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.

Examples of previous webinars can be found at www.ivtinternational.com/webinars

**WHY SPONSOR AN IVT WEBINAR?**

- Average c.200 fresh leads per webinar.
- Minimum 10-minute interview + sponsorship of The iVT Podcast (see next page).
- Webinar team to work with you to shape format of webinar: digital round table with panel of experts or product presentation on technology 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 promote 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 OEM CEOs, thought leaders, top designers and engineers from across the off-highway vehicle industry. It is available on a variety of streaming platforms including Apple, Spotify, Stitcher, Deezer and TuneIn.

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.
- Your iVT Podcast episode will be promoted to iVT’s digital newsletter readership of 13,000 and downloaded by existing podcast subscribers.
- Your hyperlinked company logo will appear prominently on both the digital mailer and the iVT website homepage.
- Tagline of the sponsor’s choosing will be spoken at the beginning and end of the podcast episode.

www.ivtinternational.com
WEBSITE BANNER OPPORTUNITIES (right)
Banner positions available on ivtinternational.com

WEBSITE STATS - MARCH 2021
Unique users..........................................................17288
Sessions.................................................................24685
Page views............................................................36,315
Average time per visitor..............................1 minute 31 seconds

DIGITAL ISSUE STATS - IVT NOVEMBER 2020
Total visit.............................................................46,269
Page views............................................................186,237

SUPPLIER SPOTLIGHT (below)
iVT International’s Supplier Spotlight is an opportunity to showcase your company’s expertise and competence on the iVT website for 12 months. Categories include Acoustics, Noise & Vibration, Driveline, Hydraulics, Engines, Software, Electronics, Fans, Heating & Cooling.

For prices and specifications contact Kevin Barrett
email: kevin.barrett@markallengroup.com
tel: +44 (0) 1322 464733

WWW.IVTINTERNATIONAL.COM
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.

DIGITAL BANNERS ON WEEKLY EMAILERS

Banners on weekly digital e-newsletter despatched to database of 13,000+ off-highway professionals

Case launches new G-Series Evolution wheel loader range

Case Construction Equipment has announced the European launch of its new G-Series Evolution Wheel Loader range. Complete with comprehensive enhancements across its entire line, the new G-Series improves performance and productivity by increasing uptime as well as empowering operators with greater machine control more...

Strong Q1 for Volvo sees sales surge by 23%

Thanks to a strong recovery in the second half of last year driven by high activity level in infrastructure and construction, Volvo Construction Equipment has seen overall demand in Q1 2021 increase sharply from the same period last year, with order intake rising by 73% more...

NEW VIDEO: Watch robot exterminate weeds using lasers

In this short video see Carbon Robotics’ new automated weed neutralises unwanted greenery and underwater growth through laser power, robotics and the use artificial intelligence more...

NEW FEATURE: Why turn to electric linear actuators?

Natalia Laby, business developer with TIMOTION Europe, considers how electric linear actuators in off-highway can improve safety, performance and ergonomics, and help lower costs more...

Contact details

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

MA BUSINESS
A MARK ALLEN GROUP COMPANY
Hawley Mill, Hawley Road,
Dartford, Kent, DA2 7TJ
Email: ivt@markallengroup.com
Web: www.ivtinternational.com

Stock images: Sunshine Seeds, zhaojiankang, Andrey Popov @stock-adobe.com