THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

iVT INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

2024
PUBLISHING SCHEDULE AND MARKETING OPPORTUNITIES

REACH 20,000+ INDUSTRY DECISION-MAKERS

Image courtesy of Caterpillar



BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING RATES

www.ivtinternational.com

IVT INTERNATIONAL MAGAZINE SERIES IS PUBLISHED IN PRINT AND DIGITAL FORMATS

THE *iVT* SERIES

iVT International

Quarterly Magazine

iVT International is the world's leading publication for off-highway OEM designers and engineers who devise and manufacture every kind of industrial vehicle, in every sector from construction and mining to agriculture, forestry and material handling. It connects the industry by showcasing the best new components and services available to OEMs from leading suppliers as well as publishing in-depth vehicle case studies, interviews with OEM leaders and profiles of the latest, groundbreaking new concepts. Regular technology updates focus new product and technology advances in areas such as mobile hydraulics, drivetrains, vehicle design, electronics, electrification and automation. Contributions from industry specialists focus on the latest designs and engineering technologies that enhance vehicle development. Available four times a year, **iVT** magazine provides a regular platform from which to promote your company to OEMs worldwide.

iVT International

Off-Highway Annual

If your components and technologies are used in off-highway vehicles, then this edition of iVT International provides an excellent platform from which to promote them. **iVT Off-Highway Annual** acts as a showcase of the latest components and technologies available to off-highway OEMs. Detailed editorial features cover a wide range of subjects, from advanced concept designs to component engineering and manufacturing technology. A variety of components are featured, although particular emphasis is placed on engines, drivetrains, mobile hydraulics and driver controls, cab ergonomics and styling. Circulated worldwide, the **Off-Highway Annual** provides vehicle manufacturers with an unrivalled guide to the latest technologies, while component manufacturers benefit from an effective marketing opportunity. Worldwide distribution.

iVT China 2024

Biennial Publication

The ideal publication in which to advertise to the vitally important Chinese market. 5,000+ copies are distributed to senior engineers and designers at China-based OEMs manufacturing all categories of industrial vehicles. Printed in Mandarin with free editorial and advertising translation available.







* Please note that although we try extremely hard to avoid changes to the publishing schedule, they can sometimes occur. In the event of change, publishing dates, final copy dates and editorial features may be subject to revision by the editor

www.ivtinternational.com

PUBLISHING SCHEDULE

IVT1 2024 **March**

iVT International Quarterly Magazine – March

Intermat Preview + Electronics Special + New Construction Vehicles
Principal Editorial Features: Preview of Intermat 2024, a leading construction exhibition, Paris 24 – 27 April. Additional features: Advances in electronics, anticipating developments and the impact of electronics in shaping the performance and optimisation of off-highway vehicles. Preview of the Battery Show, Stuttgart 18–20 June. New construction vehicle case studies

IVT2 2024 **June**

iVT International Quarterly Magazine – June

iVT Expo Cologne Preview + Engine Technology Special + CEO Interview
Principal Editorial Features: In-depth preview of IVT EXPO, Cologne 26-27 June, showcasing the very latest industry components, systems and technologies. Additional features: We look at the very latest engine developments, including ICE, Stage V and alternative propulsion. What does the future hold? The latest vehicle launches. Leading OEM CEO interview

IVT3 2024 **August**

iVT International Quarterly Magazine – August

Electrification Special + iVT Expo Chicago Preview + Battery Show USA
Principal Editorial Features: iVT's Electrification Special is into its 6th edition and is the leading showcase for companies developing the technology and systems driving off-highway vehicle electrification. Comprehensive preview of iVT Expo USA Chicago 21–22 August. Profile of a leading USA construction OEM. Concise previews of the IAA Transport exhibition, Hanover; MINExpo International, Las Vegas and The Battery Show, Detroit

IVT4 2024 **October**

iVT International Quarterly Magazine – October

Hydraulics-Electro-Hydraulic advances + EIMA Preview + Lift-Truck developments + New Agricultural Vehicle launches
Principal Editorial Features: Survey of the latest in hydraulic/electrohydraulic developments. Comprehensive preview of EIMA 2024, the important Italian agricultural exhibition, Bologna, 6–10 November. The latest developments in materials handling and lift-truck technology. Plus new agricultural vehicle case studies and leading OEM CEO interview

IVT China 2024 **October**

iVT Chinese Biennial Publication 2024 – October

Published in Mandarin Chinese and distributed to Chinese engineers and designers at OEMs in the People's Republic of China
Principal Editorial Features: IVT China is the ideal showcase for technology providers to the Chinese industrial vehicle market and features all major product groups. There is an important preview of the biennial Bauma China exhibition, Shanghai 22 – 25 November, the number 1 trade fair for construction machinery and an essential gateway to the Chinese off-highway market

