



**Mobility
Plaza®**

Your
personalized
industry news

Media Pack 2024

The global platform
for mobility, convenience,
and roadside retail



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OVER
43,000
MONTHLY
SITE VISITS

OVER
17,000
SUBSCRIBERS
TO OUR WEEKLY
NEWSLETTERS

READERS
FROM OVER
200
COUNTRIES

What is MobilityPlaza

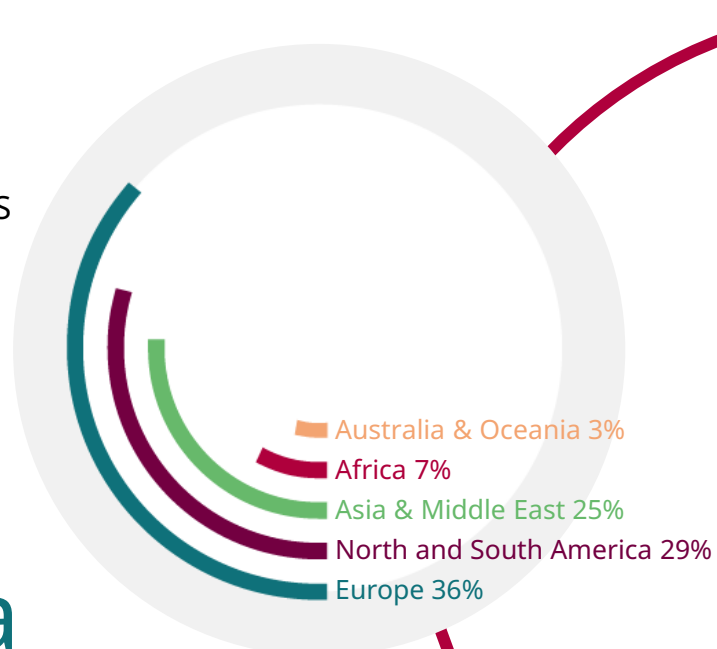
- After 25 years, we've **rebranded** to showcase the transformation of forecourts into multi-energy, service hubs.
- MobilityPlaza is the **No.1 platform for the** industry
- We cover everything around **modern service stations**
- Founded in 1998, MobilityPlaza built an excellent **international reputation** as a **highly reliable** publication
- All articles and newsletters are published in **English** and **Spanish**
- Multiple formats including our **podcast 'Talks on Mobility'**
- New filtering system to **personalize news** based on topics and geography

Our readers:

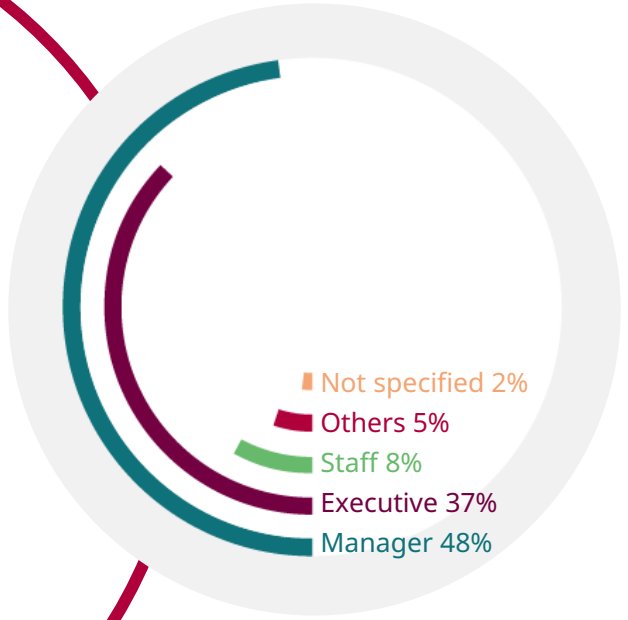
- Mobility experts
- Equipment suppliers
- Car wash operators
- Service station & c-store operators
- Charging point operators
- Oil & energy companies

