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.

www.ivtinternational.com
DISTRIBUTION AND READERSHIP

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.

Total worldwide distribution: approx. 12,500

OEM distribution/vehicles featured:
- Excavators and earthmoving
- Construction
- Mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building

iVT China Review

Total distribution in PRC: 5,000+

OEM distribution/vehicles featured:
All industrial vehicle categories featured (as listed above)

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 automatically 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

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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

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

www.ivtinternational.com
**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>
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<tr>
<td>Half page</td>
<td>£3,345</td>
<td>£3,770</td>
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<tr>
<td>Quarter page</td>
<td>£1,750</td>
<td></td>
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<tr>
<td>Special positions</td>
<td>Prices on request</td>
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<tr>
<td>(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%</td>
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</tbody>
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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 Biennial 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 5/4in). 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.*

www.ivtinternational.com