

# OEM<sup>®</sup> OFF-HIGHWAY

Global product development solutions for mobile OEMs

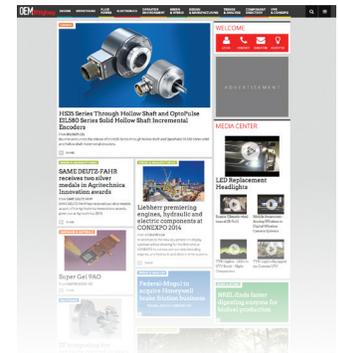
| Audience Profile for Period: 2025  | Frequency  | Qualified Distribution |
|------------------------------------|------------|------------------------|
| <b>OEM Off-Highway Newsletters</b> |            |                        |
| Industry News                      | Weekly     | 10,778                 |
| Equipment Market Outlook           | Monthly    | 3,594                  |
| Engine Revolutions                 | Bi-monthly | 5,282                  |
| In the Cab                         | Bi-monthly | 7,133                  |
| The Electric Age                   | Bi-monthly | 7,173                  |
| Drivetrain Technology Update       | Quarterly  | 6,981                  |
| Fluid Power Progress               | Sponsored  | 5,011                  |
| <b>DIRECT ENTENT</b>               |            |                        |
| Email Marketing                    |            | 10,308                 |
| <b>Social Media</b>                |            |                        |
| Facebook*                          |            | 9,936                  |
| LinkedIn Followers                 |            | 2,709                  |
| Twitter/X Followers                |            | 4,893                  |
| Instagram Followers                |            | 1,013                  |
| YouTube Subscribers                |            | 1,750                  |

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 |               |               |                     |
|-------------------|---------------|---------------|---------------------|
|                   | Active Users  | Pageviews     | Avg Engagement Time |
| July 2024         | 49,009        | 91,994        | 0:00:39             |
| August 2024       | 52,925        | 97,944        | 0:00:36             |
| September 2024    | 53,484        | 100,320       | 0:00:33             |
| October 2024      | 46,005        | 90,856        | 0:00:33             |
| November 2024     | 39,400        | 88,262        | 0:00:31             |
| December 2024     | 39,466        | 87,772        | 0:00:34             |
| January 2025      | 47,467        | 89,876        | 0:00:37             |
| February 2025     | 46,373        | 85,932        | 0:00:36             |
| March 2025        | 50,328        | 97,716        | 0:00:33             |
| April 2025        | 46,844        | 98,988        | 0:00:32             |
| May 2025          | 42,274        | 83,872        | 0:00:30             |
| June 2025         | 39,608        | 64,523        | 0:00:30             |
| <b>Average</b>    | <b>46,099</b> | <b>89,838</b> | <b>0:00:34</b>      |

**July 2024 - June 2025 data was provided by Google Analyt4ics 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.*

*Users: An identified and unduplicated cookied 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.*