MobilityPlaza audience

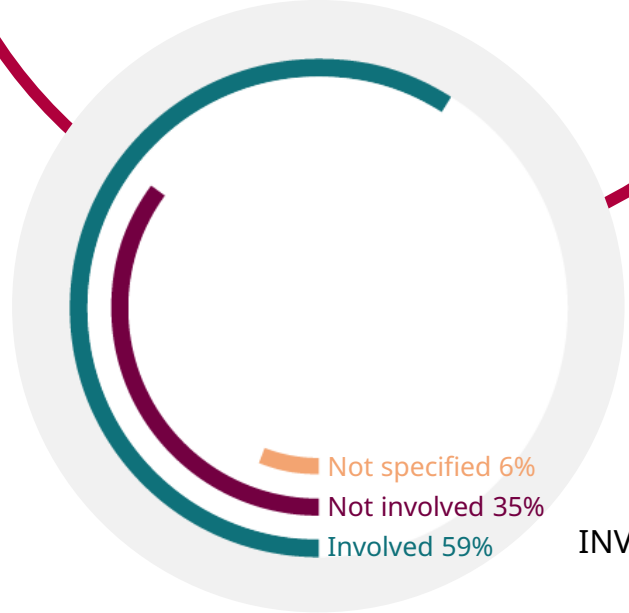
GEOGRAPHICAL ANALYSIS




JOB FUNCTION ANALYSIS



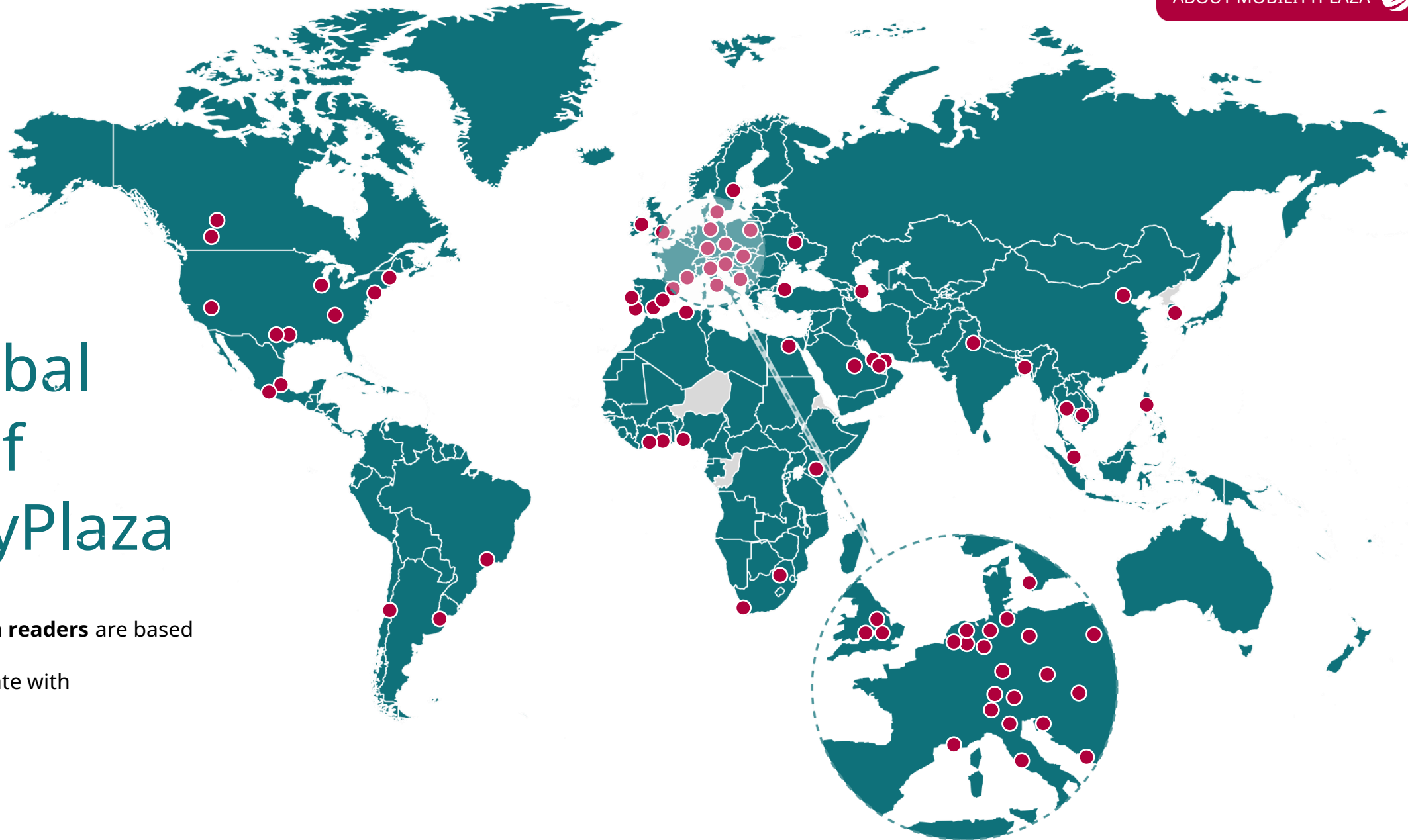
INVOLVED IN PROCUREMENT



The global reach of MobilityPlaza

 Where MobilityPlaza **readers** are based

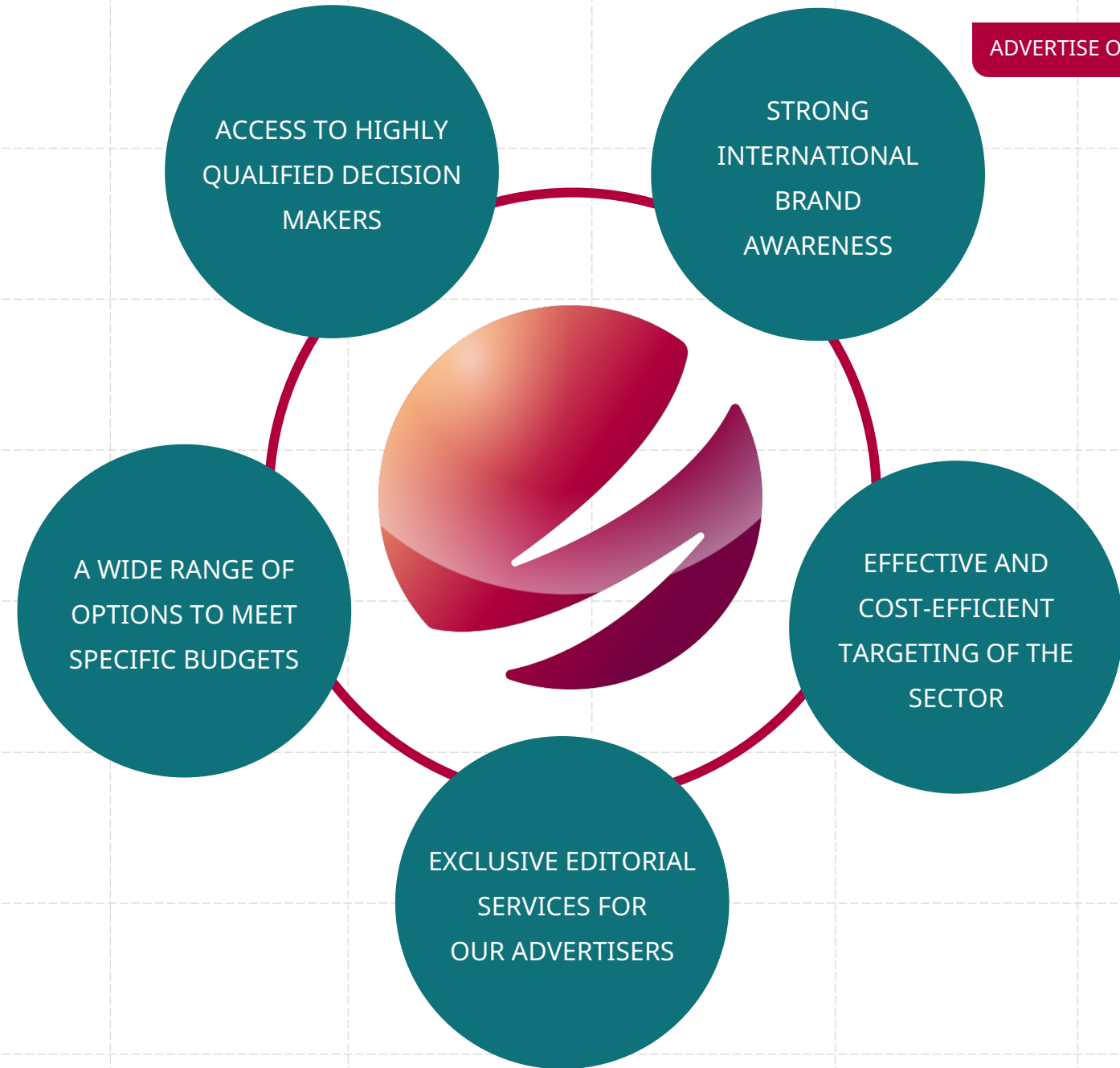
 **Events** we collaborate with



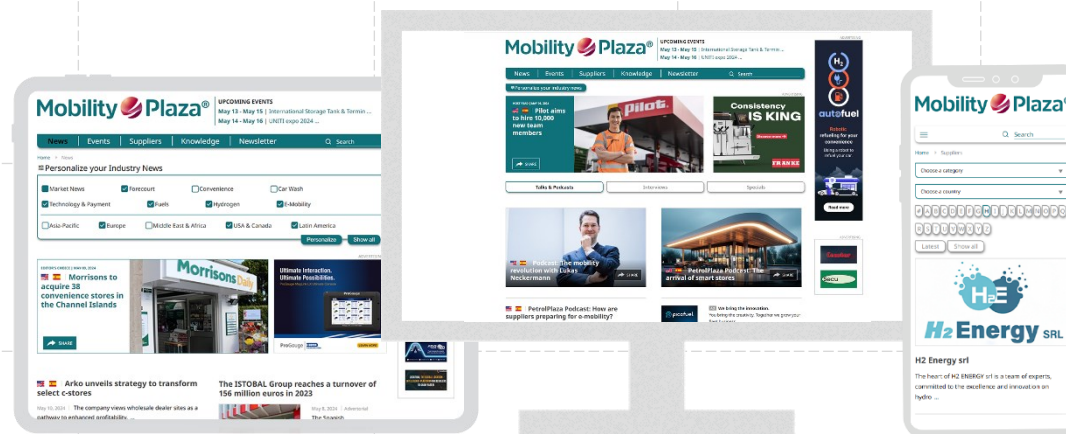
Some of our clients



5 good reasons to advertise on MobilityPlaza



All you need to know about advertising packages



Booking period and payment terms

- Most MobilityPlaza packages are booked for one year (52 weeks). Customized bookings are possible
- Banners on MobilityPlaza can be booked per week
- Advertorials and listings can start on any day
- All fees are payable in advance by bank transfer or credit card through secure online form

