

# electrive

Media Kit 2024



# Inhalt

**electrive**  
Media Kit 2024

electrive portrait	3
Readers	4
Newsletter	5
Website	6
Advertorial	8
Social Ads	9
Event	10
Partnerships	12
Contact	13

# electrive Portrait

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electrive has been accompanying the development of electromobility with journalistic passion and expertise since 2013. Besides the standard news production, other formats like exclusive car reviews, background information, and interviews found their way into our media portfolio. In addition to that, our platform developed into an attractive advertising environment where B2B messages can be spread perfectly.

electrive 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.

 **450k** page views per month

 **13k** newsletter subscribers

 **58%** mobile traffic

 **40k** social media followers

**You want to reach a German-speaking audience?**  
Please visit: [www.electrive.net](http://www.electrive.net)

# Readers

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## Website

 **450k** page views

### Top 10 countries

1. United States
2. United Kingdom
3. Germany
4. India
5. Canada
6. The Netherlands
7. Australia
8. France
9. Sweden
10. China

## Newsletter

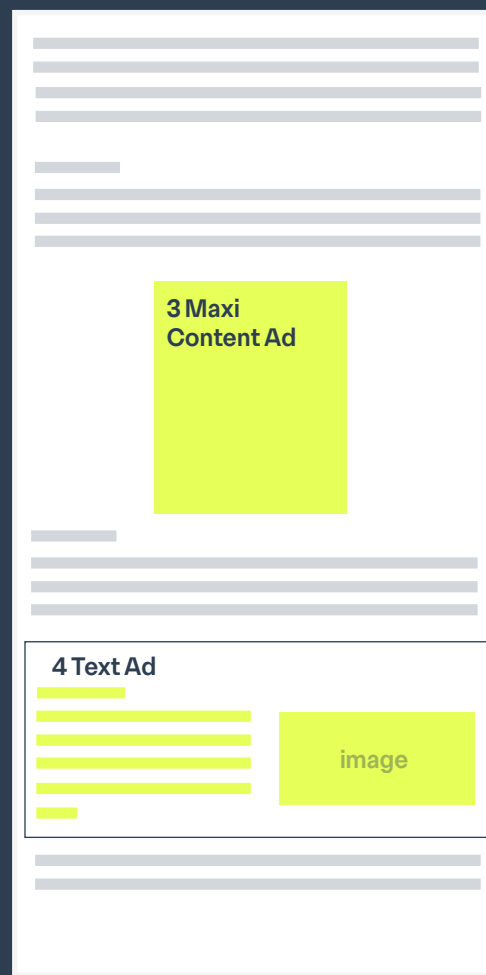
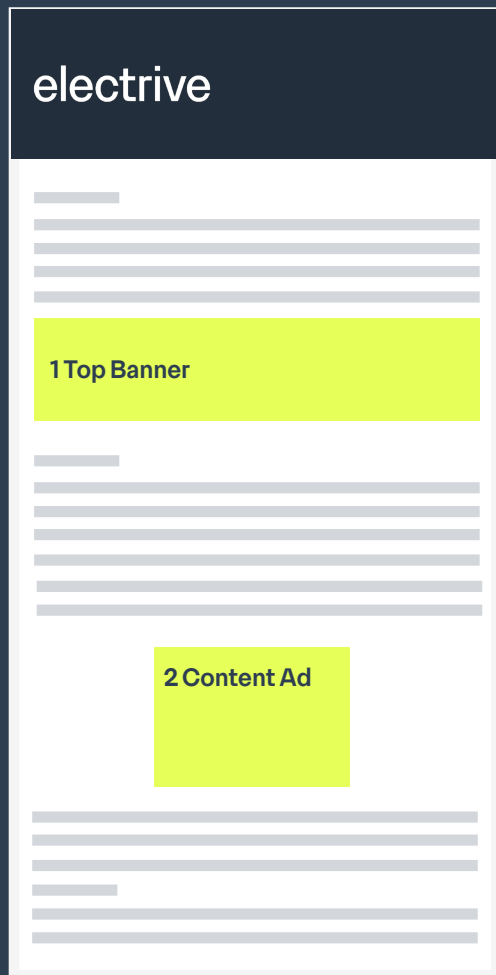
 **13k** subscribers  
60% open rate

### Top 10 countries

1. United Kingdom
2. Germany
3. United States
4. The Netherlands
5. France
6. India
7. Sweden
8. Italy
9. Australia
10. China

Read in  
**over 60**  
countries

# Newsletter



## 1 Top Banner

Dimensions :  
700 x 200 px

price per single booking: € 700

## 2 Content Ad

Dimensions :  
300 x 250 px

price per single booking: € 550

## 3 Maxi Content Ad

Dimensions :  
300 x 450 px

price per single booking: € 600

## 4 Text Ad

Dimensions :  
300 x 150 px

Text:  
Max. 350 characters  
incl. spaces + link

price per single booking incl. Image: € 550

price per single booking without Image: € 400

## Discount

- 5 placements 10%
- 10 placements 15%
- 15 placements 20%
- 20 placements 25%

## Details for submission

- Delivery image data in JPG, PNG, GIF: double pixel size
- Max. file size 200 kB, 72 dpi, JPG, PNG, GIF, Link to website
- One week prior publication date

