

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

INTERNATIONAL INDUSTRIAL VEHICLE TECHNOLOGY

2025

PUBLISHING SCHEDULE AND MARKETING OPPORTUNITIES

REACH 21,000+
INDUSTRY
DECISION-MAKERS

Image courtesy of stock_adobe.com



BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING IN IVT

www.ivtinternational.com

iVT INTERNATIONAL MAGAZINE SERIES IS PUBLISHED IN PRINT AND DIGITAL FORMATS

THE iVT SERIES

iVT International Quarterly Magazine

First published in 1993, **iVT International** is the world's leading publication for off-highway OEM designers and engineers who devise and manufacture every kind of industrial vehicle, in every sector from construction and mining to agriculture, forestry and material handling. It connects the industry by showcasing the best new components and services available to OEMs from leading suppliers as well as publishing in-depth vehicle case studies, interviews with OEM leaders and profiles of the latest, groundbreaking new concepts. Regular technology updates focus on 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 **21,000+** OEM readers worldwide.

iVT International

Off-Highway Annual

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 as extended-length editorial opportunities are offered alongside the option to embed video in our digital edition. **iVT Off-Highway Annual** 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 to **21,000+ subscribers**, the **Off-Highway Annual** provides vehicle manufacturers with an unrivalled guide to the latest technologies, while component manufacturers benefit from an effective marketing opportunity.

iVT China Supplement 2026

Biennial Publication

The **iVT biennial publication in Mandarin Chinese** previewing the international **Bauma China** trade fair for construction vehicles, Shanghai, PRC. Distributed to senior Chinese engineers and designers at China based OEMs and all show exhibitors and attendees. Free advertisement and editorial translation available. www.ivtinternational.com/online-magazines/ivt-china



* 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

www.ivtinternational.com

2025 PUBLISHING SCHEDULE

iVT1 2025 **March**

bauma

iVT International Quarterly Magazine

March 2025

Bauma Munich Preview + Electronic Components Special + New Construction Vehicles

Principal Editorial Features: Major preview of Bauma Munich 2025, the world's leading construction & mining exhibition, Munich 7 - 13 April. Additional features: Advances in electronics, anticipating developments and the impact of electronics in shaping the performance and optimisation of off-highway vehicles. New construction vehicle case studies

iVT2 2025 **June**

iVT EXPO
OFF-HIGHWAY TECHNOLOGY

iVT International Quarterly Magazine

June 2025

Key Media Partner - iVT Expo Cologne Major Preview + Engine Technology Special + CEO Interview

Principal Editorial Features: In-depth preview of iVT Expo, Cologne 11-12 June, showcasing the very latest industry components, systems and technologies. Additional features: We look at the very latest engine developments, including ICE, Stage VI and alternative propulsion. What does the future hold? The latest vehicle launches. Leading OEM CEO interviews

iVT3 2025 **August**

iVT EXPO
OFF-HIGHWAY TECHNOLOGY

iVT International Quarterly Magazine

August

Electrification Special + iVT Expo Chicago Preview + Battery Show USA

Principal Editorial Features: iVT's Electrification Special is into its 7th edition and is the leading showcase for companies developing the technology and systems driving off-highway vehicle electrification. Comprehensive preview of key media partner's iVT Expo USA off-highway event, Chicago 20-21 August. Profiles of leading USA construction OEMs. Concise previews of the IAA Transport exhibition, Hanover and The Battery Show, Detroit

iVT4 2025 **October**

AGRI
TECHNICA

iVT International Quarterly Magazine

October 2025

Hydraulics-Electro-Hydraulic advances + DLG Media Partner - Agritechnica Preview + Lift-Truck developments + Hydrogen + Alternative Fuels + New Agricultural Vehicle launches

Principal Editorial Features: Survey of the latest in hydraulic/electrohydraulic developments. Comprehensive preview of Agritechnica 2025, the world's leading agricultural exhibition, Hannover, 9-15 November. Developments in materials handling and lift-truck technology. Plus new agricultural vehicle case studies and the latest in hydrogen and alternative fuels

iVT Off Highway Annual 2026 edition

November/December 2025

DC
DESIGN CHALLENGE

Product review + Design Challenge

The leading showcase referencing the latest technology, systems, and components available to Off-Highway OEMs. All product groups are featured: Engines, Powertrains, Fluid Power, Electronics, Ergonomics and styling. The augmented digital issue offers the opportunity of a free video interview for advertisers. Additional features: The Design Challenge with the latest futuristic off-highway concepts

iVT China 2026 **October**

bauma CHINA

iVT China Supplement 2026

October 2026

Distributed in Mandarin to our database of 5,000+ senior Chinese engineers and designers at OEMs in the People's Republic of China. Emailed by our media partner Bauma China to their entire database of exhibitors and visitors. Bauma China is the # 1 trade fair for construction machinery and the essential gateway to the Chinese Off-Highway market.



