HOME OF GENERATION E
HOME FOR THE NEW “GENERATION E”

Mission

More and more people aspire to sustainable, environment-friendly and self-determined mobility.

For them, electric cars and electric bicycles are meanwhile more than just another option – because more and more manufacturers are offering suitable and practicable vehicles. Vehicles that will soon be self-driving. Vehicles that everyone can afford – at least temporarily – thanks to the sharing economy.

And the electricity for the electric vehicles comes from their own roof. This means mobility is a source of pleasure – without a bad conscience. Everywhere. Always.

Edison is a companion, advisor and trailblazer on this journey into the future.

Edison is the home of Generation E.
Edison appeals to people with a clear-cut attitude.

The primary target group are “Lohas” (Lifestyle of Health and Sustainability). People of both sexes who enjoy life, are successful in their careers, have high incomes and are well-educated.

Liberal and cosmopolitan, tech-savvy and always enthusiastic about technical innovations, young at heart and open for new developments.

They are characterised by their high level of interest in ecology and sustainability, digitisation and the sharing economy.

They are pioneers on the path to the new mobile era.

David (23) studies Business Informatics, is a fan of ride-sharing, is fascinated by future visions.

Elena (36) has two children and lives in Berlin, works as a graphic designer, plans to buy a van with hybrid drive.

Heinz-Harald (49) is a pioneer for new technologies, owns various eCars, has solar panels on the roof and a home storage unit.
Edison is the **central platform** for Generation E.

It is where they obtain information; above all, however, it is where they interact and engage in discussion.

And where they shape the future of eLiving.

Edison is **where its users are:**

Online, mobile, in print and in the social media.

And the **centrepiece** is on the coffee table:

and live on site – at **dialogue events**, panel discussions, award ceremonies.
Edison Digital is the central platform for Generation E.

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The centrepiece is a mobile-optimised, responsive website, where the editorial team presents the most important news on electromobility, the sharing economy, mobility and renewables – and puts this news into context.
OUR OFFER FOR YOU

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