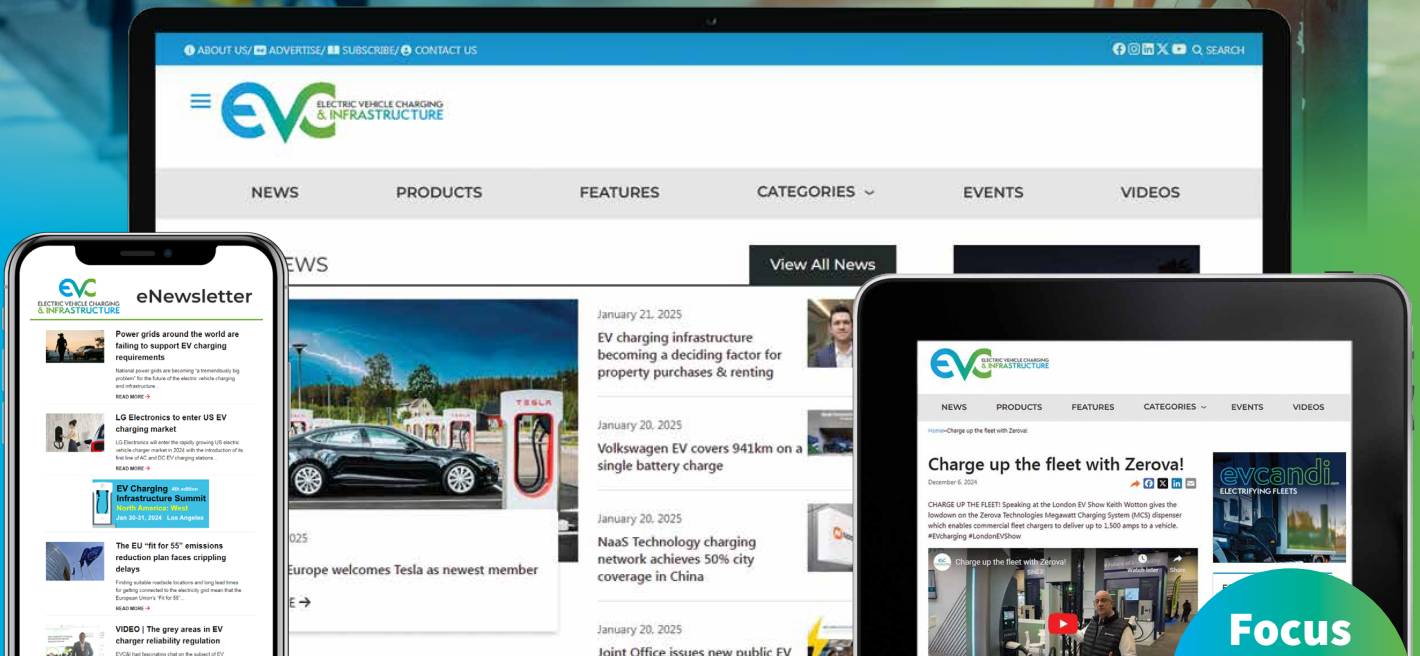




ELECTRIC VEHICLE CHARGING & INFRASTRUCTURE

evcandi.com



Focus for 2025:
Electrifying Fleets and Integrating Payments

MEDIA INFORMATION 2025

Last year, EVC&I served over 659,000 eNewsletters to its global audience of over 36,000, with an open rate of 23.5%. We now have over 8,700 following EVC&I on LinkedIn, generating over 560,000 Total Impressions.

