

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

INTERNATIONAL
INDUSTRIAL VEHICLE TECHNOLOGY

2026

PUBLISHING SCHEDULE
AND MARKETING
OPPORTUNITIES

REACH 25,000+
INDUSTRY
DECISION-MAKERS



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 **25,000+** 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 **25,000+** 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

IN-DEPTH FEATURES 2026

February / March – ConExpo Preview Special

As an official media partner of ConExpo, iVT International delivers an exclusive preview of the world's largest construction show.

This essential edition provides a first look at the vehicles, technologies, and innovations shaping the off-highway industry in North America.

Key features include:

- Construction vehicle case studies from leading OEMs exhibiting at ConExpo
- Exclusive insights from the show organisers and keynote participants
- Technical deep-dives from suppliers unveiling new systems and solutions
- OEM interviews revealing product development and strategy
- In-depth features exploring emerging trends and critical challenges across the off-highway sector

May / June – iVT Expo Cologne Preview & Specialist Machines

iVT Expo Cologne returns — and so does our definitive guide to the technologies and suppliers driving the future of off-highway vehicles.

This issue also introduces our Specialist Machines feature, spotlighting forestry, mining, military, and other niche sectors.

Key features include:

- Preview of iVT Expo Cologne exhibitors, technologies, and launches
- Dedicated Specialist Machines coverage — performance, safety, and innovation in extreme environments
- Technical features from key component suppliers
- Interviews and insights from OEMs and show organisers
- Market-leading editorial exploring engineering trends, design advances, and solutions

August / September – iVT Expo USA Preview & HMI, Hydrogen and Alternative Fuels

Our comprehensive preview of iVT Expo USA showcases the innovations set to redefine the off-highway landscape in the Americas.

We also take an in-depth look at hydrogen and alternative fuel technologies, alongside a special focus on human-machine interface (HMI) design.

Key features include:

- iVT Expo USA preview: exhibitor insights, product launches, and technology highlights
- The energy transition: hydrogen power and alternative fuel breakthroughs
- The operator experience: next-generation HMIs and ergonomic advancements
- OEM and supplier perspectives on evolving off-highway power systems
- Insightful features analysing market, design, and technology shifts

October / November – Electrification Special & Bauma China

Now in its 8th year, the Electrification Special remains the industry's definitive guide to electric and hybrid vehicle innovation.

This bilingual edition (English and Mandarin) reaches 5,000+ senior engineers and designers at Chinese OEMs and is distributed in partnership with Bauma China, extending reach to the entire exhibitor and visitor database.

Key features include:

- Case studies of the latest electric and hybrid vehicles
- Deep technical articles from system and component suppliers
- OEM insights on electrification strategy and adoption
- Exclusive China market perspectives and opportunities
- Trend analysis and innovation highlights from Bauma China exhibitors

iVT Off-Highway Annual – Concept Showcase

Our year-end Concept Showcase celebrates vision, creativity, and the technologies defining the next generation of industrial vehicles.

This edition spotlights bold prototypes, experimental technologies, and conceptual designs from across the off-highway world.

Key features include:

- Concept and prototype vehicle case studies
- OEM perspectives on future vehicle development
- Supplier-led technical articles on enabling technologies
- Forward-looking design, engineering, and innovation trends
- Insightful editorial exploring how today's R&D will shape tomorrow's machines

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. *25,000+

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. 25,000+

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 *25,000+ 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 25,000+ 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 **25,000+ 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 25,000+ 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.

www.ivtinternational.com

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

See page 11 for advertising rates. Details of 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) (8 1/4in x 11 5/8in)

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 10 1/2in)

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

Format: All material should be supplied electronically by email



iVT

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Part of **Mark Allen**

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ivT

DIGITAL MEDIA SOLUTIONS



www.ivtinternational.com

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.



www.ivtinternational.com

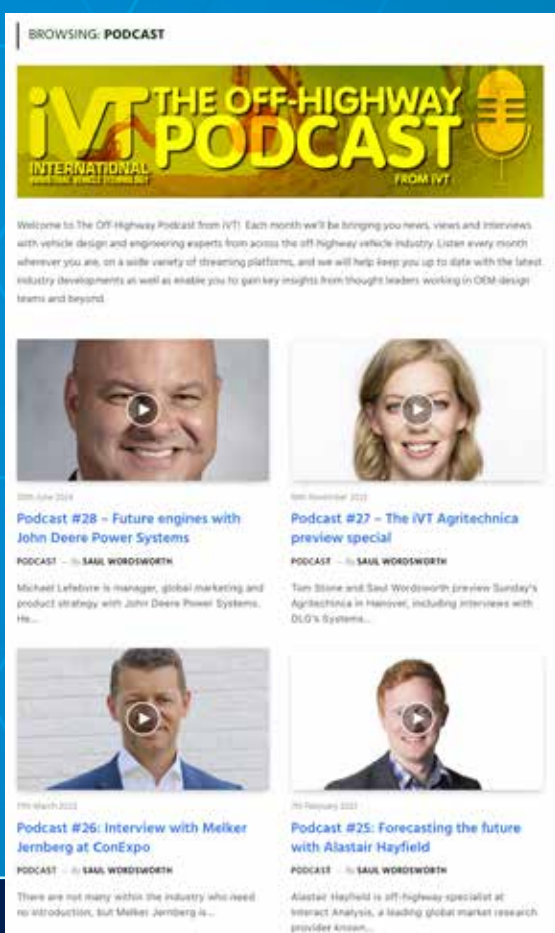


iVT PODCAST

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 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