In 2025, two of the world's outstanding trade fairs - Bauma Munich and Agritechnica Hanover - come together in one year. Like the Hollywood screen legends of the past, each of these great events are stars and has a unique personality of its own.

They're a wonderful opportunity to further your company's promotion and sales, so we urge you - don't let the laughter turn to tears. Make sure you get every possible benefit by advertising your company's presence and products at these leading shows in our iVT exhibition preview magazine issues. That way iVT's 21,000+ OEM readers are guaranteed to join in the party!

bauma

iVT International magazine - March Bauma exhibition preview issue

Date for receipt of technical articles: 28 January, 2025

Date for receipt of advertisements: 5 February, 2025

Show dates: 7 - 13 April, 2025

**AGRI
TECHNICA**

iVT International magazine - October Agritechnica exhibition preview issue

Date for receipt of technical articles: 3 September, 2025

Date for receipt of advertisements: 10 September, 2025

Show dates: 9 - 15 November, 2025

DISTRIBUTION AND READERSHIP

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. *21,000+

Off-Highway Annual



OEM distribution/vehicles featured:

- Excavators and earthmoving
- Construction
- Mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building

Total worldwide distribution: approx. 21,000+

iVT China Supplement



OEM and Bauma China visitor distribution. Bauma China preview

All industrial vehicle categories featured (as listed above)

Total distribution in PRC: 5,000+

First published in 1993, and now sent five times a year to *21,000+ 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 7,000 printed copies.

Digital version – email dispatch approximately 21,300 digital copies.

Europe 59.9%, North America 28.7%, Asia/Pacific 11.6%, Rest of World 2.7%.

*Combined print/digital version

SPONSOR A DIGITAL ISSUE A PREMIUM OPPORTUNITY

At www.ivtinternational.com you can read and download the latest digital versions of the **iVT International magazine series** as well as access archived issues from the past. Advertise in the digital version of the magazine and reach **21,000+ industry decision makers** with the publication of each issue. The digital issue provides iVT readers with a richer editorial experience through the addition of audio, video and visual features. And the opportunities for appearing with enhanced content aren't just limited in the issue to editorial. In each edition one print advertiser can sponsor the whole issue and achieve successive exposures to readers. This premium promotional advertising opportunity consists of the following package:

1. A full-page presentation advertisement prominently positioned directly opposite the front cover of the magazine
2. Two full page ads that 'pop-up' automatically between pages as you click through the magazine. These can be the same or different designs.
3. A 'resident' full page advertisement to accompany your technical editorial
4. A 600 word technical article and the opportunity to augment your technical editorial with video content such as interviews and product presentations
5. A logo and sponsor headline in the New Issue announcement emailer sent out to 21,000+ iVT readers on digital publication



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.

ADVERTISE AND PROMOTE YOUR COMPANY'S PRODUCTS IN iVT

Double-page spread/ Single page/ Half page/ Quarter page/
Special positions (e.g. outside back, and inside, covers)*

ADVERTISING OPPORTUNITIES START FROM AS LITTLE AS £1,850

Details of prices, marketing packages and series discounts are available on request.

MAJOR PREVIEWS OF THE WORLD'S LEADING EXHIBITIONS

iVT International is a media partner with the world's leading trade fairs in the off-highway sector

ADVERTISER EDITORIAL OPPORTUNITIES

Technical Articles

Full page advertisers: Whenever possible we make space available for full page advertisers to contribute 600 technical articles

Bulletin Boards

Half page advertisers: Similarly, whenever we can we make space available for half page advertisers to contribute 300 technical articles

*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.

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 Supplement

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



iVT

Publication Managers

Kevin Barrett

Tel: +44 (0) 1322 464733

Email: Kevin.barrett@markallengroup.com

Julian Bidlake

Tel: +44 (0) 1322 464729

Email: Julian.bidlake@markallengroup.com

MA Business

Part of **Mark Allen**

MA BUSINESS

A MARK ALLEN GROUP COMPANY

Hawley Mill, Hawley Road,

Dartford,

Kent, DA2 7TJ

email: ivt@markallengroup.com

web: www.ivtinternational.com

iVT

DIGITAL MEDIA SOLUTIONS



For over 30 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 digital marketing campaign.