Banners can now be served regionally: We can access your market

Connect with EVC&I TODAY



EV Charging and Infrastructure



@evcinfra



@evc_infra



@evc_infrastructure

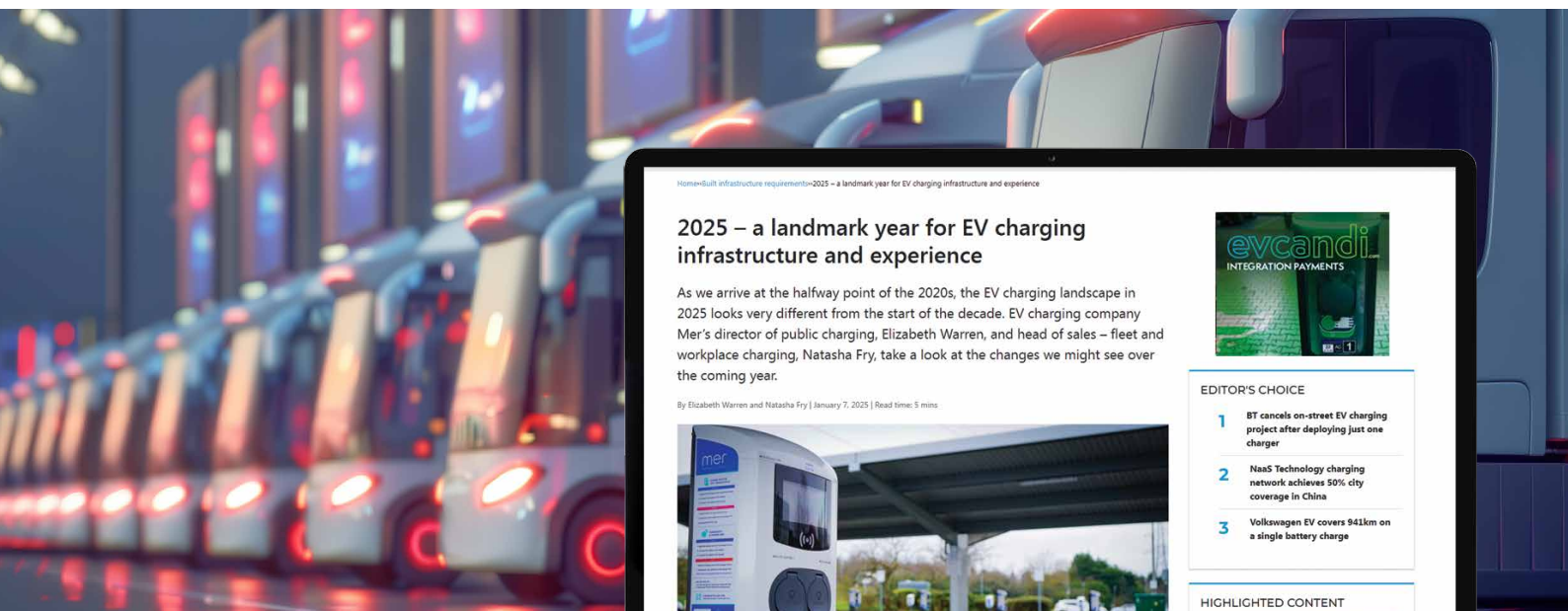


evc_infra

A dynamic global industry

EV Charging infrastructure remains the greatest obstacle to wider-scale EV adoption, from the grid's ability to supply in the desired locations, to the reliability and availability of the charging stations themselves...along with the wider integration of those that exist. The hiatus being experienced in some markets for BEVs is largely driven by governments over-promising and under-delivering charging infrastructure.

Notwithstanding the market challenges, two sectors of sustained growth stand out: Electrification of fleets and Integration of payment systems, and for 2025 EVC&I will apply a special focus to these two market segments as well as continuing to report on all major industry developments.



Electrifying fleets

With a compound annual growth rate (CAGR) of 23.1%, the global fleet charging market is set for considerable expansion, from a valuation of US\$3.45bn in 2022 to an estimated US\$26.4bn by 2032, according to Market Research Future. Management consulting firm McKinsey estimates that, by 2030, more than 300,000 public and private charge points will be needed across Europe, for medium- and heavy-duty trucks, up from roughly 10,000 today. In the United States, the market for fleet-charging services could be worth US\$15bn annually by 2030, according to McKinsey Sustainability.

