

# electrive

Media Kit 2025



# Content

**electrive**  
Media Kit 2025

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# electrive portrait

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electrive has been accompanying the **development of electric mobility** 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.

Our platform is an attractive **advertising environment** on which the industry can ideally spread its **B2B messages**. Even interested end customers also find their way to electrive, which opens up the opportunity for exciting **B2B2C campaigns**.

## Readership

Battery

Manufacturers

Consulting

Municipalities

Charging Infrastructure

Science

Companies

Supplier

Energy

Fleet Manager

Associations



**1** Newsletter



**540k** page views per month



**13k** newsletter subscribers



**60%** mobile traffic



**42k** 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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## Newsletter



**13k** subscribers  
51% opening 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

## Website



**540k** page views  
per month

Geo-  
targeting  
available

### 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

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Newsletter for the eMobility industry: reliable, compact, free of charge

Benefit from our qualified readership and above-average opening rates.

## electrive TODAY

World events in electric mobility:  
everything that moves the industry

daily, Mo - Fri 7am

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**13k** subscribers

**51%** opening rate

## electrive FLEET

News for fleet professionals:  
practical knowledge, driving reports  
and exciting projects

coming  
2025

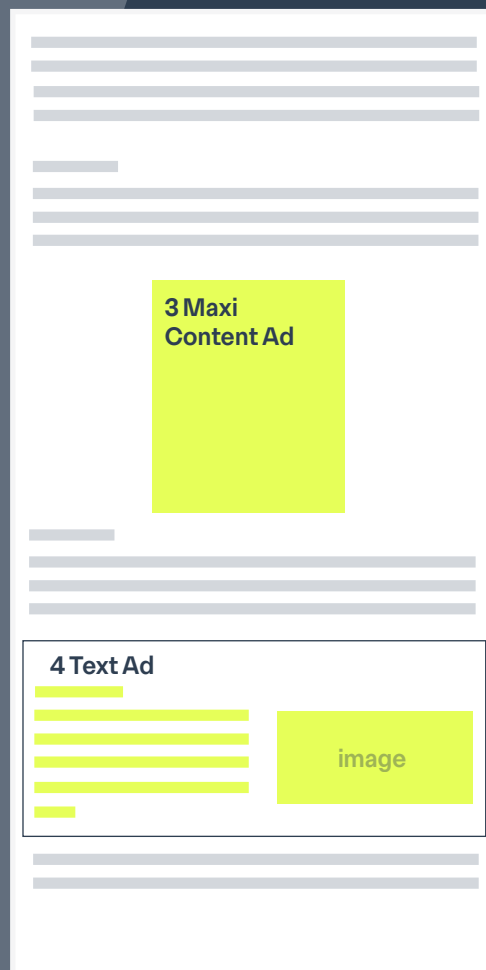
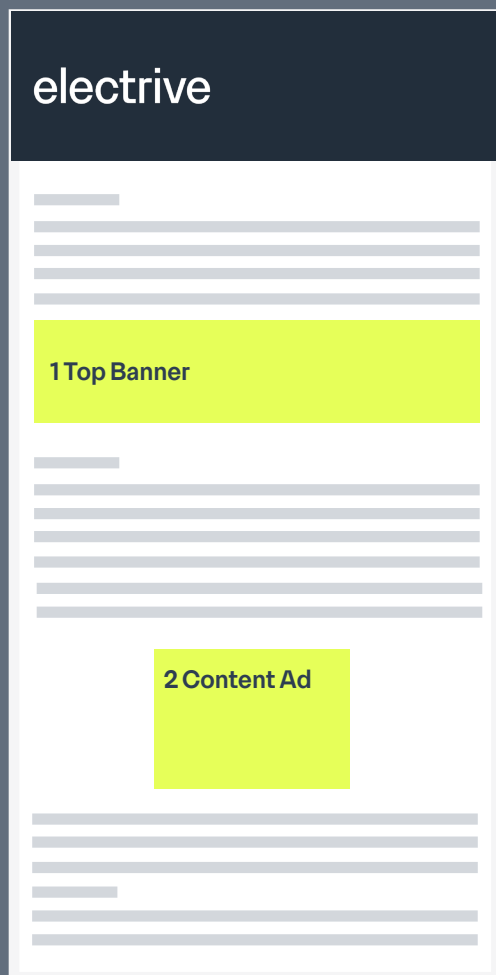
## electrive COMMERCIAL

