



**iVT**  
INTERNATIONAL  
INDUSTRIAL VEHICLE TECHNOLOGY

**iVT**

**DIGITAL OPPORTUNITIES**



**WWW.IVTINTERNATIONAL.COM**



For 30 years iVT International has helped to lead the off-highway conversation. In these changeable times leadership is more important than ever.

iVT webinars connect you to our unique and extensive readership of decision-makers. We will build an audience for your webinar with a targeted and extensive marketing campaign that will include podcast interviews and digital promotion.

Examples of previous webinars can be found at [www.ivtinternational.com/webinars](http://www.ivtinternational.com/webinars)

### WHY SPONSOR AN iVT WEBINAR?

- Average c.200 fresh leads per webinar.
- Minimum 10-minute interview + sponsorship of The iVT Podcast (see next page).
- Webinar team to work with you to shape format of webinar: digital round table with panel of experts or product presentation on technology subject of your choice. Live audience interaction/Q&A.
- Comprehensive audience marketing and engagement to highlight your organisation and build an audience prior to webinar including: half-page full colour advertisement in iVT magazine issue preceding event, dedicated email promotion, banner advertisement on weekly eNewsletter and iVT website banner exposure.
- Opportunity to promote your brand with industry professionals. Your branding clearly visible and prominent throughout – on all marketing materials, on registration page and presentation.
- Webinar to remain on iVT International website for 12 months providing continual exposure.





The iVT Podcast offers monthly news, views and interviews with OEM CEOs, thought leaders, top designers and engineers from across the off-highway vehicle industry. It is available on a variety of streaming platforms including Apple, Spotify, Stitcher, Deezer and TuneIn.

Sponsorship of The iVT Podcast provides unique access to iVT International's digital subscriber list. Podcast sponsors are given an exclusive interview on one or more episodes along with associated marketing.

Examples of the podcast can be found at [www.ivtinternational.com/podcast](http://www.ivtinternational.com/podcast)



## WHY SPONSOR THE iVT PODCAST?

- Sponsors receive a minimum ten-minute interview on a subject of their choosing.
- Nearly 10,000 downloads in 2021.
- Your iVT Podcast episode will be promoted to iVT's digital newsletter readership of 13,000 and downloaded by existing podcast subscribers.
- Your hyperlinked company logo will appear prominently on both the digital mailer and the iVT website homepage.
- Tagline of the sponsor's choosing will be spoken at the beginning and end of the podcast episode.



Welcome to the iVT Podcast! Each month we'll be bringing you news, views and interviews with vehicle design and engineering experts from across the off-highway vehicle industry. Listen every month wherever you are, on a wide variety of streaming platforms, and we will help keep you up to date with the latest industry developments as well as enable you to gain key insights from thought leaders working in OEM design teams and beyond.



**The iVT Podcast: Linking motorsport and off-highway – an interview with Azizi Tucker**

27th January 2021

Azizi Tucker is co-founder and CTO of podcast sponsors Xing Mobility. He talks about the...



**The iVT Podcast: Driving electrification – an interview with Manuel Kagelmann of Webasto**

13th January 2021

Manuel Kagelmann is head of product portfolio management for batteries with Webasto. He discusses his...



**The iVT Podcast: EXCLUSIVE interview with departing Wacker Neuson CEO, Martin Lehner**

17th December 2020

Since appearing on the cover of our latest issue Martin Lehner has announced his departure...



**The iVT Podcast: Inside story – Volvo's market-ready autonomous hauler, with Johan Holmén**

8th December 2020

Johan Holmén is deputy chief technology officer for Volvo Autonomous Solutions. In the interview Johan...

