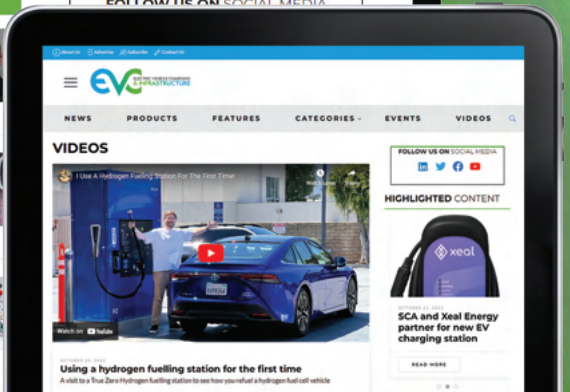
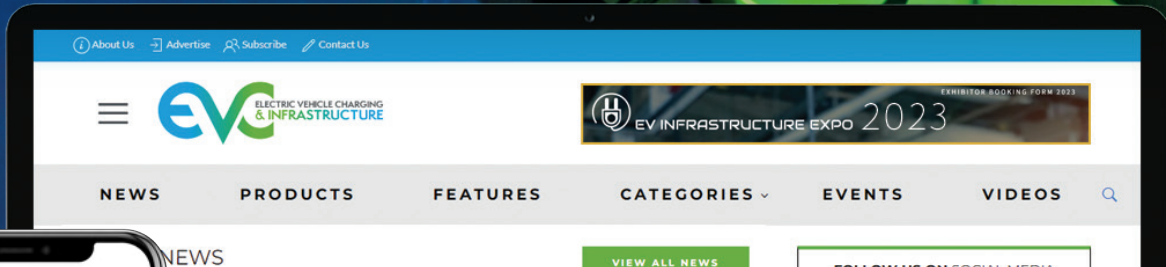




ELECTRIC VEHICLE CHARGING & INFRASTRUCTURE

evcandi.com



LAUNCH

MEDIA KIT 2023

Electric vehicle charging systems are crucial to reducing vehicle emissions, and governments around the world are on a fast-track to implement the necessary charging infrastructure. It's a rapidly evolving and fast-growing market: **Get on board with EVC&I today!**

