

The **EV** Report™

# SPONSORSHIP GUIDE



# 2026

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## EXECUTIVE SUMMARY

Since 2020, The EV Report has been the authoritative voice in the global electric vehicle industry, connecting your brand with the decision-makers who matter most.

### 2025 Performance Highlights:

- 600,000+ annual page views
  - 2,500+ engaged eNewsletter subscribers
  - 45,000+ LinkedIn followers
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## WHY THE EV REPORT?

### The Challenge

In an industry flooded with generic automotive content, reaching the specific engineers, executives, and policy-makers who drive **EV technology and infrastructure innovation** is increasingly difficult. Traditional platforms cast too wide a net, wasting your budget on unqualified audiences.

### Our Solution

The EV Report delivers precision targeting to the industry's most influential professionals. We don't just offer advertising space—we provide a strategic partnership that positions your brand as a leader in the e-mobility transition.

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## OUR AUDIENCE: YOUR IDEAL CUSTOMERS

**Who Reads The EV Report?** Our readers don't just browse—they specify, purchase, and influence millions in procurement decisions annually.

### By Job Function:

- **Engineering & R&D:** 27% (Battery, Powertrain, Software)
- **C-Suite & Executive Leadership:** 22%
- **Product Management:** 16%
- **Supply Chain & Procurement:** 14%
- **Sales & Business Development:** 13%

### By Industry Segment:

- **OEM Automotive (EV Divisions):** 23%
- **Tier 1/2 Suppliers (Battery & Powertrain):** 35%
- **Charging Infrastructure & Utilities:** 24%
- **Commercial & Fleet:** 11%
- **Micromobility & Performance:** 7%

## SPONSORSHIP PACKAGES: INVESTMENT OPTIONS

Package Comparison Table

Feature	STARTER	INDUSTRY PARTNER	PRIME SPONSOR
<b>Investment</b>	<b>\$2,500/6mo</b> <b>\$4,500/12mo</b>	<b>\$6,000/6mo</b> <b>\$10,000/12mo</b>	<b>\$35,000/6mo</b> <b>\$65,000/12mo</b>
<b>Annual Impressions</b>	150,000+	600,000+	1,000,000+
<b>Website</b>			
Sidebar ad placement	✓	✓	✓
In-article ad integration	—	✓	✓
Homepage takeover ad	—	—	✓
Sponsor page listing	✓	✓	✓
<b>eNewsletter</b>			
Logo + thank you message	✓	✓	✓
Featured sponsor rotation	—	✓	✓
Dedicated sponsor spotlight	—	✓	✓
<b>Social Media</b>			
Featured sponsor post	—	1 per term	1 per quarter
LinkedIn followers reached	—	45,000+	45,000+
<b>Content &amp; PR</b>			
Press release priority	—	✓ (48hr)	✓ (24hr)
Bylined article opportunity	—	2 per year	4 per year
<b>Reporting</b>			
Monthly Analytics Reporting	—	—	✓

## PACKAGE DETAILS

### STARTER PACKAGE

**Perfect for:** Emerging brands, product launches, testing the platform

**Investment:** - 6 months: \$2,500 - 12 months: \$4,500 (save \$500)

**What's Included:**

- **Sidebar Ad:** Your 300x250px ad appears on every page (400,000+ impressions)
  - **Sponsor Page Listing:** Logo and listing on the Sponsors page with backlink to your website
  - **Daily Logo Recognition:** "Thank You to Our Sponsors" in every newsletter
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### INDUSTRY PARTNER PACKAGE

**Perfect for:** Established brands seeking comprehensive visibility

**Investment:** - 6 months: \$6,000 | 12 months: \$10,000 (save \$2,000)

**What's Included:**

**Website Presence (600,000+ impressions annually):**

- **Sidebar Ad:** Continuous visibility on every page throughout your term
- **In-Article Integration:** Your ad seamlessly appears within relevant editorial content
- **Premium Sponsor Page Listing:** Featured placement with logo, description, and backlinks

**eNewsletter Engagement (2,500+ subscribers):**

- **Daily Logo Recognition:** "Thank You to Our Sponsors" in every newsletter
- **Featured Sponsor Rotation:** Spotlight with dedicated mention and premium ad placement
- **Dedicated Sponsor Spotlight:** Special ad placement showcasing your company or product

**Social Media Amplification (45,000+ followers):**

- **Featured Sponsor Post:** Dedicated LinkedIn and X post showcasing your brand

**Content & Communications:**

- **Press Release Priority:** 48-hour turnaround for company announcements and news
- **Bylined Article:** Two thought leadership articles per year written by your team