[WWW.IVTINTERNATIONAL.COM](http://WWW.IVTINTERNATIONAL.COM)



# IVT DIGITAL DISPLAY MEDIA ADVERTISING

## WEBSITE BANNER OPPORTUNITIES (right)

Banner positions available on [ivtinternational.com](http://ivtinternational.com)

## WEBSITE STATS - MARCH 2022

Unique users.....17,288  
Sessions.....24,685  
Page views.....36,315  
Average time per visitor.....1 minute 31 seconds

## DIGITAL ISSUE STATS - IVT SEPTEMBER 2022

Monthly unique issue visits.....9,851  
Total visits.....37,523  
Page views.....198,699

## SUPPLIER SPOTLIGHT (below)

ivT International's Supplier Spotlight is an opportunity to showcase your company's expertise and competence on the ivT website for 12 months. Categories include Acoustics, Noise & Vibration, Driveline, Hydraulics, Engines, Software, Electronics, Fans, Heating & Cooling.

**Yanmar Europe B.V.**

Yanmar Europe B.V.  
Yanmar Europe B.V.  
Brugseplein 11  
1332 BS Almere  
THE NETHERLANDS  
Email: [industrial.yea@yanmar.com](mailto:industrial.yea@yanmar.com)  
Web: <https://www.yanmar.com/eur/>  
Tel: +31 36 54 93 200

With beginnings in Osaka, Japan in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. Moving on, with industrial diesel engines as the cornerstone of the enterprise, Yanmar has continued to expand its product range, services, and expertise to deliver total solutions as an industrial equipment manufacturer. As a provider of small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, machine tools, and components – Yanmar's global business operations span seven domains.

On land, at sea, and in the city, Yanmar's Mission is "providing sustainable solutions focused on the challenges customers face, in food production and harnessing power, thereby enriching people's lives for all our tomorrow's," stands testament to Yanmar's determination to providing us with "A Sustainable Future." For more information, visit Yanmar Co., Ltd. at its global website at <https://www.yanmar.com/global/about/>

Sign-up for Breaking News Emails Supplier Spotlight Quizzes Meet the Team Contact Us Media Pack Events

**ivT**  
INTERNATIONAL  
INDUSTRIAL VEHICLE TECHNOLOGY

Exclusive interviews with insiders from across the off-highway industry – plus all the latest news and chat with Tom Stone and Sam Worthington  
"More entertaining than Top Gear!"  
Listen to the Podcast

News Features Online Magazines Subscribe IVT Podcast IVT Concept Opinion Videos Jobs

**Webasto** Battery & Thermal Management Solutions  
Feel the Drive

**CONSTRUCTION**  
24th March 2021  
Cat broadens 2-3 tonne utility compactors offering

**ENGINES**  
New cab and engines for largest Hyster trucks

**Volvo** helps technicians transition to electric machines

**In this Issue – March 2021**

**ivT** For the very latest news follow us on **LinkedIn**

**MORE NEWS** ALL ONLINE MAGAZINES

**Cat expands single drum vibratory soil compactor line**  
22nd March 2021  
Caterpillar has added to its single drum vibratory soil compactor line with the introduction of the new 84in (2134 mm)...

**New connectivity solution for tractors and forage harvesters**  
17th March 2021

**Bonfiglioli acquires Sampingranaaggi**  
17th March 2021

**First Bobcat compact wheel loader enters production**  
16th March 2021

**Caterpillar introduces new RM400 Rotary Mixer**  
15th March 2021

**Clark launches tugger train for efficient production logistics**  
15th March 2021

**New Cat D7 dozer offers increased all-round performance**  
15th March 2021

**VIDEO: New electric tool carrier from AllTrac**  
12th March 2021

**Caterpillar updates cold planer portfolio for milling customers**  
18th March 2021

**PROUD TO POWER YOU.**  
LEARN MORE

**MOST READ THIS WEEK**

**First Bobcat compact wheel loader enters production**  
16th March 2021

**New Cat D7 dozer offers increased all-round performance**  
15th March 2021

**Caterpillar updates cold planer portfolio for milling customers**  
18th March 2021

**BRUSHLESS MOTOR FANS AND BLOWERS**  
The new generation of high performance  
**SPAL**

Short  
leaderboard

Super  
leaderboard

Lower  
leaderboard

Double  
banner

Regular  
banners

For prices and specifications contact:

Kevin Barrett

[kevin.barrett@markallengroup.com](mailto:kevin.barrett@markallengroup.com) / +44 (0) 1322 464733

Julian Bidlake

[julian.bidlake@markallengroup.com](mailto:julian.bidlake@markallengroup.com) / +44 (0) 1322 464729



## IVT DIGITAL DISPLAY MEDIA ADVERTISING

### DIGITAL BANNERS ON WEEKLY EMAILERS

Banners on weekly digital e-newsletter despatched to database of 13,000+ off-highway professionals



#### Case launches new G-Series Evolution wheel loader range



Case Construction Equipment has announced the European launch of its new G-Series Evolution Wheel Loader range. Complete with comprehensive enhancements across its entire line, the new G-Series improves performance and productivity by increasing uptime as well as empowering operators with greater machine control **more...**

#### Strong Q1 for Volvo sees sales surge by 23%



Thanks to a strong recovery in the second half of last year driven by high activity level in infrastructure and construction, Volvo Construction Equipment has seen overall demand in Q1 2021 increase sharply from the same period last year, with order intake rising by 73% **more...**

**J1939 Electronic Switching**

EXPLORE PRODUCTS

Banner  
space



#### NEW VIDEO: Watch robot exterminate weeds using lasers

In this short video see Carbon Robotics' new automated weeder neutralise unwanted greenery and undergrowth through laser power, robotics and the use of artificial intelligence **more...**



#### NEW FEATURE: Why turn to electric linear actuators?

Natasha Laloy, business developer with TIMOTION Europe, considers how electric linear actuators in off-highway can improve safety, performance and ergonomics, and help lower costs **more...**

Placed  
content

### EBLASTS

iVT's eBlasts offer you the opportunity to reach our digital readership of over 13,000+ through a targeted marketing email approach. The content of the email is dedicated to your company and its products, and can be scheduled at a time of your choosing.

**C-COM 10GX-100 communicator + ICM-200 module**

**Two vital instruments for off-road vehicles.**

Off-road equipment, military and farm vehicles, buses, trucks, and RVs have one thing in common: Control is everything. AMETEK® VIS has you covered, with performance-proven modules and dashboard displays, ready to work together for years in unforgiving environments.

**C-COM 10GX-100: The great communicator.**  
More than just a camera display, this rugged 10-inch CAN display is designed for advanced control functionality. The C-COM GX features multicamera views with video recording capability, while providing advanced machine interface and control.

**Other features:**

- 1280x800 resolution
- MicroSD card
- Auto backlighting for daytime and nighttime operation
- Two switched Ethernet ports and two analog camera inputs
- Capacitive touch screen, optically bonded
- Works with gloves and in the rain

**ICM-200: Intelligent vehicle control made easy.**  
The customizable ICM-200 connects with multiple vehicle systems to sense and control devices. The ICM also enables the user to leverage advanced diagnostics and a wide array of inputs to enhance a vehicle telematics system with a more detailed view of the vehicle status. ICM, via Simulink™, allows the user to visually model, simulate, and test vehicle systems.

**Other features:**

- Four 50-amp power sections
- 78 I/O
- Highly customizable via Simulink programming
- Sealed to IP67 and IP66
- Three status LEDs
- All outputs PWM capable

**Bring the advanced control of the C-COM and ICM-200 to your off-road, military, heavy-duty, or farm vehicles. Only from AMETEK VIS.**

© 2020 by AMETEK Inc. All rights reserved.

**AMETEK®**  
VEHICULAR INSTRUMENTATION SYSTEMS

### Contact details

**Kevin Barrett**

tel: +44 (0) 1322 464733

email: [kevin.barrett@markallengroup.com](mailto:kevin.barrett@markallengroup.com)

**Julian Bidlake**

tel: +44 (0) 1322 464729

### MA BUSINESS

A MARK ALLEN GROUP COMPANY

Hawley Mill, Hawley Road,

Dartford, Kent, DA2 7TJ

Email: [ivt@markallengroup.com](mailto:ivt@markallengroup.com)

Web: [www.ivtinternational.com](http://www.ivtinternational.com)