

# EV BUILDER'S GUIDE

2024 GROUP MEDIA KIT  
WWW.EVBUILDERSGUIDE.COM



ENGAGED  
MEDIA, LLC



AS THE WORLD'S FIRST RESTO-MOD MAGAZINE FOR EV CONVERSIONS, WE'RE TEACHING THE AUDIENCE WITH UNIQUE PRINT AND DIGITAL CONTENT.



## OUR MISSION IS SIMPLE:

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.



## OUR AUDIENCE



EVBG'S REACH  
**125K+** ENTHUSIASTS REACHED PER YEAR

EVBG DIGITAL  
**65K+** UNIQUE USERS PER YEAR

**12K+** UNIQUE SOCIAL FOLLOWERS



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.\*\*



## EV BUILDER'S GUIDE NOTABLES

WE PUSH EV POTENTIAL FORWARD BY BRINGING **TECHNICAL EDUCATION** AND AUTO LIFESTYLE TO MORE PEOPLE.

THE EVBG TEAM MEMBERS ARE **OFFICIAL EV-CERTIFIED TECHNICIANS** THROUGH THE NATIONAL EV CERTIFICATION NETWORK AT LEGACY EV.

BETWEEN 2022 AND 2028, THE SIZE OF THE **GLOBAL ELECTRIC VEHICLE MARKET** IS EXPECTED TO INCREASE BY A COMPOUND ANNUAL GROWTH RATE OF 3.48 PERCENT TO REACH AN ESTIMATED GLOBAL MARKET SIZE OF SOME 770 BILLION U.S. DOLLARS BY 2028.

WE **DOCUMENT CUSTOM EVS** FROM AROUND THE WORLD, DOWN TO THEIR BUILDERS AND PARTS.

EVBG PRODUCES BUYER'S GUIDES TO PROFILE THE BEST CUSTOM EV PRODUCTS

**CLASSIC CONVERTED CARS** HAVE AN OUTSIZED INDUSTRY IMPACT ON THE EV AFTERMARKET, PER SEMA. THAT'S WHY WE'RE HERE.

THE WORLD OF ELECTRIC VEHICLES IS GROWING. **WE'RE ALREADY AHEAD OF IT.**



## EV EVENT BROADCASTS

OUR PHOTOGRAPHERS, VIDEOGRAPHERS, AND AUTO JOURNALISTS BRING THE NATION'S PREMIER EV EVENTS THROUGH PRINT AND DIGITAL CHANNELS.

OUR TEAM DOCUMENTS EV SPECIFIC EVENTS TO BROADCAST THROUGH OUR VIDEO OUTLETS, STRAIGHT TO OUR BROAD DIGITAL AUDIENCE.

ENTHUSIASTS NEVER AGAIN WORRY ABOUT MISSING AN EVENT WHEN THEY CAN COUNT ON EV BUILDER'S GUIDE MAGAZINE TO BRING THE ACTION TO THEM!

## EVBG NEWSLETTER AUDIENCE

\*PER MAILCHIMP

500+ REGISTERED SUBSCRIBERS

BI-WEEKLY EV EMAIL BLASTS

ABOUT FOUR-IN-TEN AMERICANS (38%) SAY THEY'RE VERY INTERESTED IN EV RELATED CONTENT.

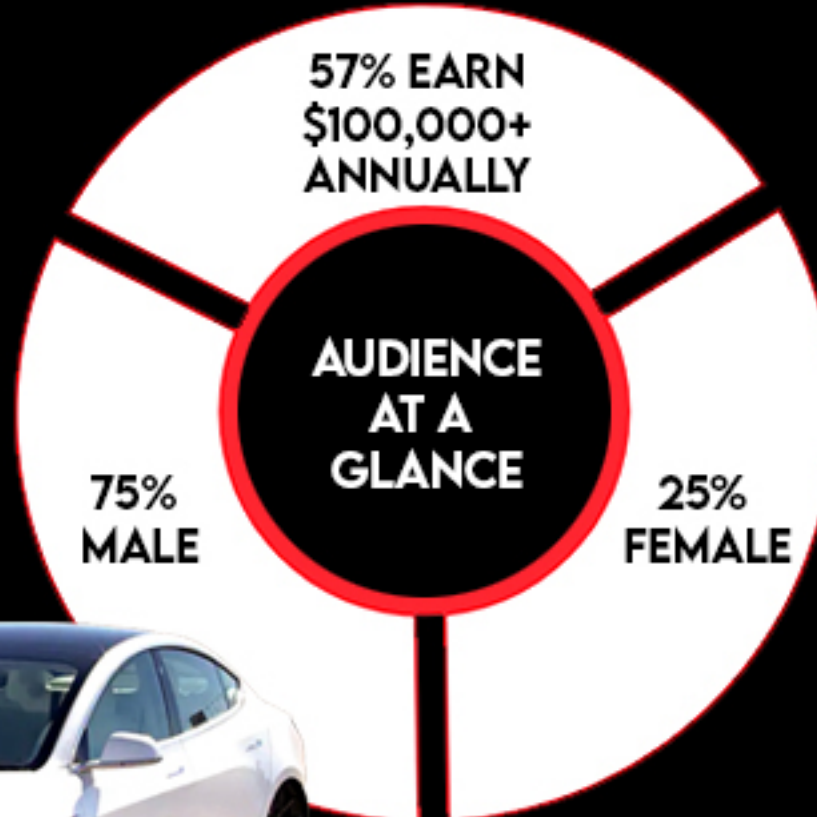
DEDICATED TO EV RESTOMOD AND OEM EV UPGRADES AND KNOWLEDGE

## ADVERTISE WITH US

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### AD LAYOUTS WIDTH X DEPTH

AD LAYOUTS	WIDTH X DEPTH
FINAL TRIM:	8" X 10.875"
STANDARD UNITS	WIDTH & DEPTH
FULL PAGE SPREAD (WITH BLEED AREA)*	16.25" X 11.125" DEEP
FULL PAGE (WITH BLEED AREA)*	8.25" X 11.125" DEEP
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

### EV BUILDER'S GUIDE 2024 ADVERTISING PRINT RATES

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

### OFFICIAL 2024 EV BUILDER'S GUIDE MAGAZINE PRODUCTION SCHEDULE

		AD CLOSE	ART DUE	ON SALE
EV Builders Guide	Spring 2024	12/07/23	12/13/23	02/06/24
EV Builders Guide	Summer 2024	03/07/24	03/13/24	05/07/24
EV Builders Guide	Fall 2024	06/06/24	06/12/24	08/06/24
EV Builders Guide	Winter 2024	09/05/24	09/11/24	11/05/24
Tesla Trends	Winter 2024	08/22/24	08/28/24	10/22/24