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.

www.ivtinternational.com
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+

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 see details on page 5

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.

European 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*
**iVT MAGAZINE 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></td>
</tr>
<tr>
<td>(four issues)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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

**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.

**Contact details**

Kevin Barrett
Tel: +44 (0) 1322 464733
Email: kevin.barrett@markallengroup.com

www.ivtinternational.com
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 ivtinternational.com. They appear in continuous column on right-hand side of home page and are randomly rotated. The cost of a banner for a 12-month period is £14,000.

iVT WEB PAGE:

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: