

THE LEADING MAGAZINE FOR ENGINE,  
COMPONENT AND EQUIPMENT INFORMATION

**D P**  
**DIESEL PROGRESS**



Diesel Progress' circulation is  
audited by BPA Worldwide, the  
leading auditor of business-to-  
business magazines.



[www.khl.com](http://www.khl.com)

MEMBER OF:



**2022**  
**MEDIA INFORMATION**

[www.dieselprogress.com](http://www.dieselprogress.com)

# DIESEL PROGRESS

THE VOICE OF THE ON-HIGHWAY, OFF-HIGHWAY, STATIONARY AND MARINE ENGINE-POWERED AND COMPONENT EQUIPMENT MARKETS SINCE 1935

**Diesel Progress (DP) covers the products, technology and industry news for all the engine-powered (diesel, natural gas, and gasoline) equipment markets.**

Articles are about new products used in on-highway, off-highway, stationary and marine markets including engines, hydraulics, transmissions, axles, filtration, silencing, cooling, controls, electronics, emissions control devices and more.

Our content also includes in-depth coverage of emissions regulations, technologies and applications. Readership is tightly focused on the specifying and design of components in industrial engine-powered equipment at all levels.

## MAGAZINE



25,257\*

**CIRCULATION**

12

**ISSUES PER YEAR**

58 MINUTES

**AVERAGE READ TIME**

SIGNET ADSTUDY AUG 2020

## WEBSITE



51,679

**PAGE VIEWS/MONTH**

23,641

**UNIQUE VISITORS/MONTH**

AVERAGE (MAY-JULY 2021)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

## NEWSLETTER



25,744

**WEEKLY DISTRIBUTION**

AVERAGE (JUNE 2021)  
PUBLISHER'S OWN DATA

41%

**OPEN RATE**  
6 MONTH AVERAGE

27.4%

**CLICK RATE**  
6 MONTH AVERAGE



\*BPA QUALIFIED 24,737 + NON-QUALIFIED 520  
JAN-JUNE BPA 2021

MULTICHANNEL ADVERTISING STRATEGIES CAN DELIVER A GREATER UPLIFT TO YOUR BRAND THAN A FOCUS ON A SINGLE CHANNEL. PRINT AND DIGITAL ADVERTISING BUOY ONE ANOTHER

**NPP**



25,257\*

**CIRCULATION**

10,958

**WEBSITE**

5,093

**UNIQUE VISITORS/MONTH**

21,200

**NEWSLETTER**

**POWER SOURCING GUIDE**



41,300

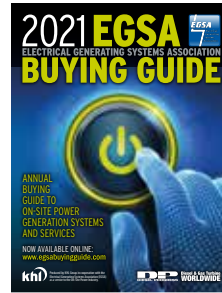
**DIGITAL CIRCULATION**

4,000

**PRINT CIRCULATION**

REQUESTED COPIES

**EGSA BUYING GUIDE**



7,200

**CIRCULATION**

**SOCIAL MEDIA**

- @dieselprogress
- diesel\_progress
- @dieselprogress
- Diesel Progress

**EVENTS**



# TAKE ADVANTAGE OF MARKETS ON THE RISE

## MAGAZINE



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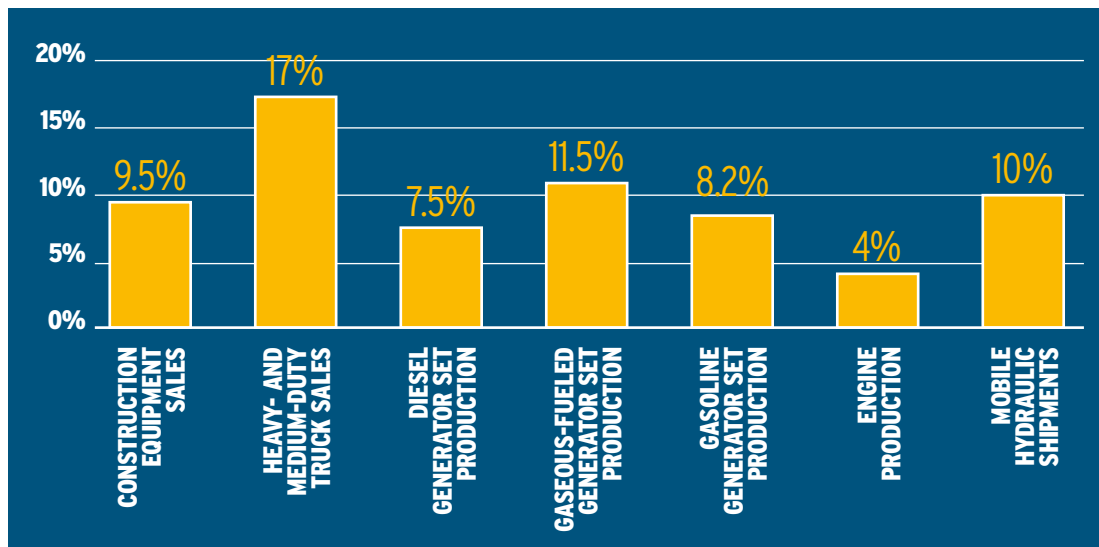


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### Industry analysts agree – the world is coming back from COVID-19. And expectations for the engine and equipment markets are positive for 2022.

- Construction equipment sales in North America are forecast to rise 9.5%
- Heavy- and medium-duty truck sales are expected to increase by as much as 17%
- Production of diesel (7.5%), gaseous-fueled (11.5%) and gasoline (8.2%) generator sets anticipated increase.
- Engine production across key segments (construction, agricultural, industrial) is projected to increase by 4% or more.
- Mobile hydraulic shipments are calculated to increase 10%.

As the positive momentum builds, it's more important than ever for companies to communicate their products and capabilities to an increasingly busy industry. And Diesel Progress offers you myriad marketing options that will keep your company from being lost in the shuffle.



