For 27 years iVT International has helped to lead the off-highway conversation. In these changeable times leadership is more important than ever. iVT webinars connect you to our unique and extensive readership of decision-makers. We will build an audience for your webinar with a targeted and extensive marketing campaign that will include podcast interviews and digital promotion.

WHY SPONSOR AN IVT WEBINAR?

- Average 30-50 fresh leads per webinar.
- Minimum 10-minute interview + sponsorship of The iVT Podcast (see next page).
- iVT editorial + webinar team to work with you to shape format of webinar: digital round table with panel of experts or managed product presentation on subject of your choice. Live audience interaction/Q&A.

- Comprehensive audience marketing and engagement to highlight your organisation and build an audience prior to webinar including: half-page full colour advertisement in iVT magazine issue preceding event, dedicated email promotion, banner advertisement on weekly eNewsletter and iVT website banner exposure.
- Opportunity to your brand with industry professionals. Your branding clearly visible and prominent throughout – on all marketing materials, on registration page and presentation.
- Webinar to remain on iVT International website for 12 months providing continual exposure.

www.ivtinternational.com
The iVT Podcast offers monthly news, views and interviews with high profile vehicle design and engineering experts from across the off-highway vehicle industry. It is available on a variety of streaming platforms including Apple, Spotify and Stitcher.

Sponsorship of The iVT Podcast provides unique access to iVT International’s digital subscriber list. Podcast sponsors are given an exclusive interview on one or more episodes along with associated marketing.

Examples of the podcast can be found at www.ivtinternational.com/podcast

WHY SPONSOR THE iVT PODCAST?

- Sponsors receive a minimum ten-minute interview on a subject of their choosing.
- Nearly 10,000 downloads in 2020.
- The podcast episode or episodes will be promoted via iVT’s digital newsletter reader of 14,000 and downloaded by existing subscribers.
- Hyperlinked company logo will appear on both the digital mailer and ivtinternational.com. Prominent positioning on the website homepage.
- Tagline of the sponsor’s choosing will be spoken at the beginning and end of the podcast episode or episodes.
WEBSITE BANNER OPPORTUNITIES (right)
Banner positions available on ivtinternational.com

WEBSITE STATS - FEBRUARY 2021
Unique users..................................................14,757
Sessions..........................................................21,949
Page views....................................................32,896
Average time per visitor.....................1 minute 30 seconds

DIGITAL BANNER ON WEEKLY EMAILERS (below)
Banners on weekly digital e-newsletter despatched to database of 13,000+ off-highway professionals

Caterpillar unveils latest dozer model
Caterpillar has unveiled its latest model, the new D7 dozer. The Cat D7, which replaces the D7E, offers high drive undercarriage design, increased performance and the broadest choice of easy-to-use technology features to help customers get the most from the full fleet.

First Bobcat compact wheel loader enters production
Bobcat has announced that the L15, the company’s first compact wheel loader model, is now in full production. The first machine having rolled off the production line this week.

The new 321G handle

NEW VIDEO: Growth forecast for European equipment industry
CECE, the body representing European construction equipment, offers an overview of the resilience the industry showed in the face of Covid-19 and predicts realistic growth in 2021 across Europe and beyond.

NEW SOLUTION: Connectivity
answer for tractors and forage harvesters
John Deere Machine Sync, which enables machines to exchange data on the move and allows combine operators to guide a tractor and trailer alongside the harvester, is now available for forage harvesters and tractors to take control.

Cat expands single drum vibratory soil compactor line
Cat has added to its single drum vibratory soil compactor line with the introduction of the new Cat 250.9 vibratory soil compactor.

For enquiries and specifications contact Kevin Barrett
tel: +44 (0) 1322 464733
e-mail: kevin.barrett@markallengroup.com

For the very latest news follow us on LinkedIn

www.ivtinternational.com
SUPPLIER SPOTLIGHT

iVT International’s Supplier Spotlight is an opportunity for your organisation to showcase its expertise and competence on the iVT website. Categories include Acoustics, Noise and Vibration, Driveline, Engines, Hydraulics, Software, Electronics, and Fans, Heating and Cooling. Your supplier spotlight will feature on the iVT website for 12 months.

EBLASTS

iVT’s eBlasts offer you the opportunity to reach our digital readership of over 13,000+ through a targeted marketing email approach. The content of the email is dedicated to your company and its products, and can be scheduled at a time of your choosing.