Electric mobility XXL:  
all about e-buses, e-trucks and  
the necessary infrastructure

coming  
2025

# Newsletter

**electrive**  
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## 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

- File formats:  
JPG, PNG, GIF
- Delivery image data  
in JPG, PNG, GIF:  
double pixel size
- Max. file size  
200 KB, 72 dpi
- Link to website
- 5 working days prior  
to publication date

## Contact

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

all prices exclude VAT

# Website

**electrive**  
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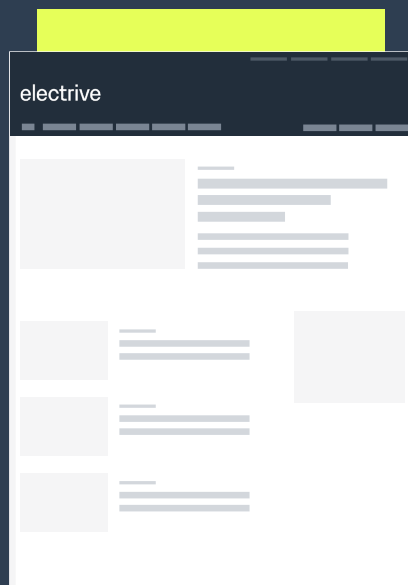


## 1 Fireplace

Dimensions desktop:

160 x 600 px, 1125 x 90 px,  
160 x 600 px

Weekly price: € 2,200

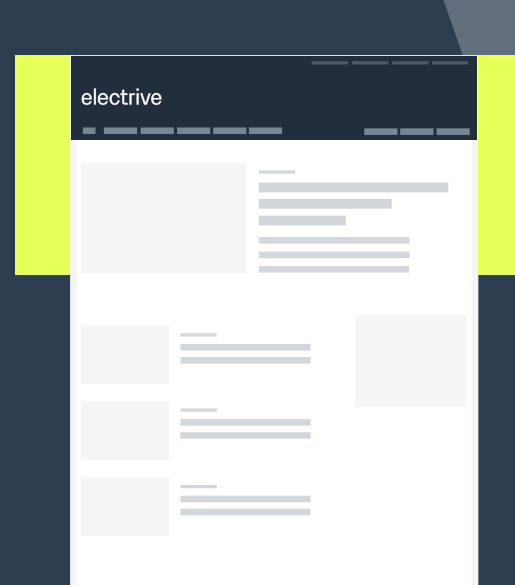


## 2 Leaderboard

Dimensions desktop:

728 x 90 px

Weekly price: € 800



## 3 Skyscraper\* (sticky)

Dimensions desktop:

160 x 600 px

Weekly price: € 800

### Discount

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

### Details for submission

- File formats:  
JPG, PNG, GIF, HTML  
(AdTags possible)
- 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
- Link to website
- 5 working days prior  
to publication date

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

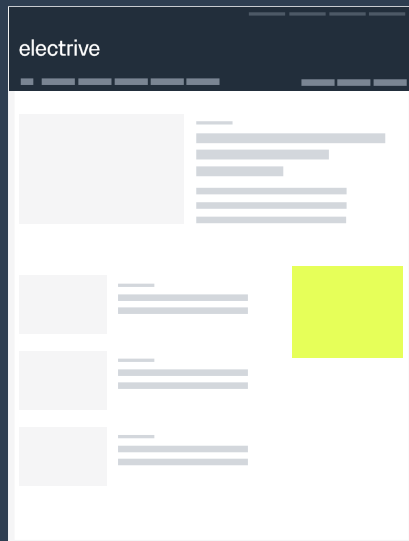
**Reporting and additional banner formats available upon request.**

\*The format is bookable on the left and right side

all prices exclude VAT

# Website

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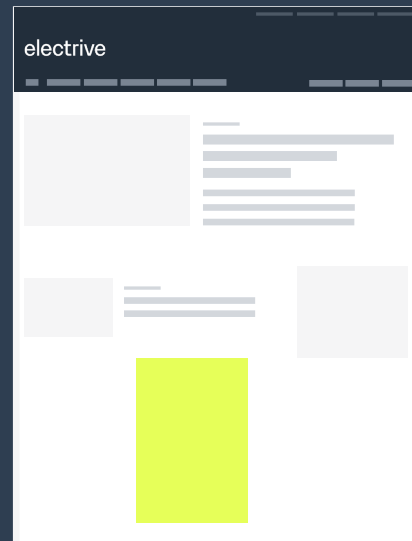
## 4 Content Ad

