

# EV POWERED

2025 MEDIA PACK

Driving the electric conversation.

Across platforms. Across audiences.



Launched in 2020 to challenge outdated narratives in automotive media, EV Powered is now the UK's most trusted multi-platform brand dedicated to electric transport.

We don't just cover electric vehicles—we live and breathe them. From two wheels to 18, from city scooters to commercial fleets, and from YouTube to your inbox, EV Powered delivers insight, impact, and influence at every stage of the electric journey.



## WHO WE ARE

EV Powered was founded to fill a gap in the UK media: honest, informed, and EV-positive journalism. While mainstream car magazines dismissed electric vehicles, we saw the future—and built a brand to serve it.

We now reach **HUNDREDS OF THOUSANDS** of EV-curious consumers, fleet professionals, policymakers, and businesses every month across our magazine, website, podcast, social platforms and live events.

## OUR PURPOSE

To inform, inspire, and accelerate the UK's transition to electric transport with **CLARITY**, **COMMUNITY** and **CONFIDENCE**.

## WHAT MAKES US DIFFERENT

- 100% EV-positive from day one
- Fully multi-platform: magazine, podcast, website, YouTube, events
- Trusted by fleets, innovators, OEMs and early adopters
- Calm, expert tone - not clickbait
- Combines consumer insight with commercial reach

# EV POWERED





## OUR AUDIENCE

**Our readers, listeners, viewers and attendees include:**

- Electric car and e-bike owners
- New car buyers researching their first EV
- Commercial fleet managers
- Policymakers and sustainability officers
- Industry innovators and EV startups
- EV-curious lifestyle audiences

## STATS

WEBSITE	600,000 MONTHLY VIEWS
YOUTUBE	3.5 MILLION+ LIFETIME VIEWS
PODCAST	2 MILLION+ LISTENS
SOCIAL MEDIA	XX FOLLOWERS
EMAIL NEWSLETTER	XX OPEN RATE

## OUR TONE

**CALM. CLEVER. CONNECTED.**

We speak with the authority of experts and the accessibility of friends.



**EV POWERED**





## ONLINE ADVERTISING & CONTENT MARKETING

### DISPLAY ADVERTISING:

Homepage Banner	£950/month	Top of homepage, 970x250px
Homepage Box	£795/month	Right rail, 300x600px
Category Sponsor	£450/month	Above category articles
Section Box	£375/month	Mid-article placements
In-Content Text Link	£95	Contextually placed
Sponsored Article	£320	Written & published on-site

### SPONSORED CONTENT:

Native Editorial Package	Available on request
YouTube Product Integrations	Available on request
Social Campaigns & Paid Boost Packages	Available on request

## WHY ADVERTISE WITH US?

Unlike legacy titles still split between ICE and EV coverage, EV Powered offers **100% BRAND ALIGNMENT** with the EV sector and its customers.

Whether your goal is to boost EV model awareness, highlight sustainability credentials, or generate high-intent traffic—our audience is ready.



# PRINT MAGAZINE

## A premium read for a switched-on audience.

### Each issue includes:

- First drives & vehicle reviews
- Policy & infrastructure analysis
- Classic EV conversions
- Buyer guides and expert columns

Our MONTHLY MAGAZINE is distributed free at high-footfall EV locations in London and the South east and the near 200 Gridserve charging Hubs across the whole of the UK and via direct subscription.



### PRINT RUN

30,000+ COPIES PER MONTH

### MATERIALS

FULLY RECYCLABLE & CARBON NEUTRAL

### AD FORMATS

DOUBLE PAGE SPREAD, FULL PAGE,  
SPONSORED CONTENT, INSERTS

### RATES

Double Page Spread | £4,760

Full Page | £2,800

Other options available upon request

# EV POWERED



# EVERYTHING EV PODCAST

The UK's No.1 electric vehicle podcast

With over 2.5 MILLION LISTENS and weekly interviews from the industry's biggest names, Everything EV has become the audio destination for anyone serious about electric transport.

Available on Spotify, Apple, Deezer, and all major platforms.

## Sponsorship includes:

- Pre-roll, mid-roll, and end-roll audio slots
- Branded podcast episodes
- Video interviews for YouTube and socials
- Dedicated landing page content and CTAs
- **Podcast Sponsorship**  
From £[POA] - Audio ads, episode presence
- **YouTube Integration**  
From £[POA] - Product reviews & mentions



# EV POWERED AWARDS

## Celebrating the best in:

- Consumer EVs
- Commercial vehicles & fleet solutions
- Infrastructure & charging
- Classic EV conversions
- Startups and green innovation

## Sponsor opportunities include:

Category naming rights, table packages, product demo zones, and co-branded PR reach.

## WHY WORK WITH US

We don't talk about the past. **We drive the future.**

At EV Powered, we're not waiting for the world to change.  
We're reporting it, shaping it, and helping your brand stay ahead of it.



## PARTNERING WITH US GIVES YOU

- A 100% EV-positive platform
- Premium audience of committed decision-makers and curious consumers
- The credibility of the UK's largest EV podcast
- A multi-platform content engine that works
- Smarter pricing than Fully Charged or Electrifying.com

## GET IN TOUCH

Let's drive the electric conversation. **Together.**

**EMAIL** | [sales@evpowered.co.uk](mailto:sales@evpowered.co.uk)  
**WEBSITE** | [evpowered.co.uk](http://evpowered.co.uk)

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