Examples of previous webinars can be found at www.ivtinternational.com/webinars

PROMOTE YOUR COMPANY & PRODUCTS WITH AN iVT WEBINAR

- Average c.225 fresh leads per webinar.
- 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.
- Comprehensive audience marketing and engagement to highlight your organisation and build an audience prior to webinar including: half-page full colour advertisement in iVT magazine issue preceding event, dedicated email promotion, banner advertisement on weekly eNewsletter and iVT website 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.





iVT PODCAST

The iVT Podcast offers 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 TuneIn.

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



BROWSING: PODCAST

Welcome to The Off-Highway Podcast from iVT! 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.

Podcast #28 - Future engines with John Deere Power Systems
PODCAST - SAUL WORDSWORTH

Michael Lefebvre is manager, global marketing and product strategy with John Deere Power Systems. He...

Podcast #27 - The iVT Agritechnica preview special
PODCAST - SAUL WORDSWORTH

Tim Stone and Saul Wordsworth preview Sunday's Agritechnica in Hannover, including interviews with DLO's Systems...

Podcast #26: Interview with Melker Jernberg at ConExpo
PODCAST - SAUL WORDSWORTH

There are not many within the industry who need no introduction, but Melker Jernberg is...

Podcast #25: Forecasting the future with Alastair Hayfield
PODCAST - SAUL WORDSWORTH

Alastair Hayfield is off-highway specialist at Interact Analysis, a leading global market research provider known...

WHY SPONSOR THE iVT PODCAST?

- Sponsors receive a minimum ten-minute interview on a subject of their choosing.
- Over 10,000+ downloads in 2023.
- Your iVT Podcast episode will be promoted to iVT's digital newsletter readership of 17,000 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

1. Wallpaper (Panels situated on the left and right of homepage)

Each panel to be supplied separately.
1 wallpaper advertisement available
Only right hand panel illustrated

Each panel: **300 pixels wide x 950 pixels deep** Maximum impact position

2. Leaderboard (please note we require 3 sizes)

3 positions are available

728 pixels wide x 90 pixels deep – Desktop & Tablet – high resolution

468 pixels wide x 60 pixels deep – Tablet – low resolution

320 pixels wide x 50 pixels deep – Mobile – high resolution

3. Billboard (please note we require 4 sizes)

1 position available

970 pixels wide x 250 pixels deep – Desktop

728 pixels wide x 90 pixels deep – Tablet – high resolution

468 pixels wide x 60 pixels deep – Tablet low resolution

320 pixels wide x 50 pixels deep – Mobile

4. Double MPU

1 position available Revolving column on right of home page

300 pixels wide x 500 pixels deep

– Desktop, Tablet, Mobile,

5. Standard MPU

8 positions available Revolving column on right of home page

300 pixels wide x 250 pixels deep

– Desktop, Tablet, Mobile

File Formats: Static or animated image file (PNG, GIF, JPEG), HTML5, 3rd party (tag or script) Max 1MB

The screenshot shows the iVT International website homepage. At the top, there's a navigation bar with the iVT logo and a search bar. Below the navigation, there's a large banner for Webasto with the text "We are electrifying the construction industry" and "Feel the Drive". To the right of the banner is a vertical MPU (1). Below the banner, there's a grid of featured articles with images and headlines. At the bottom, there's a section for "IN-DEPTH ARTICLES" and a "For the very latest news follow us on LinkedIn" banner (2). On the right side, there's a vertical MPU column containing several smaller MPU units (3, 4, 5) for various products and services like Grammer, Becomes, Powell Electronics, and Ohler Engines.

iVT EMAIL MEDIA ADVERTISING

DIGITAL BANNERS ON THE iVT WEEKLY E-NEWSLETTER SERIES

Banners on weekly digital e-newsletter despatched to database of 19,000+ off-highway professionals

iVT horizontal
Banner

iVT Sponsored
Content adver-
tisement

iVT VIDEO INTERVIEW

A 4 - 6 minute interview opportunity enabling companies to introduce and promote their products, technology and achievements in a very direct and professional manner. Particularly effective when sent out in special e-newsletters from leading exhibitions.

To see examples see the Video section on the iVT website

E-BLASTS

iVT's eBlasts offer you the opportunity to reach our digital readership of over 19,000+ 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.

Contact details

Kevin Barrett

tel: +44 (0) 1322 464733

email: kevin.barrett@markallengroup.com

Julian Bidlake

tel: +44 (0) 1322 464729

email: Julian.bidlake@markallengroup.com

MA BUSINESS

A MARK ALLEN GROUP COMPANY
Hawley Mill, Hawley Road,
Dartford, Kent, DA2 7TJ
Email: ivt@markallengroup.com
Web: www.ivtinternational.com