Banner positions

- Premium positions achieve the highest exposure. Premium pages are: start page, news page and two weekly newsletters
- Random banners move between all available menu sections. A high average display rate is secured for all random advertising

Banner formats

- Newsletter banners must be static. All other banners can be static or animated
- Acceptable banner formats: GIF, JPG, PNG, HTML5
- Acceptable video formats: YouTube or Vimeo link
- Complete artwork for banners, logos and videos must be supplied in due time. See specifications on page 30 – 32

Links and streaming

- MobilityPlaza banners can link to any external website or MobilityPlaza page
- The banners can also be linked to your own YouTube videos on your channel

BRANDING package

- BRANDING package is designed for companies that would like to show a certain level of awareness in the market at a low price
- BRANDING package runs for a period of 52 weeks (1 year) and is perfect for those who do not want to miss the opportunity to advertise their brand and products on the leading industry portal

RATES

Banner size	position	weeks	rate	total
Big size banner	random	6	230 €	1380 €
Content ad	random	6	100 €	600 €
Side banner	random	20	55 €	1100 €
Text ad	random	20	30 €	600 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		2 pieces	450 €	900 €
Total package value				5030 €
BRANDING discount				-2030 €
Total package price				3000 €
<i>Discounts for further upgrades</i>				<i>15%</i>

PROMOTIONAL package

- PROMOTIONAL package suits companies looking to boost their advertising campaigns with online media support for a limited period of time
- It runs for 26 weeks (6 months) and includes random as well as premium banners on the website and one advertorial, which can be used to upgrade the Supplier profile

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	3	400 €	2400 €
Big size banner	random	3	230 €	690 €
Side banner	premium	5	165 €	825 €
Text ad	random	15	30 €	450 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		1 piece	450 €	450 €
Total package value				5265 €
PROMOTIONAL discount				-2065 €
Total package price				3200 €
<i>Discounts for further upgrades</i>				<i>15%</i>

SILVER package

- A full year advertising package, particularly valuable for smaller companies and organisations with ambitious marketing objectives
- SILVER offers a cost-effective way of market communication and brand awareness with a well-balanced range of services

RATES

Banner size	position	weeks	rate	total
Big size banner	random	10	230 €	2300 €
Content ad	random	6	100 €	600 €
Side banner	random	20	55 €	1100 €
Text ad	random	16	30 €	480 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		2 pieces	450 €	900 €
Total package value				5830 €
SILVER discount				-1830 €
Total package price				4000 €
<i>Discounts for further upgrades</i>				<i>25%</i>

GOLD package

- A highly effective advertising package for companies that are looking for a strong online presence with minimum effort and at no great expense
- GOLD offers a well-balanced range of premium services that allows advertisers to continuously show awareness and regularly inform about their products and updates
- GOLD advertisers can expect between 800,000 and 1,000,000 views, or over depending on the campaign

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	6	800 €	4800 €
Middle size banner	random	20	130 €	2600 €
Content ad	premium	6	300 €	1800 €
Content ad	random	10	100 €	1000 €
Side banner	random	10	55 €	550 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		5 pieces	450 €	2250 €
Total package value				13450 €
GOLD discount				-5650 €
Total package price				7800 €
<i>Discounts for further upgrades</i>				<i>35%</i>

DIAMOND package

- A powerful advertising package, particularly valuable for international companies with ambitious marketing objectives in different markets
- DIAMOND offers a well-balanced range of premium services that allows advertisers to organise campaigns with high market penetration
- DIAMOND campaigns can be adjusted during the running time of the package

RATES

Banner size	position	weeks	rate	total
Big size banner	premium	12	800 €	9600 €
Big size banner	random	6	230 €	1380 €
Middle size banner	premium	10	400 €	4000 €
Middle size banner	random	10	130 €	1300 €
Content ad	premium	14	300 €	4200 €
Content ad	random	10	100 €	1000 €
Mobile banner	exclusive	2	500 €	1000 €
Supplier profile		1 year	450 €	450 €
Advertorials and upgrades		9 pieces	450 €	4050 €
Total package value				26980 €
DIAMOND discount				-12680 €
Total package price				14300 €
<i>Discounts for further upgrades</i>				<i>45%</i>

PLATINUM package

- PLATINUM package is perfect for global international companies with several brands and allows to create highly effective and focused online campaigns
- PLATINUM usually includes over 60 banners that can be easily allocated to different brands or campaigns
- PLATINUM includes enough advertorials to cover all company announcements, launches and news during the year
- PLATINUM campaigns can be adjusted during the running time of the package
- The PLATINUM discount is 50%

