

electrive

Media Kit 2026



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Portrait

Since 2011, electrive has been the go-to source for electric mobility.

With journalistic passion and technical depth, we report daily on the most important trends, players and technologies in the industry – quickly, relevantly and up close.

Our portfolio ranges from news, driving reports and exclusive interviews to video reports and a daily YouTube format. This allows us to combine journalistic expertise with a strong digital reach in the field of e-mobility.

electrive is the leading platform for reach and relevance.

Whether as a strong **B2B environment** or with innovative **B2B2C campaigns**: with us, companies can reach their target groups precisely and effectively – from decision-makers in the industry to interested end customers.



Would you like to reach an audience in the DACH region?
If so, take a look at our German-language portal at:
www.electrive.net

Readership

Created by experts. For experts.

- ✓ **Sectors of electric mobility:**
Charging infrastructure, batteries, OEMs and energy suppliers
- ✓ **Knowledge and administration:**
Consultants, local authorities and research institutions
- ✓ **Economy and practice:**
Companies, associations and fleet decision-makers

Reader distribution

Newsletter

 **13k** subscribers
55% 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

 **700k** page views
per month

Geo-targeting available

- Top 10 countries**
1. United States
 2. United Kingdom
 3. India
 4. Germany
 5. Canada
 6. Spain
 7. China
 8. Australia
 9. France
 10. The Netherlands

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 – and boost your brand visibility by driving attention and engagement among key decision-makers.

electrive TODAY

World events in electric mobility:
everything that moves the industry
daily, Mon - Fri 7:30 am

13k subscribers
57% opening rate

electrive COMMERCIAL

Electric mobility XXL: all about
e-buses, e-trucks and the
necessary infrastructure
Thursday, 2.30 pm

13k subscribers
54% opening rate

New

electrive FLEET

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

coming
2026

Newsletter



Best-seller

1 Text Ad with image

Dimensions:
300 x 150 px

Text:
Max. 350 characters
incl. spaces + link

price per single booking: € 550

2 Text Ad without image

Text:
Max. 350 characters
incl. spaces + link

price per single booking: € 400

New

3 Job Ad

Company Logo:
Logo file as PNG/JPG

Text:
Max. 300 characters
incl. spaces + link

price per single booking: € 275

Discount

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

Details for submission

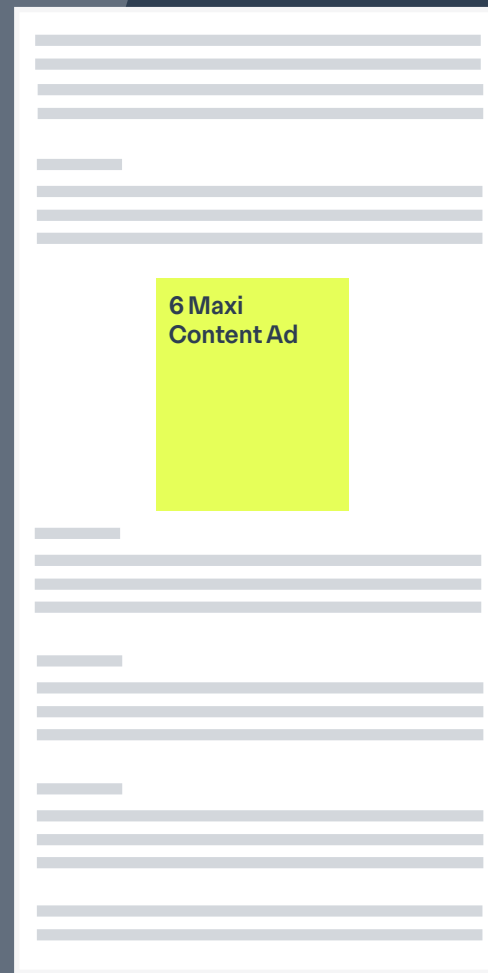
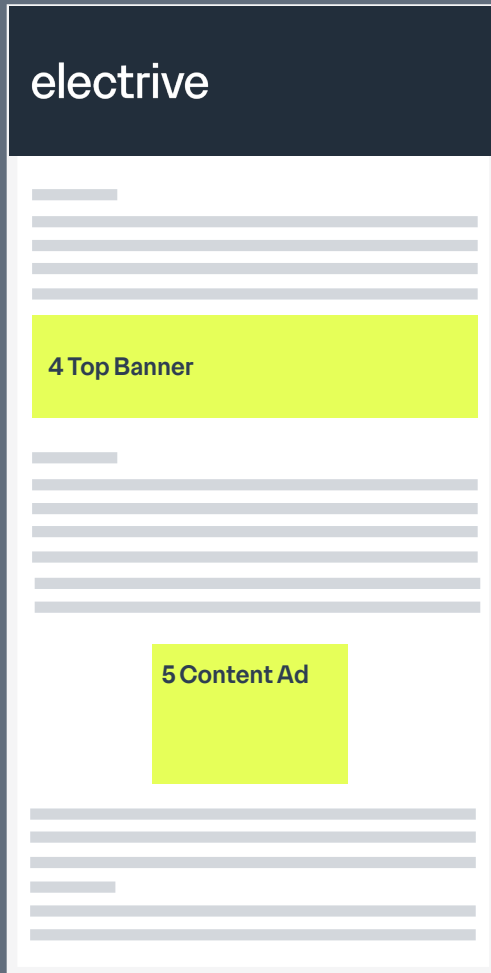
- File formats: JPG, PNG, GIF
- Delivery image data in JPG, PNG, GIF: double pixel size
- Max. file size 200 KB, 72 dpi
- Link to website
- 5 working days prior to release date

