

THE GLOBAL MAGAZINE FOR ENGINE  
DESIGN, POWER AND COMPONENTS

**DPI**  
DIESEL PROGRESS INTERNATIONAL



**khl**

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

MEMBER OF:

**AEM**



**EUROMOT**

**2022**  
**MEDIA INFORMATION**

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



**Diesel Progress International (DPI) covers the products, technology and industry news for all the engine-powered equipment markets.**

Articles are about new products used in engine-powered equipment, 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.

## Advertise with Diesel Progress International and reach engine and component buyers including:

- Original equipment manufacturers
- Engine and other components manufacturers
- System integrators, distributors and dealers, service and remanufacturing, fleet operators
- All Association of Equipment Manufacturers (AEM) member companies

## Diesel Progress International is read by design and procurement teams covering:

- Off-Highway
- On-Highway
- Power Generation/Stationary
- Marine
- Oil & Gas
- Specialty/Military

“*I learned a lot from this publication as well as giving recommendations about parts and companies to my management.*”

Quote from SIGNET AdStudy® conducted among readers of Diesel Progress International in July/August 2020

## MAGAZINE



11,245  
CIRCULATION

7  
ISSUES PER YEAR

## WEBSITE



51,679  
PAGE VIEWS/MONTH  
23,641  
UNIQUE VISTORS/MONTH

AVERAGE (MAY-JULY 2021)

Google Analytics

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

THE VOICE OF THE ON-HIGHWAY, OFF-HIGHWAY, STATIONARY AND MARINE  
ENGINE-POWERED EQUIPMENT AND COMPONENT MARKETS SINCE 1981

## NEWSLETTER



25,744

**WEEKLY  
DISTRIBUTION**

AVERAGE (JUNE 2021)  
PUBLISHER'S OWN DATA

41.0%

**OPEN RATE**  
6 MONTH AVERAGE

27.4%

**CLICK RATE**  
6 MONTH AVERAGE

## NPP



25,257\*

**CIRCULATION**

9,662

**WEBSITE**

4,487

**UNIQUE VISITORS/MONTH**

20,828

**NEWSLETTER**

## POWER SOURCING GUIDE



41,300

**DIGITAL CIRCULATION**

4,000

**PRINT CIRCULATION**

REQUESTED COPIES

## SOCIAL MEDIA

 @dieselprogress

 diesel\_progress

 @dieselprogress

 Diesel Progress

## EVENTS



## TAKE ADVANTAGE OF MARKETS ON THE RISE

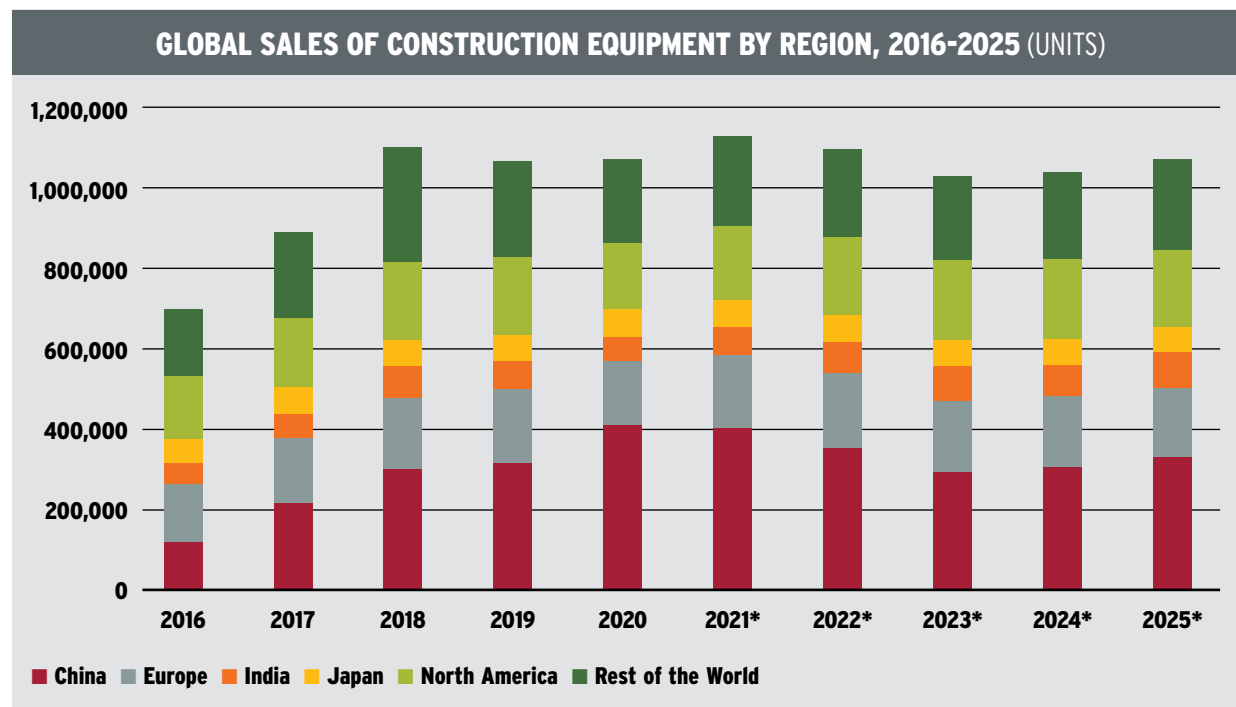
### MAGAZINE



11,245  
CIRCULATION

INDUSTRY ANALYSTS AGREE - THE WORLD IS COMING BACK FROM COVID-19. AND EXPECTATIONS FOR THE ENGINE AND EQUIPMENT MARKETS ARE POSITIVE FOR 2022.

- The Global Off-Highway market is a cyclical market
- Demand peaked in 2018 and 2019 with a record volume and value of 1.1 million units and US\$ 110 billion per annum
- Prior to COVID, 2020 was expected to see a cyclical downturn
- Expected global decline was lessened by an early stimulus in China (April 2020 onwards)
- Rebound is expected in 2021 plus buoyancy in China, leading to a possible RECORD year



Data from Off-Highway Research's *Global Data Report*, September 2021

For more information, or to advertise, please contact **Roberta Prandi**: [roberta.prandi@khl.com](mailto:roberta.prandi@khl.com) | +39 0464 014421



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

### MAGAZINE



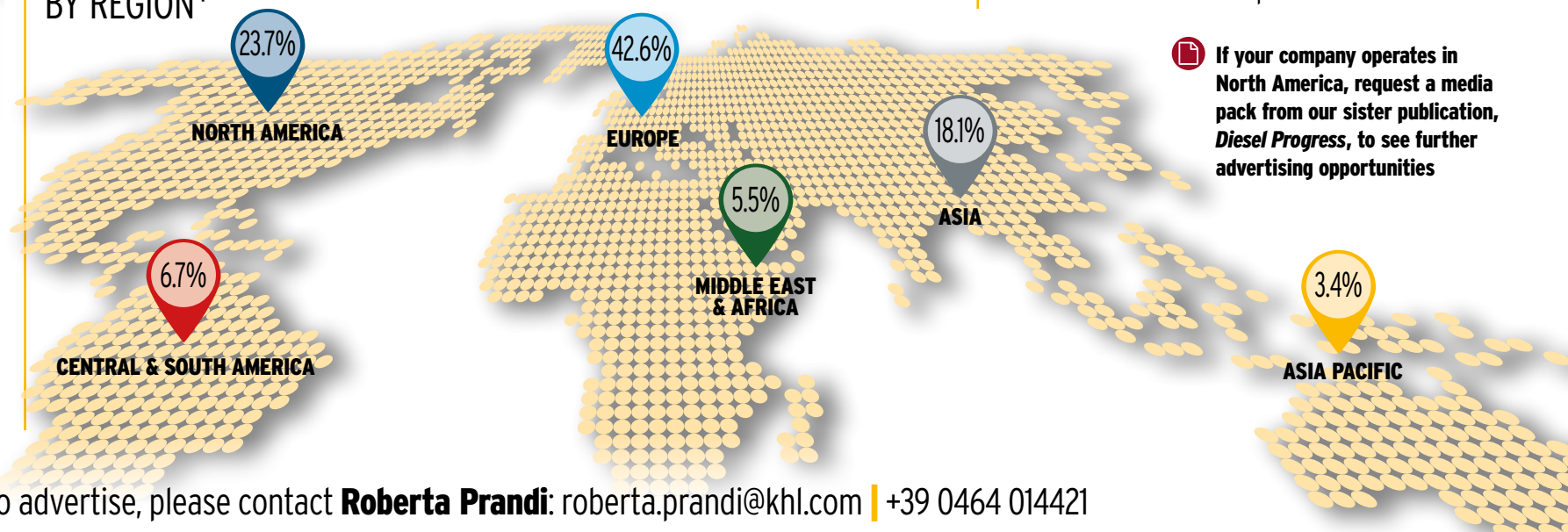
11,245

CIRCULATION

**Diesel Progress International is a global news outlet covering engine design, power and components. With a magazine that circulates in 118 countries and a hugely popular on-line news service, DPI reaches all the component specifying levels for equipment and vehicles worldwide.**

Diesel Progress International's 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 and equipment is influenced at many levels, often well beyond the OEM engineer. Diesel Progress International reaches key readers in all these relevant areas.

### BY REGION\*



### BY BUSINESS TYPE\*

31.6%	Original Equipment Manufacturer
27.8%	Distribution/Service/Rebuilder (Operating Companies On and Off-Highway; Design & Research Companies; Consulting Engineers; Naval Architects; Technical Universities)
31.2%	Manufacturers (Engine, Drivetrain, Hydraulics and Other Components)
9.4%	Other Companies allied to the field

**📖 If your company operates in North America, request a media pack from our sister publication, *Diesel Progress*, to see further advertising opportunities**

For more information, or to advertise, please contact **Roberta Prandi**: [roberta.prandi@khl.com](mailto:roberta.prandi@khl.com) | +39 0464 014421

## JANUARY-FEBRUARY

### AGRICULTURE

Generator sets and controls  
Cooling technology

**NPP**  
NEW POWER  
PROGRESS



#### BONUS DISTRIBUTION:

✓ Middle East Energy 7-9 MAR

ADVERTISING DEADLINE: 27 JANUARY

## MARCH-APRIL

### MOBILE HYDRAULICS

Sensing & Electronics  
Lubrication  
Drivetrain components

**NPP**  
NEW POWER  
PROGRESS



#### BONUS DISTRIBUTION:

✓ Hannover Messe 30 MAY - 2 JUNE  
✓ Sensor + Test 10-12 MAY

ADVERTISING DEADLINE: 14 MARCH

#### FREE MARKET RESEARCH:

FREE independent advertising research for a half page or greater



## MAY-JUNE

### 38<sup>TH</sup> ENGINE TECHNICAL REVIEW

Filtration  
REVIEW: NPP SUMMIT

#### SPECIAL INSERTS:

Engine Specs-At-A-Glance  
Emissions Regulations-At-A-Glance

SPONSORSHIP OPPORTUNITIES AVAILABLE



**NPP**  
NEW POWER  
PROGRESS

✓ Distributed at all the major trade shows for one calendar year

bauma

bauma CHINA

DPS  
DIESEL PROGRESS SUMMIT

IAA

Middle East  
Energy Dubai

SMM

CONEXPO  
CON / AGG

Sima  
international

ADVERTISING DEADLINE: 16 MAY

## FREE MARKET RESEARCH



SIGNET  
RESEARCH INC.

How do you measure recall and readership of your advertisements?

Advertise in the March-April issue of Diesel Progress International with a half 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.

“Good, factual editorials with well-presented articles. ... You have been a good source for me. Keep up the good work.”

Results and quote from the SIGNET AdStudy® conducted among readers of Diesel Progress International in July/August 2020



49 MINUTES  
MEAN TIME SPENT  
READING



40%  
WORK IN ENGINEERING/  
PURCHASING &  
PRODUCTION



3.0 READERS  
PER COPY

## EDITORIAL SUBMISSIONS

To submit material suitable for publication, please contact:  
Julian Buckley : julian.buckley@khl.com | +44 (0)7710 096 684

## JULY-AUGUST

### COMMERCIAL VEHICLES

Marine Propulsion  
Connectivity & Autonomy  
Executive Interview

**NPP**  
NEW POWER  
PROGRESS



#### BONUS DISTRIBUTION:

- ✓ **SMM** 6-9 SEPTEMBER
- ✓ **IAA Transportation** 20-25 SEPTEMBER

**ADVERTISING DEADLINE:** 7 JULY

## SEPTEMBER

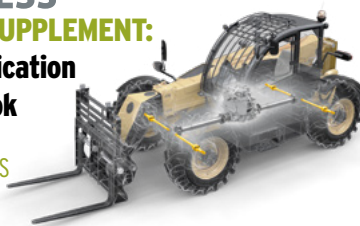
### THE OFF-HIGHWAY WORLD

**NPP**  
NEW POWER  
PROGRESS

#### SPECIAL SUPPLEMENT:

🔌 **Electrification**  
**Yearbook**

SPONSORSHIP  
OPPORTUNITIES  
AVAILABLE



**Mobile Hydraulics**  
**Power generation & Cooling**  
PREVIEW: **Bauma**

#### BONUS DISTRIBUTION:

- ✓ **DP Summit** 26-27 SEPTEMBER
- ✓ **bauma MUNICH** 24-30 OCTOBER
- ✓ **EIMA** 9-13 OCTOBER
- ✓ **bauma CHINA** 22-25 NOVEMBER
- ✓ **Enlit Europe** 29 NOVEMBER - 1 DECEMBER

**ADVERTISING DEADLINE:** 31 AUGUST

## OCTOBER

### BAUMA

**Urban Construction Technology**  
**Alternative fuels**  
REGIONAL REPORT: **China**

**NPP**  
NEW POWER  
PROGRESS



#### BONUS DISTRIBUTION:

- ✓ **bauma MUNICH** 24-30 OCTOBER
- ✓ **bauma CHINA** 22-25 NOVEMBER

**ADVERTISING DEADLINE:** 29 SEPTEMBER

## NOVEMBER-DECEMBER

### FORECASTS 2023



**2022 Newsmaker Of The Year**  
**Aftermarket/Service/Maintenance**  
REVIEW: **Bauma**

**NPP**  
NEW POWER  
PROGRESS

#### SPECIAL INSERT:

🔌 **Mobile Hydraulic Specs-At-A-Glance**  
SPONSORSHIP OPPORTUNITIES AVAILABLE

**ADVERTISING DEADLINE:** 22 NOVEMBER

## NEW POWER PROGRESS



The New Power Progress section informs readers on the latest products and technology in electrification, hybrids, batteries and new powertrain technologies. It is the source for the latest news in this fast-growing segment of the global stationary and mobile equipment markets. Our coverage in 2022 will include a section within Diesel Progress International and Diesel Progress magazines.

## POWER SOURCING GUIDE

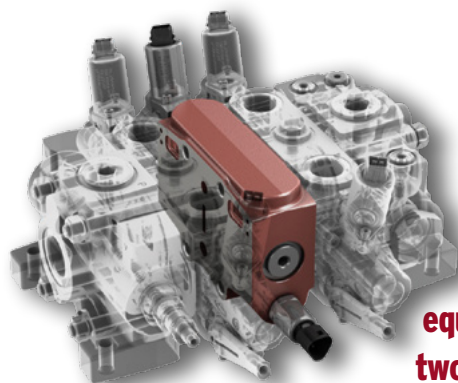


**BOOK NOW**  
**TO ADVERTISE**  
**IN THE**  
**2022-2023**  
**EDITION**

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.



IF YOU ARE IN THE MOBILE HYDRAULICS, SENSORS & CONTROLS OR COOLING TECHNOLOGY BUSINESS, DIESEL PROGRESS INTERNATIONAL SHOULD BE IN YOUR ADVERTISING PLAN



**Showcase  
your line  
of hydraulic  
equipment in these  
two targeted issues**

## MOBILE HYDRAULICS

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

✓ **MARCH-APRIL**

MOBILE HYDRAULICS

**Bonus distribution:** Hannover Messe, Sensor & Test, NPP Summit

✓ **SEPTEMBER**

MOBILE HYDRAULICS

**Bonus distribution:** bauma Munich, bauma China, DP Summit



**Advertise your  
sensing and  
control products  
in these two  
targeted issues**

## SENSING & ELECTRONICS

Diesel Progress International covers the market of sensing technologies and controls for on and off-highway, marine and stationary. Including sensors for aftertreatment systems, telematics, connectivity, autonomous driving and latest trends.

✓ **MARCH-APRIL**

SENSING & ELECTRONICS

**Bonus distribution:** Hannover Messe, Sensor & Test, NPP Summit

✓ **JULY-AUGUST**

CONNECTIVITY & AUTONOMY

**Bonus distribution:** IAA Commercial Vehicles, SMM



**Showcase your  
cooling technology  
products in  
these two  
targeted issues**

## COOLING TECHNOLOGY

Diesel Progress International covers Cooling Technologies and Products for internal combustion engines in mobile and stationary applications.

