

# E-MOBILITY ENGINEERING

# MEDIA KIT 2020



## E-MOBILITY ENGINEERING

Launched in 2018, **EME** is the first publication to focus entirely on providing independent coverage of the engineering of electric vehicles. Published quarterly **EME** probes today's cutting edge projects to provide in-depth research insights, rigorous investigation backed by professional peer review and critical analysis.

**EME** is an invaluable resource of actionable intelligence for engineers whilst also providing a targeted promotional platform for those with products and services of interest to them. If you want to seize more than your fair share of the fresh opportunities being created in this exciting market, then **EME** is a must.

## THE CONTENT

### THE GRID

The **EME** news section is focused on technological development. Business and politics are only covered in so far as they impact directly on engineering solutions. From the outset **EME** has established itself as a publication that deals in hard science.

### DOSSIERS

**EME** dossiers offer an incredibly detailed look at high profile E-Mobility projects, revealing many secrets of the technology that are simply not reported anywhere else. Our overall vehicle dossiers cover concepts from automotive, off-highway, aerospace and commercial applications. Each powerplant dossier explores in depth one of the diverse innovative power units at the forefront of today's electric revolution.

### DEEP INSIGHTS

**E-Mobility Engineering's** 'Insights' drill down into specific technological topics, providing mission critical information for engineers working in the field. This may be a deep dive into high-power semi-conductor materials, through to an investigation into the challenges of hydrogen infrastructure. The running theme being unmatched insight and technical detail.

### FOCUS

Revisited just once every 2-3 years the 'Focus' acts as an excellent source of reference on specific products and types of engineering service – topics covered include:

- Composites
- Cooling Systems
- Motors
- Cabling & Connectors
- Additive Layer Manufacturing
- Control Systems
- Inverters
- Converters
- Thermal Management
- Batteries
- Battery Monitoring/Management
- Infrastructure
- Fuel Cells
- Super Capacitors
- Superconducting Magnetic Energy Storage
- AC & DC Charging Systems
- Power Electronics Subsystems
- Power Semiconductor Devices & Highly Integrated Modules
- Wide Band Gap Devices & Related Issues
- Packaging, Cooling & Heat Transfer
- Magnetics, Capacitors, Bus Bar & 3D Integrations
- Sensors for Motors & Converters
- Harnesses, Connectors & Protection/Distribution Devices
- Wireless Power Transfer
- Stationary Wireless Power Transfer
- Dynamic Wireless Power Transfer
- Wireless High Power Transfer
- Electromagnetic Compatibility
- Modelling & Simulation
- Measuring Methods & Equipment
- Materials
- Test Systems



## THE CIRCULATION

**E-Mobility Engineering** magazine is read by engineers around the world actively working on developing technological solutions for electric vehicles and the systems that support them. **Written by engineers, for engineers.**

### CORE CIRCULATION

**6,000** individually mailed copies

### READERSHIP

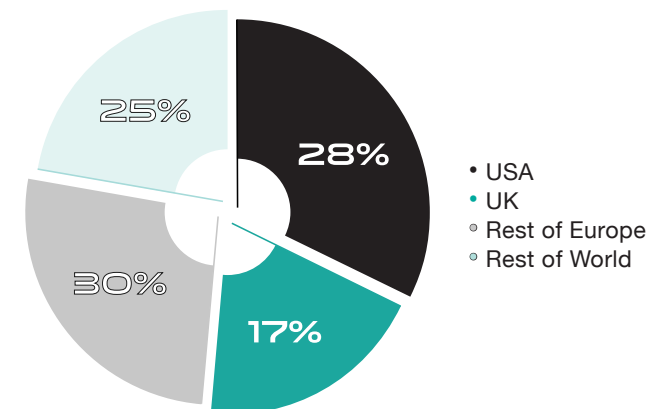
**18,000** (average 3 readers per copy)

### READERS INCLUDE:

- Chief Engineer
- CTO
- E-Mobility Engineer
- Modelling & Simulation Engineer
- Design Engineer
- Electronic Design Engineer
- Heads of Engineering
- Heads of E-Mobility
- R&D Engineer
- Heads of R&D
- Project Manager
- Project Engineer
- PHEV Engineer
- BEV Engineer
- HEV Engineer
- E-Drive Engineer
- E-Propulsion Engineer
- Powertrain Engineer
- Drivetrain Engineer
- Electronic Engineer
- Senior Engineer
- Hybrid Engineer
- Technical Director
- Engineering Director

In addition to the CEOs, COOs and Managing Directors of the global E-Mobility engineering community.

