

For Period of JULY - DECEMBER 2024

# OEM<sup>®</sup>

## OFF-HIGHWAY

Global product development solutions for mobile OEMs

Audience Profile for Period: July - December 2024	Frequency	Qualified Distribution
<b>OEM Off-Highway</b>		
Print Version - Nov/Dec 2024 Issue	6	9,684
Digital Version - Nov/Dec 2024 Issue	6	5,321
<b>Newsletters</b>		
Industry News	Weekly	9,789
Equipment Market Outlook	Monthly	5,072
Engine Revolutions	Bi-monthly	5,843
In the Cab	Bi-monthly	8,278
The Electric Age	Bi-monthly	8,482
Drivetrain Technology Update	Quarterly	8,241
Fluid Power Progress	Sponsored	5,371
<b>DIRECT ENTENT</b>		
Email Marketing		10,880
<b>Social Media</b>		
Facebook*		9,946
LinkedIn Followers		2,486
Twitter/X Followers		4,860
Instagram Followers		994
YouTube Subscribers		1,690

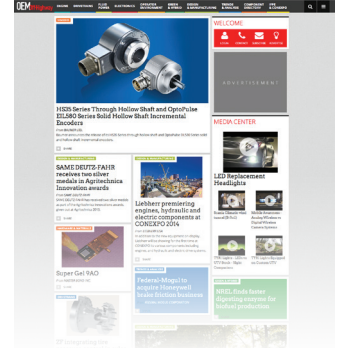
Sources: Facebook, LinkedIn, Twitter/X, Instagram, Youtube

\*Facebook Page Likes & Followers are combined to make up a Facebook Community



## PROFILE OF MARKET SERVED

OEM Off-Highway offers direct reach to the entire product development team -- consisting of key decision makers of equipment design, development and system integration -- at mobile off-highway and heavy-duty on-highway OEMs around the world. The global audience comprises personnel in engineering, corporate & operating management, sales & marketing, and purchasing at OEMs. The OEMs reside within the niche markets of agricultural equipment, industrial/utility/construction equipment, heavy-duty on-highway truck/bus/or municipal vehicles, lawn and garden equipment, forestry equipment, mining equipment, military equipment, engines/drivetrains/transmissions manufacturing, as well as distributors/system integrators.



Unless otherwise noted, all data reported is publisher's own data.

## WEBSITE METRICS

OEMoffhighway.com				
	Sessions	Users	Pageviews	Avg Engagement Time
July 2024	58,851	49,009	91,994	0:00:39
August 2024	63,249	52,925	97,944	0:00:36
September 2024	67,365	53,484	100,320	0:00:33
October 2024	59,865	46,005	90,856	0:00:33
November 2024	56,633	39,400	88,262	0:00:31
December 2024	53,636	39,466	87,772	0:00:34
<b>Average</b>	<b>59,933</b>	<b>46,715</b>	<b>92,858</b>	<b>0:00:34</b>



July - December 2024 data was provided by Google Analytics using the GA4 platform.

**Pageviews:** A Pageview is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

**Sessions:** A single continuous set of activity attributable to a cookie browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

**Users:** An identified and unduplicated cookie browser that accesses internet content or advertising during a measurement period.

**Average Engagement Time:** Measures when a user is engaging with the website, not just that the website is open on a tab in a browser. A really important differentiation: in GA4, session duration doesn't take into account whether or not you're engaging within a website.

