

**Battery  
Tech  
News**



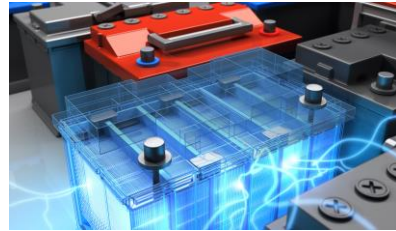
**Battery  
Tech  
Expo**

## Media Pack

- New site Advertising
- Webinar Promotion
- E-newsletter Advertising



**Battery  
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## Platforms

### Battery Tech Hub

Online Daily News

[www.batterytechhub.com](http://www.batterytechhub.com)

### Battery Tech News Weekly Newsletter

Sent to 25000 every Tuesday

### Battery Tech Expo UK

Silverstone – 20<sup>th</sup> April 2023

[www.batterytechexpo.co.uk](http://www.batterytechexpo.co.uk)

### Battery Tech Expo Sweden

Gothenburg – 27<sup>th</sup>/28<sup>th</sup> September 2023

[www.batterytechexpo.se](http://www.batterytechexpo.se)

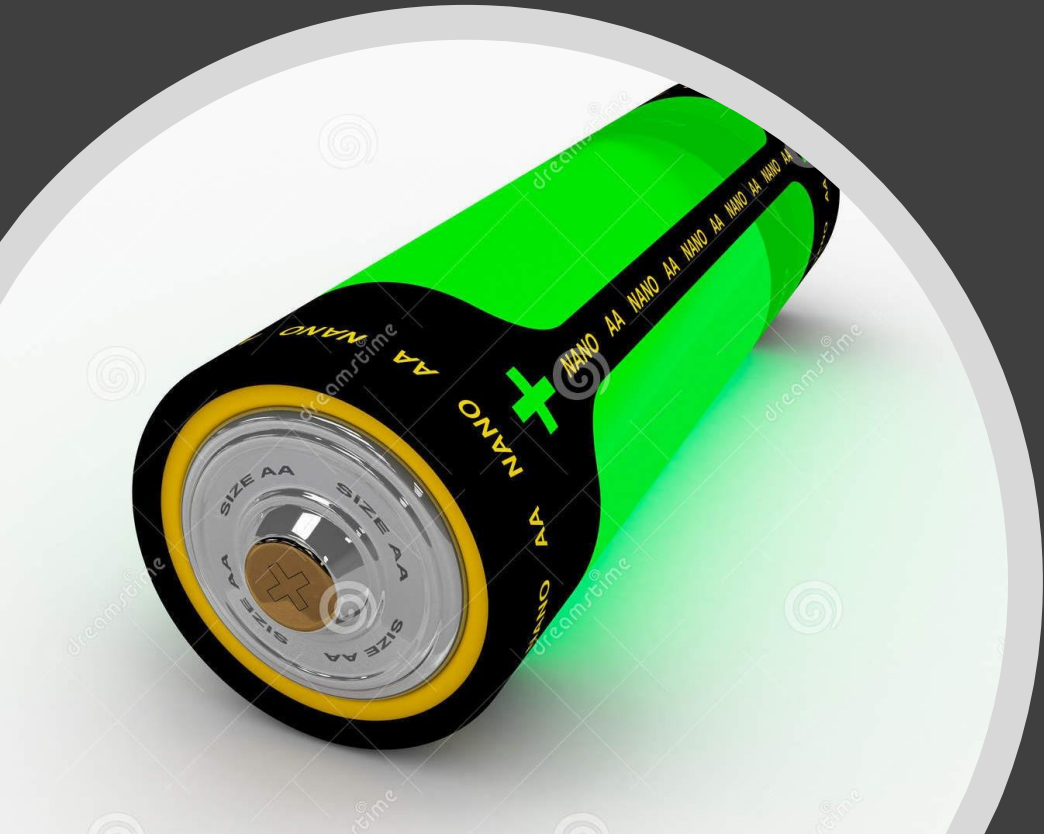


## Audience

Approx – updated daily

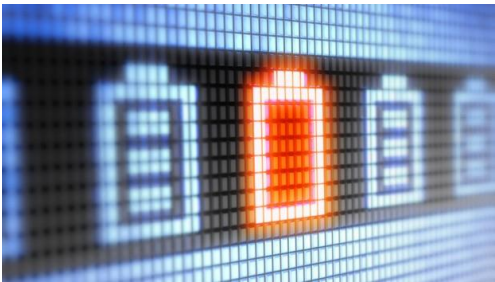
25,000 Engineers, Scientists,  
Professionals