Major EV fleet deployers in the United States include Amazon, which made its one-millionth delivery in the US via an electric delivery vehicle at the end of 2024. Amazon has deployed over 20,000 custom electric delivery vans coast-to-coast across the US and plans to have 100,000 by 2030.

Other important US players with massive electric fleets include UPS, FedEx, PepsiCo, AT&T, DHL and Comcast. School bus fleets are another major area of electrification – as of October 2024 there are nearly 5,000 electric school buses deployed in the US, according to data from the World Resources Institute, a 500% increase from 2021.

Integrating payments

Authorities around the world are planning to integrate payments for EV charging (and the accompanying hardware and software) into wider public transport payment systems. These include programs to place public EV charging stations or charging outlets at transit stations, providing EV drivers with convenient charging and promoting transit ridership at the same time. Such 'Eco Vehicle Integration' into wider transit systems is becoming an increasingly important area, according to the Green.Org website. According to a PwC analysis, the electric vehicle supply equipment (EVSE) market, which includes charging payments, will grow from US\$7bn in 2022 to US\$100bn by 2040. This growth is driven by the increasing adoption of EVs and the expansion of charging infrastructure.

Don't just take our word for it

Scan or click on the QR code to read independent reports...



Grand View Research:
 Electric Vehicle Charging
 Infrastructure Market Worth
 \$125.39 Billion By 2030

eNewsletter Circulation

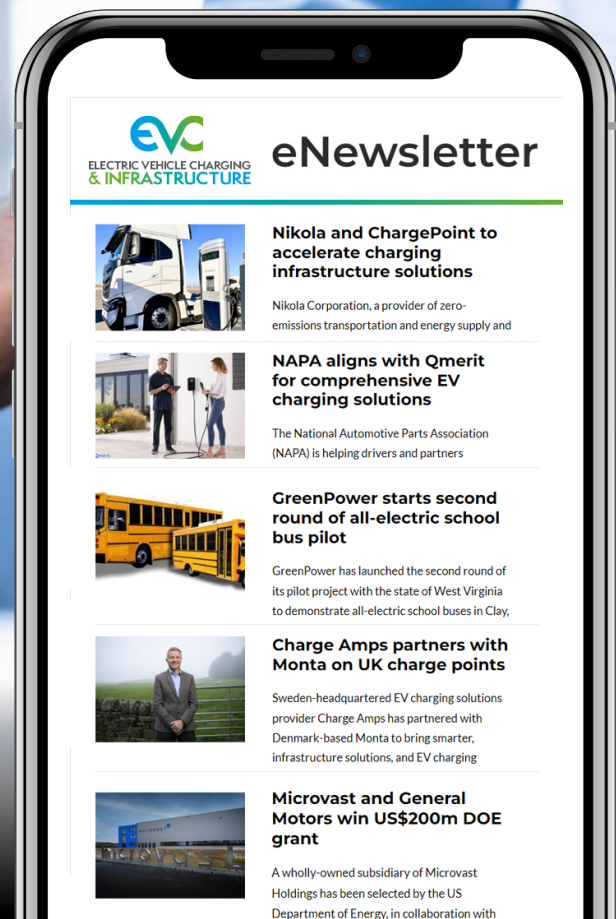
The *EVC&I* eNewsletter will be sent out every two weeks to a bespoke circulation drawn from the main *Route One Publishing* database PLUS qualified individuals identified through web and telephone research. To this core database will be added all qualified individuals that register to receive regular eNewsletters. Access to **evcandi.com** is free to all at the time of launch.

