

iVT

INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY



2026 MEDIA PACK

PUBLISHING SCHEDULE &
MARKETING OPPORTUNITIES

THE GLOBAL PLATFORM FOR OFF-HIGHWAY INNOVATION

Industrial Vehicle Technology International (iVT) is the media brand for the global off-highway industrial vehicle sector. It connects leading component suppliers with the OEM decision-makers building tomorrow's construction, agricultural, mining, forestry, logistics and material-handling vehicles.

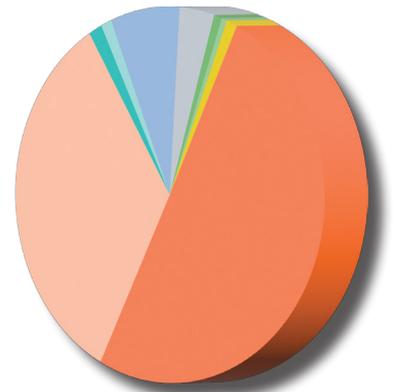
Across print, digital, podcasts, webinars and video, *iVT* delivers unmatched access to engineers driving the next generation of off-highway vehicles, with a focus on powertrains, hydraulics, electric components, ergonomics and industrial design.

iVT'S AUDIENCE

VEHICLE DESIGNERS	VEHICLE ENGINEERS	OEM DECISION MAKERS
OEM R&D ENGINEERS	OEM STRATEGY TEAMS	OEM CEOs AND BOARD MEMBERS
OEM PROCUREMENT AND TECHNICAL MANAGEMENT	HYDRAULICS AND FLUID POWER SPECIALISTS	TESTING AND CERTIFICATION BODIES
TIER 1 & TIER 2 SUPPLIERS	TECHNOLOGY STARTUPS AND INNOVATORS	INDUSTRY ANALYSTS AND CONSULTANTS

GEOGRAPHICAL ANALYSIS

EUROPE	14,260
NORTH AMERICA	9,558
CENTRAL & SOUTH AMERICA	360
AUSTRALASIA & PACIFIC	360
ASIA	2,001
SOUTH EAST & PACIFIC RIM	1,023
AFRICA	216
MIDDLE EAST & NORTH AFRICA	194
NOT ANALYSED	269



33,000+
global off-highway vehicle industry readers of every quarterly issue*

20,000+
weekly e-newsletter subscribers

10,000+
podcast listeners

100s
of webinar attendees with on average 225+ new leads per webinar

REACH THE INDUSTRY AT SCALE, A GUARANTEED AUDIENCE

iVT's circulation is independently audited by ABC, so you know you are buying into a product you can trust. The audit proves that we are reaching our specialist audience. The latest ABC audit figures, based on an average across the year (January-December 2025):

28,192 Circulation

99% Guaranteed controlled

Controlled circulation guarantees a highly targeted audience, which enables advertisers to achieve high market penetration within our specific professional and geographic groups.

*Our surveys consistently prove that each printed edition of *iVT* is shared widely among readers' colleagues, bringing our total estimated readership to at least 33,000.

EDITORIAL OPPORTUNITIES

For over 30 years, *iVT* has been the leading publication in the off-highway industrial vehicle sector. Published quarterly, each issue delivers in-depth vehicle case studies, leadership interviews, and technology deep-dives across engines, drivetrains, fluid power, electrification, automation, connectivity and industrial design.

EDITORIAL SCHEDULE 2026

QUARTERLY EDITION

May 2026

- *iVT Expo Europe (Official Media Partner)*
- Comprehensive *iVT* Expo Cologne showcase
- Case studies on mining, forestry and specialist vehicles
- Hillhead 2026 preview

August 2026

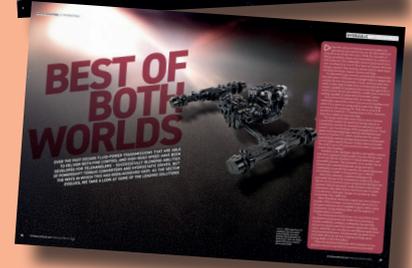
- *iVT Expo USA (Official Media Partner)*
- *iVT* Expo USA Preview featuring exhibitor highlights
- In-depth coverage of hydrogen and alternative fuels
- Next-generation HMIs, automation and ergonomic advancements
- Dedicated lift-truck technology feature

October 2026

- *The Electric Issue, EIMA*
- EIMA 2026 preview featuring leading OEMs and suppliers
- Case studies on the latest electric and hybrid vehicles
- Insights on electrification strategy and adoption
- Connectivity & smart vehicle systems

March 2027

- *Intermat Paris Special*
- Construction vehicle case studies from global OEMs
- Exclusive insights from the show organisers
- Expert technical insights from leading suppliers
- Fluid power technology feature



iVT OFF-HIGHWAY ANNUAL 2027

iVT's flagship annual edition combines extended supplier content with forward-looking features on the future of off-highway. The digital issue includes optional embedded video capability, ideal for high-impact product storytelling.

- Concept and prototype vehicle case studies
- OEM perspectives on future vehicle development
- Supplier-led technical articles
- Bespoke video interview integration



iVT CHINA (BIENNIAL)

Published in Mandarin Chinese, circulated to Chinese-based OEM engineers and Bauma China attendees. Includes complimentary editorial & advertising translation.

