THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

iVT INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

2022
PRINT MEDIA SCHEDULE AND ADVERTISING RATES

Image courtesy of Volvo CE

BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING RATES

www.ivtinternational.com

THE *iVT* SERIES

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 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 engines, 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. Worldwide distribution.

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 2022 **March**

iVT International Quarterly Magazine – March

iVT Expo preview + Hydraulics + Connectivity
Principal Editorial Features: Preview of iVT Expo, 29-30th June 2022, Cologne, Germany. One of the leading industry gatherings in the world. The issue will cover new construction vehicle launches. Feature on the impact of electrification on hydraulics. New developments in connectivity are examined with special emphasis on CANbus and telematics.

IVT2 2022 **June**

iVT International Quarterly Magazine – June

Electronics issue + Lift Truck supplement + Construction vehicles
Principal Editorial Features: Advances in off-highway electronics, anticipating market trends in the year ahead and how electronic advancement allied to automation is optimising the industry. All the latest lift-truck developments with a review of new technology in the sector. Plus new construction vehicle launches and a leading OEM interview offering industry insight.

IVO **August**

iVO: Off Highway Annual Review 2023 edition – August

Major product review 2022 + Design Challenge
Principal Editorial Features: A view of the future through the eyes of leading designers in the Design Challenge. 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. In addition, all product groups are featured: Engines; Powertrains; Fluid Power; Electronics; Ergonomics and Styling; Manufacturing and Exhibitions.

IVT3 2022 **September**

iVT International Quarterly Magazine – September

Bauma Munich preview + EIMA Bologna preview + alternative propulsion systems
Major preview of the incomparable Bauma Munich exhibition, October 24-30th. The world's leading trade fair for construction machinery, building material machines, mining machines, construction vehicles and equipment. Important preview of the agricultural event EIMA Bologna, October 19 – 23rd featuring new agricultural vehicles and components In addition key articles reviewing the most recent alternative fuel propulsion systems - plus the latest hydrogen developments, both fuel cell and combustion.

IVT China **October**

iVT China Annual Review 2023

Published in Mandarin Chinese and distributed to Chinese engineers and designers at OEMs in the People's Republic of China

Principal Editorial Features: All major product groups are featured plus an important preview of the Bauma China exhibition, Shanghai, 22nd-25th November 2022. The number one trade fair for construction machinery and a vital gateway to the Chinese market.

IVT4 2022 **November/December**

iVT International Quarterly Magazine – November/December

Electrification issue + new vehicle case studies + latest in ISObus
A major in-depth review of the industry's irresistible movement to electrification - the responding supplier technology and its implications. Plus profiles of the latest electric vehicles being developed for the market by OEMs.

* 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
- Mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building

Total worldwide distribution: approx. 12,500

iVT International quarterly magazine

OEM distribution/vehicles featured:

- Construction
- Excavators and earthmoving
- Agricultural
- Forestry
- Mining and quarrying
- Forklift trucks
- Airport ground support
- Container handling
- Municipal and cleaning
- Crane and heavy lift
- AGV/SGVs
- Road building

Total worldwide distribution: approx. *15,000

iVT China Review

OEM distribution/ vehicles featured:

All industrial vehicle categories featured (as listed above)

Total distribution in PRC: 5,000+

DIGITAL EDITION SPONSORSHIP
PREMIUM OPPORTUNITY

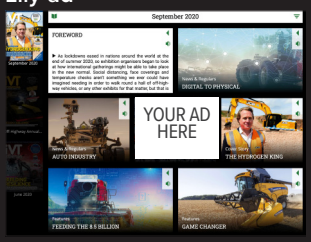
At **www.ivtinternational.com** you can read and download the latest digital versions of the **iVT International** magazine series as well as archived issues from the past. In September 2020 iVT launched its all-new digital edition. This fully interactive, smart-device optimised interface has already created a large increase in the numbers of readers choosing to access iVT digitally (over **46,000 visits** and more than **186,000 page views** for the November edition). It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

1. A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
2. Two 'interstitial ads.' These ads pop up automsatically between pages as you flick through the digital edition. These will be mirrored by 'lily ads' which appear in the Smart View, optimised for mobile devices
3. A logo and sponsor message in the email blast sent by iVT on digital publication
4. The opportunity to augment ads with video content

YOU GET...

Presentation page

Lily ad



Augmented content

First published in 1993, and now sent six times a year to just over *15,000 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 7,400 printed copies.
Digital version – email dispatch approximately 7,800 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 MAGAZINE ADVERTISING RATES

	iVT Quarterly Magazine	iVT Annual Review
	£	£
Double-page spread	7,315	8,450
Single page	4,700	6,155
Half page	3,345	3,770
Quarter page	1,750	
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 Biennual 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
INDUSTRIAL TRUCK ASSOCIATION USA

iVT

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