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 |
| Agricultural Equipment Manufacturer                    | 922                     | 8.6%          | 367          | 186          | 268             | 85                                 | 16                           |
| Industrial/Utility/Construction Equipment Manufacturer | 3,842                   | 35.6%         | 1,006        | 484          | 2,064           | 258                                | 30                           |
| Lawn and Garden Equipment Manufacturer                 | 139                     | 1.3%          | 40           | 24           | 61              | 14                                 | -                            |
| Off-Highway/Recreational Equipment Manufacturer        | 913                     | 8.5%          | 317          | 344          | 204             | 40                                 | 8                            |
| Forestry Equipment Manufacturer                        | 60                      | 0.6%          | 25           | 9            | 18              | 8                                  | -                            |
| Mining Equipment Manufacturer                          | 521                     | 4.8%          | 238          | 123          | 106             | 46                                 | 8                            |
| Engine/Drivetrain/Transmission Manufacturer            | 220                     | 2.0%          | 100          | 55           | 43              | 20                                 | 2                            |
| Distributor/System Integrator                          | 574                     | 5.3%          | 167          | 218          | 164             | 19                                 | 6                            |
| Truck, Bus or Municipal Vehicle Manufacturer           | 336                     | 3.1%          | 116          | 46           | 135             | 36                                 | 3                            |
| Marine Manufacturer                                    | 66                      | 0.6%          | 18           | 21           | 26              | 1                                  | -                            |
| Genset Manufacturer                                    | 63                      | 0.6%          | 47           | 3            | 3               | 9                                  | 1                            |
| <b>Subtotal</b>  | <b>7,656</b>            | <b>71.0%</b>  | <b>2,441</b> | <b>1,513</b> | <b>3,092</b>    | <b>536</b>                         | <b>74</b>                    |
| Others Allied to the Field                             | 3,122                   | 29.0%         | 265          | 170          | 436             | 80                                 | 2,171                        |
| <b>Total Circulation</b>                               | <b>10,778</b>           | <b>100.0%</b> | <b>2,706</b> | <b>1,683</b> | <b>3,528</b>    | <b>616</b>                         | <b>2,245</b>                 |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>25.1%</b> | <b>15.6%</b> | <b>32.7%</b>    | <b>5.7%</b>                        | <b>20.8%</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 |
| Agricultural Equipment Manufacturer                    | 423                     | 11.8%         | 158          | 63           | 158             | 43                                 | 1                            |
| Industrial/Utility/Construction Equipment Manufacturer | 1,565                   | 43.5%         | 411          | 204          | 819             | 124                                | 7                            |
| Lawn and Garden Equipment Manufacturer                 | 72                      | 2.0%          | 21           | 11           | 32              | 8                                  | -                            |
| Off-Highway/Recreational Equipment Manufacturer        | 421                     | 11.7%         | 149          | 142          | 106             | 23                                 | 1                            |
| Forestry Equipment Manufacturer                        | 19                      | 0.5%          | 7            | 3            | 6               | 2                                  | 1                            |
| Mining Equipment Manufacturer                          | 184                     | 5.1%          | 70           | 54           | 46              | 13                                 | 1                            |
| Engine/Drivetrain/Transmission Manufacturer            | 67                      | 1.9%          | 27           | 15           | 17              | 8                                  | -                            |
| Distributor/System Integrator                          | 273                     | 7.6%          | 68           | 97           | 99              | 9                                  | -                            |
| Truck, Bus or Municipal Vehicle Manufacturer           | 149                     | 4.1%          | 46           | 15           | 63              | 23                                 | 2                            |
| Marine Manufacturer                                    | 17                      | 0.5%          | 3            | 7            | 6               | 1                                  | -                            |
| Genset Manufacturer                                    | 6                       | 0.2%          | 4            | 1            | -               | 1                                  | -                            |
| <b>Subtotal</b>  | <b>3,196</b>            | <b>88.9%</b>  | <b>964</b>   | <b>612</b>   | <b>1,352</b>    | <b>255</b>                         | <b>13</b>                    |
| Others Allied to the Field                             | 398                     | 11.1%         | 14           | 12           | 57              | 3                                  | 312                          |
| <b>Total Circulation</b>                               | <b>3,594</b>            | <b>100.0%</b> | <b>978</b>   | <b>624</b>   | <b>1,409</b>    | <b>258</b>                         | <b>325</b>                   |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>27.2%</b> | <b>17.4%</b> | <b>39.2%</b>    | <b>7.2%</b>                        | <b>9.0%</b>                  |

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



| OEM Off-Highway<br>Engine Revolutions Newsletter          | Classification By Title |               |              |                     |  |                                 |   |
|---|-------------------------|---------------|--------------|---------------------|--|---------------------------------|---|
|   | Total                   | % of Total    | Engineering  | Sales/<br>Marketing | Corporate and<br>Operating<br>Management | Manufacturing<br>and Purchasing | Other Titled<br>& Non-Titled<br>Personnel |
| Agricultural Equipment Manufacturer                       | 518                     | 9.8%          | 184          | 76                  | 211                                      | 44                              | 3   |
| Industrial/Utility/Construction Equipment<br>Manufacturer | 2,906                   | 55.0%         | 686          | 248                 | 1,817                                    | 149                             | 6   |
| Lawn and Garden Equipment Manufacturer                    | 95                      | 1.8%          | 23           | 11                  | 52                                       | 9                               | -   |
| Off-Highway/Recreational Equipment<br>Manufacturer        | 545                     | 10.3%         | 194          | 177                 | 150                                      | 24                              | -   |
| Forestry Equipment Manufacturer                           | 22                      | 0.4%          | 5            | 4                   | 11                                       | 2                               | -   |
| Mining Equipment Manufacturer                             | 205                     | 3.9%          | 95           | 53                  | 41                                       | 14                              | 2   |
| Engine/Drivetrain/Transmission Manufacturer               | 88                      | 1.7%          | 37           | 24                  | 20                                       | 7                               | -   |
| Distributor/System Integrator                             | 312                     | 5.9%          | 83           | 97                  | 119                                      | 13                              | -   |
| Truck, Bus or Municipal Vehicle Manufacturer              | 224                     | 4.2%          | 67           | 23                  | 107                                      | 27                              | -   |
| Marine Manufacturer                                       | 44                      | 0.8%          | 10           | 10                  | 23                                       | 1                               | -   |
| Genset Manufacturer                                       | 4                       | 0.1%          | 1            | 2                   | -  | 1                               | -   |
| <b>Subtotal</b>   | <b>4,963</b>            | <b>94.0%</b>  | <b>1,385</b> | <b>725</b>          | <b>2,551</b>                             | <b>291</b>                      | <b>11</b>                                 |
| Others Allied to the Field                                | 319                     | 6.0%          | 31           | 12                  | 63                                       | 13                              | 200                                       |
| <b>Total Circulation</b>                                  | <b>5,282</b>            | <b>100.0%</b> | <b>1,416</b> | <b>737</b>          | <b>2,614</b>                             | <b>304</b>                      | <b>211</b>                                |
| <b>Percent</b>  | <b>100.0%</b>           |               | <b>26.8%</b> | <b>14.0%</b>        | <b>49.5%</b>                             | <b>5.8%</b>                     | <b>4.0%</b>                               |

