

World of eMobility

Magazine special 2022



World of eMobility

An electrifying event

World of eMobility (WOE) is an exclusive 3-day b2b/b2c cross-over event, covering the worldwide transition to electric mobility by means of **100% electrical, hydrogen and solar driven vehicles**. This includes **vessels** and **mobile tools**, as well as **charging stations, sharing concepts, finances** and **energy providers**.

WOE will take place on October 27, 28 and 29th, 2022 in the EXPO Haarlemmermeer convention center.

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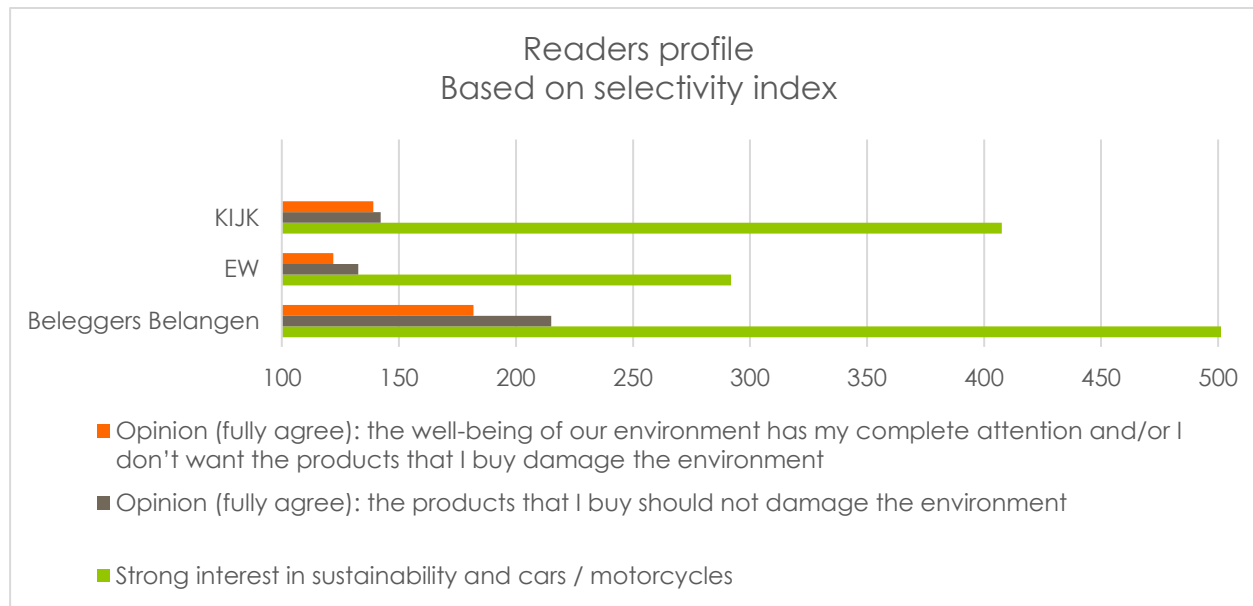
Prior to the WOE event, New Skool Media will launch **World of eMobility magazine**, a special issue which prominently features the aforementioned subjects. **New Skool Media** is one of the Netherlands' largest magazine publishers of popular titles such as **EW** (formerly *Elsevier Weekblad*), **Beleggers Belangen**, **Fiets**, **Formule 1**, **KIJK**, **Moto73** and **Truckstar**.

World of eMobility magazine will be send to subscribers along with these titles, and it will also be handed out to guests at the WOE event.



Target audiences and fields of reach

Based on the NOM Print Target Monitor, we have made a selection of the 7 mentioned magazine titles. Along with their favorite magazine, subscribers of these brands will also receive *World of eMobility* magazine at home. These brands score far above the benchmark (=100) concerning audiences' interest in sustainable vehicles and their buying considerations.



Packages and prices

Through *World of eMobility magazine*, partners will tap into its target audiences by emitting relevant advertising or content campaigns. There are 3 **options**:

| Opties | A | B | C |
|----------------|-----------|-----------|------------|
| Reach* | 522.000 | 522.000 | 522.000 |
| Pages | ½ page | 1/1 page | 2/1 pages |
| Value | € 4.788,- | € 7.600,- | € 14.200,- |
| Partner prices | € 2.800,- | € 3.900,- | € 6.200,- |

Should New Skool Media be requested to provide the desired content, additional production costs will amount € 950.



(*subject to follow-up reading factor 4.5, average of these brands being 7.2)

Planning

Planning

Commitment to participating in WOE magazine

Delivery of content

Delivery of advertisement or advertorial

Publication

< August 22nd, 2022

< August 22nd, 2022

< September 1st, 2022

October 6-29th, 2022

Partner with us

Should you consider participating in the World of eMobility event by means of an exhibition stand, please contact us. We will refer you to the right contact, dedicated to guide you through the entry process.

Contact details

Send an e-mail to sales@newskoolmedia.nl or give us a call at +31 (0)20 210 54 59.

