

# EV BUILDER'S GUIDE

[www.evbuildersguide.com](http://www.evbuildersguide.com)

MEDIA KIT  
2023

ENGAGED<sup>®</sup>  
MEDIA LLC







## EV BUILDER'S GUIDE

With expert-led coverage of electric motors, modifications, parts, and events, *EV Builder's Guide* documents everything there is to know about the vehicles that have replaced combustion engines with electric motors. Converting a classic car with an electric motor is an unfamiliar process and an entire lifestyle.



As the world's first resto-mod magazine for EV conversions, we're teaching the audience both.

**EV** BUILDER'S  
GUIDE



## WHAT EV BUILDER'S GUIDE DOES

We push EV potential forward by bringing technical education and auto lifestyle to more people.

And we're the first to do it in our industry!

We're proud to be at the forefront of global EV conversions by covering—and teaching—the best premium custom EVs anywhere. Education is the name of our game.

That's why our team is becoming official EV-certified technicians through the national EV certification network at Legacy EV. You can't fake good know-how, and so we're learning it for ourselves.

Our brand covers:

- Custom EVs from around the world, down to their builders and parts
- Buyer's guides to profile the best custom EV products
- The first-of-its-kind EV technician certification from Legacy EV
- And more!

Classic converted cars have an outsized industry impact on the EV aftermarket, per SEMA. That's why we're here.







## THE EV MARKET

The world of electric vehicles is growing. We're already ahead of it.

We're tracking the way electric motors are transforming classic and modern auto. And the auto market is transforming quickly.

Global EV use grew by **750%+** between 2016 and 2021.\*

**90%** of the top manufacturers plan to greatly increase production of EVs, per SEMA.

Global EV demand will grow by **1,500%+** by 2030.\*

**33%** of new vehicle global sales will be EVs by 2030 (and **45%** by 2035), per SEMA.

EV conversion will grow **16%+** every year through 2025.\*\*

The thrilling opportunity of EVs is here. And we're already at the frontier.

**Are you ready to join us there?**

\*per Statista, 2022.

\*\*per Research and Markets, 2022.

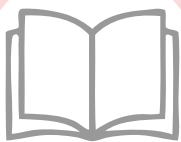
# THE EV BUILDER'S GUIDE NETWORK

All the channels that reach, engage and retain EV enthusiasts.



