What, no telematics?
Can tracking technology deliver on its initial promise?

A life in lift-trucks
Crown MD Simon Barkworth on the challenges ahead

Sustainable production
Inside the world's most advanced forklift factory

As warehouse workforces dwindle, OEMs are bridging the skills gap with autonomous systems

International OEMs have prototypes that will transform farming in the next 10 years

AGRICULTURE SPECIAL | Tractor of the Year | ISObus future | Combine cabs | EIMA International

ENERGY EFFICIENCY
FIRST IN A NEW RANGE
Kalmar Eco Reachstacker
REVOLUTIONARY DESIGN
HARVEST REINVENTED
Tribine T1000

"New machine forms with artificial intelligence are coming to agriculture" Mark Von Pentz, president of agriculture, John Deere, Europe, CIS, Asia and Africa

"New machine forms with artificial intelligence are coming to agriculture" Mark Von Pentz, president of agriculture, John Deere, Europe, CIS, Asia and Africa
THE iVT SERIES

iVT International

Off-Highway Annual Review
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 Review 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 drivetrains, technology. A variety of components are featured, including mobile hydraulics and driver controls, cab ergonomics and styling. Circulated worldwide, the Off-Highway Annual Review provides vehicle manufacturers with an unrivalled guide to the latest technologies, while component manufacturers benefit from an effective marketing opportunity.

Advanced Lift-truck Technology International

Annual Review
The only publication dedicated to the latest concepts and developments for forklift trucks, lift-trucks, container handling vehicles and AGV/SGVs. The publication is the leading advertising medium for the manufacturers of component and systems supplying the manufacturers of materials handling vehicles. An Industrial Vehicle Technology publication, Advanced Lift-truck Technology International provides the perfect environment in which to showcase tomorrow’s possibilities and concepts alongside the very latest in production technologies and services.

iVT International

Quarterly Magazine
Distributed worldwide, the quarterly iVT International magazine provides more topical, news-driven coverage of the industrial vehicle market and examines the design and engineering of all classes of vehicles covered by the two annual reviews. iVT magazine contains case studies on newly launched vehicles, together with industry news, interviews and market reports. Regular technology updates focus on particular component groups examining new product and technology advances in areas such as mobile hydraulics, drivetrains and vehicle design.

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 China

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

www.ivtinternational.com

PUBLISHING SCHEDULE

iVT International Quarterly Magazine - March

iVT International Quarterly Magazine - June
Principal Editorial Features: Electronics/mobile hydraulics. Review of the latest fluid power developments and innovations.

Advanced Lift-truck Technology International 2019
Principal Editorial Features: Vehicle efficiency; stability, safety, electronic controls; Advanced propulsion technologies, emission controls, composites and materials, hydraulics, ergonomics and design; case studies, new vehicle profiles.
Publication: August 2019

iVT China Annual Review 2020
Published in Mandarin Chinese and distributed to Chinese engineers and designers in at OEMs in the People's Republic of China
Principal editorial features: All product groups are featured, plus an exhibition preview of the BICES exhibition, 4th – 7th September, (15th Beijing International Construction Machinery Exhibition and Seminar, Beijing, Republic of China) Publication August, 2019
Publication: August 2019

iVT Off- Highway Annual Review 2020
Principal Editorial Features: All product groups are featured – subject headings: Engines; Powertrains; Fluid Power; Electronics; Ergonomics and Styling; Manufacturing and Exhibitions
Publication: November 2019

iVT International Quarterly Magazine - November
Principal Editorial Features: Focus on Engines and emission controls, feature on Cab Ergonomics and Driver Controls
Preview of iVT Expo 2020, Cologne.

* 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.
DISTRIBUTION AND READERSHIP

Off-Highway Annual Review

OEM distribution/vehicles featured:
- Excavators and earthmoving
- Construction
- Open mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building
- Lawn and garden

Total worldwide distribution: approx 12,500

iVT International quarterly magazine

OEM distribution/vehicles featured:
- Forklift trucks
- Lawn and garden
- Airport ground support
- Container handling
- Municipal and cleaning
- Crane and heavy lift
- AGV/SGVs
- Open mining and quarrying
- Excavators and earthmoving
- Forestry
- Road building
- Agricultural
- Construction

Total worldwide distribution: approx *20,000

IVT China Annual Review

OEM distribution/vehicles featured:
All industrial vehicle categories featured

Total distribution in PRC: 5,000+

First published in 1993, and now sent six times a year to just over *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 10,000 printed copies.
Digital version - email dispatch approximately 12,000 digital copies.
Europe 59.9%, North America 28.7%, Asia/Pacific 11.6%, Rest of World 2.7%.
Full colour interactive digital version also available online.