From industry resources

For more information, or to advertise, please contact **Alister Williams**: [alister.williams@khl.com](mailto:alister.williams@khl.com) | +1 843 637 4127

# HIGH QUALITY CIRCULATION IS ESSENTIAL TO THE EFFECTIVENESS OF YOUR ADVERTISING

## MAGAZINE



25,257\*

### CIRCULATION

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NON-QUALIFIED 520  
JAN-JUNE BPA 2021



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**Developed and refined over the course of 87 years, the circulation of Diesel Progress reaches all of the key component specifying levels for equipment and vehicles throughout US, Canada and Mexico.**

**Diesel Progress is read by design and procurement teams covering:**

OFF-HIGHWAY	ON-HIGHWAY	POWER GENERATION/STATIONARY	OIL & GAS	MARINE	SPECIALTY/MILITARY
Construction	Commercial Trucks	Generator Sets	Mobile Drill Rigs	Commercial	Military Mobile
Mining	Buses	Welders	Fracturing Rigs	Pleasure	Military Stationary
Forestry	Specialized Work Vehicles	Pump Systems	Pumps		Special Purpose Vehicle
Agricultural		Irrigation Systems	Compressors		Military Contractors
Lawn & Garden		Refrigeration Sets	Well Servicing Equipment		
Commercial Turf		Compressors			
Lifting/Material Handling					
Ground Support					
Rail					
Transportation					
Rail Maintenance					

Diesel Progress' multi-level approach is especially important today, as there is no longer one common specifying and purchasing path for components.

The design and specification activities for engine-powered vehicles, equipment and components is influenced at many levels, often well beyond the OEM engineer.

Diesel Progress reaches key subscribers in all these relevant areas.

**If your company operates worldwide, request a media pack from our sister publication, Diesel Progress International, to see further advertising opportunities**

For more information, or to advertise, please contact **Alister Williams**: [alister.williams@khl.com](mailto:alister.williams@khl.com) | +1 843 637 4127

PRINT IS KNOWN TO DRIVE MORE ENGAGEMENT THAN DIGITAL, PRIMARILY DUE TO ITS ABILITY TO FORGE AN EMOTIONAL CONNECTION WITH THE READER

## MAGAZINE



25,257\*

### CIRCULATION

\*BPA QUALIFIED 24,737 +  
NON-QUALIFIED 520  
JAN-JUNE BPA 2021



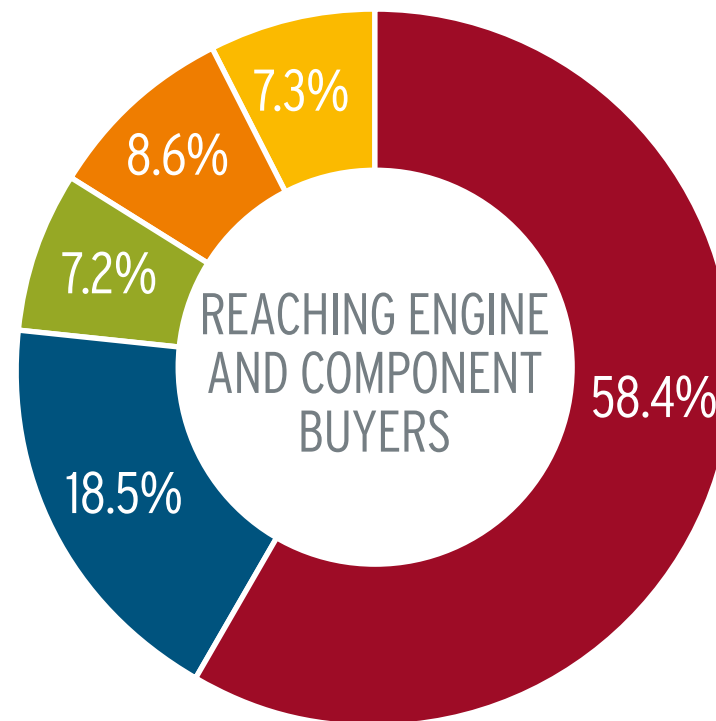
Diesel Progress' circulation is audited by BPA Worldwide, the leading auditor of business-to-business magazines.

## BY BUSINESS TYPE\*\*

- 14,712 Original Equipment Manufacturers
- 4,653 System Integrators, Distribution, Services
- 1,820 End Users/Fleet Operators  
(Operating Companies On and Off-Highway)
- 2,173 Consulting Engineers, Electrical & Mechanical Contractors/Naval Architects
- 1,815 Others  
(Government/Military Regulatory Procurement or Operating Groups; Research Organizations; Technical Libraries and others allied to the field)

## BY REGION\*\*

- 21,034 USA
- 2,455 Canada
- 205 Mexico
- 1479 Digital Rest of World



\*\*BPA QUALIFIED CIRCULATION APRIL 2021

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JANUARY	FEBRUARY	MARCH	APRIL	MAY
<b>SMALLER HORSEPOWER ENGINES &amp; EQUIPMENT</b>	<b>TRUCK &amp; BUS TECHNOLOGY</b>	<b>CONSTRUCTION EQUIPMENT TECHNOLOGY</b>	<b>POWER GENERATION SYSTEMS</b>	<b>AGRICULTURAL AND FORESTRY EQUIPMENT</b>
<p>Remote controls for compact machines</p> <p>Mobile hydraulics</p> <p><b>SHOW DISTRIBUTION:</b></p> <p>✔ <b>World of Concrete, Nevada</b>, January 18 to 20, 2022</p>  <p><b>ADVERTISING DEADLINE:</b> December 17, 2021</p>	<p><b>SUPPLEMENT:</b></p> <p><b>NPP NEW POWER PROGRESS</b></p> <p><b>ON-HIGHWAY FOCUS</b></p> <p>Hydrogen engine update</p> <p>Progress Report - Hybrids</p> <p><b>SHOW DISTRIBUTION:</b></p> <p>✔ <b>Agritechnica, Germany</b>, February 27 to March 5, 2022</p>  <p><b>ADVERTISING DEADLINE:</b> January 18, 2022</p>	<p><b>NPP NEW POWER PROGRESS COMPACT MACHINE ELECTRIFICATION</b></p> <p>Mechanical Powertrain Component Report</p> <p>Cooling system technology</p>  <p><b>ADVERTISING DEADLINE:</b> February 22, 2022</p>	<p><b>NPP NEW POWER PROGRESS GROWTH IN MICROGRIDS</b></p> <p>Power for oil &amp; gas</p> <p>Marine propulsion news</p> <p>Gen-set controls</p>  <p><b>ADVERTISING DEADLINE:</b> March 22, 2022</p>	<p>Satellites, sensors: The future of (precision) farming</p> <p>Trends in filtration - Air, oil, fuel and hydraulic</p> <p>Mobile hydraulics</p>  <p><b>ADVERTISING DEADLINE:</b> April 14, 2022</p>