RATES

Banner size	position	total
All banners	all positions	
All advertorials	all positions	
All upgrades	all positions	
Total package value		40000 €
PLATINUM discount		-20000 €
Total package price		20000 €
<i>Discounts for further upgrades</i>		<i>50%</i>

Supplier profile

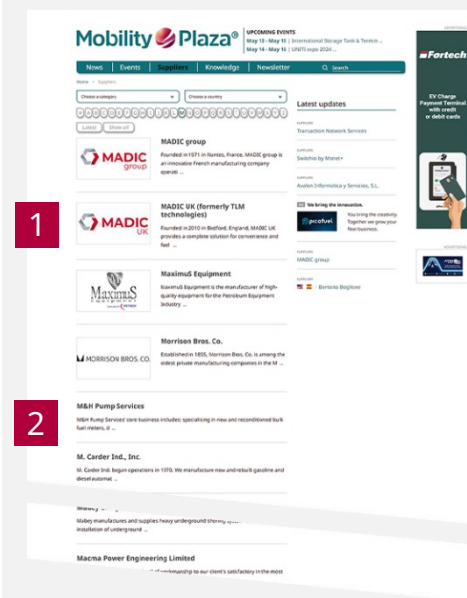
The MobilityPlaza Supplier profile includes all relevant suppliers of equipment and services in the mobility, convenience, and roadside retail. Companies can be found by equipment and services category, by country or by company name in alphabetical order.

Subscription terms

- Premium supplier profiles are booked on subscription basis
- Subscriptions are payable in advance for one year
- Subscriptions can start on any day of the year
- If 6 weeks before the end of a subscription year no termination notice is received, an invoice will be issued for the next subscription year.

RATES

Premium supplier profile, 1 year	450 €
Video upgrade	225 €
Language upgrade	225 €



SUPPLIER LISTING

- 1 Premium profile
- 2 Basic profile

Supplier profile

Basic supplier profile

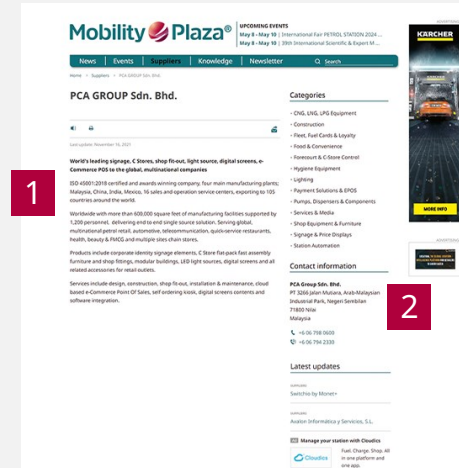
- Company description
- Company address and phone number
- Respective categorisation

The basic supplier profile is free of charge.

Premium supplier profile

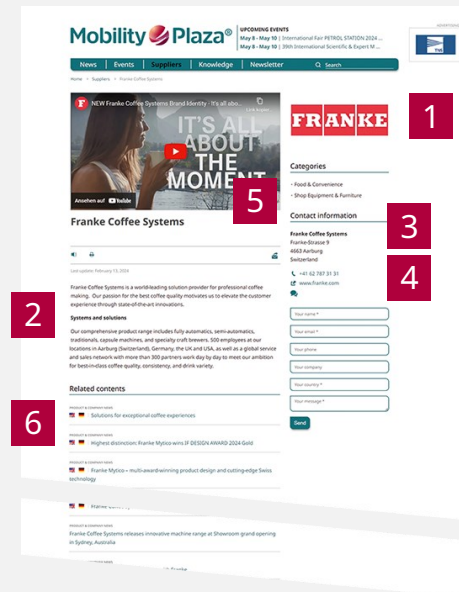
- Your entry on top of the list
- Your logo and website link
- Your logo appears on the start page
- Full contact details with email address
- Links to your social media
- Contact form for potential requests
- Links to the related content about your company published on MobilityPlaza
- Listing in the newsletter
- 10% discount on further advertorials

In addition to the basic features.



BASIC SUPPLIER PROFILE

- 1 Description
- 2 Full contact details



PREMIUM SUPPLIER PROFILE

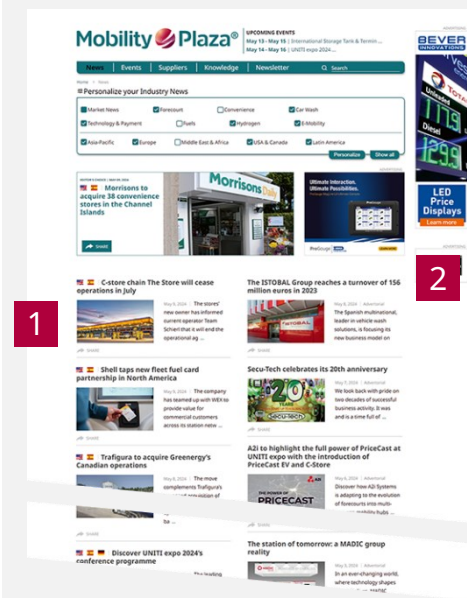
- 1 Logo
- 2 Description
- 3 Full contact details
- 4 Social Media
- 5 Video upgrade
- 6 Related content

