

electric & hybrid

vehicle technology international

25th Anniversary Year!

January 2019

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Automobili Pininfarina

PFO

The EXCLUSIVE development story behind the new luxury electric hypercar

SOLID STATE OF AFFAIRS
Pininfarina's quest for a range-charger for EVs. Solid-state batteries have yet to find a route to widespread application.

ELECTRIFYING THE OIL INDUSTRY
Major petroleum companies are embracing electrification, investing heavily in charging technology and station infrastructure.

THE RETURN OF FISKER
EVN Vehicle speaks to Henrik Fisker about breakthrough battery technology, new business models and affordable EVs.

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EXTREME Engineering

How Lotus plans to revive its iconic brand with the Evija – the world's most powerful electric hypercar

COMMERCIAL ACTIVITY
Emissions regulations are leading to the electrification of heavy-duty vehicles, but is the technology ready for it?

SELF-CHARGING SOLUTION
The solar-paneled Lightyear One is able to recharge while on the move, which could be the ultimate answer to range anxiety.

NEW HORIZONS
Establishing an EV industry and infrastructure in developing nations is a high priority, but no easy task.

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Is hydrogen dangerous?

How rigorous testing of hydrogen fuel tanks ensures FCEVs aren't a spark away from disaster

ARE EVs KILLING THE PLANET?
EVN Vehicle tackles some of the myths surrounding the environmental impact of electric and hybrid vehicle technology.

NEXT-GENERATION GENIUS
With the new wave of electric vehicles, designers and powertrain engineers need a completely new set of automotive skills.

ELECTRIFYING DAIMLER
Stefan Hartmann explains why the German auto maker is pursuing multiple propulsion technologies.

Media and Advertising Data **2020**

Printed Media

First published in 1995, and now sent free of charge twice a year to over 20,000* key specifiers and decision-makers throughout the global automotive industry, Electric & Hybrid Vehicle Technology International is firmly established as the world's leading international showcase for technology and innovation in electric, hybrid and fuel-cell vehicle design, development and manufacture.

- Hard copy mailout, by name and job title, to around 10,000 key OE automotive personnel: Europe 40%, North America 40%, Asia/Pacific 15%, Rest of World 5%.
- Full-colour interactive digital version also available online at www.electrichybridvehicletechnology.com
- Distribution is to OE vehicle design, development and production companies, relevant independent design, engineering and R&D facilities, and to principal Tier One and Tier Two suppliers.
- Additional distribution at key industry events, including Electric & Hybrid Vehicle Technology Expo, The Battery Show, EVS, eMove360°, Advanced Automotive Battery Conference and LCV.



PUBLISHING SCHEDULE 2020:

January 2020 issue:
Copy deadline: Friday 13th December 2019

July 2020 issue:
Copy deadline: Friday 12th June 2020

ADVERTISING RATES:

Double Page Spread: £6,500
Full Page Colour: £4,450
Half Page Colour: £3,100
Quarter Page Colour: £1,750

Special 10% series discount for booking both issues at the same time.
Premium advertisement positions (covers etc) also available - prices upon request.
Technical editorial and interviews also available to advertisers on a strictly 'first come, first served' basis!

Banner advertising available on www.electrichybridvehicletechnology.com and also our weekly e-newsletters - details on next page.



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(*combined printed/digital distribution)

www.electrichybridvehicletechnology.com

Digital Media

BANNER ADVERTISING RATES FOR www.electrichybridvehicletechnology.com (as of 1st January 2019)

Site Header – 600x75px:

Twelve months: GBP11,000

Six months: GBP6,600

Beneath Header Menu – 900x90px:

(desktop only, no smartphone coverage)

Twelve months: GBP9,500

Six months: GBP5,700

Large Banner – 300x300px:

Twelve months: GBP7,995

Six months: GBP4,795

Junior Banner – 300x150px:

Twelve months: GBP6,750

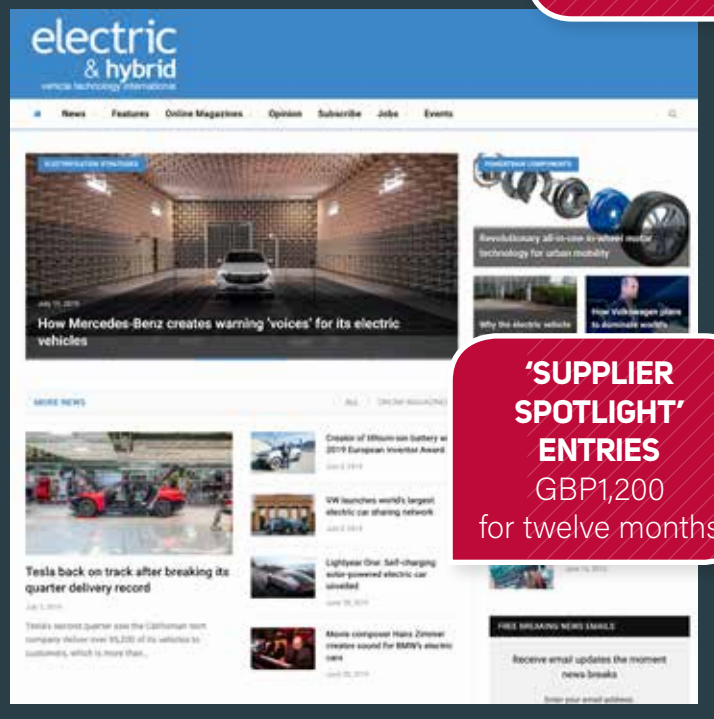
Six months: GBP4,050

WEEKLY

E-NEWSLETTERS

We also offer banner advertising on our weekly e-newsletters (sent out every Thursday/Friday)

GBP1,000 per banner per email.



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In the news this week

World's first hydrogen double decker buses set for London



In 2020, the UK's capital will see the introduction of the world's first hydrogen double decker buses as part of London's push for zero emission transportation [more...](#)

exclusive: Triumph reveals plans to create electric motorcycles



Iconic motorcycle brand Triumph has announced that it is joining forces with UK industry experts including Williams Advanced Engineering to develop and manufacture a future of electric motorcycles [more...](#)

More news...

- Hyundai announces multi-billion dollar battery deal for its EV future
- Hyundai and Kia to create high-performance electric car with Rimac
- Aston Martin Rapide E first look at Monaco
- Volvo unveils high-tech charging stations to help encourage EV uptake

'E-BLAST' PRICES

(as of 1st January 2019)

Distribution by dedicated, exclusive email to over 15,000 key professionals within the global OE electric and hybrid vehicle industry.

One 'e-blast': GBP4,450

Two 'e-blasts': GBP7,250

Three 'e-blasts': GBP9,450

Prices for additional 'e-blasts' upon request.

For further information, please contact Simon Edmonds, Mark Allen Group, Hawley Mill, Hawley Road, Dartford, Kent DA2 7TJ, UK.

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