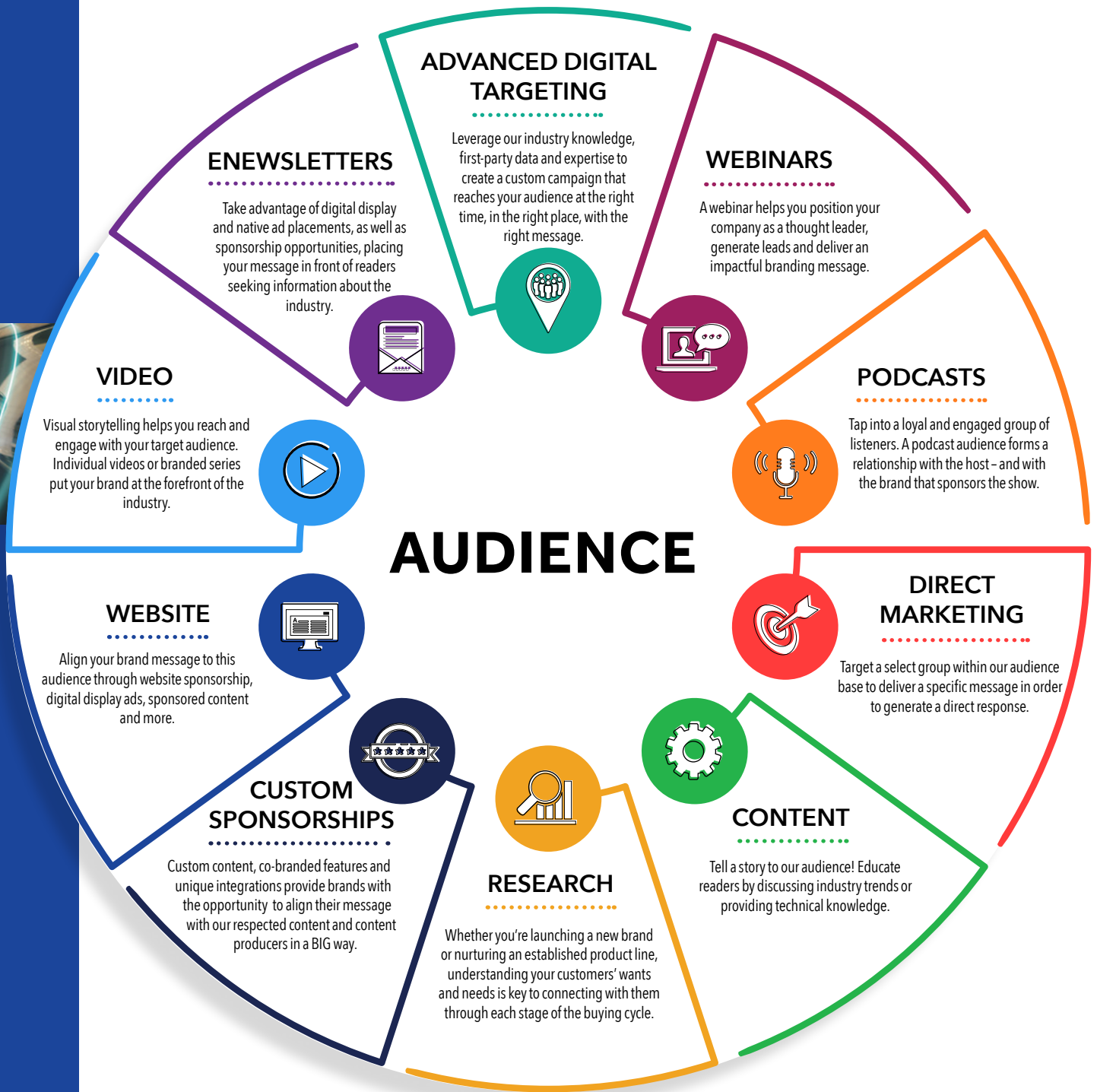


# THE BUZZ

EV NEWS FROM AMN



The Buzz is the go-to resource for industry professionals to understand and navigate today's ever-evolving electric vehicle automotive landscape. We study the latest trends and innovations surrounding EVs to keep our audience informed on where we see this market heading, and how take advantage of its emerging opportunities.





