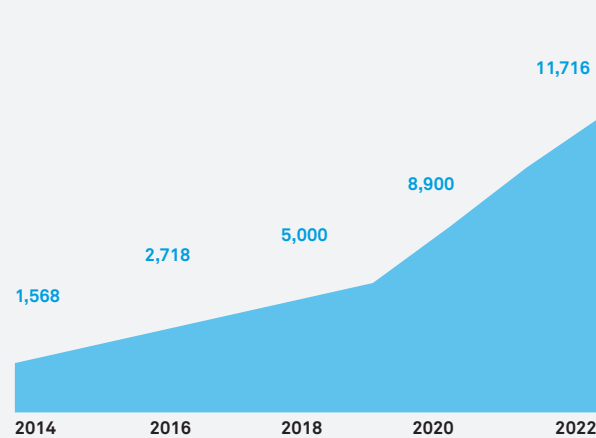
We offer a 50% discount on the net cost of all ad placements for startups not tied to an already established company that were founded less than three years ago. This discount is available for all standard advertising offers. This discount does not apply to advertorials and partnerships. To make use of this discount, just let us know when you book.

SCOPE

25,200 readers every day

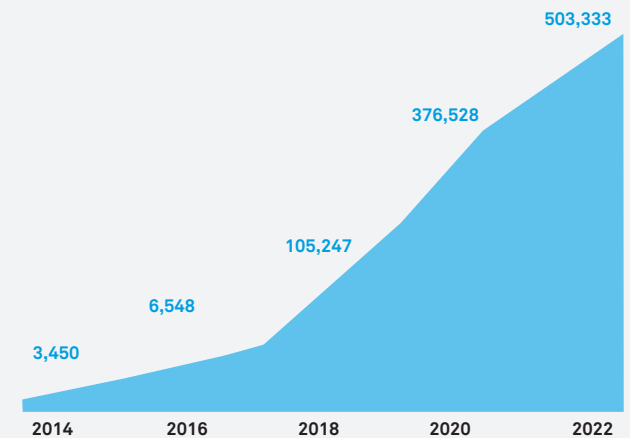
11,700 per email newsletter
13,500 via website
(NOVEMBER 2022)

Development Newsletter Subscriptions



Number of newsletter subscribers at the end of each year.

Development Page Views



Number of monthly page views on an annual average according to Google Analytics and Koko Analytics.

CONTACT:

RABBIT PUBLISHING GMBH
JULIANE WITTEK

Rosenthaler Str. 34/35
10178 Berlin / GERMANY

Phone: +49 (0) 30 27 57 69 86
eMail: advertise@electrive.com

Office hours: 9 am - 3 pm

NEWSLETTER TEXT AD

A text ad in our daily newsletter is quick and effective. Text ads are placed prominently between news items. Text ads may also include your logo/graphic as well as the active link of your choice. You can book a single text ad or a package consisting of 5, 10 or 20 placements. Every placement may contain different content (text, link, logo/graphic). This is one of the most effective ways to reach decision makers in the electric mobility sector.

EXAMPLE:

Germany extends PEV incentives: At the German "Autogipfel" or Auto Summit, a panel of top politicians and business leaders has decided on further incentives for electric mobility. As expected, these include the extension of the innovation premium until 2026, but also subsidies and requirements for the expansion of the charging infrastructure.
[Continue reading on electrive.com >](#)

--- Text Ad ---
PHOENIX CONTACT expands e-mobility portfolio: With immediate effect, Phoenix Contact is building a broad portfolio of coordinated charging technology components under the name CHARX, both for the electrification of vehicles and for setting up high-performance charging infrastructure.
[Learn more.](#)



Additional premiums for EVs in CA: California electric utilities are teaming up with the California Air Resources Board (CARB) to offer up to \$1,500 for purchase or lease of electric vehicles across the state. The offer called the California Green Fleet Reward (CGFR) began on 17 November.
[Continue reading on electrive.com >](#)

Ford is expanding the Kuga series with a further electrified version for Europe. With immediate effect, drivers can order the Kuga as a hybrid. After the mild hybrid and the plug-in hybrid, the HEV is the third electrified drive in the Kuga range.
[Continue reading on electrive.com >](#)

Evergrande's Hengchi begins test production in Shanghai: Evergrande Auto recently started test production at its Shanghai and Guangzhou plants, according to local media. In August, Evergrande announced the first six electric models to be offered under the Hengchi brand.
[gasgoo.com](#)

SERVICE

Advertisers are responsible for the accuracy and language choices of their own ads. Our native speaking team is happy to help you with the design and wording of the text ad for an appropriate fee upon request. We also provide a click count report for every ad placement.

SPECIFICATIONS AND DELIVERY

- Max. 350 characters incl. spaces / first word group in bold
- Link to your website of choice (will be displayed as [www.yourwebsitehere.com](#))
- Logo or graphic: max. 600 pixels wide and max. 300 pixels high (displayed in 300 x 150 px) / delivered as JPG or PNG
- Just send your material to advertise@electrive.com as word document, PDF, or email text two workdays prior to your ad placement.