**SPECIAL ISSUE:**  
43<sup>RD</sup> ANNUAL ENGINE YEARBOOK

Engine components update

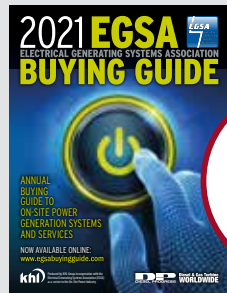
**SPECIAL INSERTS:**

✔ **Engine Specs-At-A-Glance**

✔ **Emissions Regulations-At-A-Glance**

**SPONSORSHIP OPPORTUNITIES AVAILABLE**

**EGSA BUYING GUIDE**



The Electrical Generating Systems Association Buying Guide is the ultimate resource for the power generation industry. Advertisers in the 2022 EGSA Buying Guide receive year-round visibility as an industry leader to the power generation community.

**BOOK NOW TO ADVERTISE IN THE 2022 EDITION**

✔ **12-X rate.**

**POWER SOURCING GUIDE**



**BOOK NOW TO ADVERTISE IN THE 2022-2023 EDITION**

The Power Sourcing Guide is the industry's most powerful buyer's guide, directory, reference and search engine resource for professionals throughout the engine systems industries involved in the engineering and purchasing functions.

**SHOW DISTRIBUTION:**

✔ **Distributed at all the major trade shows for one calendar year.**



JULY

**SUPPLEMENT:**  
THIRD ANNUAL NEW  
POWER PROGRESS  
YEARBOOK

by New Power Progress featuring battery technology, electric drivetrain, motor development



Trends in off-road electrification: Mining, ag, construction

On-highway vehicle technology



**ADVERTISING DEADLINE:**  
June 21, 2022

AUGUST

POWER GENERATION  
TECHNOLOGY

Noise reduction technologies - enclosures, silencers, vibration mounts

Gen-set control update

Fuel cells in power generation

The Diesel Progress Horsepower Chart

**FREE MARKET RESEARCH:**

**FREE** independent advertising research for full pages or larger



**ADVERTISING DEADLINE:**  
July 20, 2022

SEPTEMBER

**SPECIAL ISSUE:**  
33<sup>ND</sup> ANNUAL  
MOBILE HYDRAULICS  
SUPPLEMENT

Construction And Utility Equipment

Robots on the jobsite (electronics)

Forecast 2023

**SHOW DISTRIBUTION:**

✔ **Bauma, Germany, new dates:** October 24 to October 30, 2022

✔ **Diesel Progress Summit, TBA**

**SPECIAL INSERT:**

**Mobile Hydraulic Pumps & Motors Specs-At-A-Glance**

**SPONSORSHIP OPPORTUNITIES AVAILABLE**



**ADVERTISING DEADLINE:**  
August 19, 2022

OCTOBER

COMMERCIAL  
LANDSCAPING AND TURF  
EQUIPMENT

Hybrids and electric mowers

Propane and other alternative fuels in turf care

Mobile hydraulics

**SHOW DISTRIBUTION:**

✔ **GIE+Expo, Kentucky, October, TBA**

✔ **Diesel Progress Summit, TBA**



**ADVERTISING DEADLINE:**  
September 16, 2022

NOVEMBER

POWER GENERATION  
TECHNOLOGY

Microgrid update

Marine power generation

Marine propulsion technology

**SHOW DISTRIBUTION:**

✔ **International Workboat Show, New Orleans, TBA**

✔ **PowerGen 2023, Las Vegas, TBA**

**ADVERTISING DEADLINE:**  
October 21, 2022

DECEMBER

2022 NEWSMAKER  
OF THE YEAR

2022 NOTABLE NEW  
PRODUCTS OF THE YEAR

Innovative Uses of  
Horsepower

**SUPPLEMENT:**

**NPP NEW POWER PROGRESS DRIVETRAIN TECHNOLOGY**



**ADVERTISING DEADLINE:**  
November 18, 2022

EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

For further details, or to submit material suitable for publication, please contact either:

**Mike Brezonick:** mike.brezonick@khl.com | +1 262 754 4112

**Chad Elmore:** chad.elmore@khl.com | +1 262 754 4114

FREE MARKET RESEARCH



**How do you measure recall and readership of your advertisements?**

Advertise in the August issues of Diesel Progress with a full page or greater and we will provide you with an independent, detailed advertising report that not only measures recall and readership but also the awareness, familiarity and perception of your brand.

This independent brand feedback from our loyal readership can help you shape the strategic direction of your brand.



IF YOU ARE IN THE MOBILE HYDRAULICS OR POWER GENERATION BUSINESS, DIESEL PROGRESS SHOULD BE IN YOUR ADVERTISING PLAN

## MOBILE HYDRAULICS



**24%**  
of Diesel Progress' readers are involved in the purchase of Hydraulics components\*

**Diesel Progress covers ALL the markets for mobile hydraulics: on- and off-highway, marine, and at ALL levels; OEM's, systems integrators, distribution and end users.**

**Showcase your line of hydraulic equipment in these four targeted issues.**

- ✓ **JANUARY:**  
Mobile Hydraulics for Compact Equipment and the Rental Markets.  
**Bonus distribution:** World of Concrete
- ✓ **MAY:**  
Mobile Hydraulics for Agricultural and Forestry Equipment.
- ✓ **SEPTEMBER:**  
32nd Annual Mobile Hydraulics Supplement issue + Mobile Hydraulics for Mining and Construction Equipment.  
**Bonus distribution:** bauma and Diesel Progress Summit
- ✓ **OCTOBER:**  
Mobile Hydraulics for the Turf Equipment Markets  
**Bonus distribution:** GIE+Expo and Diesel Progress Summit

\*SOURCE: Signet Adstudy August 2020

## POWER GENERATION



**60%**  
of Diesel Progress' readers are involved in the purchase of engines\*

**Diesel Progress covers the markets for electrical power generation which includes new installations, portable prime, stand-by, distributed power and remote gen-sets.**