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



| 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 |
| Agricultural Equipment Manufacturer                     | 542                     | 7.8%          | 191          | 93           | 191             | 56                                 | 11                           |
| Industrial/Utility/Construction Equipment Manufacturer  | 2,596                   | 37.2%         | 611          | 267          | 1,550           | 151                                | 17                           |
| Lawn and Garden Equipment Manufacturer                  | 92                      | 1.3%          | 21           | 14           | 47              | 10                                 | -                            |
| Off-Highway/Recreational Equipment Manufacturer         | 525                     | 7.5%          | 172          | 184          | 143             | 22                                 | 4                            |
| Forestry Equipment Manufacturer                         | 32                      | 0.5%          | 16           | 5            | 7               | 3                                  | 1                            |
| Mining Equipment Manufacturer                           | 282                     | 4.0%          | 117          | 70           | 65              | 23                                 | 7                            |
| Engine/Drivetrain/Transmission Manufacturer             | 93                      | 1.3%          | 38           | 23           | 21              | 9                                  | 2                            |
| Distributor/System Integrator                           | 332                     | 4.8%          | 91           | 117          | 107             | 12                                 | 5                            |
| Truck, Bus or Municipal Vehicle Manufacturer            | 220                     | 3.2%          | 75           | 21           | 95              | 27                                 | 2                            |
| Marine Manufacturer                                     | 41                      | 0.6%          | 10           | 11           | 19              | 1                                  | -                            |
| Genset Manufacturer                                     | 37                      | 0.5%          | 26           | 1            | 2               | 7                                  | 1                            |
| <b>Subtotal</b>   | <b>4,792</b>            | <b>68.6%</b>  | <b>1,368</b> | <b>806</b>   | <b>2,247</b>    | <b>321</b>                         | <b>50</b>                    |
| Others Allied to the Field                              | 2,189                   | 31.4%         | 116          | 92           | 319             | 53                                 | 1,609                        |
| <b>Total Circulation</b>                                | <b>6,981</b>            | <b>100.0%</b> | <b>1,484</b> | <b>898</b>   | <b>2,566</b>    | <b>374</b>                         | <b>1,659</b>                 |
| <b>Percent</b>  | <b>100.0%</b>           |               | <b>21.3%</b> | <b>12.9%</b> | <b>36.8%</b>    | <b>5.4%</b>                        | <b>23.8%</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 |
| Agricultural Equipment Manufacturer                    | 506                     | 10.1%         | 181          | 71           | 212             | 41                                 | 1                            |
| Industrial/Utility/Construction Equipment Manufacturer | 2,899                   | 57.9%         | 683          | 247          | 1,821           | 148                                | -                            |
| Lawn and Garden Equipment Manufacturer                 | 92                      | 1.8%          | 22           | 11           | 50              | 9                                  | -                            |
| Off-Highway/Recreational Equipment Manufacturer        | 509                     | 10.2%         | 181          | 160          | 142             | 26                                 | -                            |
| Forestry Equipment Manufacturer                        | 22                      | 0.4%          | 5            | 4            | 11              | 2                                  | -                            |
| Mining Equipment Manufacturer                          | 192                     | 3.8%          | 89           | 48           | 41              | 14                                 | -                            |
| Engine/Drivetrain/Transmission Manufacturer            | 86                      | 1.7%          | 35           | 23           | 22              | 6                                  | -                            |
| Distributor/System Integrator                          | 295                     | 5.9%          | 82           | 92           | 109             | 12                                 | -                            |
| Truck, Bus or Municipal Vehicle Manufacturer           | 223                     | 4.5%          | 65           | 23           | 108             | 27                                 | -                            |
| Marine Manufacturer                                    | 43                      | 0.9%          | 10           | 9            | 23              | 1                                  | -                            |
| Genset Manufacturer                                    | 5                       | 0.1%          | 2            | 2            | -               | 1                                  | -                            |
| <b>Subtotal</b>  | <b>4,872</b>            | <b>97.2%</b>  | <b>1,355</b> | <b>690</b>   | <b>2,539</b>    | <b>287</b>                         | <b>1</b>                     |
| Others Allied to the Field                             | 139                     | 2.8%          | 24           | 7            | 27              | 11                                 | 70                           |
| <b>Total Circulation</b>                               | <b>5,011</b>            | <b>100.0%</b> | <b>1,379</b> | <b>697</b>   | <b>2,566</b>    | <b>298</b>                         | <b>71</b>                    |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>27.5%</b> | <b>13.9%</b> | <b>51.2%</b>    | <b>5.9%</b>                        | <b>1.4%</b>                  |