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.

www.ivtinternational.com

ivT DIGITAL DISPLAY MEDIA ADVERTISING

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

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

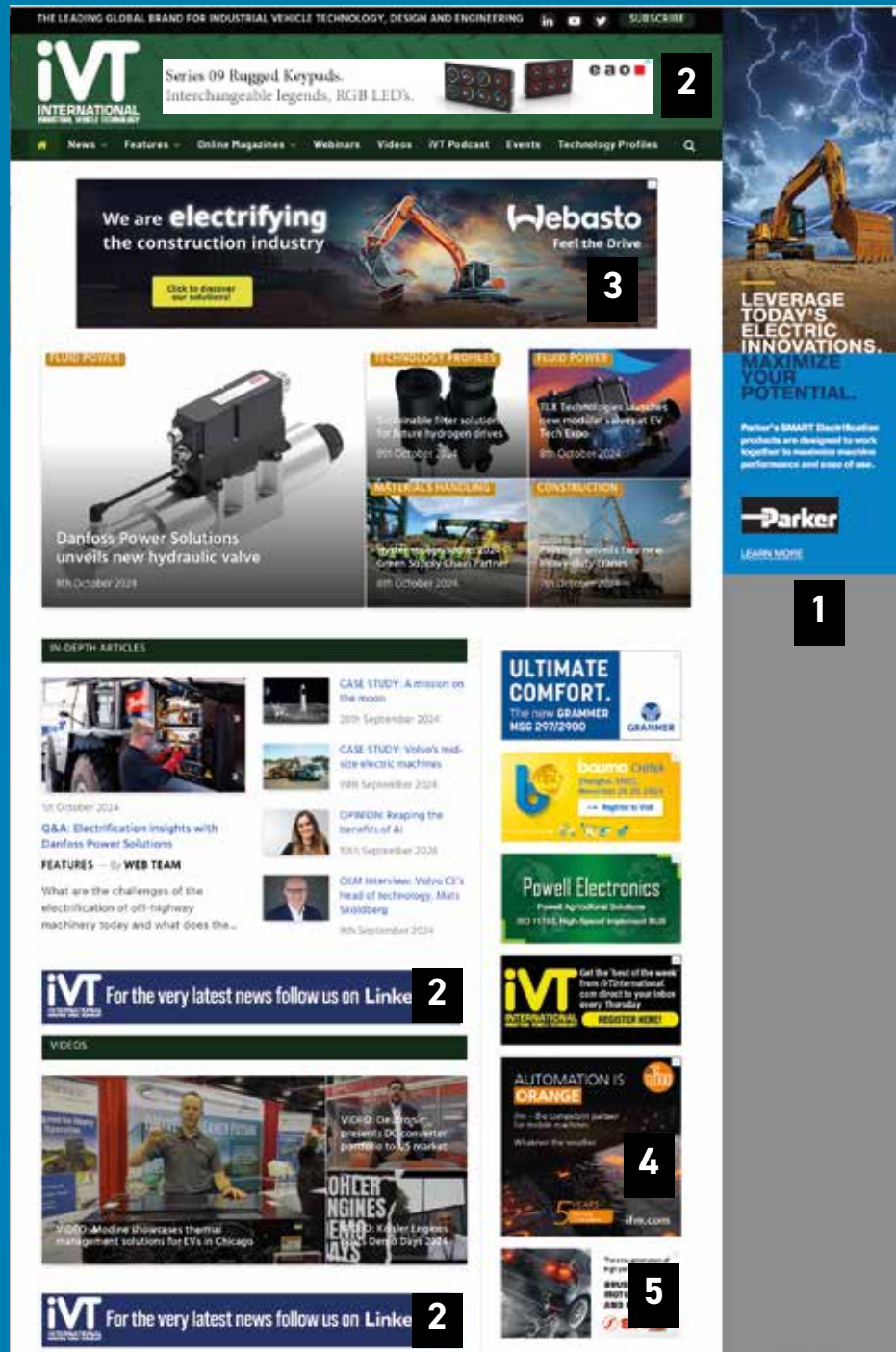
300 pixels wide x 500 pixels deep – Desktop, Tablet, Mobile,