✓ **JANUARY-FEBRUARY**

GEN-SETS & CONTROLS

**Bonus distribution:** Agritechnica, MEE

✓ **SEPTEMBER**

POWER GENERATION & COOLING

**Bonus distribution:** bauma Munich, bauma China, DP Summit

For more information, or to advertise, please contact **Roberta Prandi**: [roberta.prandi@khl.com](mailto:roberta.prandi@khl.com) | +39 0464 014421



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



**DISTRIBUTED WITH  
MAY-JUNE ISSUE**

**53%**

of our readers say they are involved in the specification or purchase of engines\*

### ENGINE SPECS-AT-A-GLANCE

A staple of the May-June Engine Technical Review issue, this 4 page pull out insert provides a quick, at-a-glance reference of what engine manufacturers are actively selling worldwide, along with the horsepower range and fuels used.

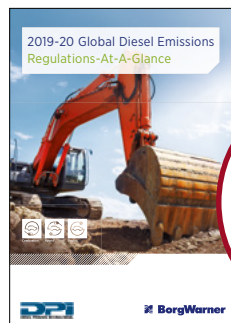


**DISTRIBUTED WITH  
SEPTEMBER ISSUE**

New Power Progress news always get a high editorial score among our readers\* (measured in readers surveys)

### NPP ELECTRIFICATION YEARBOOK

The second annual New Power Progress Electrification 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.



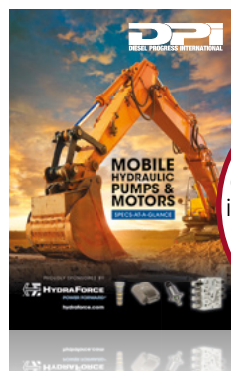
**DISTRIBUTED WITH  
MAY-JUNE ISSUE**

**30%**

of our readers say they are involved in the specification or purchase of exhaust components\*

### EMISSIONS REGULATIONS-AT-A-GLANCE

Part of the May-June Engine Technical Review, 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 especially with manufacturers that sell their machines globally.



**DISTRIBUTED WITH  
NOVEMBER-DECEMBER ISSUE**

**46%**

of our readers say they are involved in the specification or purchase of hydraulic components and air/fluid filtration\*

### MOBILE HYDRAULIC PUMPS & MOTORS SPECS-AT-A-GLANCE

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

\*SOURCE: Signet Adstudy July/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:** Insert promoted on dieselprogress.com
- ✓ **NEW:** Social media promotion
- ✓ 500 bonus copies for personal distribution
- ✓ Full circulation of Diesel Progress International
- ✓ Bonus distribution at all Diesel Progress International attended trade shows for 12 months
- ✓ Yearlong visibility

### SPONSORSHIP

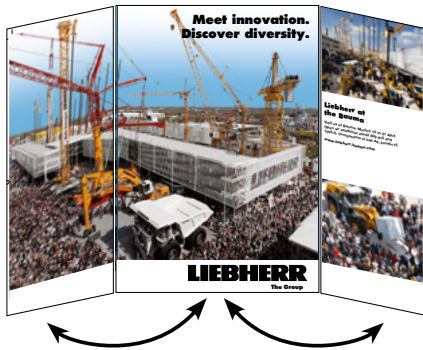
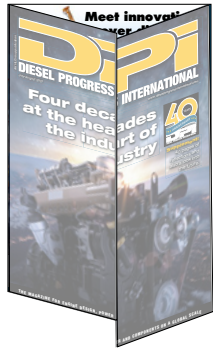
€ 9,200

\$ 10,000

**ONLY ONE  
SPONSOR  
AVAILABLE  
FOR EACH  
INSERT**

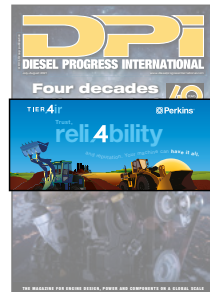
UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING.

## 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.

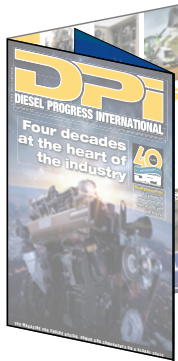
## SUPPLEMENT



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

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.

