

TRENDING NOW
Monthly Content



PRIMARY MONTHLY CONTENT

WEBSITE

The Buzz is dedicated to cutting through the static to deliver the latest electric vehicle news & innovations to OEMs, aftermarket manufacturers and consumers. We help our audience understand where this emerging market is headed and how to evolve with it, as OE manufacturers and the aftermarket alike address issues like range anxiety, slow charging times and a lack of infrastructure. Through expert advice and market analysis on cars, heavy-duty trucking, powersports and everything in between, **The Buzz** works to keep its audience informed in the latest happenings in the EV market.

- We report on EV news from categories including Automotive (OEM announcements, components); Business (market data, executive appointments); and Energy (charging, infrastructure).
- Updated Daily
- Includes original content in the form of video, articles, and podcasts
- Site sponsorship is available

NEWSLETTER

The Buzz newsletter includes latest electric vehicle news & analysis, hand-picked and delivered straight to your inbox. Subscribe for new videos, podcasts and articles on OEM development, EV components like batteries and eAxles, infrastructure progress, executive interviews and more.

- Five advertising spots are available
- Released 2x/week Tuesday/Thursday afternoons. Our e-newsletter circulation is 129,000.

VIDEO/PODCAST

- **The EV Impact Show** - Electric vehicles are no doubt causing a shift in the market, and The EV Impact Show is designed to help our audience understand and navigate today's ever-evolving EV automotive landscape, diving into topics like the latest OEM EV releases to how the aftermarket is helping drivers deal with issues like range anxiety and slow charging times. We study the latest trends and innovations surrounding EVs to keep our audience informed on where we see this market heading, as well what can be done to take advantage of its emerging opportunities. Videos released 4x/month. Sponsorship available.
- **The Amped EV Podcast** - Through in-depth interviews, The Amped EV Podcast takes a deep dive into a range of EV industry topics. What does it take to be an EV body shop? How are major trucking OEMs using electrification to their advantage? What are the biggest opportunities in the EV aftermarket? We answer these questions and more in each installment. The Amped EV Podcast can be found on YouTube, Apple Podcasts, Spotify, Google Play and Spreaker, or wherever else fine podcasts can be found. Podcast released 2x/month.

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<ul style="list-style-type: none"> › Batteries › Motors/EV-specific components 	<ul style="list-style-type: none"> › Charging › Trucking 	<ul style="list-style-type: none"> › Infrastructure/ Government › Tires 	<ul style="list-style-type: none"> › eBikes/eScooters › Maintenance/ Repair 	<ul style="list-style-type: none"> › Buses/Vans › Charging 	<ul style="list-style-type: none"> › Trucking › Hybrids
JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none"> › Recycling › Maintenance/ Repair 	<ul style="list-style-type: none"> › Hybrids › Tires 	<ul style="list-style-type: none"> › Infrastructure/ Government › Trucking 	<ul style="list-style-type: none"> › Motors/EV-specific components › Charging 	<ul style="list-style-type: none"> › Batteries › Motorcycles 	<ul style="list-style-type: none"> › Maintenance/ Repair › eBikes/eScooters

→ ADVERTISING INFORMATION AND RESOURCES FOR THE BUZZ BRAND
AT Babcox.com/brand/the-buzz/

→ DIGITAL ADVERTISING SPECIFICATIONS

→ CLOSING DATE
→ MATERIALS DUE DATE