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



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

The screenshot shows the iVT Weekly E-newsletter interface. At the top is the iVT logo and tagline: "THE LEADING GLOBAL PUBLICATION FOR INDUSTRIAL VEHICLE TECHNOLOGY, DESIGN & ENGINEERING". Below this are navigation buttons for "Podcast", "Events", and "Videos". A large banner for "TWIN DISC READY TO GO ELECTRIC?" is featured, with the text "WE HAVE RESOURCES AND EXPERTS TO HELP" and a "LEARN MORE" button. Below this is a section titled "Caterpillar introduces eight new next generation models" with a small image of a Caterpillar machine and a "READ MORE" button. Further down is a "POWER MEETS PROGRESS" banner for "NEXT GENERATION ENGINES" by John Deere, with a "Connect with us" button. At the bottom is a "Sponsored content" section titled "The evolution of power: John Deere diesel engine technology" with a "READ MORE" button.

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.

The screenshot shows an iVT eBlast email for J.W. Speaker. The header features the J.W. Speaker logo and tagline: "Engineered lighting solutions". Below this is a large image of a truck with "Warning Lights: Your Safety's Beacon" text. Underneath are four icons representing different warning light types: "Extruder Warning", "Pedestrian Warning", "Red Universal Warning", and "Blue Universal Warning". A paragraph explains that "Warning safety on worksites and in warehouses is challenging, but effective vehicle lighting has proven to be a key solution. The Model 980 LED Warning Projection Light enhances safety by providing superior steering, light quality and flash patterns, protecting operators and pedestrians from hazards and improving overall workplace safety and control." Below this is a "Explore the Model 980" link. The main content area features a large image of a tractor with the text "DON'T STOP AT JUST THE HEADLIGHT" and "Model 795". Below this are four images of different light models: "Model 792", "Model 795", "Model 892", and "Model 893". A paragraph states: "Safety is about much more than just forward lighting, both on and between workites. Enliven your workplace with the bold and brilliant Compact Work Light Series. Lightweight and compact these lights pack a punch, ranging from 2,000 - 3,800 effective lumens. While the entire Compact Work Light series ensures visibility on the workite, the NEW Model 795 is designed to help workers transport equipment between locations while staying compliant with on-road safety regulations." At the bottom is a "Discover the Compact Work Light Series" link.

IVT INTERNATIONAL MAGAZINE SERIES ADVERTISING 2025 PRICE LIST

iVT International quarterly magazine series

Published March, June, August, October

Full page advertisement

£4,750.00

iVT International quarterly magazine series -

Half-page advertisement

£3,500.00

iVT International quarterly magazine series -

Quarter-page advertisement

£1,850.00

iVT Off-Highway Annual Review -

Full page advertisement

£6,250.00

Half-page advertisement

£3,750.00

IVT INTERNATIONAL DIGITAL 2025 PRICE LIST

iVT Webinar

Sponsorship of webinar.

Multi-media build up campaign and round table discussion group

£10,000.00

www.ivtinternational.com/webinars

iVT Podcast

Sponsorship of Podcast emailing inclusive of branding and audio interview with sponsor **£2,500.00**

<https://www.ivtinternational.com/podcast>

Click on link to see descriptions of the latest addition to the podcast series.

iVT Website

BANNER POSITIONS and their locations

Wallpaper banner side bars:

see www.ivtinternational.com

Cost for 1 full year exposure

£18,000.00

Cost on monthly basis

£1,875.00

Leaderboard

3 banner positions. 1 located in top bar of the iVT home page, & 2 in the news story section

Cost for 1 full year exposure

£16,000.00

Cost on monthly basis

£1,534.00

Billboard

large banner situated immediately underneath the Short Leaderboard on the iVT home page

Cost for 1 year exposure

£18,000.00

Cost on monthly basis

£1,875.00

Double (MPU) banner

Right-hand side column:

Cost for 1 year exposure

£18,000.00

Cost on monthly basis

£1,725.00

Standard/Regular (MPU) Banner

Right hand side column of web site (revolving)

Cost on monthly basis

£1,342.00

Cost for 1 year exposure

£14,000.00

iVT e-Newsletter

Weekly despatch on Thursday

1) Banner on iVT e-Newsletter

Banner on eNewsletter

linking to URL or landing page

£750.00.

First banner position

£850.00

2) iVT Sponsored Content advertisement on iVT e-Newsletter

Sponsored content advertisement on e-Newsletter

£1,995.00

iVT e-Blast

e-blast. Dedicated solus email shot

£1,995.00

Video interview with IVT editor

£1,995.00

Sponsorship of digital versions of iVT magazine

Full page advertisement opposite front cover of the iVT magazine issue cover. 2 further full page 'pop up' advertisements in the text pages of the magazine. A further 'resident' advertisement provides 4 full page exposures in a single issue. The advertisements can be of different designs. 600 word Technical article. Embedded video over article

Company name and logo appears on the 'new issue' announcement email which is sent out with the new magazine issue.

Sponsorship of a single issue of the digital version of the iVT magazine **£4,950.00**

Series Discounts Available on Request



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