Dimensions desktop  
& mobile:

300 x 250 px



CPM: € 30\*



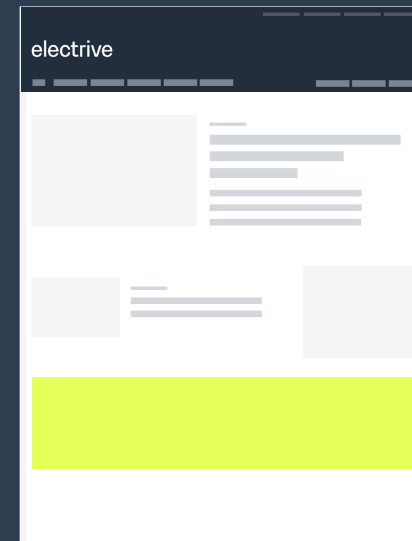
## 5 Maxi Content Ad

Dimensions desktop  
& mobile:

300 x 450 px



CPM: € 40\*



## 6 Billboard

Dimensions desktop:

970 x 250 px

Dimensions mobile:

300 x 250 px



CPM: € 50\*

## Details for submission

- File formats: JPG, PNG, GIF, HTML (AdTags possible)
- 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
- Link to website
- 5 working days prior to publication date

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

\*CPM = price for 1,000 ad impressions

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 partnerships 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

# Advertorial

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An advertorial gives you the unique opportunity to present your messages and success stories in the form of a feature article in the editorial environment on our website.

You can choose from several options for the multimedia design of the article: from the integration of a video or image gallery to a white paper or a brochure.

## Media services

- 4 x newsletter text ad with image
- 2 x posting on electrive LinkedIn channel
- Article available online for an unlimited time

Price: €4,000

all prices exclude VAT



- ✓ Good traceability via search engines
- ✓ Maximum visibility
- ✓ Look and feel of editorial content
- ✓ Success measurement

## 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 a text document or as email

# Social Ad

## LinkedIn posting

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**Want to reach your target audience through social media channels?**

With a social ad, you can publish your B2B content through electrive's LinkedIn account. Benefit from our reach and reputation.

The social ad fits perfectly into your marketing mix and can be coordinated with other measures through the planning tool. Whether it's an event, a discount promotion or a product presentation, you have maximum freedom.

**36,000** Followers

**4,6%** Engagement rate

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Price per posting: **€ 350**

all prices exclude VAT

- ✓ **Custom design options**  
(images, videos, emoticons)
- ✓ **Publish when you want**
- ✓ **Simple links to other LinkedIn profiles bring additional visibility**

### Details for submission

- Flexible post length (in the feed the first 200 characters are displayed directly), delivery as a text document or as email
- Link to the website (preview image is generated automatically)
- Please deliver the content one-week before the desired placement date

# Multimedia Report

NEW

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## THE REPORT electrive

**electrive report** takes you behind the scenes of the EV industry. Whether we accompany events, present products or brands: With years of experience in electric mobility and a passion for video, we produce unique insights that are otherwise hard to come by. The entertaining and informative episodes are presented by editor-in-chief Peter Schwierz and editor Carla Westerheide.

### Distribution

- Crossmedia on YouTube, LinkedIn and Facebook
- Promotion on the website and in the electrive newsletters

Price: **On request**

- ✓ **High quality video reportage**
- ✓ **Editorial support and storytelling by the electrive editorial team**
- ✓ **Complete production by the electrive video team**



# Event

## Online conference

**electrive LIVE** is a monthly live online event that provides a forum for industry experts. Join us for inspiring keynotes and engaging discussions. Each show focuses on a different topic relevant to the EV industry. Whether you are in the office, on a business trip or at home: Register for free and keep up to date with what's happening in the EV world.

For companies, it is a perfect opportunity to position themselves and to benefit from and take advantage of the comprehensive pre- and post-event reporting.

### Dates & Topics

21 May 2025	EV Charging: Trends & Outlook
24 September 2025	Electric Trucks



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# electrive **LIVE**

- ✓ **High visibility in the B2B electric mobility environment**
- ✓ **Comprehensive pre- and post-event reporting by the electrive editorial team**
- ✓ **Professional broadcast quality production**

# Event

## Sponsoring packages

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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 and 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

# Contact

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## Details for submission

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

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