# Website

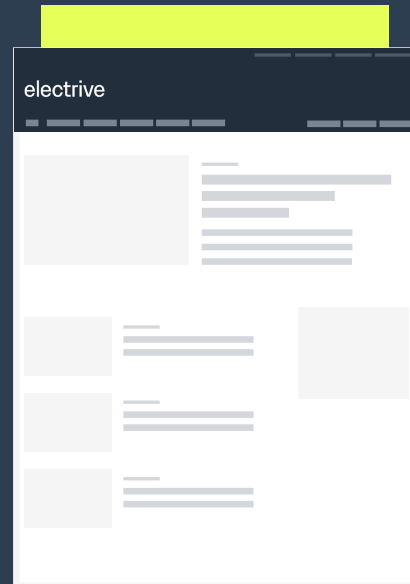


## 1 Fireplace

Dimensions desktop:

120 x 600 px, 1125 x 90 px,  
120 x 600 px

Weekly price: € 2,200

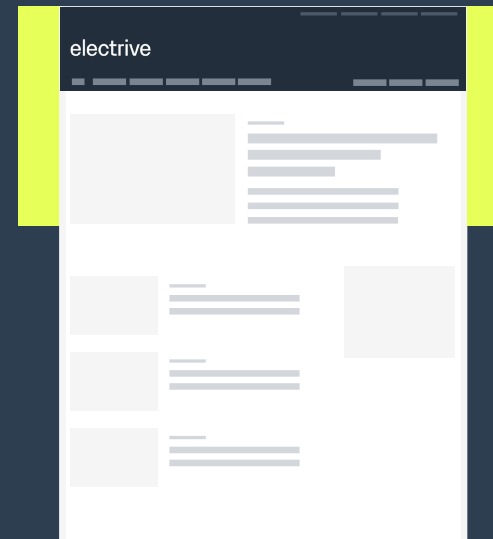


## 2 Leaderboard

Dimensions desktop:

728 x 90 px

Weekly price: € 800



## 3 Skyscraper\*

Dimensions desktop:

120 x 600 px

Weekly price: € 800

### Discount

- 4 placements 5%
- 8 placements 10%
- 12 placements 20%

### Details for submission

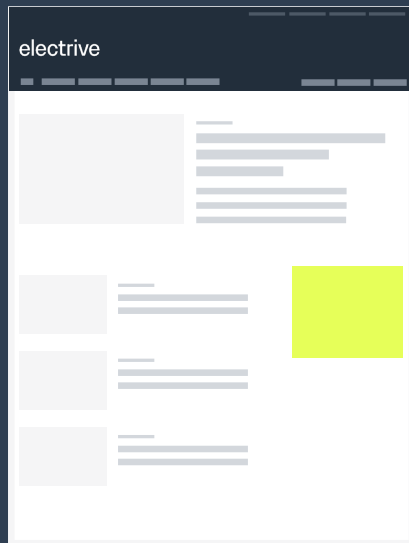
- Delivery image data in JPG, PNG, GIF: double pixel size
- Delivery image data in HTML: onefold pixel size
- Max. file size 200 kB, 72 dpi, JPG, PNG, GIF, HTML (AdTags possible)
- Link to website
- One week prior publication date

**All banners rotate for a full week.**

**Reporting and additional banner formats available upon request.**

\*The format is bookable on the left and right side  
all prices exclude VAT

# Website



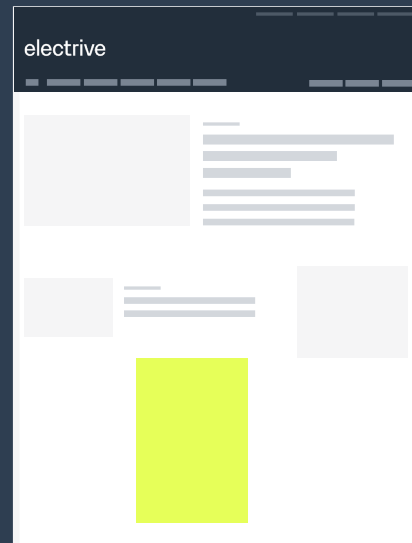
## 4 Content Ad

Dimensions desktop  
& mobile:

300 x 250 px



CPM: € 30\*



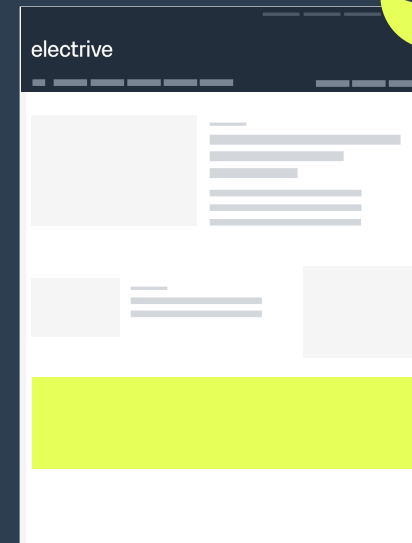
## 5 Maxi Content Ad

Dimensions desktop  
& mobile:

300 x 450 px



CPM: € 35\*



## 6 Billboard

Dimensions desktop:

970 x 250 px

Dimensions mobile:

300 x 250 px



CPM: € 50\*

## Details for submission

- Delivery image data in JPG, PNG, GIF: double pixel size
- Delivery image data in HTML: onefold pixel size
- Delivery image data billboard = 1 x billboard and additionally 1 x content ad for mobile display
- Max. file size 200 kB, 72 dpi, JPG, PNG, GIF, HTML (AdTags possible)
- Link to website
- One week prior publication date

**Reporting and additional banner formats available upon request.**

\*CPM = price for 1,000 Ad impressions  
all prices exclude VAT

# Advertorial

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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 multimedia 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.

## Media services

- 4 x newsletter text ad with image
- 2 x posting on electrive LinkedIn channel
- 2 x posting on electrive X channel
- Promoting your article on the website

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Price: **€ 4,000**

## Your benefits

- Enhanced credibility through presentation in the look & feel of our editorial content
- Maximum visibility - advertorials are not detected by AdBlocker
- Advertorial remains available online indefinitely
- Good traceability via search engines
- Full transparency and measurability through our reporting

## Details for submission

- Max. 3,000 characters (incl. spaces)
- Max. 5 images (JPG, PNG or GIF)
- 3 external links
- Video integration (Vimeo, Youtube)
- Incl. one round of corrections
- Please send the material at latest one week prior to your desired ad placement as word document, PDF or email

all prices exclude VAT



# Social Ads

You want to address your target group directly via social networks? With our social ads, you can publish your content via electrive's company accounts. Benefit from our reach and reputation.

## LinkedIn Posting



- Individual posting\*
- Link to website of your choice
- OPTIONAL: Image (square dimensions as PNG or JPG)
- Hashtags of your choice

Reach: **34.500 followers**

Price: **€ 300**

## X Posting



- Individual posting\*\*
- Link to website of your choice
- Image in 16:9 ratio (PNG or JPG), max. 5 MB
- Hashtags of your choice

Reach: **5.600 followers**

Price: **€ 200**

—> **Price for bundle: € 450**

\*visible on the feed: 200 characters incl. spaces

\*\*visible on the feed: 276 characters incl. spaces + link

all prices exclude VAT

# Event

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electrive LIVE is a monthly online live event giving a forum to the industry experts. Join us and listen to inspiring keynotes and interesting discussions. Each show focusses on a different topic that's relevant for the EV industry. Whether you are at the office, on a business trip or from home: Login in for free and stay up to date about what's going on in the EV world.

## Previous partners



# electrive **LIVE**

## Benefits for partners

- High visibility within the B2B
- Comprehensive coverage through the electrive editorial team (preview & follow-up)
- Leads with direct reference to the topic
- Professional setup in broadcast quality

**8,65/10** Attendee score

Ø **500** Registrations per show

**62%** Turn-out

# Event

## Sponsoring packages electrive LIVE

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	Package:	S	M	L
Logo placement in all event material (prior, during and after the conference)		✓	✓	✓
Integration of an image clip		✓	✓	✓
Speaker slot and seat at the digital panel discussion			✓	✓
Recording of the presentation & publication through the electrive channels (website, newsletter, social media)			✓	✓
Pre-Event interview (Details up to the editorial team)				✓
Production at the studio in Berlin (professional studio setting for the presentation, 1:1 Talk with the presenter at the panel discussion)				✓
	Price:	€ 2,499	€ 4,999	€ 7,499

all prices exclude VAT

# Partnerships

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## Marketing planning made easy:

With our partner packages, you can call up a fixed number of placements on our website and our newsletter. The packages have a duration of 12 months. Per week of website advertising, we guarantee 20,000 Ad-Impressions.

### Bronze

- 10 placements in the newsletter\*
- 4 weeks website banner\*\* on electrive.com
- Partner logo with interactive link on the website

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Price: € 5,999

### Silver

- 20 placements in the newsletter\*
- 6 weeks website banner\*\* on electrive.com
- Partner logo with interactive link on the website

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Price: € 7,999

### Gold

- 30 placements in the newsletter\*
- 10 weeks website banner\*\* on electrive.com
- Partner logo with interactive link on the website

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Price: € 11,499

\* except Top Banner and Maxi Content Ad

\*\* except Fireplace and Billboard

all prices exclude VAT

# Contact

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## Details for submission

Please send inquiries and all material to  
[advertise@electrive.com](mailto:advertise@electrive.com)

## Media team



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