

DIGITAL OPPORTUNITIES





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.

How digitalisation is helping the off-highway industry create and test ground-breaking vehicle designs When: Tuesday 20th April 3:30pm London time

SIEMENS

NOW!

hnologies are popping up in the heavy equipment industry to match new regulation ign possibilities and defining innovative development methodologies to offer the



- Comprehensive audience marketing and engagement to highlight your organisation and build an audience prior to webinar including: halfpage 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.





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 Tuneln.

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



Welcome to the iVT Podcast! Each month we'll be bringing you news, views and interviews with vehicle design and engineering experts from across the off-highway vehicle industry. Listen every month wherever you are, on a wide variety of streaming platforms, and we will help keep you up to date with the latest industry developments as well as enable you to gain key insights from thought leaders working in OEM design teams and beyond.



The iVT Podcast: Linking motorsport and off-highway – an interview with Azizi Tucker

Azizi Tucker is co-founder and CTO of podcast sponsors Xing Mobility. He talks about the...



The iVT Podcast: EXCLUSIVE interview with departing Wacker Neuson CEO, Martin Lehner

Since appearing on the cover of our latest issue Martin Lehner has announced his departure...



The iVT Podcast: Driving electrification – an interview with Manuel Kagelmann of Webasto

Manuel Kagelman is head of product portfolio management for batteries with Webasto. He discusses his...



The iVT Podcast: Inside story – Volvo's market-ready autonomous hauler, with Johan Holmén

Johan Holmén is deputy chief technology officer for Volvo Autonomous Solutions. In the interview Johan...



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.



IVT DIGITAL DISPLAY MEDIA ADVERTISING

WEBSITE BANNER OPPORTUNITIES (right)

Banner positions available on ivtinternational.com

WEBSITE STATS - MARCH 2021

Unique users	
Sessions	
Page views	
Average time per visitor	1 minute 31 seconds

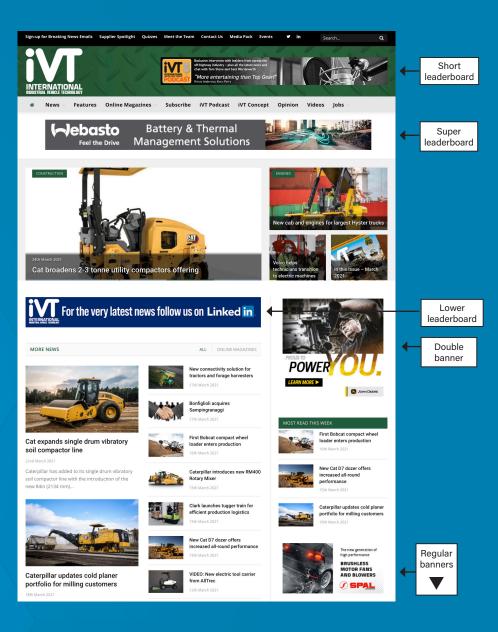
DIGITAL ISSUE STATS - IVT NOVEMBER 2020

Total visit	
Page views	

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





IVT DIGITAL DISPLAY MEDIA ADVERTISING

DIGITAL BANNERS ON WEEKLY EMAILERS

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



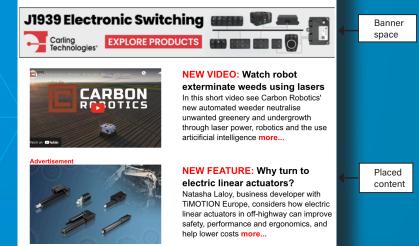
Case launches new G-Series Evolution wheel loader range

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%

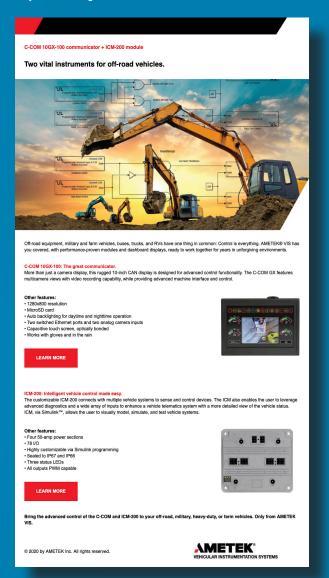


Thanks to a strong recovery in the second half of last year driven by high activity level in infrastructure and construction, Volvo Construction Equipment has seen overall demand in Q1 2021 increase sharply from the same period last year, with order intake rising by 73% more...



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.



MA BUSINESS

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