PRICES WITHOUT LOGO*

| | | |
|---|------------|----------------|
| 1 placement | | 300 € |
| 5 placements or 1 week (10% quantity discount) | 10% | 1,350 € |
| 10 placements or 2 weeks (15% quantity discount) | 15% | 2,550 € |
| 15 placements or 3 weeks (20% quantity discount) | 20% | 3,600 € |
| 20 placements or 4 weeks (25% quantity discount) | 25% | 4,500 € |

PRICES WITH LOGO*

| | | |
|---|------------|----------------|
| 1 placement | | 500 € |
| 5 placements or 1 week (10% quantity discount) | 10% | 2,250 € |
| 10 placements or 2 weeks (15% quantity discount) | 15% | 4,250 € |
| 15 placements or 3 weeks (20% quantity discount) | 20% | 6,000 € |
| 20 placements or 4 weeks (25% quantity discount) | 25% | 7,500 € |

*net prices quoted in euros, excluding 19% statutory value-added tax

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Placing a banner ad in our newsletter electrive.com today gives you visibility where it is most effective. You can book a content ad with our standard format (300 x 250 pixels), or our maxi format (300 x 450 pixels). You can purchase a single placement or take a package offer (5, 10, 20 placements or rather per week). Your banner strategy can be easily and effectively tailored according to the communication needs of your campaign.

EXAMPLE:

Is BMW going to put out a fully-electric i8? For the next generation of its 1000-hp hybrid sports car, BMW is apparently in favour of a fully electric drive with core elements from the BMW iNEXT electric all-wheel drive. CATL is likely to supply the battery cells.
[Continue reading at electrive.com >>](#)

Berlin-based Umi reveals next-gen e-scooter for sharing. Umi, founded in 2013, has revealed its second-generation electric scooter developed with Bosch and LG. According to the manufacturer, the new electric scooter should also offer the largest storage space and one of the fastest acceleration capacities in the segment.
[Continue reading at electrive.com >>](#)



Renault Zoe gets carsharing software from Vueling. Vueling has partnered with Renault to pre-install its AVA car sharing software in Renault Zoe. The agreement between the two French firms means that Renault will be able to install Vueling car sharing software on the assembly line.
[Continue reading at electrive.com >>](#)

Tesla updates. Tesla has released a series of do-it-yourself guides for maintaining the Model 3. Meanwhile, the construction of the Gigafactory 3 in China is apparently making great strides. A new drone video of Tesla's construction site shows the main building almost finished.
[cnet.com, tesla.com \(both US\), electrive.com \(Gigafactory 3\)](#)

SPECIFICATIONS AND DELIVERY

- Regular content ad: 300 pixel wide and 250 pixels high
- Maxi Content ad: 300 pixels wide and 450 pixels high
- Formats: JPG (static) or GIF (animation), NO Flash
- File size: regular content ad up to 50 kb / Maxi Content ad up to 80 kb
- Just send your material to advertise@electrive.com as word document, PDF, or email text two workdays prior to your ad placement.

PRICES CONTENT AD* (300X250 PIXEL)

| | | |
|---|------------|----------------|
| 1 placement | | 300 € |
| 5 placements or 1 week (10% quantity discount) | 10% | 1,350 € |
| 10 placements or 2 weeks (15% quantity discount) | 15% | 2,550 € |
| 15 placements or 3 weeks (20% quantity discount) | 20% | 3,600 € |
| 20 placements or 4 weeks (25% quantity discount) | 25% | 4,500 € |

PRICES MAXI CONTENT AD* (300X450 PIXEL)

| | | |
|---|------------|----------------|
| 1 placement | | 500 € |
| 5 placements or 1 week (10% quantity discount) | 10% | 2,250 € |
| 10 placements or 2 weeks (15% quantity discount) | 15% | 4,250 € |
| 15 placements or 3 weeks (20% quantity discount) | 20% | 6,000 € |
| 20 placements or 4 weeks (25% quantity discount) | 25% | 7,500 € |

*net prices quoted in euros, excluding 19% statutory value-added tax

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WEBSITE ADVERTISEMENT

We offer a wide range of ad formats that guarantee a targeted and effective appeal – either in combination with the newsletter or for online campaigns.