IVT Off Highway Annual 2025 **November/December**

IVT Off Highway Annual 2025 edition – November/December 2024

Product review + World of Concrete Preview + Design Challenge

The leading showcase referencing the latest technology, systems, and components available to Off-Highway OEMs. All product groups are featured: Engines, Powertrains, Fluid Power, Electronics, Ergonomics and styling. The augmented digital issue offers the opportunity of a free video interview for advertisers. Additional features: The Design challenge. See the winning design in our off-world asteroid mining challenge! Preview of World of Concrete annual trade show, Las Vegas, January 2025

DISTRIBUTION AND READERSHIP

iVT International quarterly magazine



OEM distribution/vehicles featured:

- Construction
- Excavators and earthmoving
- Agricultural
- Forestry
- Mining and quarrying
- Forklift trucks
- Airport ground support
- Container handling
- Municipal and cleaning
- Crane and heavy lift
- AGV/SGVs
- Road building

Total worldwide distribution: approx. *20,000

Off-Highway Annual Review



OEM distribution/vehicles featured:

- Excavators and earthmoving
- Construction
- Mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building

Total worldwide distribution: approx. 15,000

iVT China Review



OEM distribution/vehicles featured:

All industrial vehicle categories featured (as listed above)

Total distribution in PRC: 5,000+

DIGITAL EDITION SPONSORSHIP

PREMIUM OPPORTUNITY

At **www.ivtinternational.com** you can read and download the latest digital versions of the **iVT International** magazine series as well as archived issues from the past. In September 2020 iVT launched its all-new digital edition. This fully interactive, smart-device optimised interface has already created a large increase in the numbers of readers choosing to access iVT digitally (**39,274 visits** and **214,467 page views** for September 2023 - plus **10,461** unique monthly issue visits). It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

1. A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
2. A logo and sponsor message in the email blast sent by iVT on digital publication
3. The opportunity to augment ads with video content





First published in 1993, and now sent five times a year to *20,000 senior managers, designers, key specifiers and decision makers throughout the global industrial vehicle industry, Industrial Vehicle Technology International is the leading publication for technology and innovation in off-highway and materials handling vehicle development.

Hard copy registrations – mailout approximately 7,000 printed copies.
Digital version – email dispatch approximately 13,0000 digital copies.
Europe 59.9%, North America 28.7%, Asia/Pacific 11.6%, Rest of World 2.7%.
***Combined print/digital version**

All copies are sent free of charge and on an individually named, fully registered basis to directors, chief engineers, designers, senior managers and engineers responsible for the design and development of industrial vehicles and those concerned with component testing and purchasing. The circulation is continually updated as additional engineering personnel register for copies. The **iVT** circulation research team is in constant contact with OEMs to ensure copies reach the industry decision makers – the personnel responsible for making and influencing buying decisions.

iVT MAGAZINE ADVERTISING

Double-page spread/ Single page/ Half page/ Quarter page/
Special positions **(e.g. outside back, and inside, covers)***

Advertising opportunities start from £1,750
All prices on request - contact iVT

Advertising discounts are available for multiple orders
Series booking discounts: two issues 5%; three issues 7.5%; four or more issues 10%.
Agency discount: 15%

* Series bookings only

ADVERTISER EDITORIAL OPPORTUNITIES

Technical Articles

A limited amount of space is available for advertisers to submit objective 600 word technical articles and are restricted to those booking a full-page ad. These editorial positions must run within the same issue an advertisement is run.

Bulletin Boards

Again, subject to the availability of space, positions for concise technical press releases of 200 words (with one colour photograph) are available free of charge to advertisers. They are published in the four issues of *iVT International* quarterly magazine only.

*Please note: Technical features and bulletin board entries appear subject to the editor's approval, are published in the house style and will be edited to ensure style is consistent throughout the publication. Limited space necessitates that where editorial contributions exceed maximum word count they will be shortened. Technical features may be affected in terms of specified page layout if text and pictures fail to meet size and/or quality requirements. Picture quality is required at 300dpi; size should ideally be no smaller than 15cm wide.

Please note that the *iVT* magazine series is published in two sizes and advertisement dimensions are as follows:

Mechanical Details

iVT International quarterly magazine, iVT China Biennial Review



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
Quarter page: 88mm (width) x 115mm (height) (3.465in x 4.528in). No bleed option

Mechanical Details

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

Format: All material should be supplied electronically by email

"An invaluable benchmarking tool for the product engineering community"

Dr Klaus G Hoehn, vice president advanced technology and engineering
DEERE & COMPANY

"For a specialist OEM, it's the essential reference for sourcing partnerships with component suppliers"

Helmut Kanzler,
vice president development
KÄSSBOHRER GELÄNDEFAHRZEUG

"*iVT* is a reliable product that is leading the industry 20 years after its creation, still going strong and with the vision to continue beyond 2033"

Brett Wood,
president & CEO
TOYOTA MATERIAL HANDLING NORTH AMERICA

"A truly exceptional magazine"

William J Montwieler
executive director
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