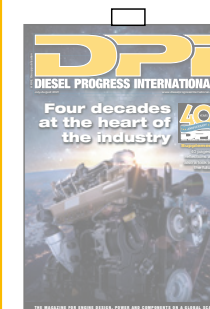


## POSTCARD

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



11,245

CIRCULATION

## € EURO RATES

15%  
DISCOUNT  
FROM GROSS  
BILLING ALLOWED  
ON DIRECT  
INVOICING

NUMBER OF INSERTIONS:	1	3	6	12	18
FULL PAGE	€4,630	€4,390	€4,200	€3,900	€3,820
HALF PAGE ISLAND	€3,380	€3,190	€3,050	€2,850	€2,780
HALF PAGE	€3,250	€3,070	€2,960	€2,760	€2,680
THIRD PAGE	€2,200	€2,050	€1,980	€1,820	€1,780
QUARTER PAGE	€2,000	€1,900	€1,790	€1,670	€1,610

**30% surcharge for cover positions**

## \$ US\$ RATES

15%  
DISCOUNT  
FROM GROSS  
BILLING ALLOWED  
ON DIRECT  
INVOICING

NUMBER OF INSERTIONS:	1	3	6	12	18
FULL PAGE	\$5,100	\$4,850	\$4,630	\$4,310	\$4,210
HALF PAGE ISLAND	\$3,750	\$3,500	\$3,370	\$3,150	\$3,070
HALF PAGE	\$3,580	\$3,390	\$3,260	\$3,050	\$2,960
THIRD PAGE	\$2,420	\$2,230	\$2,140	\$2,000	\$1,970
QUARTER PAGE	\$2,190	\$2,100	\$1,980	\$1,830	\$1,780

**30% surcharge for cover positions**

For more information, or to advertise, please contact **Roberta Prandi**: [roberta.prandi@khl.com](mailto:roberta.prandi@khl.com) | +39 0464 014421





## MAGAZINE



11,245  
CIRCULATION

### BLEED SIZE

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

### COLOR

- CMYK only - do not use RGB or spot colour.

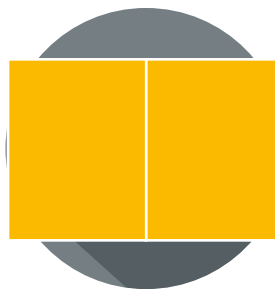
### BONUS DIGITAL ISSUE

- All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

### RICH MEDIA

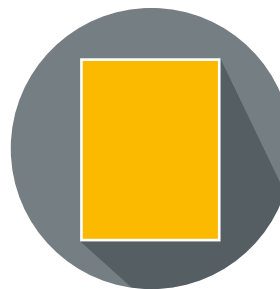
- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the Diesel Progress International App. Please talk to your local sales contact.

### DOUBLE PAGE SPREAD



420mm W x 297mm H  
(16.5in W x 11.75in H)

### FULL PAGE



210mm W x 297mm H  
(8.25in W x 11.75in H)

### HALF PAGE ISLAND



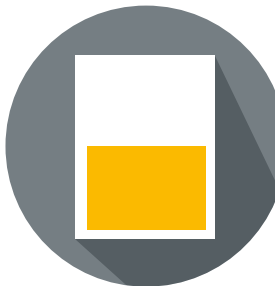
117mm W x 184mm H  
(4.625in W x 7.25in H)

### HALF PAGE VERTICAL



86mm W x 268mm H  
(3.375in W x 10.5in H)

### HALF PAGE HORIZONTAL



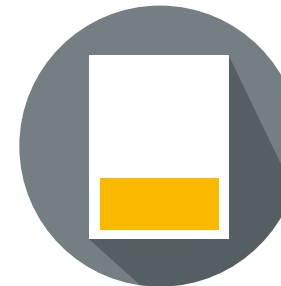
184mm W x 124mm H  
(7.25in W x 4.875in H)

### THIRD PAGE VERTICAL



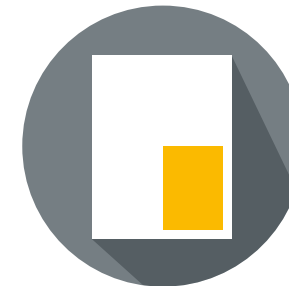
57mm W x 268mm H  
(2.25in W x 10.5in H)

### THIRD PAGE HORIZONTAL



184mm W x 85mm H  
(7.25in W x 3.35in H)

### QUARTER PAGE



86mm W x 124mm H  
(3.375in W x 4.875in H)

For more information contact: [production@khl.com](mailto:production@khl.com) | +44 (0)1892 786262

- ✓ 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: 1360 x 1500 pixels  
Tablet and Mobile: 300 x 250 pixels