**Advertise your products & services in these five power generation issues.**

- ✓ **JANUARY:**  
Power for the Construction Equipment and Rental Markets.  
**Bonus distribution:** World of Concrete
- ✓ **APRIL:**  
Power Generation Sets & Systems.
- ✓ **AUGUST:**  
The Stationary Power Markets.
- ✓ **NOVEMBER:**  
Power Generation Sets & Systems.  
**Bonus distribution:** The POWERGEN International and International WorkBoat Show.
- ✓ **EGSA BUYERS GUIDE:**  
The annual Electrical Generating Systems Association Buyers Guide puts your products and services in front of all the gen-set packagers, assemblers, distributors and consulting engineers. Distributed to the Power Gen readership of Diesel Progress and all the new and existing EGSA Members throughout the year.  
**Bonus distribution:** The EGSA Buying Guide is distributed at the Spring and Fall EGSA Conferences, and from the EGSA Booth at POWERGEN International.

For more information, or to advertise, please contact **Alister Williams:** alister.williams@khl.com | +1 843 637 4127

## A GREAT WAY TO ESTABLISH YOUR COMPANY AS A PREMIER SUPPLIER TO MANUFACTURERS USING ENGINES AND HYDRAULIC COMPONENTS



DISTRIBUTED WITH THE JUNE ISSUE

**60%**  
of Diesel Progress' readers are involved in the purchase of engines\*

### ENGINE SPECS-AT-A-GLANCE

A staple of the June Engine Yearbook issue, this 4 page pull out insert provides a quick, at-a-glance reference of what engine manufacturers are actively selling engines in the North American markets, along with the horsepower range and fuels used.



DISTRIBUTED WITH THE JUNE ISSUE

**33%**  
of Diesel Progress' readers are involved in the purchase of emissions components\*

### EMISSIONS REGULATIONS-AT-A-GLANCE

Part of the June Engine Yearbook, this informative insert provides a quick overview of the latest emissions standards in effect across various regions of the world. It's a key resource that's been extremely popular, especially with manufacturers that sell their machines globally.



DISTRIBUTED WITH THE JULY ISSUE

### NEW POWER PROGRESS YEARBOOK

The third New Power Progress Yearbook provides an informative "who's who?" look at the growing list of suppliers of "new power" technologies, including hybrid systems, batteries, fuel cells, hydrogen technologies and controls, that are reshaping the vehicle, equipment, marine and stationary markets.



DISTRIBUTED WITH THE SEPTEMBER ISSUE

**24%**  
of Diesel Progress' readers are involved in the purchase of Hydraulics components\*

### MOBILE HYDRAULIC SPECS-AT-A-GLANCE

The Mobile Hydraulic Pumps & Motors Specs-At-A-Glance enables readers of the September issue of Diesel Progress to see who's selling pumps and motors into the mobile machinery markets in North America, along with the types of pumps and motors and their displacements.

\*SOURCE: Signet Adstudy August 2020

### THE BENEFITS

- ✓ Logo on the front cover and inside of insert
- ✓ **PLUS:** Full-page advertisement on the back page
- ✓ **NEW:** Promoted on the Diesel News Network (23,162 distribution)
- ✓ **NEW:** Social media promotion
- ✓ 500 bonus copies for personal distribution
- ✓ Full circulation of Diesel Progress
- ✓ Bonus distribution at all Diesel Progress attended trade shows for 12 months
- ✓ **NEW:** Insert promoted on dieselprogress.com
- ✓ Yearlong visibility

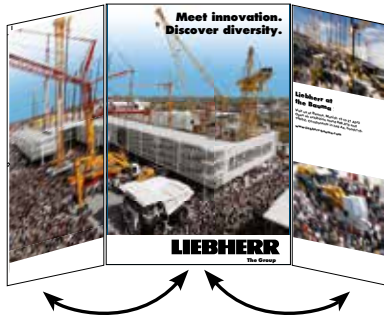
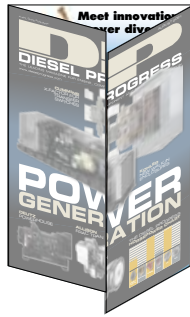
**ONLY ONE SPONSOR AVAILABLE FOR EACH INSERT**

#### SPONSORSHIP

- 💰 **10,500**
- € **9,200**

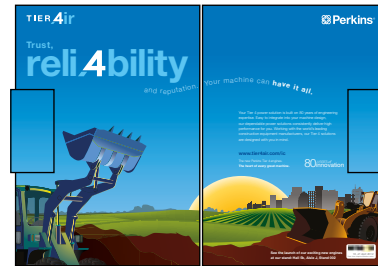
UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING.

## BARN DOOR



A split cover revealing your advert comprising a full page and two half page verticals.

## BELLY BAND/WRAPAROUND



Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.

## SUPPLEMENT



A supplement bound in the magazine consisting of 4, 8, 12 or 16 pages.

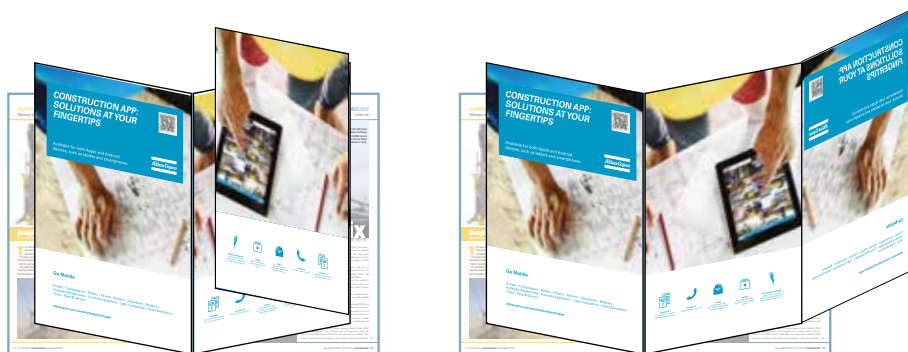
For more information, or to advertise, please contact **Alister Williams:** | [alister.williams@khl.com](mailto:alister.williams@khl.com) | +1 843 637 4127

MAGAZINES GIVE YOU THE SPACE TO TURN YOUR ADVERTISEMENT INTO A VISUAL STORY, NOT JUST A ONE-LINE PRODUCT PITCH.

