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***OEM Off-Highway™* magazine circulation expands to European Union**

FORT ATKINSON, WI (May 4, 2016) – With a growing international audience for its digital magazine, website and e-newsletters, [OEM Off-Highway](#) now is aggressively expanding its print magazine circulation into the European Union.

“Our international readership has grown substantially,” explained Michelle Kopier, *OEM Off-Highway* editor and associate publisher. “According to Google Analytics, 37% of visitors –that’s 124,790 visitors/year – to our website, [OEMOffHighway.com](#), are outside the United States, and we see a growing international following for our e-newsletters and the digital version of our magazine.”

In response, *OEM Off-Highway* is mailing two magazine issues to an additional 5,000 select decision makers in the European Union with an offer for free subscriptions. Circulation details are described in its [Global Audience Profile](#).

“We currently reach 32,000 in North America with our print and digital magazine distribution,” Kopier said. “This print expansion capitalizes on the growing interest in the magazine among engineers and product development teams at mobile equipment manufacturers in the European Union.”

Published 8 times each year in print and multi-media digital editions by parent company, AC Business Media, *OEM Off-Highway* magazine covers global market trends, technology developments, engineering innovations and new product releases worldwide. Its readership comprises engineers and product development teams responsible for designing and developing the next generation of mobile equipment in construction, utilities, agriculture, mining, recreation, forestry and transportation.

OEMOffHighway.com features the [Component Directory](#), a completely search-engine optimized product and company database with the top performance of any online product database in the industry (based on Google search results). Also housed on OEMOffHighway.com is the industry’s first online, interactive [Engine, Motor and Pump Spec Guides](#). The guides were custom built for engineers – by engineers – to

help product development team members find exactly what they need based on their own search parameters. The guides can be searched, sorted, filtered and downloaded.

About *OEM Off-Highway*™

For more than 30 years, *OEM Off-Highway*™ magazine has delivered the latest news, hottest products and emerging technologies to product development teams at heavy-duty on- and off-road original equipment manufacturers (OEMs). Editorial content concentrates on global market trends, technology developments, engineering innovations and new product releases worldwide.

About AC Business Media™

[AC Business Media](#) is a business-to-business media company with a portfolio of renowned brands in heavy construction, asphalt, concrete, paving, rental, sustainability, manufacturing, logistics and supply chain markets. AC Business Media delivers relevant, cutting-edge content to its audiences through its industry-leading digital properties, trade shows, videos, magazines, webinars and newsletters and provides advertisers the analytics, data and ability to reach their target audience.

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