## PRINT & DIGITAL AUDIENCE BY BUSINESS AND TITLE

November/December 2024 Issue	Classification By Title							
Business and Industry	Total	% of Total	Print	Digital	Engineering (Note 1)	Sales/ Marketing (Note 2)	Corporate and Operating Management (Note 3)	Manufacturing and Purchasing (Note 4)
Agricultural Equipment Manufacturer	2,780	18.5%	2,039	741	1,194	269	1,055	262
Industrial/Utility/Construction Equipment Manufacturer	9,258	61.7%	5,890	3,368	2,673	795	4,685	1,105
Lawn and Garden Equipment Manufacturer	268	1.8%	169	99	63	45	125	35
Off-Highway/Recreational Equipment Manufacturer	442	2.9%	308	134	154	89	149	50
Forestry Equipment Manufacturer	65	0.4%	47	18	32	9	20	4
Mining Equipment Manufacturer	225	1.5%	155	70	84	33	88	20
Engine/Drivetrain/Transmission Manufacturer	916	6.1%	491	425	392	186	258	80
Distributor/System Integrator	672	4.5%	341	331	198	148	288	38
Truck, Bus or Municipal Vehicle Manufacturer (Note 5)	314	2.1%	191	123	122	35	121	36
Marine Manufacturer	37	0.2%	33	4	9	4	20	4
Genset Manufacturer	28	0.2%	20	8	10	5	7	6
<b>Total Qualified Circulation</b>	<b>15,005</b>	<b>100.0%</b>	<b>9,684</b>	<b>5,321</b>	<b>4,931</b>	<b>1,618</b>	<b>6,816</b>	<b>1,640</b>
<b>Percent</b>	<b>100.0%</b>		<b>64.5%</b>	<b>35.5%</b>	<b>32.9%</b>	<b>10.8%</b>	<b>45.4%</b>	<b>10.9%</b>

**Note 1:** Engineering titles include: VP/Manager of Engineering, Engineer, Designer, R & D Manager/Supervisor, Technician and related personnel.

**Note 2:** Sales and Marketing titles include: VP Sales and/or Marketing, Sales and/or Marketing Director/Manager, Product Manager and related personnel.

**Note 3:** Corporate and Operating Management titles include: President, Owner, Partner, General Manager, Business Manager and related personnel.

**Note 4:** Manufacturing and Purchasing titles include: Manufacturing Manager, Production Manager, Purchasing Director/Manager/Agent, Supervisor and related personnel.

**Note 5:** Includes Truck Trailers, Truck and Bus Bodies, Truck Equipment

**Source:** Publisher's Own Data

ADDITIONAL DATA: Manufacture Military Equipment	Total	% of Total
Manufacture Military Equipment in Addition to Primary Business	1,306	8.7%
<b>Total Qualified Circulation</b>	<b>15,005</b>	

**Source:** Publisher's Own Data



## NEWSLETTER DISTRIBUTION

OEM Off-Highway Industry News Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	732	7.5%	254	129	262	66	21
Industrial/Utility/Construction Equipment Manufacturer	3,760	38.4%	991	391	2,093	237	48
Lawn and Garden Equipment Manufacturer	133	1.4%	37	26	55	13	2
Off-Highway/Recreational Equipment Manufacturer	483	4.9%	199	111	114	49	10
Forestry Equipment Manufacturer	45	0.5%	13	11	17	3	1
Mining Equipment Manufacturer	189	1.9%	79	47	43	14	6
Engine/Drivetrain/Transmission Manufacturer	785	8.0%	273	271	190	39	12
Distributor/System Integrator	506	5.2%	141	168	166	28	3
Truck, Bus or Municipal Vehicle Manufacturer	343	3.5%	97	56	146	37	7
Marine Manufacturer	29	0.3%	23	2	-	3	1
Genset Manufacturer	49	0.5%	13	14	21	1	-
<b>Subtotal</b>	<b>7,054</b>	<b>72.1%</b>	<b>2,120</b>	<b>1,226</b>	<b>3,107</b>	<b>490</b>	<b>111</b>
Others Allied to the Field	2,735	27.9%	244	261	534	79	1,617
<b>Total Circulation</b>	<b>9,789</b>	<b>100.0%</b>	<b>2,364</b>	<b>1,487</b>	<b>3,641</b>	<b>569</b>	<b>1,728</b>
<b>Percent</b>	<b>100.0%</b>		<b>24.1%</b>	<b>15.2%</b>	<b>37.2%</b>	<b>5.8%</b>	<b>17.7%</b>