36,699*

Average qualified circulation

The core circulation comprises qualified individuals from the following organisations:-

1. Engineering firms; architects; project management companies; transportation consultants; urban planners; quantity surveyors
2. National, regional, and local highways & transportation government departments
3. Systems integrators; electrical, cabling, and IT contractors; M&E specialists and installers
4. Vehicle and component manufacturers
5. Universities & research establishments
6. Integrated charging systems developers and suppliers
7. Banks and finance companies
8. Fleet operators, public and private
9. Public Transport, car park operators, including stations and airports
10. Service station owners & operators; toll road operators
11. EV charging station operators
12. Retail parks; sports centres; hotel chains; rental car companies



Why use our eNewsletter?

Our qualified database of industry professionals is made up exclusively of people who have subscribed to one of our print magazines, eNewsletters or *Daily News* online bulletins, or who have attended an industry event where we have supplied the official media, or who are members of a relevant professional industry association.

**Figures quoted using Publisher's own data.*

Don't just take our word for it

Scan or click on the QR code to read independent reports...



McKinsey & Co: *Shaping the future of fast-charging EV infrastructure*

Biweekly eNewsletter sent to over 36,699* industry professionals

Sent every two weeks to our database of over 36,600 industry professionals, each eNewsletter includes a selection of advertising options that will enable you to present your products and services directly to this vitally important audience.



Average geographic qualified circulation

North America	20,407
Europe	10,133
Asia	2,427
Middle East & Africa	2,239
Central & South America	965
Australasia & SE Asia	528
TOTAL	36,699*

eNewsletter dates

Plan your 2025 campaigns now

- January 14th & 28th
- February 18th
- March 4^h & 25th
- April 8th & 29th
- May 20th
- June 3rd & 24th
- July 8th & 22nd
- August 12th
- September 2nd & 16th
- October 7th & 21st
- November 4th & 25th
- December 9th

Price per Sponsorship Banner

300 pixels wide x 125 pixels high	US\$1,375	€1,085
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EV ELECTRIC VEHICLE CHARGING & INFRASTRUCTURE **eNewsletter**

Nikola and ChargePoint to accelerate charging infrastructure solutions
Nikola Corporation, a provider of zero-emissions transportation and energy supply and

300 x 125

NAPA aligns with Qmerit for comprehensive EV charging solutions
The National Automotive Parts Association (NAPA) is helping drivers and partners

GreenPower starts second round of all-electric school bus pilot
GreenPower has launched the second round of its pilot project with the state of West Virginia to demonstrate all-electric school buses in Clay,

300 x 125

Charge Amps partners with Monta on UK charge points
Sweden-headquartered EV charging solutions provider Charge Amps has partnered with Denmark-based Monta to bring smarter, infrastructure solutions, and EV charging

Microvast and General Motors win US\$200m DOE grant
A wholly-owned subsidiary of Microvast Holdings has been selected by the US Department of Energy, in collaboration with

*Figures quoted using Publisher's own data.

EVC&I on social media



The EVC&I content team posts on all five social media channels but the channel which gains the most focus is LinkedIn, where followers are in excess of 8,700 since launch in late 2022.

The following profile is drawn from the latest available statistics, and will be regularly updated.

Over 60% of the followers are within senior management, comprising: Business Owners, Chief Executives and Partners, Vice-Presidents, Directors, other Senior Managers.

Over
8,700*
LinkedIn
followers

Over
560,000
impressions
in 2024



Company size of LinkedIn followers by employee numbers is:

Over 10,000	12.4%
1,001 to 10,000	14.1%
201 to 1,000	15%
51 to 200	15.7%
Under 50	24.3%
Others (unclassified)	18.5%

Job functions of LinkedIn followers are:

• Operations, Engineering, Project Management, and Information Technology	24.2%
• Sales, Marketing, and Product Management	20.9%
• Business Development	18.4%
• Administration and Finance	5%
• Other	31.5%

Industry employed by for LinkedIn followers:

• Appliances, Electrical, and Electronics Manufacturing	27.2%
• Motor Vehicle Manufacturing	20.0%
• IT Services and IT Consulting	8.9%
• Utilities	8.9%
• Renewable Energy Equipment Manufacturing	8.4%
• Software Development	7.9%
• Business Consulting & Services	6.0%
• Construction	4.3%
• Financial Services	4.3%
• Oil and Gas industry	4.1%



*Figures quoted are taken directly from LinkedIn analysis.