Product & Company news

- The MobilityPlaza News section is the ideal promotional platform for your new products
- Product & Company news listings are placed next to the website's Industry News
- In addition, each Product & Company news story is featured in the weekly newsletter
- A Product & Company news story stays online for 2 months
- At the end of this booking period, the story will disappear from the news page but still remain available to readers in the MobilityPlaza archive

RATES

Product & Company news, 8 week	450 €
Video upgrade	225 €
Language upgrade	225 €



NEWS SECTION

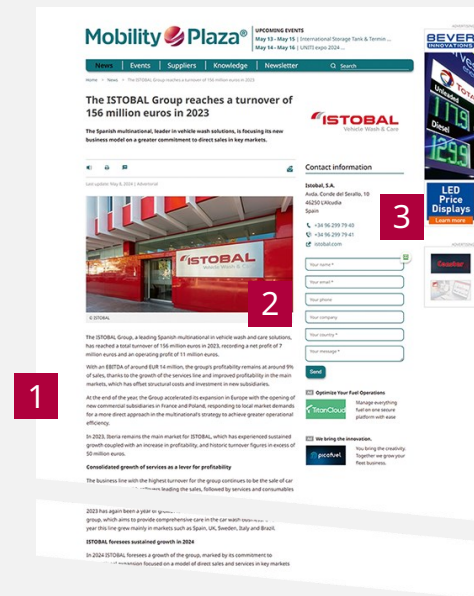
- 1 Product & Company news
- 2 Case study

Product & Company news

- Title and text (product description, company presentation, etc.) with no word limit
- Image gallery of up to 5 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on MobilityPlaza
- Listing in one weekly newsletter issue

PRODUCT & COMPANY NEWS

- 1 Text
- 2 Image gallery
- 3 Contact details



Case study

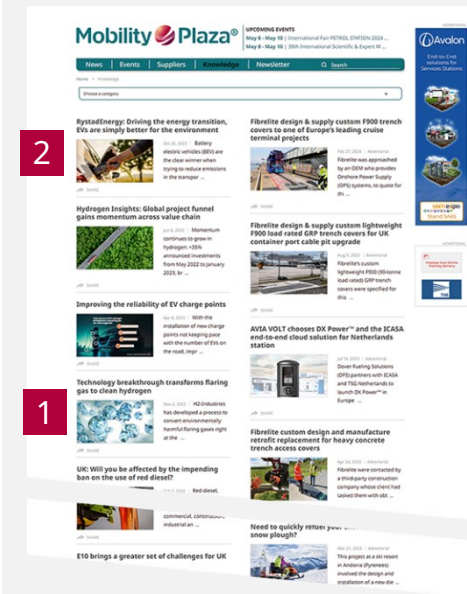
Case studies published in the MobilityPlaza Knowledge section demonstrate how products, systems and services work in practice. They can stay online on the website for up to 2 years. The most recent entry is always located at the top of the page. A short notice is also published for two weeks on the News page

Case studies

- Title and text with no word limit
- Image gallery of up to 9 images
- Your company logo and website link
- Full contact details with email address
- Contact form for potential requests
- Links to your recent articles on MobilityPlaza
- Listing in one weekly newsletter issue

RATES

Case study, 2 years	450 €
Video upgrade	225 €
Language upgrade	225 €



KNOWLEDGE SECTION

- 1 Case study
- 2 Technology article

Knowledge section

The Knowledge section is home to expert pieces, technical articles and studies. A platform for industry expertise that focuses on regulatory changes, technical innovations and quality research from companies, individuals and associations.

This section is a perfect opportunity to share your knowledge, vision and experience with industry peers.

All contents require editorial approval. The publication is free of charge but promotional contents are not allowed.

Contact our Editor-in-Chief for more information.



KNOWLEDGE SECTION

- 1 Text
- 2 Image gallery

Event calendar

MobilityPlaza lists relevant industry events in its event calendar.

Basic listing includes event name, description, date, location, and comment field.

The basic event listing is free of charge.

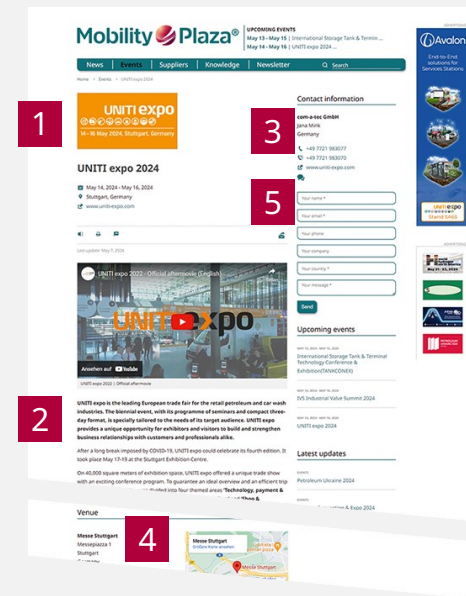
Premium listing can be booked in order to increase brand awareness and get feedback from interested visitors. In addition to the basic features, a premium listing includes:

- Event logo and website link
- Full contact details, including contact person
- Contact form for potential requests
- Venue address with map
- Social media links
- Listing in two newsletter issues

RATE

Premium event listing

450 €



EVENT PREMIUM LISTING

- 1 Event Logo
- 2 Description
- 3 Contact details
- 4 Map
- 5 Social Media

Special newsletters

MobilityPlaza runs a successful series of Special newsletters. The newsletters are distributed approximately every three months and cover specific topics of interest to our readers. All special editions can be found on the MobilityPlaza start page.

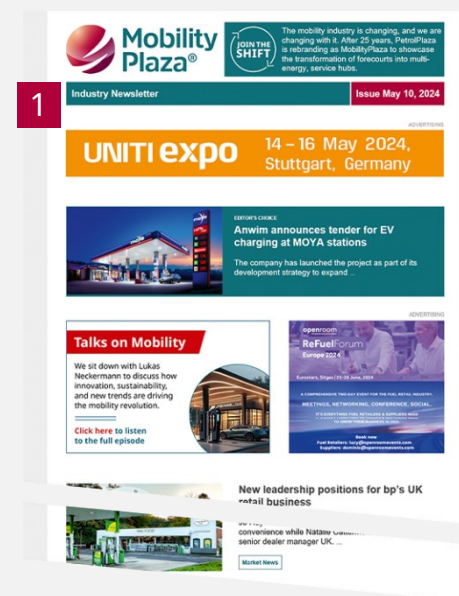
Each Special newsletter has up to three exclusive banners (728 x 90 px), booked on a first come, first served basis.

Special newsletter calendar 2024

- **February** – Smart Shopping
- **April** – The Mobility Revolution
- **June** – UNITI expo 2024
- **August** – Future of Payments
- **December** – The Multi-Energy Hub

RATE

Special banner* 1000 €



SPECIAL NEWSLETTER

- 1 Special banner

* Respective package discount applies

MobilityPlaza Podcast

MobilityPlaza's multimedia platform offers a variety of podcast formats that can help you raise the awareness of your company and its products. It is a great way to showcase your expertise and reach listeners from all over the world. Discounts for this special service are available for package clients. Total number of podcasts a year is limited. All podcasts are included in one industry newsletter and on a LinkedIn post.

Podcast directories

- [MobilityPlaza](#)
- [Spotify](#)
- [Apple Podcast](#)



PODCAST PUBLICATIONS

[John Eichberger answers the big questions](#)

[How are suppliers preparing for hydrogen?](#)

[How are suppliers preparing for e-mobility?](#)

[MobilityPlaza Talks #9: Self-Checkout at C-Stores](#)

[How clean is your station?](#)

[Growth and electrification strategy with Parkland
Service station of the future](#)

MobilityPlaza Podcast

MobilityPlaza provides exclusive podcast formats hosted by our Editor-in-Chief:

- **Roundtable:** Engage in theme-based discussions involving a supplier representative, a retailer, and/or an association. Bringing clients to highlight tailored services is encouraged.
- **One-on-one Talk:** Join us for an exclusive podcast where our Editor-in-Chief interviews one or more representatives of your choosing. Dive into product insights, market trends, and company strategies to boost your brand.
- **Industry Insights:** Elevate your industry presence by featuring in a specialized podcast with three invited suppliers, each discussing trends and products in a 7–10 minute segment.

