

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

2019

MEDIA SCHEDULE AND ADVERTISING RATES

INTERNATIONAL INDUSTRIAL VEHICLE TECHNOLOGY

Image courtesy of Volvo



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.

Advanced Lift-truck Technology International

Annual Review

The only publication dedicated to the latest concepts and developments for forklift trucks, lift-trucks, container handling vehicles and AGV/SGVs. The publication is the leading advertising medium for the manufacturers of component and systems supplying the manufacturers of materials handling vehicles. An Industrial Vehicle Technology publication, *Advanced Lift-truck Technology International* provides the perfect environment in which to showcase tomorrow's possibilities and concepts alongside the very latest in production technologies and services.

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 two annual reviews. *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 and vehicle design.

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 distributed to senior engineers and designers at China-based OEMs manufacturing all categories of industrial vehicles. Printed in Mandarin with both free editorial and advertising translation available.

www.ivtinternational.com

PUBLISHING SCHEDULE

IVM1/19 **March**

iVT International Quarterly Magazine - March

bauma Munich exhibition preview issue

Principal Editorial Features: Preview of bauma Munich, 2019. The World's leading Trade Fair for Construction and Mining vehicles and equipment - the premier industrial vehicle market event for construction vehicle manufacturers and suppliers. Munich 8th – 14th April. New vehicle launches and related construction vehicle features.



IVM2/19 **June**

iVT International Quarterly Magazine - June

Principal Editorial Features: Electronics/mobile hydraulics. Review of the latest fluid power developments and innovations

ALT 2019

Advanced Lift-truck Technology International 2019

Principal Editorial Features: Vehicle efficiency; stability, safety, electronic controls; Advanced propulsion technologies, emission controls, composites and materials, hydraulics, ergonomics and design; case studies, new vehicle profiles.

Publication: August 2019

IVT CHINA 2020

iVT China Annual Review 2020

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

BICES

Principal editorial features: All product groups are featured, plus an exhibition preview of the BICES exhibition, 4th – 7th September, (15th Beijing International Construction Machinery Exhibition and Seminar, Beijing, Republic of China) Publication August, 2019

Publication: August 2019

IVM3/19 **September**

iVT International Quarterly Magazine - September

Agritechnica exhibition preview issue

Principal Editorial Features: Preview of Agritechnica, 2019. The world's leading Trade Fair for agricultural technology systems and components – the meeting place for agricultural vehicle manufacturers and the supply industry. Hannover 10th – 16th November. Related agricultural vehicle features and topics – new agricultural vehicle launches.



IVO 2020

IVT Off- Highway Annual Review 2020

Principal Editorial Features: All product groups are featured – subject headings: Engines; Powertrains; Fluid Power; Electronics; Ergonomics and Styling; Manufacturing and Exhibitions

Publication: November 2019

IVM4/19 **November**

iVT International Quarterly Magazine - November

Principal Editorial Features: Focus on Engines and emission controls, feature on Cab Ergonomics and Driver Controls

Preview of IVT Expo 2020, Cologne.



* 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 Advanced Lift-truck Technology International Annual Review



OEM distribution/vehicles featured:

- █ Warehouse trucks
- █ Counterbalance trucks
- █ Container handling vehicles
- █ AGV/SGVs

Total worldwide distribution: approx 12,000

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 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 £1,295 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 2017 – October 2018

Unique users	44,242
Visits	121,502
Page views	198,459
Average time per visitor	3 minutes 2 seconds

iVT Digital ENewsletters: 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 while 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 ENewsletters: For advertising rates, positions and specifications for iVT digital media please see details on page 5.

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 12,000 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 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	

(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

iVT ADVERTISER EDITORIAL OPTIONS

Advertiser's contributions

Space permitting, advertisers will be invited to contribute a technical feature, in-depth case study, of 600 words, (plus two colour photographs). Only a limited amount of space is available and editorial positions are allocated on a first-come, first-served basis. Because of this our invitation to contribute objective technical editorial relates specifically to the issue(s) in which bookings have been made and, regrettably, is not transferable to earlier or following issues.

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 4 issues of *iVT International* quarterly magazine and the *Advanced Lift-truck Technology* annual only.