- 45% UK
- 35% Europe
- 20% Rest of World





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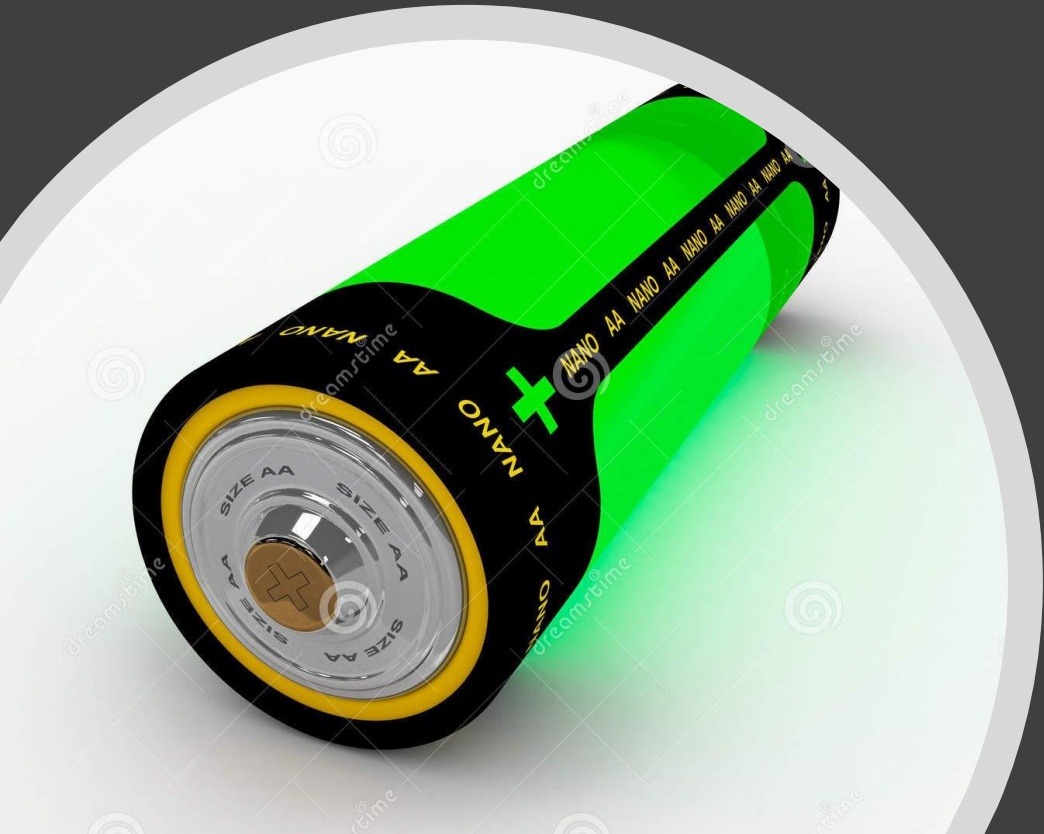
## Engage with decision makers

- Battery Manufacturers
- Powertrain System Development Companies
- Advanced Materials Production And Development Companies
- Battery Tester, Charger And Analyser Development Companies
- Battery Pack & Vehicle Level Integration Specialists
- Lightweight Material Suppliers & Manufacturers
- Battery Management System Manufacturers
- Charging Infrastructure Companies
- Battery Recycling Companies
- Clean Energy Providers
- Ultracapacitor Manufacturers
- Research & Development Laboratories
- Testing & Safety Specialists
- Suppliers
- Automotive
- Rail
- Environmental



# Audience profile by title

- Battery Cell Development and Energy Systems Storage Engineers
- CEO / COO / CTO
- Vice President EV & Hybrid Technology
- Head of Battery Development
- Head of R&D
- Head of Electrical Development
- Chief Engineer of Electric Vehicles
- Chief Engineer of Hybrids
- Technical Directors
- Advanced Vehicle Development Directors
- Battery Team Leaders
- Electric Propulsion & Control Systems Managers
- Lead Battery Engineers
- Senior Manager Energy Storage
- Managers of Electric Vehicle Operations & Strategy
- Materials Engineers
- Patent Professionals



Contact: [david.reeks@104-media.com](mailto:david.reeks@104-media.com)

Tel: +44 (0) 1283 337291

The logo features a yellow battery icon with a lightning bolt inside, set against a white background. To the right of the icon, the words "Battery Tech News" are written in a bold, yellow, sans-serif font, stacked vertically.

# Battery Tech News



## Digital Newsletter Advertising

Issued to approx. 25,000 each week

- Banner – graphic/ logo with link
- £650 plus VAT per shot
- £1500 plus VAT per 4 x month
- £3500 plus VAT per 12 x quarter

## Content promotion – image and copy

- £1250 plus VAT



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[www.batterytechhub.com](http://www.batterytechhub.com)

**Homepage advertising**  
£2295 plus VAT per month

**Webinar promotion – to full list**  
£2500 plus VAT x 6 weekly promotion

**Product launch page advertising**  
£2350 plus VAT for three months

**Presentations page**  
£2250 plus VAT for three months

**Newsletter round up logo advertising**  
£1950 plus VAT



Contact: [david.reeks@104-media.com](mailto:david.reeks@104-media.com)  
1283 337291

Tel: +44 (0)



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For more information:

David Reeks  
Advertising Director  
10four Media Ltd

Email: [David.reeks@104-media.com](mailto:David.reeks@104-media.com)

Tel: +44 (0) 1283 337291