OEM Off-Highway Equipment Market Outlook Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	559	11.0%	183	92	222	57	5
Industrial/Utility/Construction Equipment Manufacturer	2,302	45.4%	570	296	1,261	159	16
Lawn and Garden Equipment Manufacturer	87	1.7%	25	16	40	5	1
Off-Highway/Recreational Equipment Manufacturer	224	4.4%	75	71	59	15	4
Forestry Equipment Manufacturer	22	0.4%	7	4	9	1	1
Mining Equipment Manufacturer	99	2.0%	40	23	25	9	2
Engine/Drivetrain/Transmission Manufacturer	571	11.3%	182	197	151	36	5
Distributor/System Integrator	402	7.9%	106	130	147	18	1
Truck, Bus or Municipal Vehicle Manufacturer	214	4.2%	57	33	94	24	6
Marine Manufacturer	6	0.1%	3	1	1	1	-
Genset Manufacturer	18	0.4%	3	6	9	-	-
<b>Subtotal</b>	<b>4,504</b>	<b>88.8%</b>	<b>1,251</b>	<b>869</b>	<b>2,018</b>	<b>325</b>	<b>41</b>
Others Allied to the Field	568	11.2%	54	95	145	16	258
<b>Total Circulation</b>	<b>5,072</b>	<b>100.0%</b>	<b>1,305</b>	<b>964</b>	<b>2,163</b>	<b>341</b>	<b>299</b>
<b>Percent</b>	<b>100.0%</b>		<b>25.7%</b>	<b>19.0%</b>	<b>42.6%</b>	<b>6.7%</b>	<b>5.9%</b>

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# JULY - DECEMBER 2024 TOTAL AUDIENCE PROFILE / OEM Off-Highway



OEM Off-Highway Engine Revolutions Newsletter	Classification By Title						
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	572	9.8%	197	87	226	53	9
Industrial/Utility/Construction Equipment Manufacturer	3,181	54.4%	805	295	1,883	184	14
Lawn and Garden Equipment Manufacturer	100	1.7%	26	16	49	8	1
Off-Highway/Recreational Equipment Manufacturer	233	4.0%	101	68	47	13	4
Forestry Equipment Manufacturer	25	0.4%	7	5	11	2	-
Mining Equipment Manufacturer	119	2.0%	51	29	29	9	1
Engine/Drivetrain/Transmission Manufacturer	594	10.2%	212	190	157	31	4
Distributor/System Integrator	381	6.5%	103	113	140	24	1
Truck, Bus or Municipal Vehicle Manufacturer	257	4.4%	73	33	120	29	2
Marine Manufacturer	3	0.1%	1	1	-	1	-
Genset Manufacturer	35	0.6%	8	8	18	1	-
<b>Subtotal</b>	<b>5,500</b>	<b>94.1%</b>	<b>1,584</b>	<b>845</b>	<b>2,680</b>	<b>355</b>	<b>36</b>
Others Allied to the Field	343	5.9%	53	78	109	13	90
<b>Total Circulation</b>	<b>5,843</b>	<b>100.0%</b>	<b>1,637</b>	<b>923</b>	<b>2,789</b>	<b>368</b>	<b>126</b>
<b>Percent</b>	<b>100.0%</b>		<b>28.0%</b>	<b>15.8%</b>	<b>47.7%</b>	<b>6.3%</b>	<b>2.2%</b>

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OEM Off-Highway Drivetrain Technology Update Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	600	7.3%	199	106	223	57	15
Industrial/Utility/Construction Equipment Manufacturer	3,173	38.5%	780	331	1,857	163	42
Lawn and Garden Equipment Manufacturer	110	1.3%	32	20	49	8	1
Off-Highway/Recreational Equipment Manufacturer	313	3.8%	123	76	74	30	10
Forestry Equipment Manufacturer	33	0.4%	11	7	9	3	3
Mining Equipment Manufacturer	120	1.5%	46	27	31	13	3
Engine/Drivetrain/Transmission Manufacturer	636	7.7%	201	218	167	39	11
Distributor/System Integrator	402	4.9%	113	123	143	22	1
Truck, Bus or Municipal Vehicle Manufacturer	268	3.3%	75	34	121	32	6
Marine Manufacturer	18	0.2%	13	1	-	3	1
Genset Manufacturer	32	0.4%	8	9	15	-	-
<b>Subtotal</b>	<b>5,705</b>	<b>69.2%</b>	<b>1,601</b>	<b>952</b>	<b>2,689</b>	<b>370</b>	<b>93</b>
Others Allied to the Field	2,536	30.8%	167	203	465	61	1,640
<b>Total Circulation</b>	<b>8,241</b>	<b>100.0%</b>	<b>1,768</b>	<b>1,155</b>	<b>3,154</b>	<b>431</b>	<b>1,733</b>
<b>Percent</b>	<b>100.0%</b>		<b>21.5%</b>	<b>14.0%</b>	<b>38.3%</b>	<b>5.2%</b>	<b>21.0%</b>