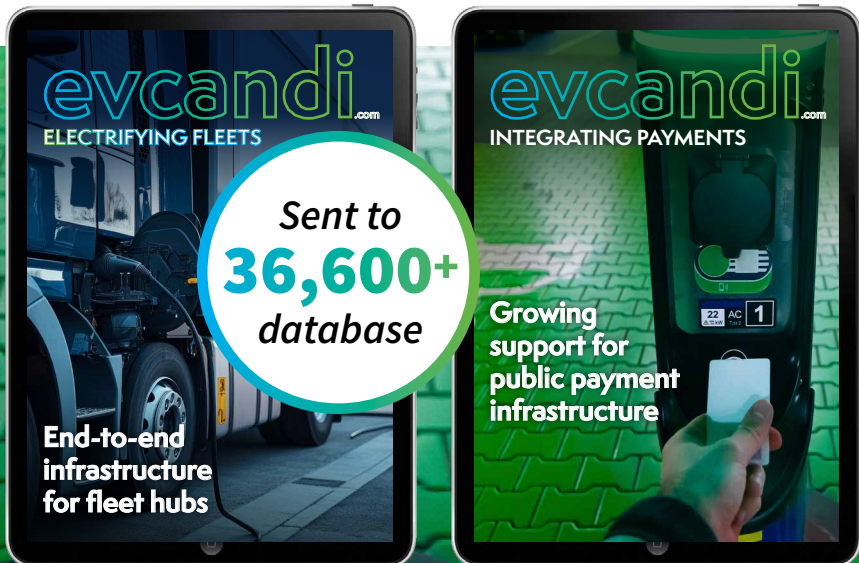
New for 2025: Business Reports

In 2025, EVC&I will publish two Business Reports on fast-growing sectors within the EV Charging Infrastructure market: Electrification of fleets, and the integration of payment systems...both in terms of payment methods and other authority-supplied transportation services.

Public transport increasingly combines both of these fast growing sectors.

EVC&I Business Reports provide an excellent opportunity for providers to connect with a dedicated global audience of over 40,000. They provide a unique opportunity for you to set out your expertise and experience, quoting examples of deployments, providing downloadable case histories and white papers, and setting out your reach in two major markets: The US and Europe.

EVC&I Business Reports will be shared and boosted comprehensively on all of our social media channels, ensuring that your content is seen by the largest possible audience



Prices start from US\$4,999 - €4,650

Included in the package:

- 1,500 – 2,000 word article
- Promoted on the website, social media and eNewsletters

Booking deadline: 30 May 2024

Publication date: 25 June 2024

Electrifying fleets

McKinsey asserts that the business possibilities in the European market are wide open. With no incumbent players fully established in the electric truck-charging market, companies from a variety of arenas have an opportunity to shape the ecosystem of market participants, creating new businesses or forging strategic collaborations. By 2030, fleet charging across Europe will be consuming 20 terawatt-hours (TWh) electricity annually, roughly 0.5% of Europe's total demand. Suppliers will have the opportunity to work directly with major fleet operators, developing their own charging infrastructure.

The US market is forging ahead, with multiple nationwide fleet operators investing in fleet electrification. E-fleet expansion provides huge opportunities for EV charging and infrastructure providers including software, hardware and vehicle-to-grid (V2G) technology companies. V2G enables electric vehicles to interact with the grid, charge at off-peak times and sell energy back to the utilities, helping to offset the cost of fleet electrification.

Integrating payments

The charging payments market is expanding rapidly, with governments and the private sector investing heavily in infrastructure and technology to support EV charging, according to Connective Payments. However, challenges such as fragmented payment systems and the need for standardized solutions remain.