DISCOUNTS

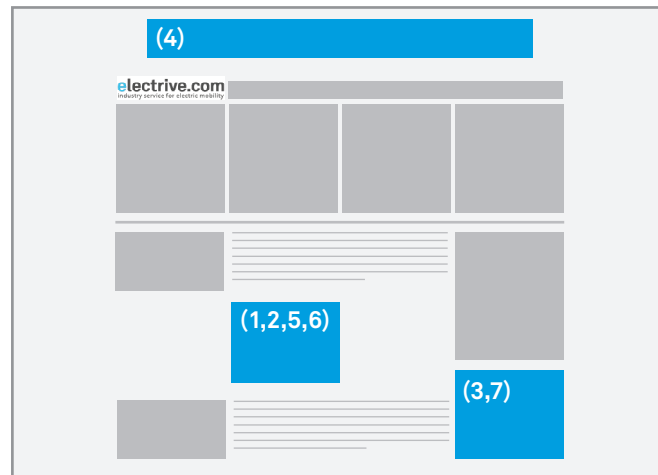
4 weeks = 5% / 8 weeks = 10% / 12 weeks = 20%

SCOPE

110,000 visitors per week

130,000 page impressions per week

(Koko Analytics, Q3 / 2022)



SPECIFICATIONS AND DELIVERY

- Every placement runs exclusively on the booked position for a whole week
- Formats: JPG, PNG, GIF or HTML
- Please send the material to advertise@electrive.com two workdays prior to the placement
- We also provide a click count report for every ad placement

SIZES AND PRICES*

| AD TYPE | SIZE | PRICE/WEEK |
|-----------------------------|--------------|------------|
| STANDARD SIZES | | |
| (1) Text Ad with logo/image | see page 2 | 500 € |
| (2) Content Ad | 300 x 250 px | 500 € |
| (3) Medium Rectangle | 300 x 250 px | 500 € |
| SPECIAL SIZES | | |
| (4) Leaderboard | 728 x 90 px | 700 € |
| (5) Maxi Content Ad | 300 x 450 px | 600 € |
| (6) XXL-Banner | 500 x 400 px | 700 € |
| (7) Video-Ad | 300 x 250 px | 600 € |

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PARTNERSHIPS

BRONZE PARTNER

With this partnership you can move your product innovation or an event in the centre of attention for a specific amount of time. During this period your message appears 10 times as text ad or banner in the newsletter. A 4-week banner placement on the website completes this partnership.

SILVER PARTNER

Do you want to address e-mobility experts and establish yourself as an attractive partner to your targeted group? In that case you should decide on the silver partnership. Your brand appears 20 times as a text ad (incl. a image/logo) or banner in the newsletter. In addition, you get the opportunity to promote your brand for 6 weeks on our website and we will put your logo and a corresponding link in our sidebar.

GOLD PARTNER

Would you like to be noticed as one of the leading companies in the electric mobility sector? If so, you should become a gold partner! Your brand appears 30 times as a text ad (incl. image/logo) or banner in the newsletter. Furthermore, the partnership includes 10 weeks of banner ads on our website in a size of your choice (see page 4). The placement of your logo and a corresponding link in the sidebar of our website is guaranteed.

BRONZE PARTNER*

- ✓ **10 placements in the newsletter** as text ad (incl. a picture/logo) or banner
- ✓ **4-week banner ad** on the website (all standard sizes)
- ✓ Immediate attention for your innovation or event
- ✓ Duration: **3 months**

4.999 €*

SILVER PARTNER*

- ✓ **20 placements in the newsletter** as text ad (incl. a picture/logo) or banner
- ✓ **Partner logo** with interactive link on the website (sidebar, instant visibility)
- ✓ **6-week banner ad** on the website (3 x standard sizes and 3 x special sizes)
- ✓ Extended visibility for your brand or products
- ✓ Duration: **6 months**

6.999 €*

GOLD PARTNER*

- ✓ **30 placements in the newsletter** as text ad (incl. a picture/logo) or banner
- ✓ **Partner logo** with interactive link on the website (sidebar, instant visibility)
- ✓ **10-week banner ad** on the website (5 x standard sizes and 5 x special sizes)
- ✓ Special exclusivity for your brand or products
- ✓ Duration: **12 months**

9.999 €*

*net prices quoted in euros, excluding 19% statutory value-added tax

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ADVERTORIAL

With an exclusive advertorial you can advertise your message and best cases in the editorial context of our website. Here you have the choice of several multi-media options for your content; from the integration of videos and pictures, to download options for white papers or brochures. We ensure that your advertorial gets maximum attention from an expert audience with an e-mobility focus.

PRODUCTION

You can either provide us with the content or we can offer you language editing and text services from our native speaking staff for an additional fee. We can also produce a complete advertorial for you.

PACKAGE DETAILS

- ✓ Permanent archiving afterwards & traceability in the category of your choice on electrive.com
- ✓ 4 x text ads in our newsletter (teaser for the advertorial)
- ✓ 2 x Twitter post via our channel
- ✓ 2x LinkedIn post on our channel

ADVANTAGES / INCLUDING

- ✓ Multiple media options: text, video, downloads etc.
- ✓ Visibility in search engines
- ✓ Advertisement in an editorial context
- ✓ Publication via newsletter and social media channels
- ✓ Language and text services

SPECIFICATIONS AND DELIVERY

- Max 3,000 characters (incl. spaces)
- Max. 5 images / file type JPG, PNG or GIF
- 3 links with an URL or your choice
- Video integration (Vimeo, Youtube)
- Incl. one round of corrections
- Please send the material to advertise@electrive.com at minimum one week prior to your desired ad placement / send as word document, PDF or email text.

Prices
on request

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