## Digital

- EVBuildersGuide.com
- Our weekly newsletter



## In Print

- *EV Builder's Guide* Magazine



## Social Media

- Facebook
- Instagram
- LinkedIn



## Custom Content

- Magazines
- Catalogs
- Digital articles



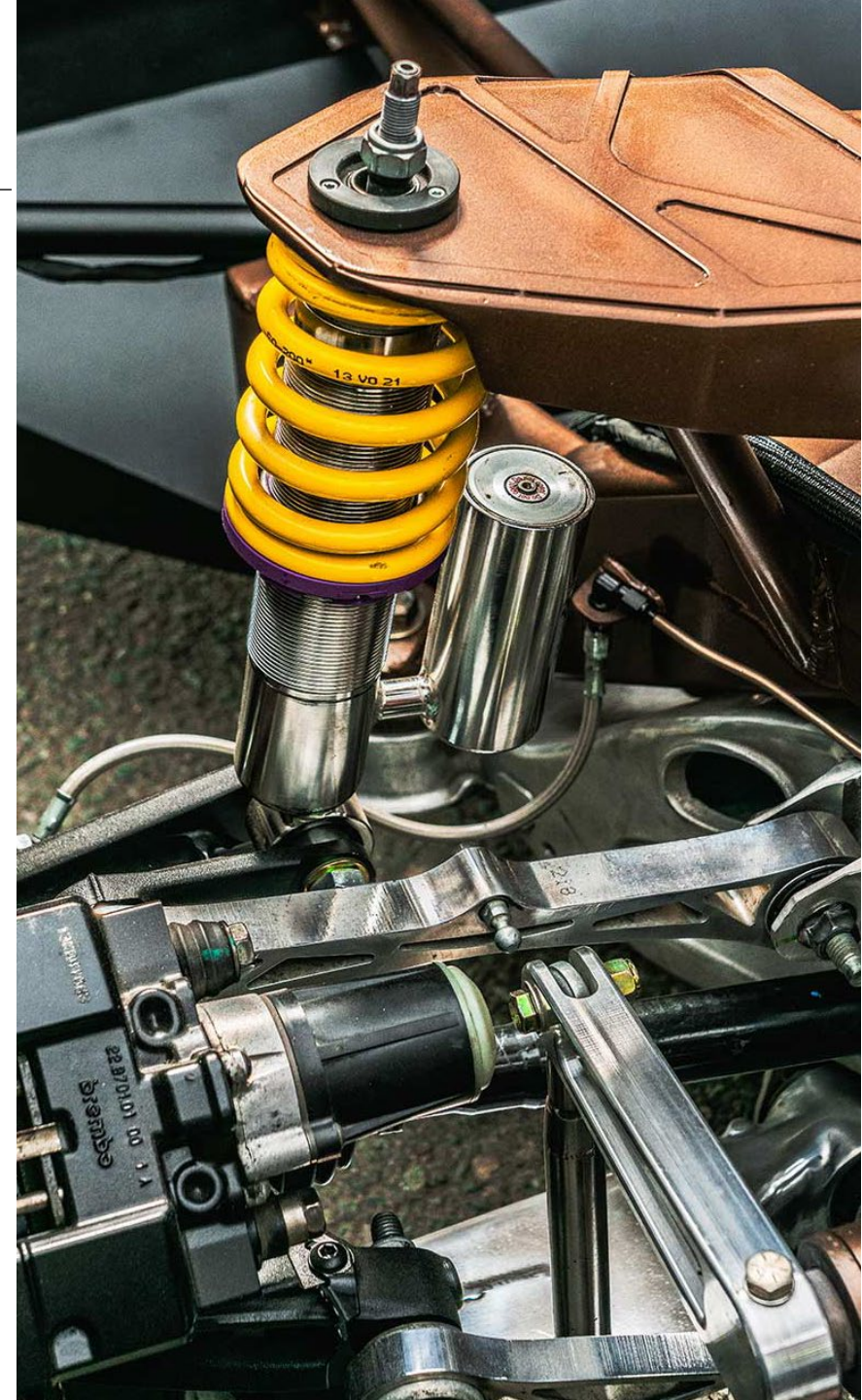
## Sponsorships

- Events like SEMA, Fully-Charged Live North America and others

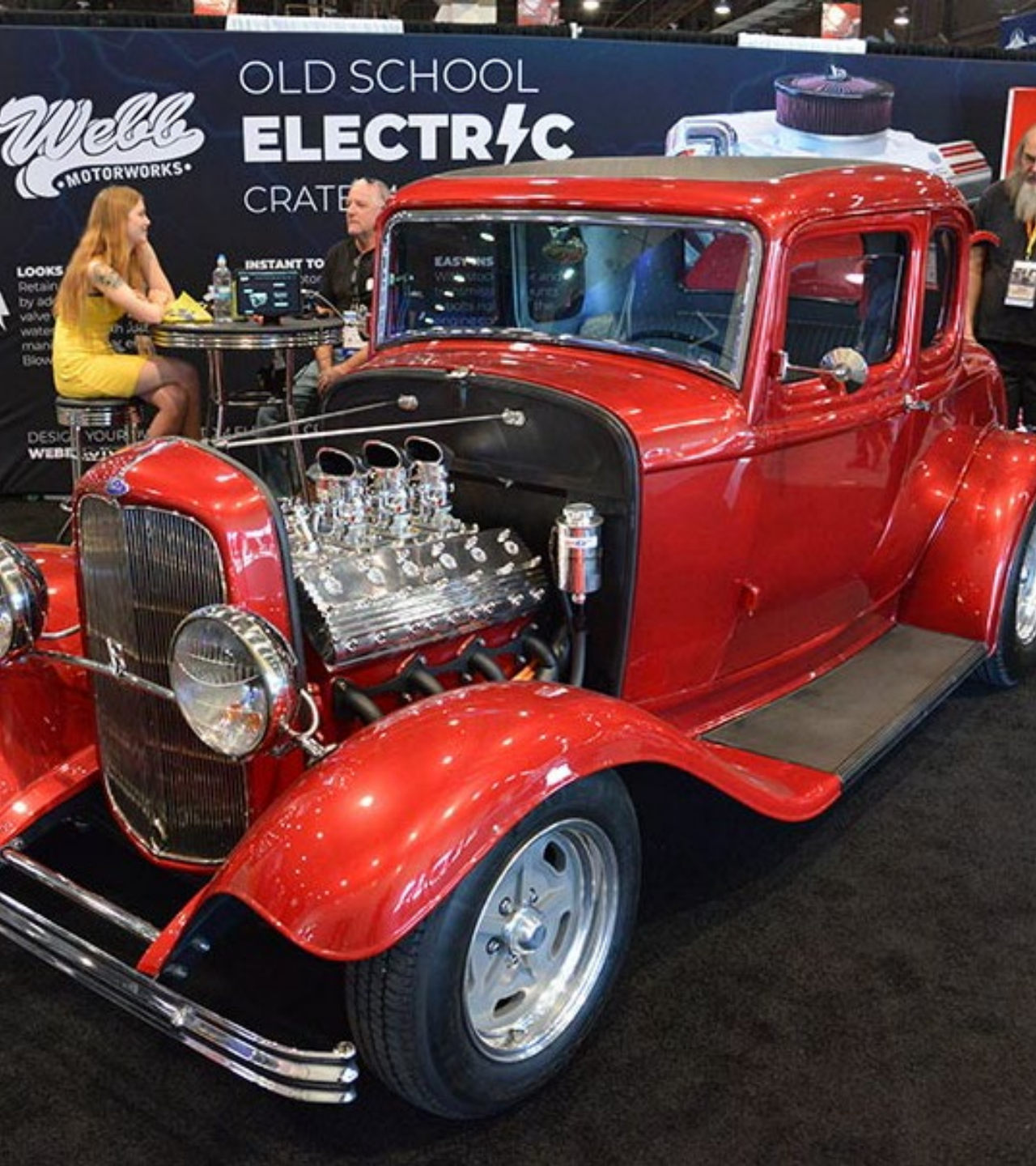


## Marketing Solutions

- Pinpoint
- WebID
- Programmatic







## EV BUILDER'S GUIDE EVENT COVERAGE

### Electrifying Races and Shows

Sponsor the events where your target buyers will meet your brand. Remember, our audiences are the EV-enthusiast leads who want your products. Our sponsored events will generate and collect them for you.

Sponsoring events better increases your reach and drives sales, according to Allied Research.

We stream the events that diesel enthusiasts want to see—bringing must-see races and shows to viewers anywhere. Your brand can join them and receive:

- Specific interviews with your staff at your event booth
- Your logo on all event streams and highlight videos
- Your company name headlining all promotions before, during and after the event
- And more!

**61%**

of event marketers  
say that events are  
their most critical  
channel\*

**78%**

say that events will  
become more  
important over  
time\*

\*Per Bizzabo, 2019



# EV BUILDER'S GUIDE MARKETING SOLUTIONS

## The ROIs You Want from Our Audience of Buyers

Our integrated marketing solutions connect your brand to the EV builders most likely to buy your products and services. You just choose your solution:

- Custom content solutions that build your audiences with industry-leading digital and print stories
- Pinpoint: marketing that gives your brand total access to your next buyers through well-targeted digital ads and tailored social media campaigns.
- Custom social campaigns that place your brand in our social media followers

And more!



# AD SIZES AND SPECIFICATIONS

## Mechanical Requirements

**Printing:** Web Offset

**Binding:** Perfect Bound Trim Size: 8” x 10.875”

## Material Requirements

**Digital Files:** PDF 300 DPI

**Total maximum dot densities:** 180% for 2 colors, 280% for 4 colors

Publisher set (pubset) ads should arrive no later than the ad close date. This includes ad copy, photographs, logo, etc. needed to build the ad. Engaged Media LLC will supply a price quote for authorization based on the amount of work necessary to complete the ad.

Alteration and correction requests to the finished product will be billed to the advertiser.

Changes and corrections to existing ads will be billed to the advertiser. Please supply necessary instructions, legible copy and ad material before the ad material due date.