### GEOGRAPHICAL BREAKDOWN





# SCHEDULE & CONTENTS

Issue	Copy Deadline	Publication Date	Product Focus	Tech Focus	Bonus Distribution
EME 5	20/11/2019	06/12/2019	Lightweight Materials	Radial Flux Motors	CES / CWIEME Shanghai
EME 6	12/02/2020	28/02/2020	E-Axles	Magnetics	EV Tech Expo EU / The Battery Show EU / Revolution 2020 / CWIEME Berlin
EME 7	13/05/2020	29/05/2020	ECU's	Fuel Cells	EVS 33 / iVT Expo
EME 8	12/08/2020	28/08/2020	Measuring Methods & Equipment	Chargers	EV Tech Expo NA / The Battery Show NA / Cenex-LCV / IAA 2020 / CWIEME Americas
EME 9	11/11/2020	27/11/2020	DC-DC Converters	Battery Materials	CES / CWIEME Shanghai

## ADVERTISING RATES

Size/insertions	1x	2x	4x
Double page	£7,315	£6,585	£6,215
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Half page	£2,315	£2,085	£1,970
Quarter page	£1,220	£1,100	£1,035

Cover positions +20%, Guaranteed position +10%

## MECHANICAL DATA

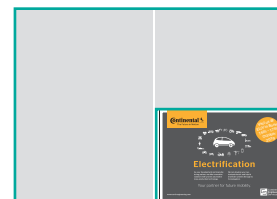
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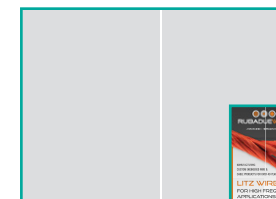
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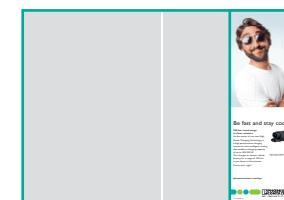
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# SAMPLE COMPANIES REPRESENTED BY ENGINEERS THAT READ **E-MOBILITY ENGINEERING**

## AUTOMOTIVE OEM

Acura  
Ariel  
Aston Martin  
Audi  
Baojun  
BMW  
Bugatti  
Buick  
BYD  
Byton  
Cadillac  
Chevrolet  
Corvette  
Dacia  
Daihatsu  
Dodge  
FCA Group  
Faraday Future  
Ferrari  
Fiat  
Fisker  
Ford  
Geely  
GM  
Great Wall  
Groupe PSA  
Holden  
Honda  
Hummer  
Hyundai  
Infiniti  
Invicta  
Jaguar Land Rover  
Jeep  
Kia  
KTM  
Lexus  
Lit Motors  
Lucid Motors  
Mazda  
McLaren  
Mercedes-Benz  
Mini  
Mitsubishi  
NIO  
Opel / Vauxhall  
Polaris  
Porsche

Proton

Renault  
Rimac  
SEAT  
SF Motors  
Skoda  
Smart  
SsangYong  
Subaru  
Suzuki  
Tesla  
Toyota  
Volkswagen  
Volvo  
Wuling

## COMMERCIAL VEHICLE OEMS

EDI  
Anhui Ankai Automobile Co  
Ashok Leyland  
Beiqi Foton  
BMC  
BYD  
China National Heavy Duty  
Truck Group  
Cummins  
DAC Trucks  
DAF Trucks  
Daimler Fuso  
Dongfeng Motor Group  
E-Force One  
First Automotive Works  
Ford  
Freightliner  
GAZ  
Gillig  
Hino Motors  
IVECO Bus  
Isuzu  
IVECO  
KAMAZ  
Kenworth  
Mack  
MAN Truck & Bus  
Marcopolo  
Mitsubishi  
Navistar International  
Nikola  
Oaccar

Orange EV

Peterbilt  
Renault & Groupe Delanchy  
Scania  
Solaris Bus & Coach  
Tata Motors  
Tesla  
Thor  
UD Trucks  
Volkswagen Vehicles  
Volvo Trucks & Buses  
Xiamen Golden Dragon Bus Co  
Zhengzhou Yutong Bus Co

## OFF HIGHWAY OEMS

Aichi  
Ammann  
Astec Industries  
Atlas Copco Construction  
Technique  
Bauer  
Bell Equipment  
BEML  
Boart Longyear  
Caterpillar  
CNH Industrial  
Doosan Infracore  
Fayat Group  
Furukawa  
Haulotte group  
Hiab  
Hidromek  
Hitachi Construction Equipment  
Hyundai Heavy Industries  
JCB  
John Deere  
Kato Works  
Kobelco Construction Machinery  
Komatsu  
Kubota  
Liebherr  
Liugong  
Lonking  
Manitou  
Manitowoc Crane Group  
Merlo  
Metso  
Oshkosh Access Equipment  
Palfinger

Sakai Heavy Industries  
Sandvik Construction  
Sandvik Mining & Rock Technology  
Sany  
Sennebogen  
Shantui  
Skyjack  
Sumitomo Heavy Industries  
Sunward  
Tadano  
Takeuchi  
Terex  
Volvo Construction Equipment  
Wacker Neuson  
Wirtgen Group  
XCMG  
XMGA  
Zoomlion

## AEROSPACE OEMS

Airbus  
Boeing  
Bombardier  
Cessna  
Dassault Falcon  
Embraer  
Gulfstream  
Hawker Beechcraft  
Piaggio Aerospace  
Pilatus Business Aircraft  
Pipistrel

## MARINE OEMS

Daewoo Shipbuilding  
Hyundai Heavy Industry  
Hyundai Mipo Dockyard  
Hyundai Samho  
Imabari Shipbuilding  
Mitsubishi Heavy Industries  
Oshima Shipbuilding  
Samsung Heavy Industries  
Shanghai Waigaoqiao  
Tsuneishi Shipbuilding

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