€ 3,630 \$ 4,070

## 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

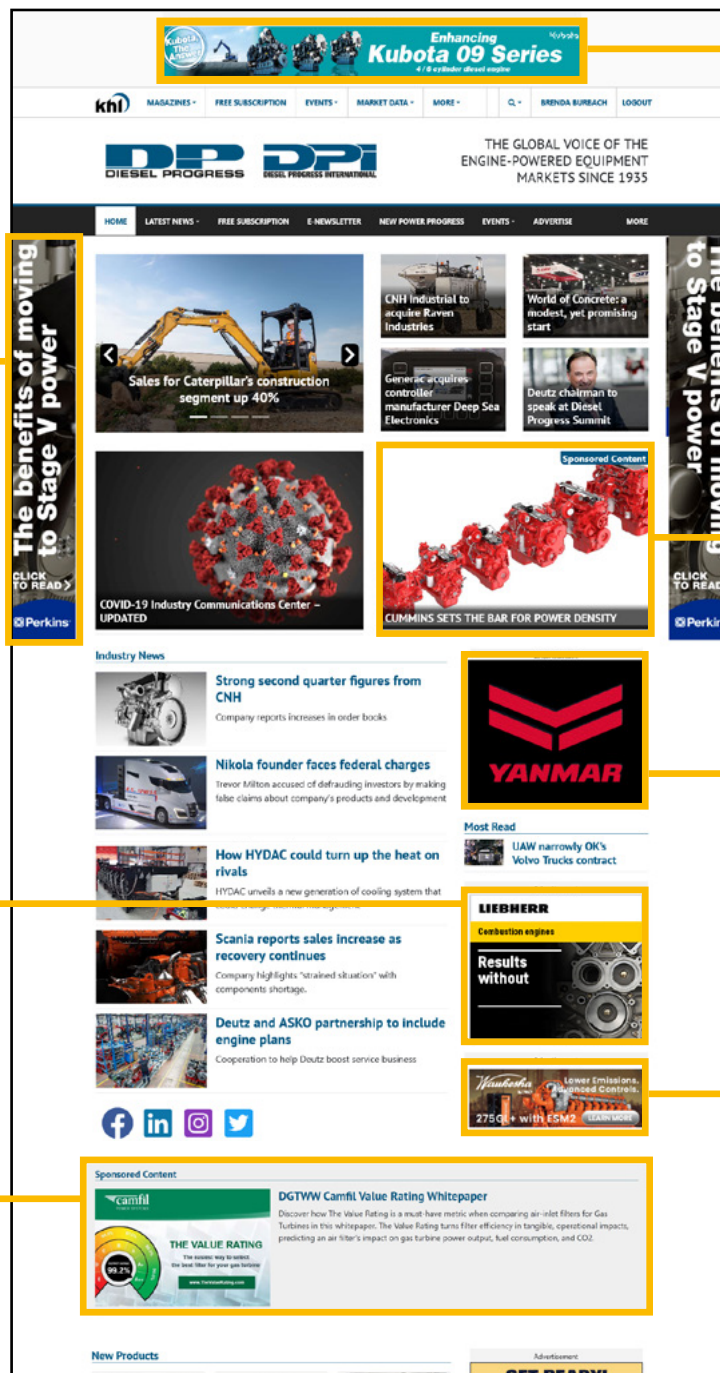
€ 1,890 \$ 2,100

## 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

€ 3,255 \$ 3,675



## 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

€ 3,255 \$ 3,675

## 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

€ 4,670 \$ 5,250

## MPU 1

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

Desktop, Tablet & Mobile: 300 x 250 pixels

€ 3,255 \$ 3,675

## 300 x 100

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

Desktop, Tablet & Mobile: 300 x 100 pixels

€ 1,160 \$ 1,320

**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

41.0%

**OPEN RATE  
6 MONTH AVERAGE**

27.4%

**CLICK RATE  
6 MONTH AVERAGE**

## 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

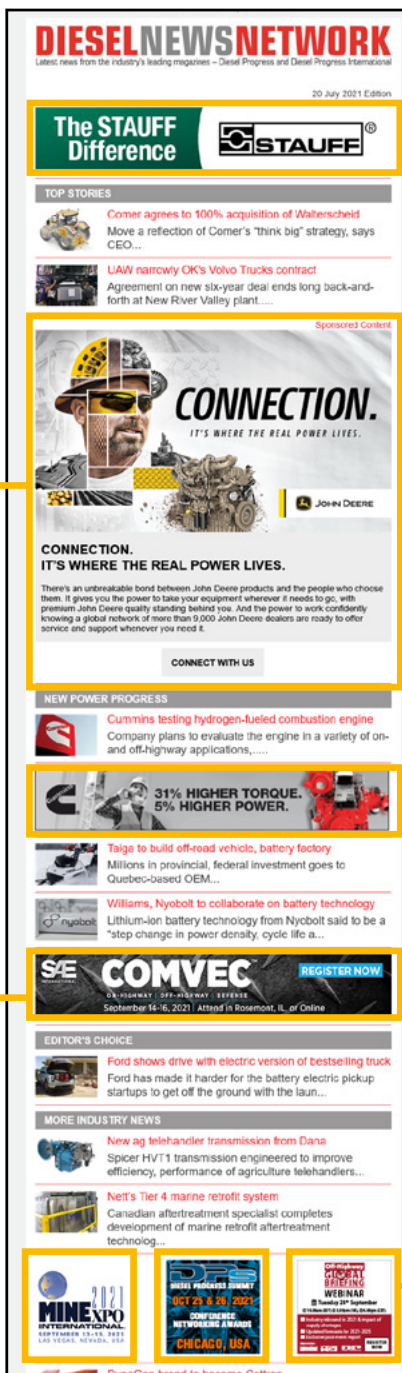
€ 2,310 \$ 2,625