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



| OEM Off-Highway<br>The Electric Age Newsletter         | Classification By Title |               |              |              |                  |                                    |                              |
|--|-------------------------|---------------|--------------|--------------|------------------|------------------------------------|------------------------------|
|  | Business and Industry   | Total         | % of Total   | Engineering  | Sales/ Marketing | Corporate and Operating Management | Manufacturing and Purchasing |
| Agricultural Equipment Manufacturer                    | 558                     | 7.8%          | 199          | 96           | 195              | 57                                 | 11                           |
| Industrial/Utility/Construction Equipment Manufacturer | 2,659                   | 37.1%         | 626          | 277          | 1,584            | 155                                | 17                           |
| Lawn and Garden Equipment Manufacturer                 | 95                      | 1.3%          | 22           | 14           | 50               | 9                                  | -                            |
| Off-Highway/Recreational Equipment Manufacturer        | 528                     | 7.4%          | 175          | 177          | 149              | 23                                 | 4                            |
| Forestry Equipment Manufacturer                        | 36                      | 0.5%          | 18           | 6            | 8                | 3                                  | 1                            |
| Mining Equipment Manufacturer                          | 285                     | 4.0%          | 122          | 69           | 65               | 23                                 | 6                            |
| Engine/Drivetrain/Transmission Manufacturer            | 102                     | 1.4%          | 43           | 23           | 25               | 9                                  | 2                            |
| Distributor/System Integrator                          | 340                     | 4.7%          | 89           | 123          | 112              | 11                                 | 5                            |
| Truck, Bus or Municipal Vehicle Manufacturer           | 223                     | 3.1%          | 74           | 20           | 99               | 28                                 | 2                            |
| Marine Manufacturer                                    | 41                      | 0.6%          | 9            | 12           | 19               | 1                                  | -                            |
| Genset Manufacturer                                    | 39                      | 0.5%          | 27           | 1            | 2                | 8                                  | 1                            |
| <b>Subtotal</b>  | <b>4,906</b>            | <b>68.4%</b>  | <b>1,404</b> | <b>818</b>   | <b>2,308</b>     | <b>327</b>                         | <b>49</b>                    |
| Others Allied to the Field                             | 2,267                   | 31.6%         | 118          | 92           | 322              | 53                                 | 1,682                        |
| <b>Total Circulation</b>                               | <b>7,173</b>            | <b>100.0%</b> | <b>1,522</b> | <b>910</b>   | <b>2,630</b>     | <b>380</b>                         | <b>1,731</b>                 |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>21.2%</b> | <b>12.7%</b> | <b>36.7%</b>     | <b>5.3%</b>                        | <b>24.1%</b>                 |



