

E-NEWSLETTER SPONSORSHIPS

Our newsletters reach the right audiences with the right information. Ask us about a sponsorship program that puts your message in the inboxes of your customers and prospects



Industry News

Reports the latest news, products and events in the industry, plus featured articles, videos and blogs to keep you in-the-know

- **Deployment:** Weekly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 24,284



Equipment Market Outlook

Delivers heavy-duty equipment market trends from industry-leading economic firm ITR Economics for construction, agriculture, mining, military and trucking industries, as well as domestic and foreign market analysis.

- **Deployment:** Monthly
- **Ad Units:** 300 x 250
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 19,791



Breaking News

Delivers the hottest news stories as they happen

- **Deployment:** On demand
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 19,174



Technology News Tracker

Aligns your brand with the latest news, market analysis, trends and more through social media exposure.

- **Deployment:** 2x per month
- **Ad Units:** Sponsorship of full one-minute video
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 18,703



Engine Revolutions

Features the latest news and products on the engine system and emission technology

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 14,181



Drivetrain Technology Update

Provides the most up to date technology updates exclusively dedicated to the drivetrain system

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 15,485



Fluid Power Progress

Focuses on fluid power specifically, technology and industry trends for both hydraulics and electrohydraulics

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 15,942



The Electric Age

Presents news and products from the hottest technologies in the market including; smart systems, sensors and electronics

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 15,772



In the Cab

Offers essential products and news dedicated to making the operator environment enhanced and advanced.

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 14,601



Efficient Design & Manufacturing

Features software, testing and manufacturing services to get the job done more efficiently and profitably.

- **Deployment:** Quarterly
- **Ad Units:** 300 x 250; Native Text Ad (headline, text, call to action, product image 320 x 180, URL)
- **Subscriber Description:** Market audience is the engineering, sales/marketing, corporate & operating management, and manufacturing & purchasing personnel working with the manufactures of mobile off-highway equipment
- **Circulation:** 15,530

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