## BOTTOM BANNER

Branding opportunity within industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

€ 1,365 \$ 1,470



## TOP BANNER

High visibility branding in industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

€ 1,840 \$ 2,100

## MIDDLE BANNER

Excellent brand building position within high quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

€ 1,470 \$ 1,575

## BUTTON

Cost effective digital branding.

Desktop, Tablet, Mobile: 150 x 150 pixels

€ 1,155 \$ 1,260



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

## 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 International and Diesel Progress' 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

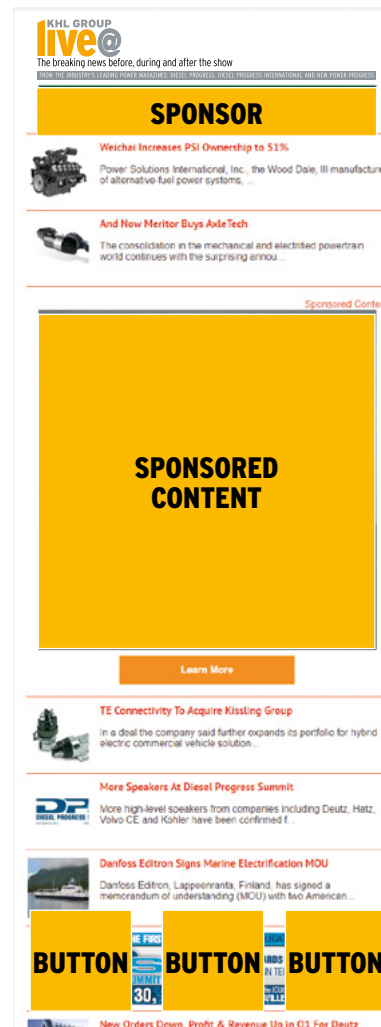
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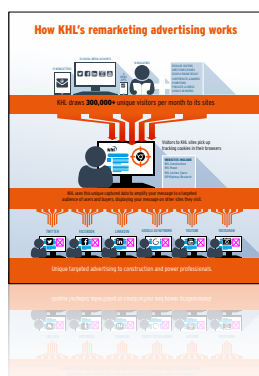
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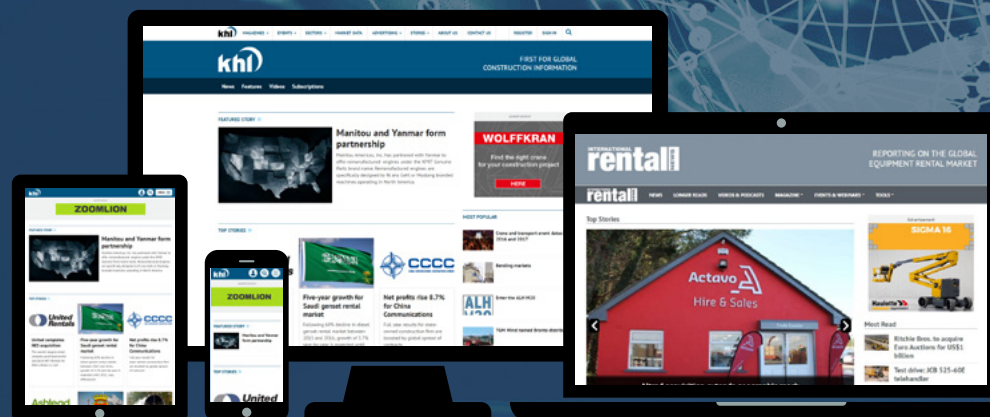
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