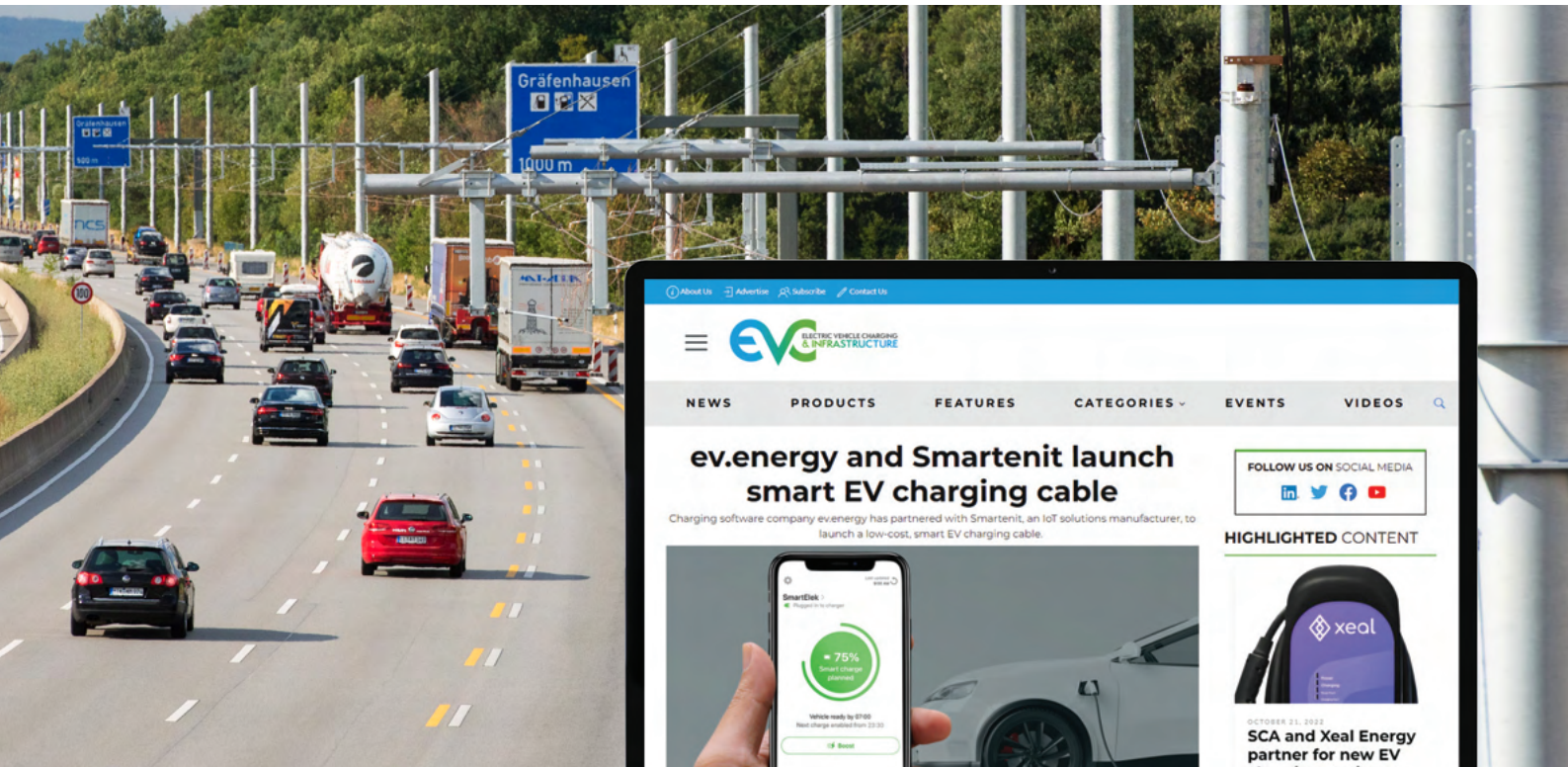


A dynamic global industry which addresses carbon emissions and depletion of non-renewables

The global electric vehicle charging infrastructure market is booming. According to a 2022 report from Grand View Research, a US-based consultancy, the market “is expected to reach USD \$217 billion by 2030, growing at a CAGR (compound annual growth rate) of 30.6% from 2022 to 2030.”

Another recent research report, from the North American consultancy Guidehouse Insights, is even more bullish: “Total charge-point revenue across all applications is expected to more than double, with the market now expected to reach more than \$380.5 billion by 2031.”

investments will likely be focused on high-impact segments—those that travel the most and carry large numbers of passengers or objects, such as commercial vehicles and public transport, as well as those that operate in high-density (urban) environments.” Governments around the world know this, and things are changing fast. The future of the market is full of opportunity for multiple disciplines, says the McKinsey interview. “We will see the development of next-generation vehicles and supporting components, as well as an evolution of the collaborations among charging-technology providers, OEMs, operators, utilities, and players in renewable energy.



Leading consultancy McKinsey & Co recently interviewed Frank Mühlon of ABB and Giovanni Palazzo of Electrify America, and they too agreed that the EV charging infrastructure market is set for a very exciting period of strong growth: “To meet the target of 290 million charging points by 2040, we’ll need USD \$500 billion in public-private investment,” says Mühlon, “(and) these

“Companies are already making bold moves, diversifying their portfolios to participate in the operation of charging stations. For example, IONITY—a joint venture of BMW Group, Daimler AG, Ford Motor Company, Hyundai, and the Volkswagen Group with Audi and Porsche—operates a network of approximately 400 fast-charging stations across 24 European countries.”

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Also: “New software solutions are also emerging that are shaping the future of the sector. One cloud-based digital solution aims to optimize the real-time fleet management of EVs and to speed up the electrification of transport fleets by helping operators maintain 100% business continuity as they make the transition to being fully electric.”

eNewsletter Circulation

The *EV&I* eNewsletter will be sent out every two weeks to a bespoke circulation drawn from the main Route One Publishing database PLUS qualified individuals identified through web and telephone research. To this core database will be added all qualified individuals that register to receive regular eNewsletters. Access to **evcandi.com** is free to all at the time of launch.

