



CHARGED UP!™

A FIFTH GEN MEDIA PUBLICATION

MEDIA KIT

2024



PUBLISHER'S MESSAGE

Welcome to *ChargedUp!* Your one stop advertising vehicle to reach the EV Fleet Community!

With the explosive growth in the EV fleet charging space, we felt that there was a need for a one stop shop for vital information on Level 2 and Level 3 charging. We created *ChargedUp!* to address this need and be a regular source of shared industry information and resources.

We hope that you find our offerings helpful and worthwhile.

Enjoy!

Website Traffic Trends

ChargedUp! has seen a steady month over month increase in our website traffic! We have enjoyed a **246%** increase in site sessions and a **122%** increase in article views!

Your Key Stats

See how your site performed compared to last month

SITE SESSIONS

3,262 +246%

POST VIEWS

9,601 +122%

Clicks & Open Rates

Our readers have been consistently engaging with our material! After a strong start to our newsletter, open and click rates have been averaging over **26.6%** and **14.8%**, respectively.

OUR OFFERINGS

- Bi-weekly e-newsletter
- On demand E-Blasts
- Custom Webinars
- Online Magazine (advertorial format)
- Website Advertising

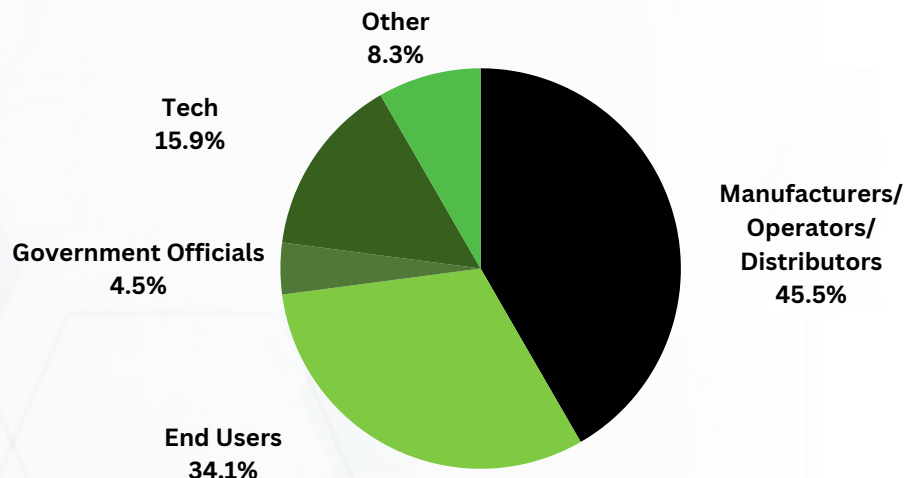


INDUSTRY BREAKDOWN

Our audience includes:

- Equipment Manufacturers/Operators
- Fleet Management/Maintenance
- End Users
- Transportation
- Engineering & Installation Firms
- Heavy Equipment Managers
- Government Officials
- & more!

>>> AUDIENCE OVERVIEW



NEWSLETTER AD RATES



Our newsletter delivers breaking news and the latest developments to commercial EV charging professionals every week. Reach top EV charging decision-makers when they're reading each week's top stories in the EV space.

AD UNIT	1 WEEK	3 MONTH	6 MONTH
Pricing Per Issue			
Banner Ad (850x150)	X	X	X
Banner Block (300x300)	X	X	X
Sponsored Content (w/850x150 banner ad)	X	X	X

E-BLASTS

Our eBlasts deliver your sponsored marketing message directly to the inbox of more than 40,000 subscribers

Get immediate results with a single sponsor eBlasts. *ChargedUP!* will send your HTML e-mail to our readers. Ideal for:

- New Product Launches
- Important Announcements
- Promotions of Events
- Webinars
- White Papers
- And more!

Number of eBlasts	Rate Per eBlast
1x	X
2x	X
4x+	X

WEBINARS

Webinars are an effective way to position your company as a thought leader and generate qualified sales leads at the same time. *ChargedUp!* promotes the webinar to our audience of more than 40,000 commercial EV charging professionals and others via a series of e-mails, social media, website banner ads & magazine ads.

YOU WILL RECEIVE THE COMPLETE WEBINAR REGISTRATION LIST, INCLUDING FIRST AND LAST NAME, TITLE, COMPANY NAME, PHONE AND EMAIL ADDRESS!

Price: \$5,000

Optional Add On:
Send promotional E-blasts before and after your webinar!
(add \$250 per E-blast)

For Details, contact

info@chargeduppro.com

WEBSITE ADVERTISING

DRIVE TRAFFIC TO YOUR WEBSITE! ADVERTISE WITH US.

Chargeduppro.com goes beyond *ChargedUP! Magazine* by including all digital content with the addition of:

- Videos
- Webinars
- Web-Exclusive Content
- White Papers
- and more



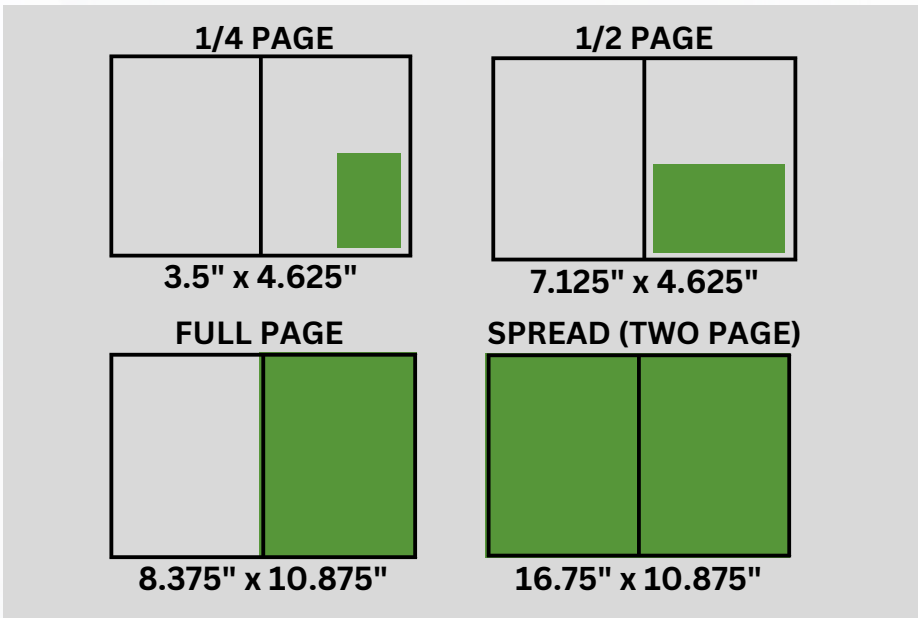
ONLINE MAGAZINE AD RATES

	AD SIZE	1X	2X	4X
Includes 4 Page Article!	Spread (Two Page)	X	X	X
Includes 2-3 Page Article!	Full Page	X	X	X
	1/2 Page	X	X	X
Includes 2 Page Article!	1/4 Page (Ad Only)	X	X	X



Specials (PREMIUM POSITIONS) *SPREAD OR FULL PAGE only*

FRONT COVER	+ (add to above)
BACK COVER	+ (add to above)
INSIDE FRONT COVER	+ (add to above)
INSIDE BACK COVER	+ (add to above)



CONTACT INFORMATION

Thank you for looking through our media kit!
If you have any questions, we would love to hear from you.

CONTACT US

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