Players in the EV charging payments process include: the **hardware manufacturers** building the physical devices that process cashless payments (eg. POS acceptance devices); the **payment gateway** or software application that securely captures and encrypts payment data; the **payment services provider (PSP)**, a third party financial institution that authorises transactions and transmits data to clear and settle them between merchants and their customers.

Streamlining fragmented payment processes, offering multiple payment options, and ensuring secure and reliable transaction processing are essential to address payment difficulties and enhance the user experience at charging stations, according to 1C EV Charging.

evcandi.com

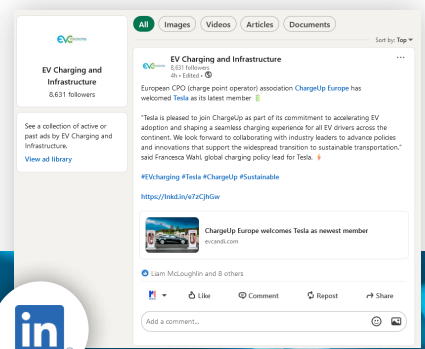
Sponsored Content, *White Papers & *Industry Research

In an industry that is permanently hungry for information, such as data sheets, case studies, and product data, content marketing can provide a new and exciting dimension to your campaign. You can provide information that will help industry professionals in their jobs, while at the same time putting your company at the forefront as experts and thought leaders.

Global audience of over **36,000***

All sponsored content will appear in a prime position within the Features or Products sections for 1-month and then it will be archived and available for a further 12-months. It will be supported by promotion on the website, our eNewsletters and our growing social media audience.

*We will review and write an executive summary as part of the sponsorship



Product launch
Cost Per Month - US\$1,070 - €935
Included in the product launch package:

- 300-500 words & image of your choice featured on the homepage and in the products section/lists
- Promoted on our social media channels
- Promoted on our eNewsletter sent to 40,062 readers worldwide

Premium product launch
Cost Per Month - US\$2,860 - €2,485
Included in the premium product launch package:

- 300-500 words & image of your choice featured on the homepage and in the products section/lists
- A video or download sheet integrated within your article
- Promoted on our social media channels
- Promoted on our eNewsletter sent to 40,062 readers worldwide

Focus feature
Cost Per Month - US\$5,720 - €4,970
Included in the basic feature package:

- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Promoted on our eNewsletter sent to 40,062 readers worldwide
- The feature will appear on the homepage within the "features section" and in feature pages/lists

Premium feature
Cost Per Month - US\$9,995 - €8,690
Included in the premium feature package

- 1500 words and images of your choice
- Video and downloadable product sheets integrated within the article if available
- Promoted on our social media channels
- Boosted on social media channels
- Promoted on our eNewsletter sent to 40,062 readers worldwide
- Premium positioning of your feature under "Highlighted Content" slider promotion across almost every page of the website
- The feature will also appear on the homepage within "featured articles" and in feature pages/lists

*Figures quoted using Publisher's own data.



Video

Video is the fastest growing digital medium, as it is one of the most effective methods of engaging your target audience.

We understand that it is costly to create a company &/or product video, so, having made that investment, it is imperative to have it seen by as many transportation professionals as possible.