*Please note: Technical features and bulletin board entries appear subject to the editor's approval and are published in the house style. 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.

Please note the *iVT* magazine series is published in two sizes and advertisement dimensions are as follows:

Mechanical Details

Off-Highway Annual Review, iVT China Annual Review

Page trim size: 210mm (width) x 297mm (height) (8 1/4in x 11 5/8in)
All printed matter should be within 5mm (1/4in) of edge to allow for trimming

Text area: 180mm (width) x 270mm (height) (7in x 10 1/2in)

Half page: 180mm (width) x 132mm (height) (7in x 5 1/4in) No bleed option

Mechanical Details

iVT International quarterly magazine and Advanced Lift-truck Technology 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 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

Format: All material should be supplied electronically by email

For further technical information visit our website:
www.ukimediaevents.com/guidelines

"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

Contact details

Kevin Barrett
Tel: +44 1306 743744
kevin.barrett@ukimediaevents.com

UKi Media & Events

Abinger House
Church Street
Dorking
Surrey RH4 1DF
UK
Tel: +44 1306 743744
Fax: +44 1306 742525
Email: ivt@ukimediaevents.com
Web: www.ukimediaevents.com

iVT Online Digital display media

iVT Website Banner Positions

Six 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 web site at - www.ivtinternational.com

For technical specifications visit www.ukimediaevents.com/guidelines/magazine-websites-wp.php

iVT WEB PAGE

The screenshot shows the iVT International website homepage. The layout includes a top navigation bar, a main content area with featured articles and videos, and a sidebar with a 'MORE NEWS' section. Six specific banner positions are highlighted with large numbers 1 through 6:

- 1:** Located in the 'MORE NEWS' section, overlapping the SPAL advertisement.
- 2:** Located in the 'MORE NEWS' section, overlapping the SPAL advertisement.
- 3:** Located in the 'RECENT VIDEOS' section, overlapping the Volvo and Lego Technic video.
- 4:** Located in the 'RECENT VIDEOS' section, overlapping the Volvo and Lego Technic video.
- 5:** Located in the 'FEATURES' section, overlapping the 'Exclusive: Caterpillar reveals the impact of autonomy on the industrial sector' article.
- 6:** Located in the 'FEATURES' section, overlapping the 'Exclusive: Caterpillar reveals the impact of autonomy on the industrial sector' article.



iVT Digital banner opportunities on Emailers

Banners on iVT Digital ENewsletters weekly despatches - Cost for each digital banner £450.00

Banner dimensions & specification
Dimensions: 500 pixels w x 80 pixels h
Restricted to a maximum of 6 banner positions on each iVT Emailer

iVT Digital Emailer frequency - approximately once a week.

Technical specification:

- 1) Please add a 1 pixel black outline surrounding the advert
- 2) File size - no more than 50kb
- 3) File must be a static gif or .jpeg - Please Note - images are motionless not animated
- 4) Please provide a URL link for advertising banner to link to

iVT DIGITAL E-NEWSLETTER

The screenshot shows the iVT International digital e-newsletter layout. It features a top navigation bar, a main content area with featured articles and videos, and a sidebar with a 'MORE NEWS' section. Six specific banner positions are highlighted with large numbers 1 through 6:

- 1:** Located in the 'NEW VIDEO' section, overlapping the 'Komatsu's hybrid excavator technology explained' article.
- 2:** Located in the 'NEW TECHNOLOGY' section, overlapping the 'Autonomous Snowplows at airports' article.
- 3:** Located in the 'In the news this week' section, overlapping the 'REDline POWER BOXES' advertisement.
- 4:** Located in the 'In the news this week' section, overlapping the 'REDline POWER BOXES' advertisement.
- 5:** Located in the 'NEW ISSUE' section, overlapping the 'Automated Swarms Approaching!' article.
- 6:** Located in the 'NEW ISSUE' section, overlapping the 'Automated Swarms Approaching!' article.

READ anywhere WITHOUT WI-FI!



FREE APP

Receive the latest issue weeks before the hard copy is available

Includes the latest news & Free Magazine archive

download now!



SEARCH INDUSTRIAL VEHICLE TECHNOLOGY
IN YOUR APP STORE NOW