## GATEFOLD: COVER OR INSIDE POSITION



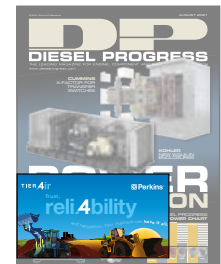
Three pages of advertising opening out as a gatefold from either the front cover or back cover. Or, opening out as a four- or six-page gatefold inside the magazine.



For more information, or to advertise, please contact **Alister Williams:**  
 | alister.williams@khl.com | +1 843 637 4127

## POSTCARD

Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.



## BOOKMARK OR TABBED AD



You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.



MAGAZINE



25,257\*

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**\$ US\$ RATES**

15% DISCOUNT FOR RECOGNIZED AGENCIES OR DIRECT INVOICING

NUMBER OF INSERTIONS:	1	3	6	12	18	24
FULL PAGE	\$8,000	\$7,700	\$7,480	\$6,950	\$6,840	\$6,650
HALF PAGE ISLAND	\$6,210	\$5,940	\$5,730	\$5,360	\$5,300	\$5,150
HALF PAGE	\$6,107	\$5,826	\$5,400	\$5,050	\$4,950	\$4,850
THIRD PAGE	\$3,900	\$3,630	\$3,550	\$3,430	\$3,270	\$3,190
QUARTER PAGE	\$3,460	\$3,300	\$3,200	\$2,960	\$2,860	\$2,870

30% surcharge for cover positions

**€ EURO RATES**

15% DISCOUNT FOR RECOGNIZED AGENCIES OR DIRECT INVOICING

NUMBER OF INSERTIONS:	1	3	6	12	18	24
FULL PAGE	€6,750	€6,500	€6,390	€5,940	€5,850	€5,690
HALF PAGE ISLAND	€5,250	€5,030	€4,890	€4,570	€4,500	€4,400
HALF PAGE	€4,960	€4,740	€4,600	€4,300	€4,220	€4,120
THIRD PAGE	€3,454	€3,150	€3,090	€2,880	€2,800	€2,720
QUARTER PAGE	€2,930	€2,800	€2,700	€2,530	€2,450	€2,400

30% surcharge for cover positions

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### BLEED SIZE

● Please add 0.125in (3mm) bleed to all edges of full page and DPS ad sizes.

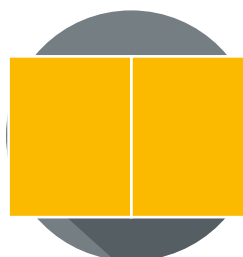
### COLOR

● CMYK only - do not use RGB or spot color

### BONUS DIGITAL ISSUE

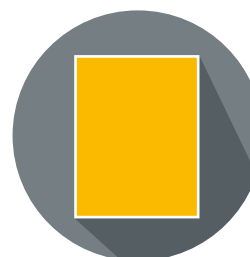
● All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

### DOUBLE PAGE SPREAD



16in W x 10.5in H  
(406mm W x 267mm H)

### FULL PAGE



8in W x 10.5in H  
(203mm W x 267mm H)

### HALF PAGE ISLAND



4.75in W x 7in H  
(120mm W x 180mm H)

### HALF PAGE VERTICAL



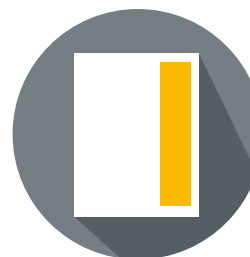
3.125in W x 9.75in H  
(79mm W x 248mm H)

### HALF PAGE HORIZONTAL



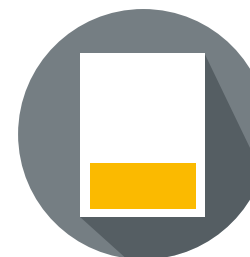
6.75in W x 4.75in H  
(171mm W x 121mm H)

### THIRD PAGE VERTICAL



2in W x 9.75in H  
(51mm W x 248mm H)

### THIRD PAGE HORIZONTAL



6.75in W x 3.125in H  
(171mm W x 79mm H)

### QUARTER PAGE



3.125in W x 4.75in H  
(79mm W x 121mm H)

For more information contact: [production@khl.com](mailto:production@khl.com) | +1 262 754 4130

- ✓ **Minimum three month spend**
- ✓ **Banner slots shared with two additional companies.**



51,679

**PAGE VIEWS/MONTH**

23,641

**UNIQUE VISTORS/MONTH**

AVERAGE (MAY-JULY 2021)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

## WALLPAPER

Unique to one company this ad position is visible throughout the entire website.

Desktop: 1260 x 1500 pixels  
Tablet and Mobile: 300 x 250 pixels

**\$ 4,070 € 3,630**

## MPU 2, MPU 3, MPU 4

Run of site branding to promote your brand, exhibition or product lines.

Desktop, Tablet & Mobile: 300 x 250 pixels

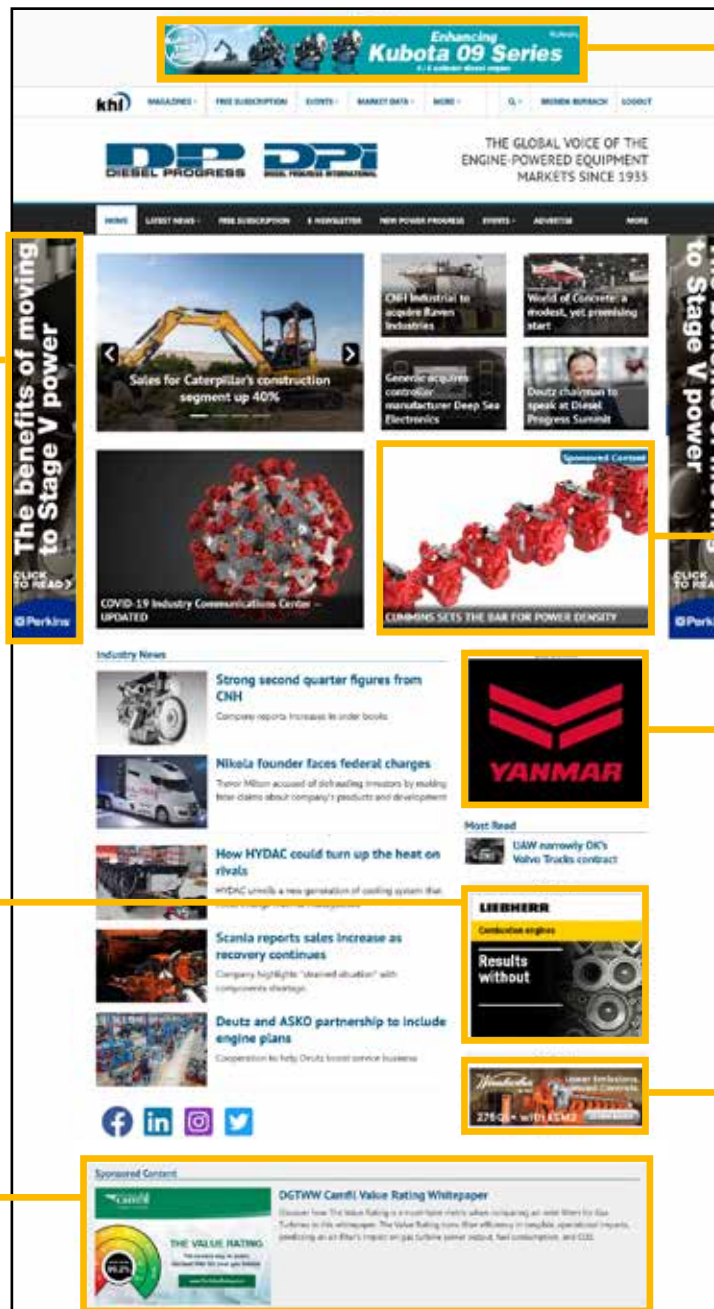
**\$ 2,100 € 1,890**

## SPONSORED CONTENT 2

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Image size: high Res, 3:2 ratio JPEG

**\$ 3,675 € 3,255**



## LEADERBOARD

High profile position to promote, brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels

**\$ 3,675 € 3,255**

## SPONSORED CONTENT 1

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Image size: high Res, 3:2 ratio JPEG

**\$ 5,250 € 4,670**

## MPU 1

High profile position to promote, brand, exhibition or product lines. Run of site.

Desktop, Tablet & Mobile: 300 x 250 pixels

**\$ 3,675 € 3,255**

## 300 x 100

Engage with our readers when they visit the Diesel Progress website. Run of site

Desktop, Tablet & Mobile: 300 x 100 pixels

**\$ 1,320 € 1,160**

**Distributed four times a month Diesel News Network delivers the latest in global industry news direct to your customers' inboxes. Immediate ad results are provided through this high-visibility advertising opportunity.**



**25,744**  
**WEEKLY DISTRIBUTION**  
GLOBAL OPT-IN READERS

**41%**  
**OPEN RATE**  
6 MONTH AVERAGE

**27.4%**  
**CLICK RATE**  
6 MONTH AVERAGE

Materials are due one week prior to mail date. Send all materials and links to: [production@khl.com](mailto:production@khl.com)

Digital stats available:  
Opens | Open Rate | Ad Click

## SPONSORED CONTENT

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

### Maximum two sponsored content slots per newsletter

Headline (maximum 60 characters)  
Body copy (400 characters)  
Button Text (20 characters)  
Click-through URL

Image size: high Res, 3:2 ratio JPEG

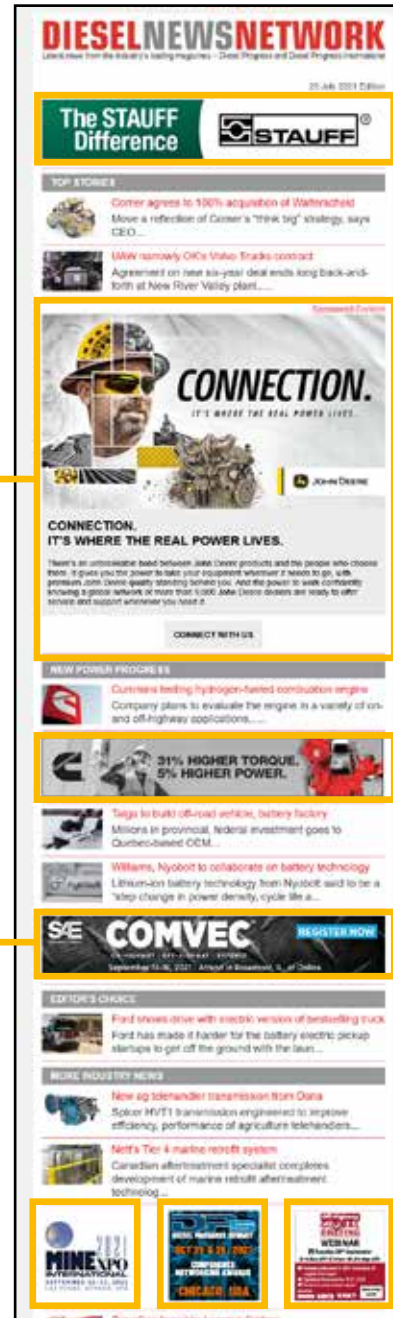
**\$ 2,625 € 2,310**

## BOTTOM BANNER

Branding opportunity within industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 1,470 € 1,365**



## TOP BANNER

High visibility branding in industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 2,100 € 1,840**

## MIDDLE BANNER

Excellent brand building position within high quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

**\$ 1,575 € 1,470**

## BUTTON

Cost effective digital branding.

Desktop, Tablet, Mobile: 150 x 150 pixels

**\$ 1,260 € 1,155**





THE BREAKING NEWS BEFORE, DURING AND AFTER THE SHOWS

## NEWSLETTERS



235,330\*

### POTENTIAL VIEWS

\*BASED ON COMBINED OPT-IN SUBSCRIBERS TO DIESEL PROGRESS AND NEW POWER PROGRESS e-NEWSLETTERS

5

### ISSUES PER SHOW

## LIVE@BAUMA | LIVE@AGRITECHNICA

**Diesel Progress' newsletters for bauma 2022 and Agritechnica 2022 bring the latest news and videos on new product launches and other key news before, during and after the shows.**

### LIVE REPORTING

During the event, editors will report live news from the shows to be sent out in two daily newsletters. Visitors regularly monitor these on their mobile devices during the event to get the latest information and news. The newsletters also provide a rich source of information for those not attending the shows.

### GLOBAL COVERAGE

Written by Diesel Progress and Diesel Progress International's team of renowned editors, the five newsletters will be distributed prior, during and post each show.

- 2 show previews
- 2 daily newsletters distributed from the show itself
- 1 extended post show review

### GLOBAL AUDIENCE

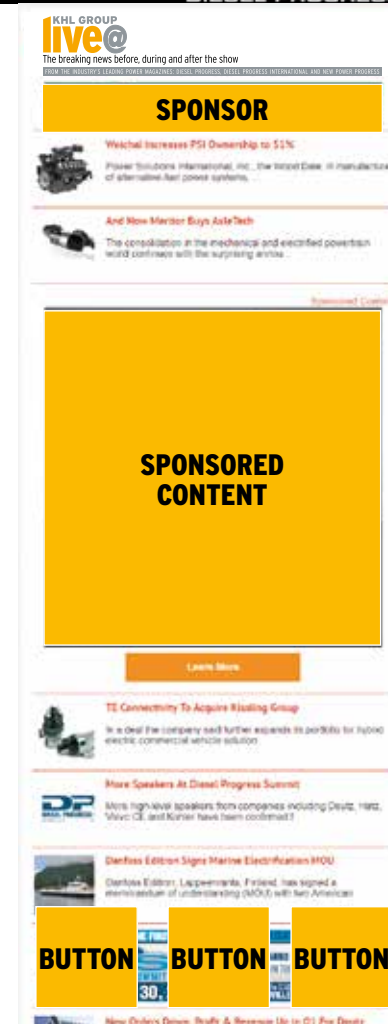
The newsletters will be circulated to the opt-in readers of Diesel Progress' Diesel News Network (DNN) the unrivalled global newsletter of active on-highway, off-highway, power generation and stationary engine-powered industry professionals and New Power Progress (NPP), the source for the latest news in electrification, hybrids, batteries and new powertrain technologies.

## BANNER SIZES AND RATES

PRICE IS FOR ONE SHOW AND 5 NEWSLETTERS

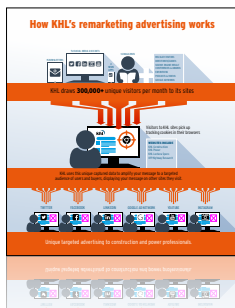
		\$	€
SPONSOR (Limited to 5 companies)	570 x 100 pixels	\$8,000	€6,900
BUTTON	150 x 150 pixels	\$3,800	€3,275
SPONSORED CONTENT (Maximum 2 companies) Story title character limit: 56   Teaser text character limit: 130	Image size: High Res, 3:2 ratio JPEG*	\$10,000	€9,000

\*Images are processed to the best optimized size dependant on viewing device size and to ensure that the image is loaded instantly without delay



CROSS-CHANNEL ADVERTISING GIVES YOU THE OPPORTUNITY TO REACH OUR SUBSCRIBERS ON MULTIPLE PLATFORMS COVERING ALL OF YOUR MARKETING NEEDS

REMARKETING



Amplify your message and engage with a targeted audience that is interested in your products and services.

Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

**BASE COST**  
**\$ 7,500 € 6,500**

Includes project setup, brand safety, 250,000 impressions and optimization.

**ADDITIONAL IMPRESSIONS**  
**\$ 3,000 € 2,600**

Per 250,000 impressions.

e-CASTS



Promote your company's products, services or announcements through e-mail sent directly to Diesel Progress and Diesel Progress International readers.

Target by business type and/or specific regions/countries.

**\$0.65 €0.60/NAME**  
**\$ 3,000 minimum**  
**€ 2,600 minimum**

SPONSORED NEWSLETTER



Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

**PRICE PER ISSUE FROM**  
**\$ 8,450 € 6,500**

For more information, or to advertise, please contact **Alister Williams:**

**| alister.williams@khl.com**  
**| +1 843 637 4127**



**The fourth annual Diesel Progress Summit is a one-day conference and awards dinner for the engine and powertrain technology industry.**

Dramatic changes in the engine and powertrain industry are being driven by emissions regulations and advances in hybrid and electrification technologies. There has never been a greater need for relevant and authoritative information and the Diesel Progress Summit delivers like no other event.



**The New Power Progress Summit is a one-day event highlighting the products, technology and application of “alternative” technologies, including electrification, fuel cells, hydrogen and alternative fuels. The event is organized by the highly experienced team at Diesel Progress, which has been documenting the development of new power technologies for decades.**

Significant new technologies are beginning to play in increasingly important role on on-highway, off-highway and marine markets worldwide. The New Power Progress Summit will provide an authoritative look at the technologies that are leading the march toward a carbon-free future.

**SPONSORSHIP OPPORTUNITIES**

Sponsoring the Summit gives you the opportunity to promote your company, brand, products and services to the key decision makers in the powertrain technology industry. There are a range of sponsorship packages available to suit all budgets which all offer a table top exhibition stand.

As soon as you sign up as a sponsor your brand exposure will begin, with your logo seen on all pre-event marketing materials, including magazines, newsletters, websites, e-casts and promotion displays. Increase the return on your investment by booking early.

For more sponsorship opportunities please contact: **Alister Williams**: [alister.williams@khl.com](mailto:alister.williams@khl.com) | +1 843 637 4127

[www.dieselprogresssummit.com](http://www.dieselprogresssummit.com)

[www.newpowerprogresssummit.com](http://www.newpowerprogresssummit.com)



ELECTRICAL GENERATING SYSTEMS ASSOCIATION BUYING GUIDE IS THE ULTIMATE RESOURCE FOR THE POWER GENERATION INDUSTRY



7,200

**CIRCULATION**

- ✓ All EGSA member companies
- DIESEL PROGRESS READERS IN:**
- ✓ Power Generation
  - ✓ Engines
  - ✓ Controls & Instrumentation
  - ✓ Electronics

**Advertisers in the 2022 EGSA Buying Guide receive year-round distribution and prime visibility as an industry leader to the power generation community. You do not have to be an EGSA member to advertise. The EGSA Buying Guide is mailed with the Diesel Progress February issue, and distributed to the entire EGSA membership, plus additional related Diesel Progress readers.**

**ADVERTISER BONUS:**

- Each advertiser will be listed in the 'Index of Advertisers By Products & Services'
- For each advertiser who is a member of EGSA, their directory listing will include their company logo and text shading
- All advertisements includes complimentary Member Services Banner on-line

**BONUS DISTRIBUTION:**

- ✓ Diesel & Gas Turbine Worldwide readership
- ✓ 2021 EGSA events/tradeshows
- ✓ Every newly joined EGSA member
- ✓ PowerGen International

**ADVERTISING DISCOUNTS FOR EGSA MEMBERS**

**The EGSA Buying Guide is your path to the on-site power generation industry.**

Highlight your power generation products and services by advertising in this widely circulated guide

**ADDITIONAL ONLINE BENEFITS:**

- ✓ Fully searchable
- ✓ Increase traffic to your website
- ✓ Connect to customers faster
- ✓ Get discovered easily
- ✓ Brand awareness

**NOW AVAILABLE ONLINE**

ADVERTISING POSITIONS:	\$	€
FULL PAGE + 300 X 250 BANNER	\$6,820	€5,820
HALF PAGE + 300 X 100 BANNER	\$4,950	€4,220
DPS STRIP AD + 300 X 250 BANNER	\$4,000	€3,500
THIRD PAGE	\$3,300	€2,820
QUARTER PAGE	\$2,900	€2,480
MEMBER SERVICES BANNER	\$900	€800

- ✓ 12-X rate.

# POWER SOURCING GUIDE



41,300

## DIGITAL CIRCULATION

- ✓ Diesel Progress
- ✓ Diesel Progress International
- ✓ Diesel & Gas Turbine Worldwide
- ✓ COMPRESSORTECH<sup>2</sup>

4,000

## PRINT CIRCULATION

REQUESTED COPIES

**Engineers, designers and specifiers are always looking for information on new component options for their machines and power systems. And for 87 years, they've turned to the Power Sourcing Guide as the place to find more information on a broader range of technologies than anywhere else.**

In both print and web versions, and chockful of critical information on emissions regulations, international fluid power standards and company information, the Power Sourcing Guide is an effective way to promote your products and technologies to the people that buy them.

## ORGANIZED INTO NINE EASY TO NAVIGATE SECTIONS

- EMISSIONS
- POWER GENERATION
- FUEL INJECTION
- ENGINES
- ENGINE SYSTEMS
- CONTROLS & INSTRUMENTATION
- GAS TURBINES
- POWER TRANSMISSIONS
- HYDRAULICS

**One price for 12 months of print and digital promotion**

For more information, or to advertise, please contact

**Gabriele Dinsel:** gabriele.dinsel@khl.com | +49 (0)711 3416 7471

[www.powersourcingguide.com](http://www.powersourcingguide.com)

## ADVERTISING BENEFITS:

- ✓ Annual Print and Digital Issue with worldwide circulation
- ✓ Annual Online Profile with news and media
- ✓ Secondary listings for divisional offices
- ✓ Distributor Directory
- ✓ Product Directory
- ✓ Targeted website advertising
- ✓ Searchable specifications for key product groups
- ✓ Custom tables for additional products
- ✓ Profile links from website articles

## ADDITIONAL ONLINE BENEFITS:

- ✓ Fully searchable
- ✓ Increase traffic to your website
- ✓ Connect to customers faster
- ✓ Get discovered easily
- ✓ Brand awareness

THE INTERNATIONAL GROUP, WITH OFFICES IN NORTH AND SOUTH AMERICA, CHINA, INDIA, UK, GERMANY AND ITALY WITH SUPPORTING OFFICES ACROSS THE GLOBE, OFFERS THE FOLLOWING PRODUCTS AND SERVICES:

- **MAGAZINES**

- **NEWSLETTERS**

- **WEBSITES**

- **E-COMMERCE STORES**

- **DIGITAL MARKETING**

- **CONTRACT PUBLISHING**

- **MOBILE APPS**

- **EVENTS/EXHIBITIONS**

- **SOCIAL MEDIA**

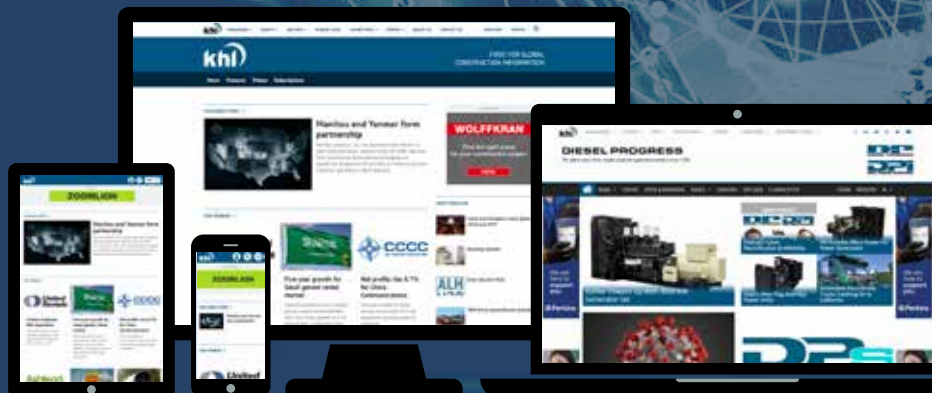
- **DIGITAL MAGAZINES**

- **BENCHMARK STUDIES**

- **SPECIAL REPORTS**



INFORMATION THAT BUILDS  
AND POWERS THE WORLD





**Your digital marketing route to North American construction contractors and rental companies.**

<https://news.conexpoconagg.com/>



**Browse safety training courses offered by the best U.S. training providers, held in top venues throughout North America.**

[www.easybooktraining.com](http://www.easybooktraining.com)



**Management consultancy specialising in the research and analysis of international construction, and agricultural equipment markets.**

[www.offhighway.co.uk](http://www.offhighway.co.uk)



**Your digital marketing route to UK construction contractors.**

See an example of the newsletter here



**Lawsons is an international recruitment agency specialising in the Construction and Power sectors throughout the UK and Worldwide.**

[www.lawsons.com](http://www.lawsons.com)



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