

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

**INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY**

2020

**MEDIA SCHEDULE AND
ADVERTISING RATES**

Image courtesy of Case Construction Equipment



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.



PUBLISHING SCHEDULE

IVT1/20 **February**

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.

IVT2/20 **June**

iVT International Quarterly Magazine – June issue

Principal Editorial Features: Electronics/mobile hydraulics. Review of the latest fluid power developments and innovations. Review of new technologies launched at the IFPE, CONEXPO-CON/AGG show. Lift-truck Supplement: Each issue of the iVT International magazine series makes reference to the latest developments in the area of advanced lift-truck technology. In particular, each year in our iVT International quarterly magazine, June issue, we publish an extensive Lift-truck supplement reviewing the latest technology in this sector and anticipating market trends in the year ahead. In addition we look at advances in vehicle automation across the industry, the latest in battery technology, and provide an insider view of the latest IVT EXPO in Cologne.

IVO 2021 **August**

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

IVT3/20 **September**

iVT International Quarterly Magazine – September
EIMA International exhibition preview issue



Principal Editorial Features: Preview of EIMA, 2020. An important Trade Fair for agricultural technology systems and components – the meeting place for agricultural vehicle manufacturers and the supply industry – Bologna 11th – 15th November. Features will cover new agricultural vehicle launches and the topics of ISObus and precision farming. We take a close look at the latest in drivetrain systems.

IVT CHINA 2021 **October**

iVT China Annual Review 2021
Bauma China exhibition preview issue

bauma CHINA

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

IVT4/20 **November**

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

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 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.

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 INTERNATIONAL ONLINE MEDIA



www.iVTinternational.com

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

iVT MAGAZINE ADVERTISING RATES

iVT Quarterly Magazine

	£	£
Double-page spread	7,315	8,450
Single page	4,700	6,155
Half page	3,345	3,770
Quarter page	1,750	

(four issues)

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.

"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 (retired),
INDUSTRIAL TRUCK ASSOCIATION USA



iVT

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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 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.

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.

Sponsored/placed content positions are available in the weekly iVT Digital E-Newsletter at a cost of £1,995.00 for each entry

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:

The September 2019 issue is now available online! Packed full of news, interviews and features, including:

<p>AGRITECHNICA UNCOVERED With over 2,700 exhibitors filling the Hannover exhibition grounds this November we look forward to AgriTech 2019.</p>	<p>NEW POWER GENERATION Wolvo Penta's new shaft technology offers speculators on low electrification, automation and connectivity will help shape the generators of the future.</p>
<p>SCHWARM INTELLIGENCE The University of Osnabrück and John Deere have teamed up to create a new kind of agricultural vehicle, one that can work as part of a semi-autonomous team.</p>	