

OEM[®]

OFF-HIGHWAY

Global product development
solutions for mobile OEMs

Audience Profile for Period: 2026	Frequency	Qualified Distribution
OEM Off-Highway Newsletters		
Industry News	Weekly	8,546
Equipment Market Outlook	Monthly	2,294
Fluid Power	Sponsored	7,315
DIRECT ENTENT		
Email Marketing		8,575
Social Media		
Facebook*		10,136
LinkedIn Followers		2,964
Twitter/X Followers		4,927
Instagram Followers		1,072
YouTube Subscribers		1,810

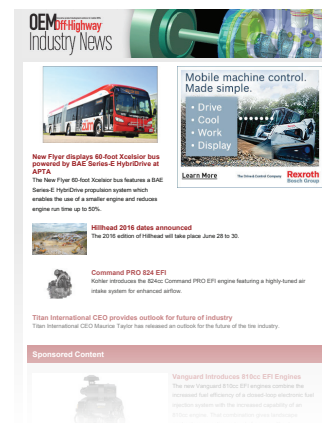
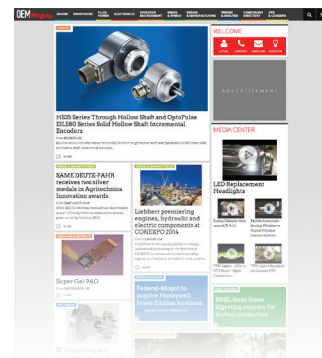
Sources: Facebook, LinkedIn, Twitter/X, Instagram, YouTube

*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 2025	48,038	71,317	0:00:27
August 2025	51,779	75,212	0:00:24
September 2025	47,928	70,421	0:00:24
October 2025	77,790	96,742	0:00:14
November 2025	70,496	86,983	0:00:15
December 2025	112,828	124,982	0:00:09
January 2026	133,330	150,462	0:00:07
February 2026	101,113	119,801	0:00:10
March 2026	88,448	107,162	0:00:12
April 2026	30,009	45,081	0:00:30
May 2026	29,551	47,398	0:00:28
June 2026	55,557	64,384	0:00:15
Average	70,572	88,329	0:00:18

July 2025 - June 2026 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 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.



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	695	8.1%	267	136	214	65	13
Industrial/Utility/Construction Equipment Manufacturer	3,166	37.0%	806	392	1,752	192	24
Lawn and Garden Equipment Manufacturer	97	1.1%	28	16	44	9	-
Off-Highway/Recreational Equipment Manufacturer	727	8.5%	243	285	164	29	6
Forestry Equipment Manufacturer	44	0.5%	19	8	11	6	-
Mining Equipment Manufacturer	407	4.8%	195	84	80	41	7
Engine/Drivetrain/Transmission Manufacturer	160	1.9%	74	38	32	14	2
Distributor/System Integrator	447	5.2%	121	176	130	15	5
Truck, Bus or Municipal Vehicle Manufacturer	272	3.2%	91	29	123	27	2
Marine Manufacturer	57	0.7%	16	16	23	2	-
Genset Manufacturer	55	0.6%	39	3	3	9	1
Subtotal	6,127	71.7%	1,899	1,183	2,576	409	60
Others Allied to the Field	2,419	28.3%	172	121	353	57	1,716
Total Circulation	8,546	100.0%	2,071	1,304	2,929	466	1,776
Percent	100.0%		24.2%	15.3%	34.3%	5.5%	20.8%



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	296	12.9%	117	50	104	25	-
Industrial/Utility/Construction Equipment Manufacturer	1,070	46.6%	354	147	481	88	-
Lawn and Garden Equipment Manufacturer	49	2.1%	15	8	20	6	-
Off-Highway/Recreational Equipment Manufacturer	316	13.8%	126	102	69	19	-
Forestry Equipment Manufacturer	14	0.6%	4	3	6	1	-
Mining Equipment Manufacturer	128	5.6%	55	33	29	11	-
Engine/Drivetrain/Transmission Manufacturer	54	2.4%	24	15	10	5	-
Distributor/System Integrator	211	9.2%	62	68	74	7	-
Truck, Bus or Municipal Vehicle Manufacturer	125	5.4%	43	14	50	18	-
Marine Manufacturer	13	0.6%	5	5	2	1	-
Genset Manufacturer	4	0.2%	3	-	-	1	-
Subtotal	2,280	99.4%	808	445	845	182	-
Others Allied to the Field	14	0.6%	3	4	7	-	-
Total Circulation	2,294	100.0%	811	449	852	182	-
Percent	100.0%		35.4%	19.6%	37.1%	7.9%	0.0%

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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	563	7.7%	198	97	203	54	11
Industrial/Utility/Construction Equipment Manufacturer	2,945	40.3%	700	327	1,736	166	16
Lawn and Garden Equipment Manufacturer	88	1.2%	23	15	42	8	-
Off-Highway/Recreational Equipment Manufacturer	553	7.6%	180	199	143	26	5
Forestry Equipment Manufacturer	31	0.4%	13	5	10	3	-
Mining Equipment Manufacturer	308	4.2%	140	62	65	35	6
Engine/Drivetrain/Transmission Manufacturer	123	1.7%	58	28	24	11	2
Distributor/System Integrator	349	4.8%	94	129	109	13	4
Truck, Bus or Municipal Vehicle Manufacturer	247	3.4%	78	23	119	25	2
Marine Manufacturer	51	0.7%	14	13	23	1	-
Genset Manufacturer	43	0.6%	29	3	2	8	1
Subtotal	5,301	72.5%	1,527	901	2,476	350	47
Others Allied to the Field	2,014	27.5%	135	88	320	47	1,424
Total Circulation	7,315	100.0%	1,662	989	2,796	397	1,471
Percent	100.0%		22.7%	13.5%	38.2%	5.4%	20.1%

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DIRECT ENTENT

OEM Off-Highway Email Marketing	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	651	7.6%	209	99	273	59	11
Industrial/Utility/Construction Equipment Manufacturer	3,597	41.9%	835	434	2,079	228	21
Lawn and Garden Equipment Manufacturer	109	1.3%	26	16	57	10	-
Off-Highway/Recreational Equipment Manufacturer	588	6.9%	171	215	170	25	7
Forestry Equipment Manufacturer	35	0.4%	15	6	9	5	-
Mining Equipment Manufacturer	347	4.0%	151	71	83	36	6
Engine/Drivetrain/Transmission Manufacturer	132	1.5%	63	24	32	11	2
Distributor/System Integrator	437	5.1%	108	152	158	15	4
Truck, Bus or Municipal Vehicle Manufacturer	267	3.1%	82	25	130	28	2
Marine Manufacturer	48	0.6%	13	12	21	2	-
Genset Manufacturer	46	0.5%	29	3	4	9	1
Subtotal	6,257	73.0%	1,702	1,057	3,016	428	54
Others Allied to the Field	2,318	27.0%	156	102	355	60	1,645
Total Circulation	8,575	100.0%	1,858	1,159	3,371	488	1,699
Percent	100.0%		21.7%	13.5%	39.3%	5.7%	19.8%

SOCIAL INTERACTION

Social Media	Current
Facebook*	10,136
LinkedIn Followers	2,964
Twitter/X Followers	4,927
Instagram Followers	1,072
YouTube Subscribers	1,810

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

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