RACE AGAINST TIME
As the UK moves its ICE ban even nearer, what needs to be done to make the switch to electric by 2030?

HYDROGEN – HYPE OR HOPE?
Fuel cell technology has been hailed as the future for alternative energy vehicles and recent investment is giving it a big boost.

BUILDING ELECTRIC ISLAND
The Volkswagen Group is embarking on an ambitious project to turn a Greek island into a fully-electric vehicle utopia.

MAKING HISTORY
How the Voxan Wattman was engineered to become the world’s fastest electric motorcycle.

WHAT’S NEXT
Luxury automotive brands are embracing a new era through electrification, with Bentley and McLaren both unveiling groundbreaking hybrid models.

ON ANOTHER SCALE
Battery manufacturers are spending billions to build high-tech gigafactories to produce batteries at a mass level.

ARE YOU READY TO RACE?
Electrification is transforming motorsport with new race series arriving on the circuit for 2021 – we find out the tech behind each.

Since advertising with Electric & Hybrid Vehicle Technology International, visitor numbers to our website have more than doubled – great job!

Anna Balyasov, Marketing Communications Manager, VisIC Technologies
First published in 1995, and now sent free of charge three times 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 45%, North America 35%, 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°, Vehicle Electrification Expo, Advanced Automotive Battery Conference and LCV.

**PUBLISHING SCHEDULE 2021/22:**

**July 2021 issue:**
Copy deadline: Friday 11th June 2021

**November 2021 issue:**
Copy deadline: Friday 15th October 2021

**March 2022 issue:**
Copy deadline: Friday 11th February 2022

**ADVERTISING RATES:**

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

Special series discounts for booking more than one issue at the same time.

Premium advertisement positions (covers etc) also available - prices upon request.

Technical editorial and interview opportunities also available to advertisers on a strictly ‘first come, first served’ basis!

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

For further information, please contact:
Simon Edmands, Mark Allen Group, Hawley Mill, Hawley Road, Dartford, Kent DA2 7TJ, UK.
Tel: +44 (0)1322 464737     Mobile: +44 (0)7753 821964     Email: simon.edmands@markallengroup.com

(*combined printed/digital distribution)
BANNER ADVERTISING RATES FOR
www.electrichybridvehicletechnology.com

Site Header – 600x75px:
Twelve months: GBP11,000
Six months: GBP6,600

Beneath Header Menu – 900x90px:
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

Wallpaper – 230x900px:
Twelve months: GBP11,000
Six months: GBP6,600

WEEKLY E-NEWSLETTERS
We also offer banner advertising on our weekly e-newsletters (sent out every Thursday) GBP1,000 per banner per email.

‘SUPPLIER SPOTLIGHT’ ENTRIES
GBP1,200 for twelve months

‘E-BLAST’ PRICES
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.