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.

*Combined print/digital version

Total worldwide distribution: approx 12,000

iVT INTERNATIONAL ONLINE MEDIA

At www.ivtinternational.com you can read and download from the website the latest digital versions of the iVT International magazine series as well as archived issues from the past. It’s a great source for keeping up to date with the latest industry developments, news and views. At a cost of £1,295 a year you can promote your company by posting a profile of your company’s products and activities in our Supplier Spotlight section. Fill your employment vacancies by sending us your industry recruitment advertisements which we will post on the recruitment section of the website without any cost.

Website statistics October 2017 – October 2018

Unique users .................................................. 44,242
Visits .......................................................... 121,502
Page views .................................................... 198,459
Average time per visitor .............................. 3 minutes 2 seconds

Promote your company’s technology, components and systems directly to OEMs using iVT’s e-media platform!

Banner positions are available on the iVT website and on iVT Digital ENewsletters: For advertising rates, positions and specifications for iVT digital media please see details on page 5.
iVT ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>iVT Quarterly Magazine</th>
<th>iVT Annual Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread</td>
<td>£7,315</td>
<td>£8,450</td>
</tr>
<tr>
<td>Single page</td>
<td>£4,700</td>
<td>£6,155</td>
</tr>
<tr>
<td>Half page</td>
<td>£3,345</td>
<td>£3,770</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,750</td>
<td>(four issues)</td>
</tr>
</tbody>
</table>

Prices on request

* Series bookings only
Agency discount: 15%
Series booking discounts: two issues 5%; three issues 7.5%; four or more issues 10%.

For further technical information visit our website: www.ivtinternational.com

[iVT ADVERTISER EDITORIAL OPTIONS]

Advertiser's contributions

Space permitting, advertisers will be invited to contribute a technical feature, in-depth case study, of 600 words, (plus two colour photographs). Only a limited amount of space is available and editorial positions are allocated on a first-come, first-served basis. Because of this our invitation to contribute objective technical editorial relates specifically to the issue(s) in which bookings have been made and, regrettably, is not transferable to earlier or following issues.

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 4 issues of iVT International quarterly magazine and the Advanced Lift-truck Technology annual only.

* Please note: Technical features and bulletin board entries appear subject to the editor’s approval and are published in the house style. 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 the iVT magazine series is published in two sizes and advertisement dimensions are as follows:

Mechanical Details

### Off-Highway Annual Review, iVT China Annual Review

- **Page trim size:** 210mm (width) x 297mm (height) (8 1/4in x 11 3/8in)
  - All printed matter should be within 5mm (1/4in) of edge to allow for trimming

- **Text area:** 180mm (width) x 270mm (height) (7in x 10 1/2in)
- **Half page:** 180mm (width) x 132mm (height) (7in x 5 1/4in) No bleed option

### iVT International quarterly magazine and Advanced Lift-truck Technology Annual Review

- **Page trim size:** 215mm (width) x 275mm (height) (8.465in x 10.827in)
  - All printed matter should be within 5mm (1/4in) of 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

- **Format:** All material should be supplied electronically by email

For further technical information visit our website: www.ukimediaevents.com/guidelines

www.ivtinternational.com
iVT Online Digital display media

iVT Website Banner Positions

Six banner positions are available on the IVT website. For location see the diagram below.

Digital banner measurements. 300 pixels (width) x 150 pixels height. See positions numbered 1 - 6 which give a guide to the location of the digital banners on our IVT web site at - www.ivtinternational.com

For technical specifications visit www.ukimediaevents.com/guidelines/magazine-websites-wp.php

iVT Digital E-Newsletters

They appear in a continuous column on the right hand side of the home page and are randomly rotated. The cost of a banner for a twelve month period is £14,000.00

IVT eBlasts are available to IVT magazine advertisers. Cost for each eBlast £1,850.00

Banner dimensions & specification

Dimensions: 500 pixels w x 80 pixels h

Restricted to a maximum of 6 banner positions on each IVT Emailler

iVT Digital Emailler frequency – approximately once a week.

Technical specification:
1) Please add a 1 pixel black outline surrounding the advert
2) File size – no more than 50kb
3) File must be a static gif or .jpeg – Please Note – images are motionless not animated
4) Please provide a URL link for advertising banner to link to

iVT WEB PAGE

In the news this week

www.ivtinternational.com
Receive the latest issue weeks before the hard copy is available

Includes the latest news & Free Magazine archive

download now!