43,838*
 Total qualified circulation



- The core circulation comprises qualified individuals from the following organisations:-**
1. Engineering firms; architects; project management companies; transportation consultants; urban planners; quantity surveyors
 2. National, regional, and local highways & transportation government departments
 3. Systems integrators; electrical, cabling, and IT contractors; M&E specialists and installers
 4. Vehicle and component manufacturers
 5. Universities & research establishments
 6. Banks and finance companies
 7. Car park operators, including stations and airports
 8. Service station owners & operators; toll road operators
 9. EV charging station operators
 10. Retail parks; sports centres; hotel chains; rental car companies

EV ELECTRIC VEHICLE CHARGING & INFRASTRUCTURE **eNewsletter**

Nikola and ChargePoint to accelerate charging infrastructure solutions
 Nikola Corporation, a provider of zero-emissions transportation and energy supply and

NAPA aligns with Qmerit for comprehensive EV charging solutions
 The National Automotive Parts Association (NAPA) is helping drivers and partners

GreenPower starts second round of all-electric school bus pilot
 GreenPower has launched the second round of its pilot project with the state of West Virginia to demonstrate all-electric school buses in Clay.

Charge Amps partners with Monta on UK charge points
 Sweden-headquartered EV charging solutions provider Charge Amps has partnered with Denmark-based Monta to bring smarter, infrastructure solutions, and EV charging.

Microvast and General Motors win US\$200m DOE grant
 A wholly-owned subsidiary of Microvast Holdings has been selected by the US Department of Energy, in collaboration with

Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official media, or who are members of a relevant professional industry association.

**Figures quoted using Publisher's own data.*

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McKinsey & Co: Shaping the future of fast-charging EV infrastructure

Sponsored Content, *White Papers & *Industry Research

In an industry that is permanently hungry for information, such as data sheets, case studies, and product data, content marketing can provide a new and exciting dimension to your campaign. You can provide information that will help industry professionals in their jobs, while at the same time putting your company at the forefront as experts and thought leaders.



All sponsored content will appear in a prime position within the Features or Products sections for 1-month and then it will be archived and available for a further 12-months. It will be supported by promotion on the website, our eNewsletters and our growing social media audience.

*We will review and write an executive summary as part of the sponsorship



Product launch
Cost Per Month - US\$1,070 - €935
Included in the product launch package:

- 300-500 words & image of your choice featured on the homepage and in the products section/listers
- Promoted on our social media channels
- Promoted on our EVC&I eNewsletter sent to 43,838 readers worldwide

Premium product launch
Cost Per Month - US\$2,860 - €2,485
Included in the premium product launch package:

- 300-500 words & image of your choice featured on the homepage and in the products section/listers
- A video or download sheet integrated within your article
- Promoted on our social media channels
- Promoted on our EVC&I eNewsletter sent to 43,838 readers worldwide

Focus feature
Cost Per Month - US\$5,720 - €4,970
Included in the basic feature package:

- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Promoted on our EVC&I eNewsletter sent to 43,838 readers worldwide
- The feature will appear on the homepage within the "features section" and in feature pages/listers

Premium feature
Cost Per Month - US\$9,995 - €8,690
Included in the premium feature package

- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Boosted on social media channels
- Promoted on our EVC&I eNewsletter sent to 43,838 readers worldwide
- Premium positioning of your feature under "Highlighted Content" slider promotion across almost every page of the website
- The feature will also appear on the homepage within "featured articles" and in feature pages/listers

Video

Video is the fastest growing digital medium, as it is one of the most effective methods of engaging your target audience.

We understand that it is costly to create a company &/or product video, so, having made that investment, it is imperative to have it seen by as many transportation professionals as possible.

Through our new website, *evcandi.com* can now offer many excellent opportunities to help you reach this important industry audience on a worldwide basis.