Contact

Please send enquiries and all material to:
advertise@electrive.com

Newsletter

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4 Top Banner

Dimensions:
700 x 200 px

price per single booking: € 700

5 Content Ad

Dimensions:
300 x 250 px

price per single booking: € 550

6 Maxi Content Ad

Dimensions:
300 x 450 px

price per single booking: € 600

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 release date

Contact

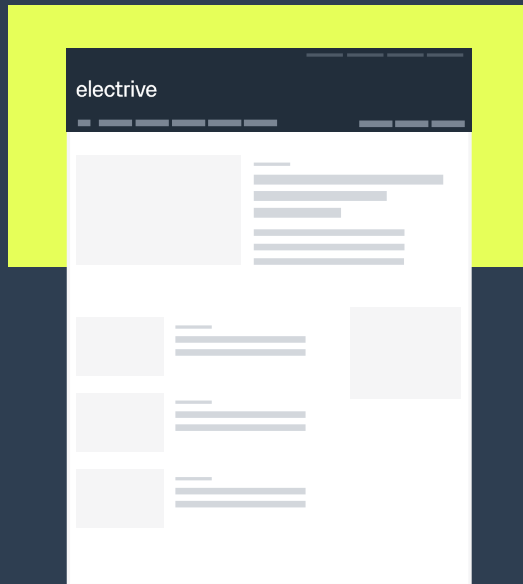
Please send enquiries and all material to:
advertise@electrive.com

all prices exclude VAT

Website

540,000 page impressions per month

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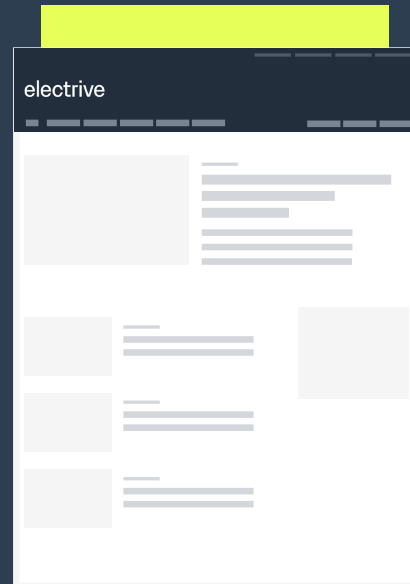


1 Fireplace

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 release date

Reporting and additional banner formats available upon request.

*The format is bookable on the left and right side

all prices exclude VAT

Website

60% mobile traffic

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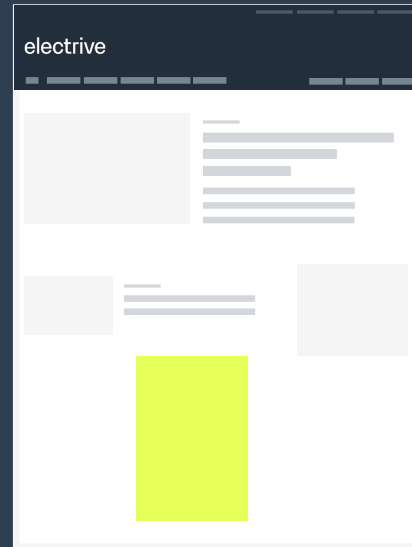


6 Billboard

Dimensions desktop:

970 x 250 px

CPM: € 50*

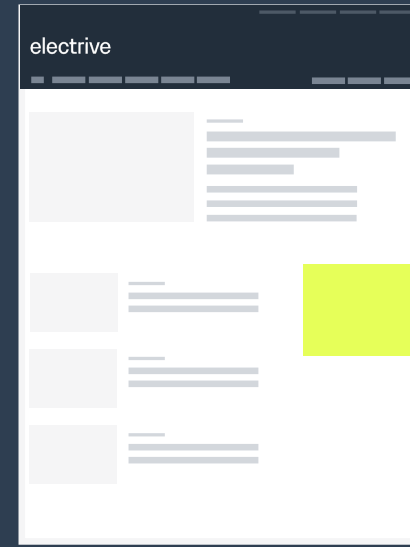


5 Halfpage

Dimensions desktop
& mobile:

300 x 600 px

CPM: € 40*



4 Content Ad

Dimensions desktop
& mobile:

300 x 250 px

CPM: € 30*



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 release date

Reporting and additional banner formats available upon request.

