MEDIA SCHEDULE AND ADVERTISING RATES

2020

INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING RATES

www.ivtinternational.com
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, 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.

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 annual review. 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, 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 China

Annual Review
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.

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PUBLISHING SCHEDULE

iVT International Quarterly Magazine – February
IFPE, CONEXPO-CON/AGG exhibition preview issue
Principal Editorial Features: Preview of IFPE, CONEXPO-CON/AGG
Las Vegas, 2020. The leading Trade Fair for Construction and vehicles and equipment - the premier industrial vehicle market event for construction vehicle manufacturers and their suppliers. Las Vegas 10th – 14th March. The issue will cover new vehicle launches and related construction vehicle features. The latest developments in connectivity are examined with special emphasis on CANbus.

iVT Off-Highway Annual Review 2021 edition
Principal Editorial Features: Design Challenge leads the way! – see the industrial vehicles that will change the future as conceived by today’s talented industrial designers. Share their experience as they confront the challenges of how to make tomorrow’s industrial vehicles even better. All product groups are featured - subject headings: Engines; Powertrains; Fluid Power; Electronics; Ergonomics and Styling; Manufacturing and Exhibitions. Publication: August 2020

iVT China Annual Review 2021
Bauma China exhibition preview issue
Published in Mandarin Chinese and distributed to Chinese engineers and designers at OEMs in the People's Republic of China. Principle editorial features: All product groups are featured, plus an important exhibition preview of the Bauma China exhibition, 24th – 27th November, Shanghai. Publication October, 2020

iVT International Quarterly Magazine – November issue
Principal Editorial Features: iVT Awards - best vehicles of the year. We spotlight the latest industrial vehicles raising the bar. Our Engines and emission controls feature looks closely at the current situation, and we feature a major article on Cab Ergonomics and Driver Controls. The important subject of Electrification receives attention in a major feature.

* 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.
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 10,000 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.

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 £1,500 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 2018 – September 2019
Unique users .................................................. 79,520
Visits ............................................................ 168,051
Page views ...................................................... 260,276
Average time per visitor ................................ 3 minutes 2 seconds

iVT Digital E-Newsletters: the key news stories are emailed weekly to the IVT database of key industrial vehicle personnel, ensuring that the website achieves excellent industry penetration. Web links back to the IVT home page encourage frequent reader hits, and the website is continuously promoted by email, phone campaigns, advertisements in IVT media and at dedicated industry exhibitions.

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 E-Newsletters. For advertising rates, positions and specifications for IVT digital media please see details on page 5.

*Combined print/digital version
iVT MAGAZINE ADVERTISING RATES

<table>
<thead>
<tr>
<th></th>
<th>iVT Quarterly Magazine</th>
<th>iVT Annual Review</th>
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</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>
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<tr>
<td>Half page</td>
<td>£3,345</td>
<td>£3,770</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,750</td>
<td></td>
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<tr>
<td>(Four issues)</td>
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Special positions Prices on request
(e.g. outside back, and inside, covers)*

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

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 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 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

ADVERTISER EDITORIAL OPPORTUNITIES

Technical Articles
A limited amount of space is available for advertisers to submit objective 600 word technical articles. These editorial positions are allocated on a first-come, first-served basis, and 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.

www.ivtinternational.com

Contact details

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**iVT ONLINE DIGITAL DISPLAY MEDIA ADVERTISING RATES**

**iVT Website Banner Positions**

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 website at www.ivtinternational.com.

**iVT WEB PAGE:**

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 12-month period is £14,000.

Premier header, right of logo 75 x 600 pixels. Cost for 12 month period £16,000.

iVT eBlasts are available to iVT magazine advertisers. Cost for each eBlast is £1,850.

**iVT DIGITAL BANNER OPPORTUNITIES ON EMAILERS**

Banners on iVT Digital E-Newsletter weekly despatches – cost for each digital banner is £500.

Banner dimensions and specifications:
- Dimensions: 500 pixels w x 80 pixels h
- Restricted to a maximum of six banner positions on each iVT emailer.

iVT digital emailer frequency – once a week.

**Technical specification:**
1) Please add a 1 pixel black outline around the advert
2) File size – no more than 50Kb
3) File must be an animated gif or static .jpeg. Please note – animated images will appear static when viewed on some email software, we therefore suggest making the first frame as informative as possible.
4) Please provide a URL link for the advertising banner to link to

**iVT DIGITAL E-NEWSLETTER:**

www.ivtinternational.com