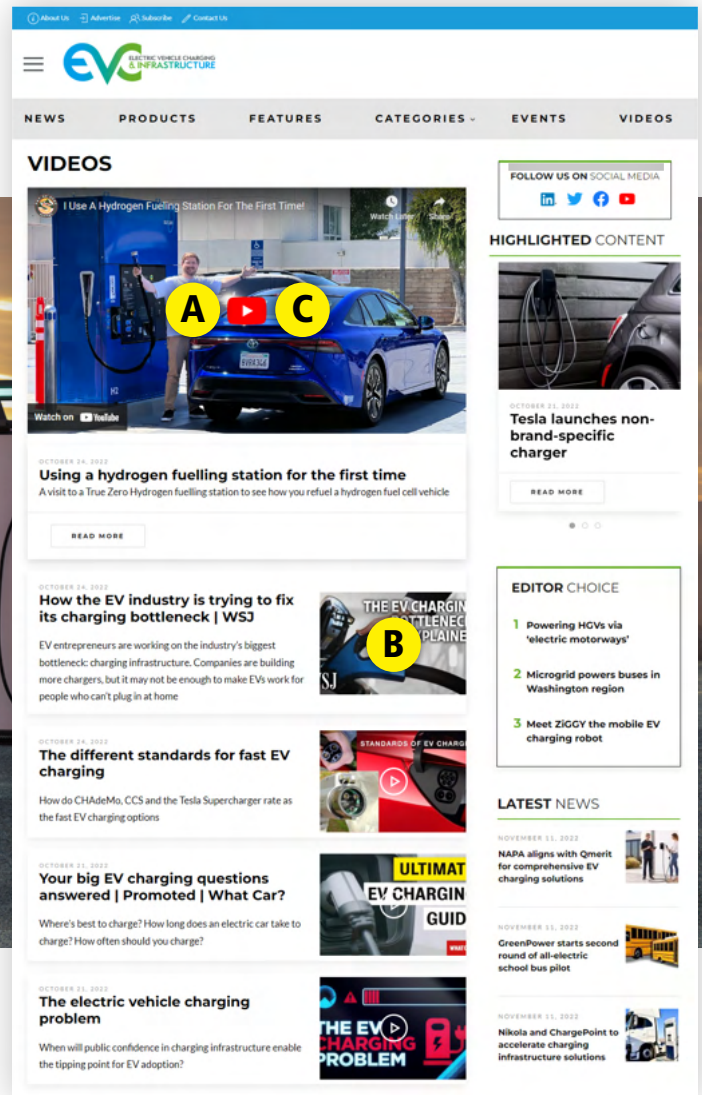
We can even help create your own product and corporate videos. See below for more details.

YouTube has over 2.6 billion users worldwide that watch an average 1 billion hours per day

A Premium video position
Cost Per Month - US\$2,140 - €1,860
 Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

B Basic video
Cost Per Month - US\$1,425 - €1,235
 Your video will be hosted on the homepage and in the video lists.

C Highlighted video: POA
 Supplied by you and introduced by one of our professional video presenters, reviewed as a news or product story, and hosted in a prime slot on the home page. We can also add a video interview with one of your representatives and/or a customer.



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Deloitte: Worldwide roads on course for 31.1 million electric vehicle milestone by 2030.

eNewsletter Geographic Distribution (Direct to over 43,838* industry professionals)

Sent every two weeks to our database of over 43,838 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience.

43,838*
 Total qualified circulation

The geographic distribution of the core database by region is:-

North America	23,005
Europe	11,634
Asia	3,995
Middle East & Africa	3,266
Central & South America	1,233
Australasia & SE Asia	705
TOTAL	43,838*

eNewsletter dates

Plan your 2023 campaigns now

- January 10th & 31st
- February 21st
- March 7th & 21st
- April 4th & 18th
- May 2nd & 23rd
- June 6th & 27th
- July 11th & 25th
- August 15th
- September 5th & 19th
- October 10th & 24th
- November 7th & 28th
- December 12th



Price per Sponsorship Banner


300 pixels wide x 125 pixels high	US\$1,375	€1,085
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Guidehouse Insights: Global Market for EV Charging Technologies to Reach More Than \$380 Billion By 2031




eNewsletter



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300 x 125



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Microvast and General Motors win US\$200m DOE grant

A wholly-owned subsidiary of Microvast Holdings has been selected by the US Department of Energy, in collaboration with

300 x 125

*Figures quoted using Publisher's own data.

Banner Opportunities

Special Position – Catfish Banner (One advertiser per month)

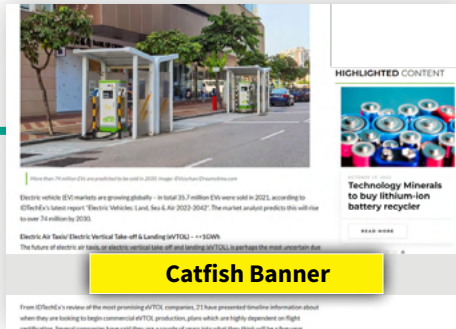
This is the most visible position on the website as it appears at the bottom of every page apart from the Homepage, where it reverts to position G. The Catfish Banner effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. Every visitor will see the Catfish Banner and they can either click on it to visit your website, or close it until their next website session. Either way, they will have seen your brand and read your message. This is the most impactful position on the website, as it is exclusive to one company per month.