OEM Off-Highway Fluid Power Progress Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	547	10.2%	190	80	224	50	3
Industrial/Utility/Construction Equipment Manufacturer	3,143	58.5%	798	285	1,874	182	4
Lawn and Garden Equipment Manufacturer	98	1.8%	26	15	47	9	1
Off-Highway/Recreational Equipment Manufacturer	208	3.9%	91	58	46	12	1
Forestry Equipment Manufacturer	24	0.4%	6	5	11	2	-
Mining Equipment Manufacturer	107	2.0%	45	26	28	8	-
Engine/Drivetrain/Transmission Manufacturer	542	10.1%	198	160	150	32	2
Distributor/System Integrator	358	6.7%	102	104	130	22	-
Truck, Bus or Municipal Vehicle Manufacturer	254	4.7%	71	34	120	29	-
Marine Manufacturer	4	0.1%	2	1	-	1	-
Genset Manufacturer	32	0.6%	8	5	18	1	-
<b>Subtotal</b>	<b>5,317</b>	<b>99.0%</b>	<b>1,537</b>	<b>773</b>	<b>2,648</b>	<b>348</b>	<b>11</b>
Others Allied to the Field	54	1.0%	13	16	21	3	1
<b>Total Circulation</b>	<b>5,371</b>	<b>100.0%</b>	<b>1,550</b>	<b>789</b>	<b>2,669</b>	<b>351</b>	<b>12</b>
<b>Percent</b>	<b>100.0%</b>		<b>28.9%</b>	<b>14.7%</b>	<b>49.7%</b>	<b>6.5%</b>	<b>0.2%</b>

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OEM Off-Highway The Electric Age Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	614	7.2%	204	110	230	56	14
Industrial/Utility/Construction Equipment Manufacturer	3,264	38.5%	803	330	1,915	173	43
Lawn and Garden Equipment Manufacturer	109	1.3%	31	18	51	8	1
Off-Highway/Recreational Equipment Manufacturer	332	3.9%	132	82	76	32	10
Forestry Equipment Manufacturer	35	0.4%	12	8	9	3	3
Mining Equipment Manufacturer	135	1.6%	52	30	36	14	3
Engine/Drivetrain/Transmission Manufacturer	648	7.6%	208	214	176	39	11
Distributor/System Integrator	420	5.0%	116	129	152	22	1
Truck, Bus or Municipal Vehicle Manufacturer	272	3.2%	79	33	122	32	6
Marine Manufacturer	22	0.3%	14	2	1	4	1
Genset Manufacturer	33	0.4%	8	10	15	-	-
<b>Subtotal</b>	<b>5,884</b>	<b>69.4%</b>	<b>1,659</b>	<b>966</b>	<b>2,783</b>	<b>383</b>	<b>93</b>
Others Allied to the Field	2,598	30.6%	176	212	471	64	1,675
<b>Total Circulation</b>	<b>8,482</b>	<b>100.0%</b>	<b>1,835</b>	<b>1,178</b>	<b>3,254</b>	<b>447</b>	<b>1,768</b>
<b>Percent</b>	<b>100.0%</b>		<b>21.6%</b>	<b>13.9%</b>	<b>38.4%</b>	<b>5.3%</b>	<b>20.8%</b>