## CONTENT

Tell a story to our audience! **Sponsored Content** allows you to write an article for *TheBuzzEVNews.com*. Educate readers by covering industry trends or providing technical knowledge. Prominent positioning and promotion are included.

Marketers also turn to us for custom content creation and creative services including but not limited to:

- Case Studies & Whitepapers
- Infographics
- Reviews
- How-Tos, Lists or Guides
- Landing Pages



## CUSTOM SPONSORSHIPS

Custom sponsorships allow for your customized message, including co-branded features and unique integrations that provide the opportunity to align brands with our respected content in a BIG way.

- Website Sponsorships
- Event Sponsorships
- Garage Studio Sponsorships



## ENEWSLETTERS

*The Buzz* is dedicated to cutting through the static to deliver the latest electric vehicle news & innovations. Take advantage of digital display and native ad placements, as well as sponsorship opportunities, placing your message in front of OEMs, aftermarket manufacturers and consumers while they're proactively seeking information about the industry.

- The Buzz eNewsletter - 1x/week (Wed)



## PODCASTS

**Podcasts** allow you to tap into a loyal and engaged group of listeners. A podcast audience forms a relationship with the brand that sponsors the show. Align your brand with *The Amped EV Podcast*. Sponsorships include:

- Sponsor attribution in each episode
- Promotion via eNewsletter, website and social media
- Posting of the episodes to *TheBuzzEVNews.com* and syndication to all major podcast platforms



## RESEARCH

From surveys to focus groups, our experienced research team leverages deep industry knowledge to craft research campaigns that deliver accurate and reliable data that can help you take the pulse of the market, court new business, gain customer insights and track and predict trends.

[Request more info](#)



## WEBINARS

A **webinar** helps you:

- Position your company as a thought leader
- Generate leads
- Deliver an impactful branding message

It doesn't matter if you already have a topic and presenters in mind, or if you need help creating an idea from scratch. Our team of experts makes it easy by managing the process from start to finish.



## WEBSITE

*TheBuzzEVNews.com* is dedicated to delivering the latest electric vehicle news & innovations to OEMs, aftermarket manufacturers and consumers. *The Buzz* works to keep its audience informed in the latest happenings in the EV market.

- Website Display Ads
- High-Impact Ads
- Content Targeting Ads
- Site Sponsorship
- Sponsored Content
- Digital Supplements

[Babcox.com Ad Demos](#)



## VIDEO

**Video** is not only popular but also has great visual storytelling capabilities to help you reach and engage your target audience.

Align your brand with *The EV Impact Show*

- Sponsor attribution in each video
- Promotion via eNewsletter, website and social media
- Product Placement
- Custom Video
- Booth/Trade Show Video
- Interactive Video

[Garage Studio and Training Center](#)  
[Why Video is Significant](#)



## DIRECT MARKETING

We offer several direct marketing tools that leverage our first-party data to locate and engage your target audience. As a third-party sender, you can rent our list to deploy single or multi-send email campaigns to specific demographics of the *The Buzz* subscriber audience, segmented by job title, business classification, sales volume, and geography. You can also serve a custom topical targeting ad to visitors who have previously engaged with content relevant to your brand on *TheBuzzEVNews.com*. Reporting included.



## ADVANCED DIGITAL TARGETING

Leverage our industry knowledge, first-party data and expertise to create a custom campaign that reaches your audience at the right time, in the right place, with the right message.

Connected TV  
Audio Ad Delivery  
Native Ads  
Keyword Targeting  
**Weather Targeting**  
Retargeting  
Contextual Targeting  
Social Retargeting

Audience Targeting:  
• Behavioral  
• NAICS/SIC Codes

- CRM Targeting
- Look-alike Audience
- Predictive Targeting
- Audience Excluding

**Facility Targeting:**  
• IP Targeting  
• Geofencing  
• Historical Targeting