*CPM = price for 1,000 ad impressions

all prices exclude VAT

Partnerships

Your advertising quota – smartly planned, optimised reach.

With our partner packages, you'll secure a fixed number of ad placements on our website and in our newsletters for 12 months – including a prominent logo placement on our website and a direct link to your company's site. We also guarantee 20,000 ad impressions per week for your banner advertising.

Bronze

- 10 placements in the newsletter*
- 4 weeks website banner** on electrive.com

Preis: € 5,999

Silver

- 20 placements in the newsletter*
- 6 weeks website banner** on electrive.com

Preis: € 7,999 €

Gold

- 30 placements in the newsletter*
- 10 weeks website banner** on electrive.com

Preis: € 11,499

Individual

- Combine formats and services according to your preferences.

* except Top Banner and Maxi Content Ad

** except Fireplace and Billboard.

all prices exclude VAT

Advertorial

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

Multichannel campaigns

All channels. Greater reach. Maximum visibility.

Our formats ensure visibility on all electrive digital channels – in the newsletter, on our website, via social media and at the electrive LIVE online conference.



Maximum advertising intensity...

...drives higher contact frequency and makes your message resonate long-term.



Greater reach...

...and additional touchpoints along the customer journey.



Improved efficiency...

...within the media mix for greater impact at the same budget.

We support you in planning and execution – for a multi-channel campaign that leaves a lasting impression.

We'll be happy to advise you!



- ✓ **Newsletter**
electrive TODAY
electrive COMMERCIAL
- ✓ **Website**
electrive.com
- ✓ **Social Media**
LinkedIn
- ✓ **Multimedia**
electrive report
- ✓ **Online conference**
electrive LIVE

Social Ad

LinkedIn posting



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.

36,300 Followers

4,6% Engagement rate

Price per posting: **€ 400**

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

Video Report

The **electrive report** provides an in-depth look at electric mobility. Whether we are covering events or presenting products, portraying brands, our many years of experience in electric mobility and passion for video enable us to provide unique insights.

The videos are presented professionally, expertly and charismatically, making the content entertaining and easily accessible.

Distribution

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

Price: **On request**

THE REPORT electrive

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



Video

Trade fair profile

Would you like to present your exhibition stand professionally without your own film crew?

Our experienced team will take care of this for you: On the first day of the exhibition, we will produce a compact video clip featuring your highlights and a short interview sequence.

The clip is perfect for showcasing your exhibition presence online and attracting new visitors.



Services

- Advance coordination of questions
- Filming at the exhibition stand
- Post-production
- Provision as a download

Price: € 999

all prices exclude VAT

✓ Concise cross-sectional images with focus on product highlights

✓ Video delivery within 48 hours

✓ Perfect for LinkedIn, YouTube and marketing emails

OPTIONAL: Publication of the clip on electrive's LinkedIn channel for even greater reach.

Price: € 1,299



Upcoming events:

Light & Building - Frankfurt	08 - 13 Mar 2026
mobility move - Berlin	10 - 12 Mar 2026
Flotte! - Düsseldorf	25 - 26 Mar 2026
Battery Show - Stuttgart	09 - 11 Jun 2026
Power2Drive - Munich	23 - 25 Jun 2026
IAA Transportation - Hanover	15 - 20 Sep 2026

Event

Online conference

electrive LIVE is a high-quality digital format that delivers concentrated expert knowledge and exciting discussions on a monthly basis. Each edition focuses on a current industry topic. Interested experts can dial in from anywhere free of charge. For companies, the format offers an ideal opportunity for presentation – including comprehensive pre- and post-event reporting.

Dates & Topics

2026

18 Nov 2026 TCO & CO₂: The Move to Electric Trucks

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

SCANIA

IONITY

+ KEMPOWER

T&E

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)				✓
	Price:	€ 2,499	€ 4,999	€ 7,499

all prices exclude VAT

Cross-media communication

Link content. Connect channels. Multiply impact.

Our flexible and effective formats span all digital channels. Whether it's a website, social media, a newsletter or a digital event, we link the content to create a seamless, powerful experience.

Create your media mix:

Example 'Thought leadership'

Website



Online Conference



Social Media



Example 'Greater range'

Newsletter



Advertorial



✓ Influence

Shape conversations, set trends, and inspire your target audience.

✓ Show expertise

Put your knowledge, innovations, and unique perspectives in the spotlight.

✓ Build trust

Be recognized as a credible and authoritative source.



Any questions?

Feel free to get in touch with us – we'll be happy to advise you.

Contact

electrive
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Details for submission

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