Cost Per Month: US\$3,575 - €3,105

Desktop size: 728 x 90

Responsive sizes:

300 x 100, 300 x 50, 600 x 75



The Catfish banner will sit at the bottom of the screen and float above published content on the website.

Banner Positions

A Leaderboard (Max 3x Advertisers)

One of the largest and most visible advertising positions. With a leaderboard you're always going to be top and centre across the entire website.

Cost Per Month: US\$1,430 - €1,245

Desktop Size: 728 x 90

Responsive size: 300 x 100

B MPU (Max 5x Advertisers)

Very visible on the top right of the page across the entire website

Cost Per Month: US\$710 - €615

Desktop/Responsive size: 300 x 250

C Mini MPU (Max 3x Advertisers)

Cost Per Month: US\$355 - €315

Desktop/Responsive Size: 300 x 100

D MPU Premium Product Launch

(Max 1x Advertiser per month)

If you are launching a new product, this feature presents a fantastic opportunity. Included in the package is a product photograph(s) and up to 500-words of editorial content. This will receive prime positioning on the Homepage under the Products section and it will be integrated on every page of the website for one month.

Also included is a video and product data sheet for readers to view and a guaranteed 150 word editorial with photo, in the products section of the next printed edition of *ITS International* magazine.

Cost Per Month: US\$2,860 - €2,485

Desktop/Responsive size: 300 x 250

E MPU (Max 5x Advertisers)

Cost Per Month: US\$565 - €490

Desktop/Responsive size: 300 x 250

F Mini MPU (Max 5 advertisers)

Cost Per Month: US\$355 - €315

Desktop/Responsive size: 300 x 100

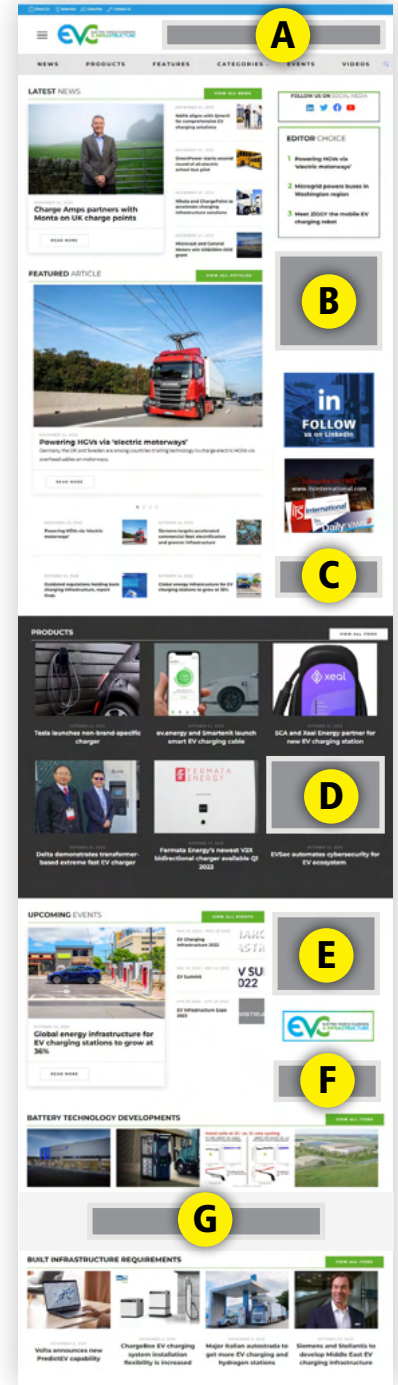
G* Catfish Banner Leaderboard Banner

(Max 1x Advertiser)

Only on the Homepage and part of Catfish offering above.

Premium Video position

See Video Category on page 5



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McKinsey & Co: The future of EV charging infrastructure: Executive perspectives

Meet the team

EVC&I (Electric Vehicle Charging and Infrastructure), is published by Route One Publishing Ltd (ROPL).

ROPL's editors are all recognised experts whose writing is widely trusted and who are regularly invited to moderate at leading industry conferences and our *EVC&I* Managing Editor Liam McLoughlin is no exception.



Route One Publishing, founded in 1991, is proud to be editorially independent and its content channels are highly regarded throughout the industry for their authority and integrity, as well as their commitment to delivering informed, authoritative, and relevant information.



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Additional news is sourced by our expert internet researcher James Foster and by our global network of local editors.

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Versinetic:
EV Charging Network rollout: Challenges and Opportunities