- Bauma China showcase
- Chinese OEM developments & trends



ADVERTISING OPPORTUNITIES

PRINT ADVERTISING

- **Half Page**
Up to 300 words technical article + 1 Image
£3,600
- **Full page**
Up to 600 words technical article + 2 Images
£4,850
- **Double-page spread**
Up to 1200 words technical article + 4 Images
£7,500
- **Special positions available**
(e.g. outside back, and inside, covers)
- **Special production items available** (wrap, insert, flyer)
- *Details of marketing packages and series discounts are available on request.*

DIGITAL MEDIA OPPORTUNITIES

WEBINARS – HIGH-IMPACT LEAD GENERATION

- 225 new leads on average
- Full marketing campaign included
- Half-page print promotion
- Email, banner and website promotion
- Live Q&A + 12 months+ on-demand hosting
From £8,000

iVT PODCAST – SPEAK DIRECTLY TO THE INDUSTRY

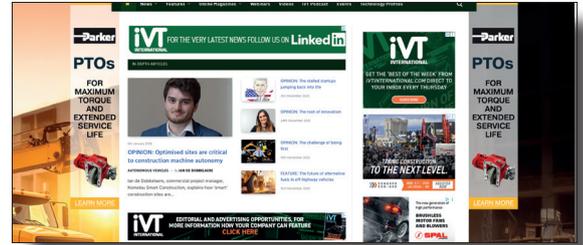
- 45-second audio ad on three sponsored episodes
 - One episode to include sponsored interview (min. 10 minutes)
 - 10,000+ annual downloads
 - Logo on mailouts and homepage
 - Coverage across all major podcast platforms
- From £3,000**

DIGITAL ISSUE SPONSORSHIP – PREMIUM VISIBILITY

- Full-page opening ad opposite the cover on the digital edition
- Two automatic pop-up ads
- Resident page ad
- Featured 600-word technical article with optional embedded video
- Branding in digital edition announcement email (20,000+ recipients)
From £5,000

DIGITAL ADVERTISING

- Wallpaper
- Leaderboard (desktop/tablet/mobile)
- Billboard
- Double MPU
- Standard MPU
From £2,000



VIDEO INTERVIEWS

- An exclusive 3-5 minute video interview conducted by our editorial team and published on iVT's YouTube channel and website, with additional exposure on LinkedIn and weekly e-Newsletter. Designed for product launches, expert commentary and high-level brand storytelling. Ideal to promote presence and launches at major exhibitions.
- Distribution on a news mailer (20,000+ subscribers)
- Hosting on YouTube (1,200 subscribers)
- Drive engagement on LinkedIn (2,500 subscribers)
From £1,000

iVT E-BLASTS

Highly targeted, GDPR-compliant, marketing packages to our email subscriber database

PACKAGE	AUDIENCE	BASE PRICE
Europe	~14,260	£3,250
North America	~9,558	£2,500
Asia	~2,000	£1,500
Rest of World	~2,150	£900

Bundled Packages

- Euro-North America Duo – **£5,175 (10% off)**
- Global Growth Trio – **£6,162 (15% off)**
- All-in Global Package – **£6,520 (20% off)**

Optional Add-Ons

- Follow-up email (+25%)
- Sector/job role segmentation (+£500 per layer)
- Performance report (included)

E-NEWSLETTER

- Weekly newsletter banners
- Delivered to 20,000+ off-highway professionals worldwide.
- Premium and standard banners
- Sponsored technical articles
From £2,500



MECHANICAL SPECIFICATIONS

Full details for print sizes, digital dimensions and file formats included as per the technical sheet in the original document.

IVT INTERNATIONAL QUARTERLY MAGAZINE, IVT CHINA BIENNIAL SUPPLEMENT

Page trim size: 215mm (width) x 275mm (height) (8.465in x 10.827in)

All printed matter should be within 5mm (1/4in) of the edge to allow for trimming

Text area: 195mm (width) x 255mm (height) (7.677in x 10.039in)

Half page: 183mm (width) x 115mm (height) (7.205in x 4.528in). No bleed option

OFF-HIGHWAY ANNUAL REVIEW

Page trim size: 210mm (width) x 297mm (height) (81/4in x 115/8in)

All printed matter should be within 5mm (1/4in) of the edge to allow for trimming

Text area: 180mm (width) x 270mm (height) (7in x 101/2in)

Half page: 180mm (width) x 132mm (height) (7in x 51/4in). No bleed option

WALLPAPER (PANELS SITUATED ON THE LEFT AND RIGHT OF HOMEPAGE)

1 wallpaper advertisement available

Only right hand panel illustrated

Each panel: 300 pixels wide x 950 pixels deep Maximum impact position

LEADERBOARD (PLEASE NOTE WE REQUIRE 3 SIZES) 3 POSITIONS ARE AVAILABLE

728 pixels wide x 90 pixels deep – Desktop & Tablet – high resolution

468 pixels wide x 60 pixels deep – Tablet – low resolution

320 pixels wide x 50 pixels deep – Mobile – high resolution

BILLBOARD (PLEASE NOTE WE REQUIRE 4 SIZES) 1 POSITION AVAILABLE

970 pixels wide x 250 pixels deep – Desktop

728 pixels wide x 90 pixels deep – Tablet – high resolution

468 pixels wide x 60 pixels deep – Tablet low resolution

320 pixels wide x 50 pixels deep – Mobile

DOUBLE MPU 1 POSITION AVAILABLE

Revolving column on right of home page

300 pixels wide x 500 pixels deep – Desktop, Tablet, Mobile,

STANDARD MPU 8 POSITIONS AVAILABLE

Revolving column on right of home page

300 pixels wide x 250 pixels deep – Desktop, Tablet, Mobile

File Formats: Static or animated image file (PNG, GIF, JPEG), HTML5, 3rd party (tag or script) Max 1MB



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MA Business

Part of **Mark Allen**