**Dedicated Support:** Access to our partnerships team for updates and optimization

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## **PRIME SPONSOR PACKAGE**

**Perfect for:** Market leaders demanding maximum impact

**Investment:** 6 months: \$30,000 | 12 months \$55,000 (save \$5,000)

**Everything in Industry Partner, PLUS:**

**Exclusive Homepage Dominance:**

- **High-Impact Takeover Ad:** Your 750x500px display greets every visitor immediately upon arrival
- **Premium Positioning:** Exclusive first-impression placement—only one Prime Sponsor at a time
- **Unlimited Updates:** Rotate creative, test messages, and update campaigns as often as you'd like
- **Maximum Visibility:** Capture attention from 600,000+ annual visitors at their moment of highest engagement

**Enhanced Newsletter Priority:**

- **Featured Sponsor:** Guaranteed premium spotlight every week
- **Two Sponsored Spotlights Per Month:** Dedicated newsletter sections with your content, imagery, and CTAs

**Accelerated Content Services:**

- **24-Hour Press Release Guarantee:** Fastest turnaround for timely announcements
- **Four Bylined Articles Annually:** Establish thought leadership with expert content from your team
- **Content Consultation:** Our editorial team helps develop angles that resonate

**VIP Account Management:**

- **Monthly Performance Analytics:** Real-time access to campaign metrics and insights
- **Quarterly Strategy Sessions:** Review performance and optimize approach
- **Priority Support:** Same-day response to all requests and inquiries

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## **À LA CARTE OPTIONS**

Can't commit to a full package? Add these components individually:

**Sponsored eNewsletter Feature (\$4,000):** 16:9 hero image + 200 words + CTA in our weekly dispatch.

**Thought Leadership Article Series (\$6,000):** A 3-article series published over 3 months. Ideal for establishing expertise in battery tech or policy.

**Webinar Hosting (\$5,000):** 45-60 minute webinar co-branded with The EV Report. Includes registration and promotion.

**White Paper Distribution (\$3,500):** Promote your research/technical papers to generate qualified leads.

**Email Marketing Campaign (\$5,000):** Dedicated email campaign promoting your product or service

**Industry Roundtable Hosting (7,500):** In-person executive discussion (8-12 attendees)

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## FREQUENTLY ASKED QUESTIONS

**Q: How quickly can we get started?**

A: Most sponsorships can be activated within 5-7 business days after agreement execution. Rush activations available for time-sensitive campaigns.

**Q: Can we see performance metrics before committing?**

A: No. Analytics reporting is limited to our Prime Sponsor.

**Q: What if our budget falls between packages?**

A: We build custom solutions all the time. Let's discuss your goals and budget to create something that works for you.

**Q: Do you offer exclusivity by category?**

A: Prime Sponsors receive homepage exclusivity (one at a time). Category exclusivity available on request for premium investment—let's discuss.

**Q: Can we pause or adjust mid-campaign?**

A: We work with you on adjustments within reason. See full terms for specifics, but our goal is your success.

**Q: What creative specifications do you need?**

A: We provide a detailed spec sheet upon engagement. Our design team can also create generic/simple ads for you at no extra charge for annual packages.

**Q: Do you offer discounts for multi-year commitments?**

A: Yes! Contact us to discuss extended partnerships and preferred rates.

**Q: Can we target specific geographic regions?**

A: No, we do not have this capability at this time.

**Q: What's your cancellation policy?**

A: 30-day notice from renewal is appreciated.

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## TERMS & CONDITIONS

- **Payment:** Due within 10 days of invoice. Wire, ACH, and Credit Card accepted.
  - **Cancellation:** 30-day written notice prior to renewal. Refunds are typically not granted.
  - **Renewal:** Packages auto-renew at the current rate unless a 60-day notice is provided.
  - **Content:** Sponsor provides creative assets; updates to ads require 2 business days.
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## READY TO ACCELERATE YOUR BRAND?

**Let's discuss your specific marketing objectives.**

Contact Brian Hagman today to explore how a partnership with **The EV Report** can drive significant results for your organization.

**Brian Hagman** | Founder & Publisher | Hagman Media

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### Our Next Step

Our typical next step is a brief 15-30 minute consultation to understand your goals and identify the best sponsorship opportunities for you.

**In our call, we'll discuss:** - Your target audience and geographic priorities - Your key marketing objectives for 2026 - Your budget and timeline - Which package or custom solution best fits your needs - Expected outcomes and how we'll measure success

**We look forward to partnering with you in 2026!**

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