| OEM Off-Highway<br>In the Cab Newsletter               | Classification By Title |               |              |              |                  |                                    |                              |
|--|-------------------------|---------------|--------------|--------------|------------------|------------------------------------|------------------------------|
|  | Business and Industry   | Total         | % of Total   | Engineering  | Sales/ Marketing | Corporate and Operating Management | Manufacturing and Purchasing |
| Agricultural Equipment Manufacturer                    | 549                     | 7.7%          | 196          | 95           | 189              | 59                                 | 10                           |
| Industrial/Utility/Construction Equipment Manufacturer | 2,640                   | 37.0%         | 623          | 275          | 1,571            | 154                                | 17                           |
| Lawn and Garden Equipment Manufacturer                 | 93                      | 1.3%          | 22           | 13           | 49               | 9                                  | -                            |
| Off-Highway/Recreational Equipment Manufacturer        | 529                     | 7.4%          | 169          | 181          | 151              | 22                                 | 6                            |
| Forestry Equipment Manufacturer                        | 34                      | 0.5%          | 19           | 4            | 7                | 3                                  | 1                            |
| Mining Equipment Manufacturer                          | 286                     | 4.0%          | 119          | 72           | 66               | 23                                 | 6                            |
| Engine/Drivetrain/Transmission Manufacturer            | 100                     | 1.4%          | 41           | 24           | 22               | 11                                 | 2                            |
| Distributor/System Integrator                          | 338                     | 4.7%          | 89           | 124          | 109              | 11                                 | 5                            |
| Truck, Bus or Municipal Vehicle Manufacturer           | 224                     | 3.1%          | 73           | 24           | 98               | 27                                 | 2                            |
| Marine Manufacturer                                    | 40                      | 0.6%          | 9            | 11           | 19               | 1                                  | -                            |
| Genset Manufacturer                                    | 38                      | 0.5%          | 27           | 1            | 2                | 7                                  | 1                            |
| <b>Subtotal</b>  | <b>4,871</b>            | <b>68.3%</b>  | <b>1,387</b> | <b>824</b>   | <b>2,283</b>     | <b>327</b>                         | <b>50</b>                    |
| Others Allied to the Field                             | 2,262                   | 31.7%         | 118          | 91           | 320              | 54                                 | 1,679                        |
| <b>Total Circulation</b>                               | <b>7,133</b>            | <b>100.0%</b> | <b>1,505</b> | <b>915</b>   | <b>2,603</b>     | <b>381</b>                         | <b>1,729</b>                 |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>21.1%</b> | <b>12.8%</b> | <b>36.5%</b>     | <b>5.3%</b>                        | <b>24.2%</b>                 |

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

## 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                     | 7.9%          | 257          | 141              | 323                                | 79                           | 13                                  |
| Industrial/Utility/Construction Equipment Manufacturer | 4,325                   | 42.0%         | 1,017        | 494              | 2,476                              | 312                          | 26                                  |
| Lawn and Garden Equipment Manufacturer                 | 133                     | 1.3%          | 32           | 21               | 68                                 | 12                           | -                                   |
| Off-Highway/Recreational Equipment Manufacturer        | 707                     | 6.9%          | 205          | 246              | 205                                | 40                           | 11                                  |
| Forestry Equipment Manufacturer                        | 43                      | 0.4%          | 19           | 7                | 12                                 | 5                            | -                                   |
| Mining Equipment Manufacturer                          | 411                     | 4.0%          | 184          | 80               | 100                                | 40                           | 7                                   |
| Engine/Drivetrain/Transmission Manufacturer            | 154                     | 1.5%          | 67           | 36               | 34                                 | 14                           | 3                                   |
| Distributor/System Integrator                          | 519                     | 5.0%          | 127          | 177              | 190                                | 19                           | 6                                   |
| Truck, Bus or Municipal Vehicle Manufacturer           | 308                     | 3.0%          | 91           | 38               | 142                                | 35                           | 2                                   |
| Marine Manufacturer                                    | 53                      | 0.5%          | 14           | 14               | 24                                 | 1                            | -                                   |
| Genset Manufacturer                                    | 52                      | 0.5%          | 35           | 2                | 4                                  | 10                           | 1                                   |
| <b>Subtotal</b>  | <b>7,518</b>            | <b>72.9%</b>  | <b>2,048</b> | <b>1,256</b>     | <b>3,578</b>                       | <b>567</b>                   | <b>69</b>                           |
| Others Allied to the Field                             | 2,790                   | 27.1%         | 186          | 127              | 432                                | 80                           | 1,965                               |
| <b>Total Circulation</b>                               | <b>10,308</b>           | <b>100.0%</b> | <b>2,234</b> | <b>1,383</b>     | <b>4,010</b>                       | <b>647</b>                   | <b>2,034</b>                        |
| <b>Percent</b>   | <b>100.0%</b>           |               | <b>21.7%</b> | <b>13.4%</b>     | <b>38.9%</b>                       | <b>6.3%</b>                  | <b>19.7%</b>                        |

## SOCIAL INTERACTION

| Social Media        | Current |
|---------------------|---------|
| Facebook*           | 9,936   |
| LinkedIn Followers  | 2,709   |
| Twitter/X Followers | 4,893   |
| Instagram Followers | 1,013   |
| YouTube Subscribers | 1,750   |

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

Copyright 2025 ©IRONMARKETS. All rights reserved.

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