

E-MOBILITY ENGINEERING

MEDIA KIT 2021



hpm
high power media

IN PRINT, ONLINE AND IN PERSON

E-MOBILITY ENGINEERING

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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.

As a leading content provider we understand that our readers need access to unbiased technical insight so all of the articles are available in our traditional print magazine, digital magazine and blog style articles so regardless of how the engineers prefer to read the articles we have the formats to suit their needs.

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
- Supercapacitors
- 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 in vehicle OEMs, Tier 1 & 2 suppliers 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

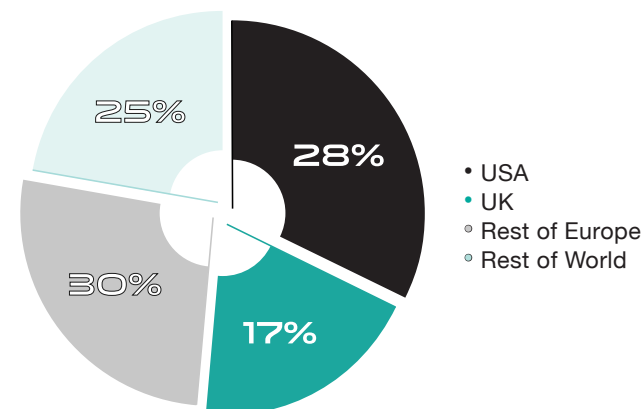
18,000 (average 3 readers per copy)

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



E-MOBILITY ENGINEERING

THE COMMUNICATIONS HUB OF THE ELECTRIFIED POWERTRAIN

Wheels within wheels

Development details of Elaphe's latest in-wheel motor



Brain surgery

The anatomy of the modern ECU revealed

Stop interfering

The sources of EMI and how to mitigate it



SCHEDULE & CONTENTS

Issue	Copy Deadline	Publication Date	Product Focus	Tech Focus	Deep Insight	Bonus Distribution
EME 08	11/11/20	30/11/20	DC-DC Converters	Battery Materials	Battery Testing	Vehicle Electrification Expo, Advanced Engineering, Battery Technology Expo
EME 09	10/02/21	26/02/21	Battery Cooling	Power Electronics	V2G	CWIEME Shanghai & Berlin, Battery Show EU, Hannover Messe, PCIM EU
EME 10	12/05/21	31/05/21	Battery Safety	Electric Skateboard Platforms	Wireless Charging	IVT Expo, EVS 34
EME 11	11/08/21	30/08/21	Sealing	Battery Recycling	Motor Materials	Electronica, IAA, Battery Show NA, Cenex-LCV, Productronica
EME 12	10/11/21	29/11/21	48 V	Motor Laminations	Switching	CES, Vehicle Electrification Expo, Advanced Engineering, Battery Technology Expo

ADVERTISING RATES

Size/insertions	1x	2x	4x
Double page	£7,315	£6,585	£6,215
Full page	£4,265	£3,840	£3,625
Half page	£2,315	£2,085	£1,970
Quarter page	£1,220	£1,100	£1,035

Cover positions +20%, Guaranteed position +10%

MECHANICAL DATA

SPECIFICATIONS:

Artwork can be supplied in PDF, EPS, TIFF or JPEG formats. Artwork to be set at 300dpi. Alternatively we do offer a design service by arrangement, so if you would like us to help make an advertisement for you, or amend an existing ad, then please get in touch to discuss.



DOUBLE PAGE SPREAD

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Trim: W420mm x H297mm
Type: W400mm x H277mm



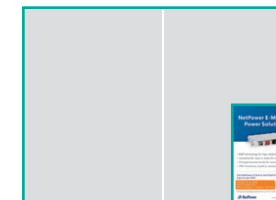
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QUARTER PAGE

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HALF PAGE VERTICAL

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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
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Infiniti
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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

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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
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KAMAZ
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Mitsubishi
Navistar International
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Oaccar

Orange EV

Peterbilt
Renault & Groupe Delachy
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
Bell
Boeing
Bombardier
Cessna
Dassault Falcon
Embraer
Gulfstream
Hawker Beechcraft
Joy Aviation
Kitt Hawk
Lilium
Piaggio Aerospace
Pilatus Business Aircraft
Pipistrel
Sikorsky
Volocopter

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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