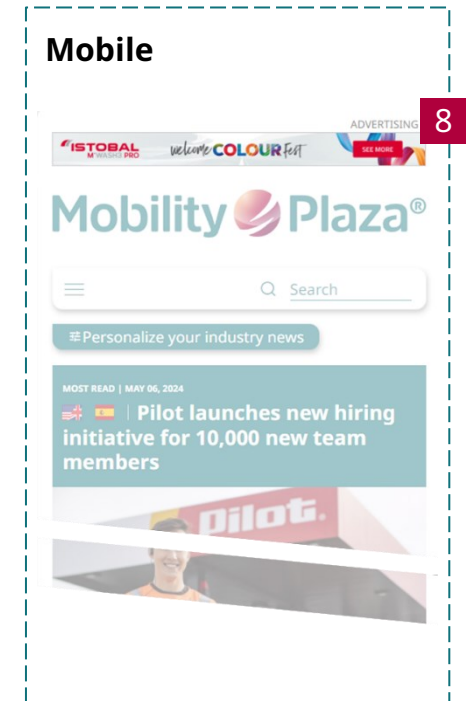
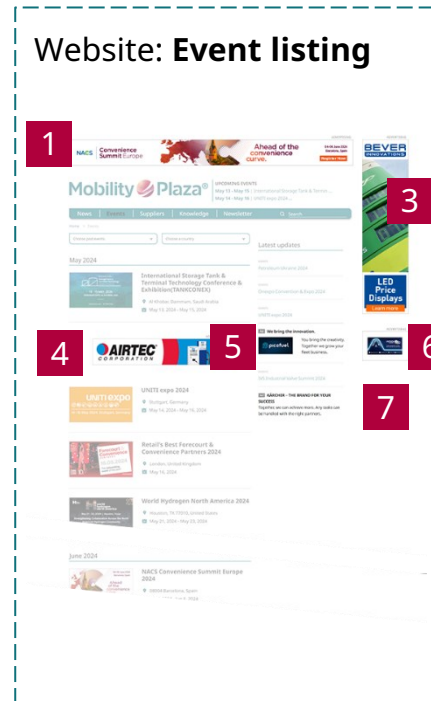
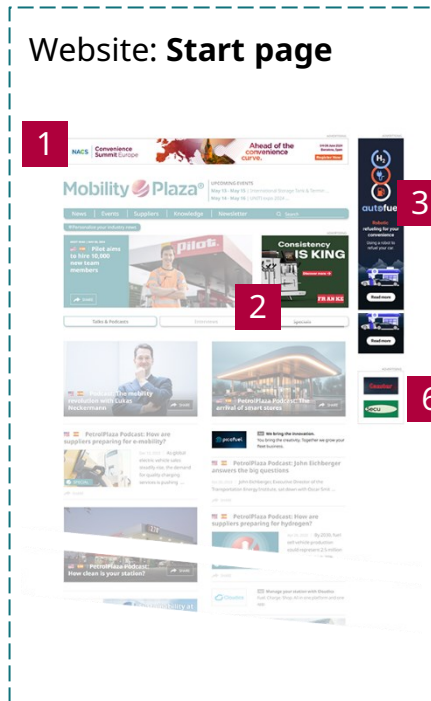
RATES

Podcast type	Price*
Roundtable	€ 5000
One-on-one Talk	€ 3500
Industry Insights	€ 2500

* Subject to package discounts

Examples of banner formats

- 1 Top banner
- 2 Rectangle ad
- 3 Skyscraper
- 4 Middle size banner
- 5 Content ad
- 6 Side banners
- 7 Text ad
- 8 Mobile banner



Rates and specifications

TOP BANNER* (BIG SIZE)

	Newsletter	website
w x h in pixels	728 x 90	980 x 90
max. file size	70 kB	90 kB

**Top banner has different sizes on the website and in newsletter*



position	rate*
random	230 €
premium	800 €

RECTANGLE AD (BIG SIZE)

w x h in pixels	300 x 250
max. file size	80 kB



position	rate*
random	230 €
premium	800 €

SKYSCRAPER (BIG SIZE)

w x h in pixels	160 x 600
max. file size	90 kB



position	rate*
random	230 €
premium	800 €

* Rates per week

Rates and specifications

MIDDLE SIZE BANNER

w x h in pixels	460 x 90
max. file size	60 kB



position	rate*
random	130 €
premium	400 €

CONTENT AD*

w x h in pixels	120 x 60
max. file size	30 kB
headline + copytext	30 + 65 characters



position	rate*
random	100 €
premium	300 €

TEXT AD

headline	36 characters
copytext	80 characters



position	rate*
random	30 €
premium	100 €

**Consists of image and text – see example*

* Rates per week

Rates and specifications

SIDE BANNER

w x h in pixels	120 x 60
max. file size	30 kB



position	rate*
random	55 €
premium	165 €

MOBILE BANNER*

w x h in pixels	580 x 150
max. file size	90 kB



position	rate*
mobile	500 €

**Exclusive banner on top of all pages in the MobilityPlaza mobile version*

** Rates per week*

Additional PR services

- Services are provided by com-a-tec GmbH, a well-known advertising agency within our industry, with 30 years of experience and a team of 30 marketing specialists
- com-a-tec can offer all PR services
- PR consulting implies regular talks and updates from our team industry experts about publication of your press releases



Who stands behind MobilityPlaza?

MobilityPlaza is operated by com-a-tec GmbH, a B2B communications agency actively involved in the retail petroleum and car wash business and a co-organiser of the leading European trade fair UNITI expo.

THE COMMUNICATION AGENCY **COM-a-tec**

RATES

Service	price per hour	price per unit
PR consulting about MobilityPlaza content with our team industry experts	95 €	-
Press releases and distribution		
Press release copywriting (in English), incl. briefing, writing, proofreading, correction before approval	-	450 €
Translation into Spanish, German or Russian	-	150 €
Translation into other languages	-	TBD
Creating a PR template layout design with logo, contact details, etc. for the distribution, one-time service	-	150 €
Banner and print adverts design		
Banner design, 5-10 formats (banner sizes)	-	1000 €

For all
enquiries and
bookings,
please contact
the team



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Boost your brand with MobilityPlaza