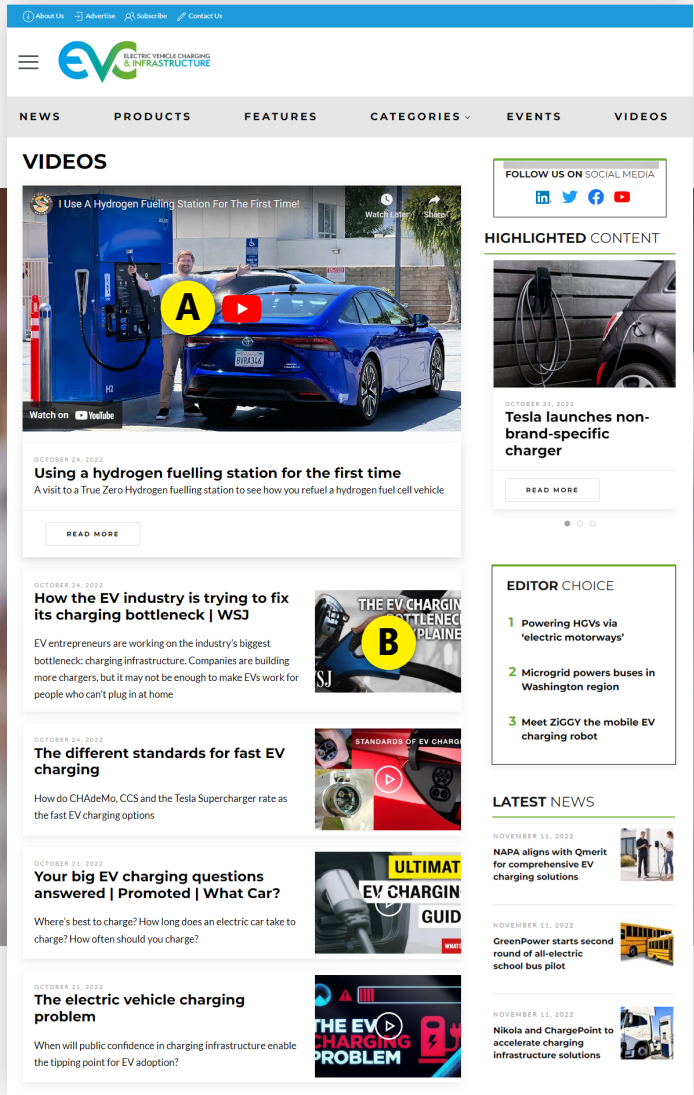
Through our website, **evcandi.com** can now offer many excellent opportunities to help you reach this important industry audience on a worldwide basis.

We can even help create your own product and corporate videos. See below for more details.

YouTube has over 2.6 billion users worldwide that watch an average 1 billion hours per day

A Premium video position
Cost Per Month - US\$2,140 - €1,860
 Positioned in a prime slot at the top of the homepage as well as video lists on the site. The video will appear in a prime position for 1 month and then archived and available for a further year.

B Basic video
Cost Per Month - US\$1,425 - €1,235
 Your video will be hosted on the homepage and in the video lists.



Don't just take our word for it
 Scan or click on the QR code to read independent reports...

McKinsey & Co: The future of EV charging infrastructure: Executive perspectives

Banner Opportunities

Special Position – Catfish Banner (One advertiser per month)

This is the most visible position on the website as it appears at the bottom of every page apart from the Homepage, where it reverts to position G. The Catfish Banner effectively becomes part of the website, as it is constantly on-screen, even when visitors scroll the page or change pages. Every visitor will see the Catfish Banner and they can either click on it to visit your website, or close it until their next website session. Either way, they will have seen your brand and read your message. This is the most impactful position on the website, as it is exclusive to one company per month.

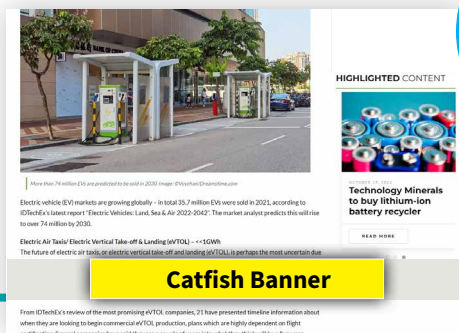
Cost Per Month: US\$3,575 - €3,105

Desktop size: 728 x 90

Responsive sizes:

300 x 100, 300 x 50, 600 x 75

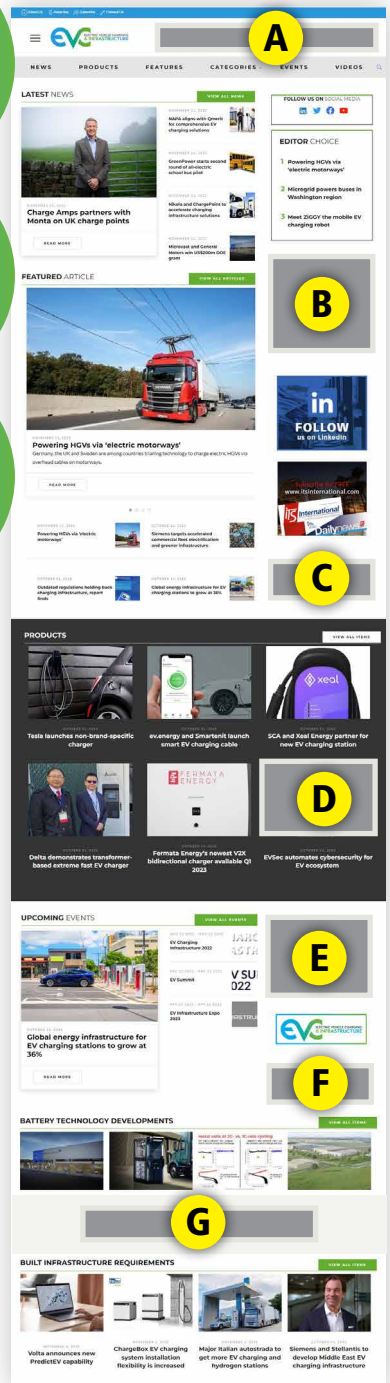
The Catfish banner will sit at the bottom of the screen and float above published content on the website.



9,127
Average page views per month

6,110
Average monthly users

1:32secs
Average engagement time



Banner Positions

- A Leaderboard (Max 3x Advertisers)**
One of the largest and most visible advertising positions. With a leaderboard you're always going to be top and centre across the entire website.
Cost Per Month: US\$1,430 - €1,245
Desktop Size: 728 x 90
Responsive size: 300 x 100
- B MPU (Max 5x Advertisers)**
Very visible on the top right of the page across the entire website
Cost Per Month: US\$710 - €615
Desktop/Responsive size: 300 x 250
- C Mini MPU (Max 3x Advertisers)**
Cost Per Month: US\$355 - €315
Desktop/Responsive Size: 300 x 100
- D MPU Premium Product Launch (Max 1x Advertiser per month)**
If you are launching a new product, this feature presents a fantastic opportunity. Included in the package is a product photograph(s) and up to 500-words of editorial content. This will receive prime positioning on the Homepage under the Products section and it will be integrated on every page of the website for one month.

Also included is a video and product data sheet for readers to view and a guaranteed 150 word editorial with photo, in the products section of the next printed edition of *ITS International* magazine.
Cost Per Month: US\$2,860 - €2,485
Desktop/Responsive size: 300 x 250

- E MPU (Max 5x Advertisers)**
Cost Per Month: US\$565 - €490
Desktop/Responsive size: 300 x 250
- F Mini MPU (Max 5 advertisers)**
Cost Per Month: US\$355 - €315
Desktop/Responsive size: 300 x 100

- G* Catfish Banner Leaderboard Banner (Max 1x Advertiser)**
Only on the Homepage and part of Catfish offering above.

Premium Video position
See Video Category on page 8

All banners can now be served REGIONALLY

Meet the team

Electric Vehicle Charging and Infrastructure (EVC&I) is published by Route One Publishing Ltd (ROPL).

ROPL's editors are all recognised experts whose writing is widely trusted and who are regularly invited to moderate at leading industry conferences and our Managing Editor Liam McLoughlin is no exception.



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Route One Publishing, founded in 1991, is proud to be editorially independent and its content channels are highly regarded throughout the industry for their authority and integrity, as well as their commitment to delivering informed, authoritative, and relevant information.

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Versinetic:
*EV Charging Network
rollout: Challenges
and Opportunities*

*Additional news is sourced by our expert internet researcher **James Foster** and by our global network of local editors.*