*Please note:* Unless specified through prior written agreement with the Publisher, the Publisher will hold existing advertising materials for one year only after the issue date.

Final Trim: 8” x 10.875”

Standard Units	Width & Depth
Full page (live area)*	7.125” x 9.75” deep
1/2 page (horizontal)	7.125” x 4.875” deep
1/3 page (vertical)	2.25” x 10” deep
1/4 page (vertical)	3.375” x 4.875” deep

\*Live Area: Type and other images not intended to bleed must be kept 0.25” from final trim.

Size	Rate
Full Page	\$1,800
Half Page	\$1,200
1/3 Page	\$850
1/4 Page	\$700





## THE EV BUILDER'S GUIDE EDITORIAL TEAM



### **Chris Hamilton** | Editor in Chief and Editorial Lead

Cars of all kinds are as regular as breathing for Chris. He has owned, built and covered them for as long as he can remember. Now he leads digital media and event coverage for several automotive brands, most recently as the editor of *EV Builder's Guide* and host of its 2022 SEMA panel: “*The Electric Truck: Tap into New Opportunities*”

### **Tim Cachelin** | Tech Contributor

Tim is a working EV design engineer—he knows the ins and outs of what he writes, meaning that he brings the actionable knowledge for actual EVs. That’s exactly what he’s bringing as a panel member at SEMA 2022.

### **Jérôme Andre** | Assistant Editor

Jérôme is a seasoned auto journalist covering European markets, and he’s contributed to *Hot Rod*, *Muscle Car* and other publications and television shows for over 20 years. He began covering EVs on the rise in Europe several years ago, and he’s now the on-the-ground expert featured as our SEMA panelist.

### **Mavrick Knoles** | EV Specialist Contributor

As president and cofounder at Legacy EV, Mavrick brings his background in education to fill in EV-conversion knowledge gaps through *EV Builder's Guide*, as a contributor but also the mind behind the first-of-its-kind EV Technician Certification.



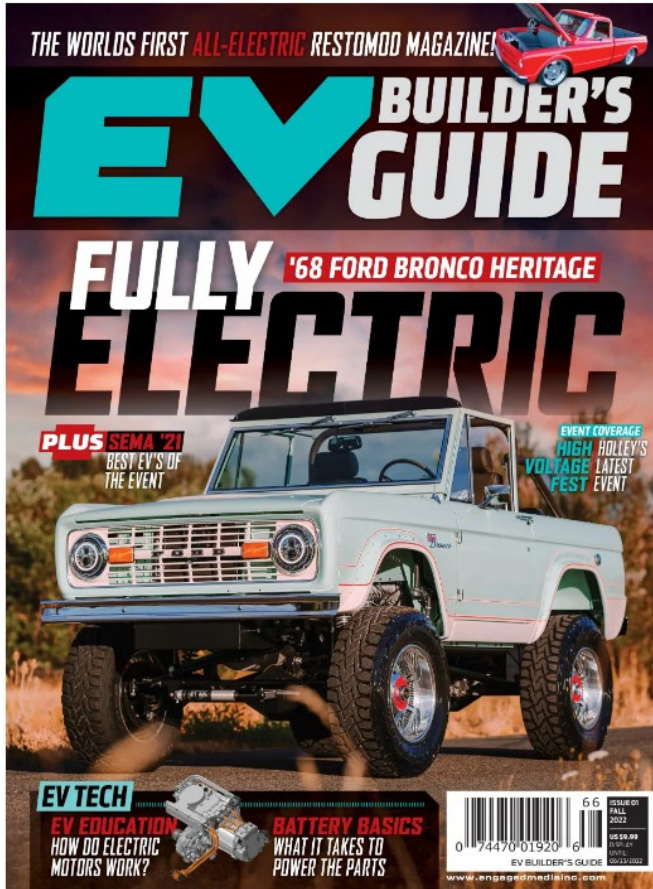
# 2023 PRODUCTION SCHEDULE

Issue	Ad Close	Materials Due	On Sale Date
EVBG-Fall 23	05/17/23	05/23/23	07/11/23
EVBG-Winter 23	09/27/23	10/03/23	11/21/23





CONTACT US!



**ENGAGED**<sup>®</sup>  
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