OEM Off-Highway In the Cab Newsletter		Classification By Title					
Business and Industry	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
Agricultural Equipment Manufacturer	590	7.1%	193	106	220	58	13
Industrial/Utility/Construction Equipment Manufacturer	3,181	38.4%	784	327	1,857	172	41
Lawn and Garden Equipment Manufacturer	110	1.3%	33	19	49	8	1
Off-Highway/Recreational Equipment Manufacturer	322	3.9%	125	81	74	31	11
Forestry Equipment Manufacturer	31	0.4%	13	6	8	2	2
Mining Equipment Manufacturer	126	1.5%	49	30	31	13	3
Engine/Drivetrain/Transmission Manufacturer	615	7.4%	194	202	170	37	12
Distributor/System Integrator	409	4.9%	113	130	143	22	1
Truck, Bus or Municipal Vehicle Manufacturer	277	3.3%	77	35	126	33	6
Marine Manufacturer	22	0.3%	14	2	1	4	1
Genset Manufacturer	31	0.4%	8	8	15	-	-
<b>Subtotal</b>	<b>5,714</b>	<b>69.0%</b>	<b>1,603</b>	<b>946</b>	<b>2,694</b>	<b>380</b>	<b>91</b>
Others Allied to the Field	2,564	31.0%	168	202	465	61	1,668
<b>Total Circulation</b>	<b>8,278</b>	<b>100.0%</b>	<b>1,771</b>	<b>1,148</b>	<b>3,159</b>	<b>441</b>	<b>1,759</b>
<b>Percent</b>	<b>100.0%</b>		<b>21.4%</b>	<b>13.9%</b>	<b>38.2%</b>	<b>5.3%</b>	<b>21.2%</b>

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## DIRECT ENTENT

OEM Off-Highway Email Marketing	Classification By Title						
	Total	% of Total	Engineering	Sales/ Marketing	Corporate and Operating Management	Manufacturing and Purchasing	Other Titled & Non-Titled Personnel
<b>Business and Industry</b>							
Agricultural Equipment Manufacturer	813	7.5%	240	134	346	76	17
Industrial/Utility/Construction Equipment Manufacturer	4,642	42.7%	1,095	500	2,668	331	48
Lawn and Garden Equipment Manufacturer	140	1.3%	41	24	61	12	2
Off-Highway/Recreational Equipment Manufacturer	446	4.1%	182	95	116	44	9
Forestry Equipment Manufacturer	40	0.4%	12	10	14	4	-
Mining Equipment Manufacturer	172	1.6%	71	35	43	15	8
Engine/Drivetrain/Transmission Manufacturer	756	6.9%	228	252	210	48	18
Distributor/System Integrator	566	5.2%	138	172	221	32	3
Truck, Bus or Municipal Vehicle Manufacturer	333	3.1%	80	49	164	34	6
Marine Manufacturer	23	0.2%	16	1	2	3	1
Genset Manufacturer	44	0.4%	11	11	20	1	1
<b>Subtotal</b>	<b>7,975</b>	<b>73.3%</b>	<b>2,114</b>	<b>1,283</b>	<b>3,865</b>	<b>600</b>	<b>113</b>
Others Allied to the Field	2,905	26.7%	232	248	557	83	1,785
<b>Total Circulation</b>	<b>10,880</b>	<b>100.0%</b>	<b>2,346</b>	<b>1,531</b>	<b>4,422</b>	<b>683</b>	<b>1,898</b>
<b>Percent</b>	<b>100.0%</b>		<b>21.6%</b>	<b>14.1%</b>	<b>40.6%</b>	<b>6.3%</b>	<b>17.4%</b>

## SOCIAL INTERACTION

Social Media	Current
Facebook*	9,946
LinkedIn Followers	2,486
Twitter/X Followers	4,860
Instagram Followers	994
YouTube Subscribers	1,690

Sources: Facebook, LinkedIn, Twitter/X, Instagram, and YouTube.



The data reflected within this report is provided in good faith as an accurate representation of the audience served for *OEM Off-Highway*.

Sean Dunphy, Brand Director

Total Audience Profile report provided by

IRONMARKETS formerly known as AC Business Media  
201 N. Main Street, Ste 350  
Fort Atkinson WI 53538

800.538.5544 ■ WWW.IRON.MARKETS

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