

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

2012

MEDIA SCHEDULE AND ADVERTISING RATES



Image courtesy of Daire McCabe

BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING RATES

“ivt is unique. It is the most complete collection of information in the industry and a powerful tool for OEMs to understand the evolution of technology”

Lorenzo Terreno,
VOLVO CONSTRUCTION EQUIPMENT, VICE PRESIDENT,
PRODUCT PORTFOLIO AND ADVANCED ENGINEERING

www.ivtinternational.com

BACKGROUND

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 fork lift trucks, lift trucks, container handling vehicles and AGV/SGVs. 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

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 have potential to 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 to cater for the rapidly developing 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.

SCHEDULE

Advertising discounts are available for multiple orders

IVM1/12 **March**

iVT International Magazine

Principal Editorial features: Exhibition Preview Internat International Exhibition for Equipment and Techniques for Construction and Materials Industries Paris-Nord Villepinte – France 16 – 21 April 2012; Major Mobile Hydraulics/Electrohydraulics feature on components and systems

Bonus distribution

ALT2012

Advanced Lift-truck Technology International 2012

Principal editorial Features: Vehicle Efficiency; Performance; Stability; Safety; Electronic Control Units; Advanced Propulsion Technologies; Emission controls; Composites and Materials; Durability; Hydraulics; Ergonomics and Design; Case Studies; New Vehicle Launches. **Publication June**

IVM2/12 **June**

iVT International Magazine

Principal Editorial Features: Powertrain, Traction technology, Sensor systems and Automation

IVM3/12 **September**

iVT International Magazine

Principal Editorial Features: Vehicle Design and Styling/ Composite Materials; Cab Ergonomics and Driver Controls; Exhibition Preview of EIMA International Expo, Bologna, Italy 7 – 11 November 2012

Bonus distribution

IVT CHINA

iVT China Annual Review 2013

(Published in Mandarin Chinese and distributed to Chinese OEMs)

Principal Editorial Features: All product groups featured – Ergonomics; Engines and Powertrain, Fluid Power; Electronics; Exhibition Preview BAUMA, Shanghai, China International Trade Fair for Construction Machinery, Building Material Machines, Construction Vehicles and Equipment 27 – 30 November, 2012. **Publication October**

Bonus distribution

IVO 2012

iVT Off-Highway Annual Review 2013

Principal Editorial Features: All product groups featured – Ergonomics and Styling; Engines; Powertrain; Fluid Power; Electronics; Manufacturing and Exhibitions. **Publication October**

IVM4/12 **November**

iVT International Magazine

Principal Editorial Features: Electric Vehicle Drive Systems, Engines and Emission Controls.

*Please note that Editorial Features are 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 8,500

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 8,000

iVT International 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 *16,000

IVT INTERNATIONAL ONLINE

www.ivtinternational.com



Go to www.ivtinternational.com to read the digital version of the current issue of *iVT* on the web. Keep up to date with the latest industry news and views, enter the Design Challenge or at little expense post a profile of your company's products and activities with a Supplier Spotlight position. And you can send us your industry recruitment advertisements at no cost.

The key news stories, jobs and blogs of the week are emailed to the entire *iVT International* database of over 16,000 key industrial vehicle personnel on a regular basis ensuring the website achieves excellent industry penetration. Web links back to the *iVT* homepage encourage frequent reader hits while the website is vigorously promoted by email, phone campaigns, advertisements in the *iVT* magazine series and at dedicated industry exhibitions.

Promote your technology, components and systems directly to OEMs using *iVT*'s e-media platform!

Banner Positions Rates
(hosted on the site for a 12-month period)

Head-of-page lead banner £9,950

Base-of-page lead banner £8,450

Junior banner (left- or right-hand column) **£6,450**
limited to five suppliers

Supplier Spotlight £1,000

(exclusive to regular *iVT* magazine advertisers)

Website statistics

Unique users 22,000+

Visits 42,000+

Page views 99,000+

Average time per visitor 4 minutes 36 seconds

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 over *16,000 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 mailout, by name and job title, to approximately 10,000 key industrial vehicle personnel:

Europe 52%, North America 33%, Asia/Pacific 11%, Rest of World 4%.

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 personnel responsible for influencing and making buying decisions.

*Combined print/digital version

IVT ADVERTISING RATES

	iVT Magazine	iVT Annual Review
	£	£
Double-page spread	6,350	7,365
Single page	3,995	5,295
Half page	2,375	3,235
Quarter page	1,500	
Catalogue selector (four issues)	2,015	

Special positions
(covers, etc)* **Prices on request**

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

Selected full-page advertisers will be invited to contribute a technical feature, in-depth case study of up to 1,200 words or potentially be asked to be the subject of a high-profile supplier interview. Space permitting, half-page advertisers may be selected to contribute a paper or case study of up to 600 words. If invited to contribute a feature, photographs must also be supplied.

Bulletin Boards

These are positions for concise editorial/press releases of up to 250 words (with one colour picture) available free of charge on a first-come, first-served basis. They are published in *iVT International* magazine issues only and appear together within a section dedicated to product news. Limited to approximately 16 bulletin boards per issue.

*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 as follows:

Mechanical Details (A4)

Off-Highway Annual Review, iVT China 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 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

Mechanical Details (215x275)

iVT International 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.ukipme.com/guidelines**

**"A truly exceptional
magazine"**

William J. Montwieler
Executive director
INDUSTRIAL TRUCK ASSOCIATION USA

**"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

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