

COVERING ELECTRIFICATION, HYBRIDS AND
NEW POWER TECHNOLOGIES FOR THE GLOBAL
VEHICLE AND EQUIPMENT MARKETS



www.khl.com

2022
MEDIA INFORMATION

www.newpowerprogress.com



Covering electrification, hybrids and new power technologies for the global vehicle and equipment markets.

Articles are about new power products used in on-highway, off-highway, stationary and marine markets. Readership is tightly focused on the specifying and design of components in industrial powered equipment at all levels

Print advertising opportunities available in both Diesel Progress and Diesel Progress International magazines. Click here to see their 2022 media kits.



WEBSITE



9,662

PAGE VIEWS/MONTH

4,487

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



20,828

BI-MONTHLY DISTRIBUTION

AVERAGE (JUNE 2021)
PUBLISHER'S OWN DATA

34.45%

OPEN RATE
6 MONTH AVERAGE

20.19%

CLICK RATE
6 MONTH AVERAGE

NEW POWER PROGRESS YEARBOOK



DIESEL PROGRESS
JULY

DIESEL PROGRESS INTERNATIONAL
SEPTEMBER

EVENT



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



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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

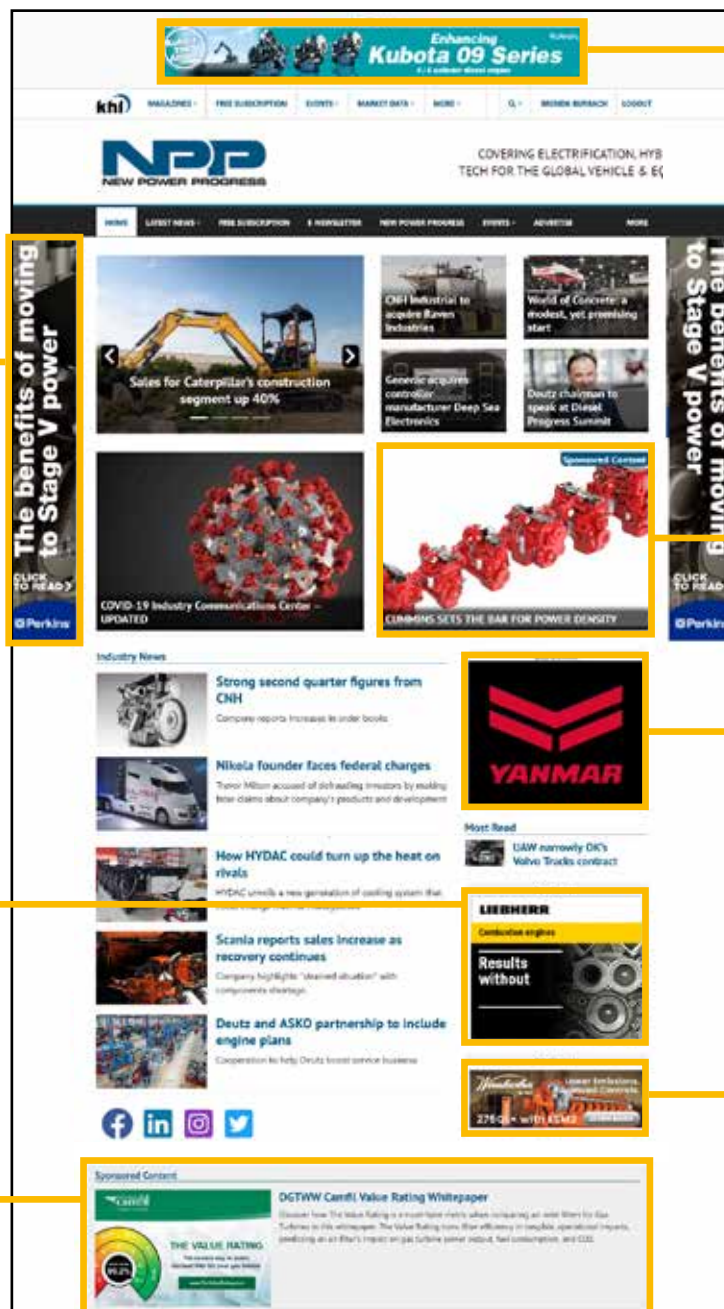
\$ 2,100 € 1,890

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 twice a month New Power Progress delivers the latest in global industry news direct to your customers' inboxes. Immediate ad results are provided through this high-visibility advertising opportunity.



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Materials are due one week prior to mail date. Send all materials and links to: 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

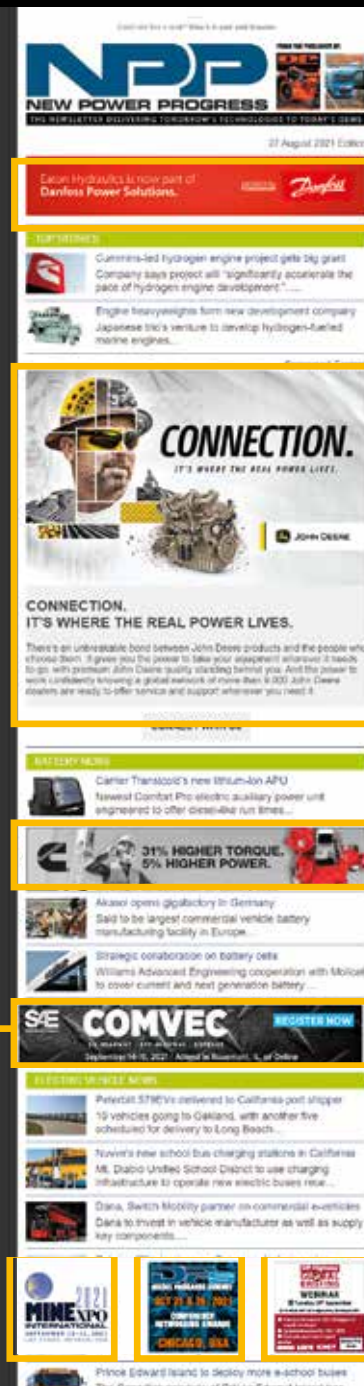
\$ 2,625 € 2,310

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

A GREAT WAY TO ESTABLISH YOUR COMPANY AS A PREMIER SUPPLIER TO MANUFACTURERS USING NEW POWER TECHNOLOGIES

NEW POWER PROGRESS YEARBOOK



DIESEL PROGRESS
JULY

**DIESEL PROGRESS
INTERNATIONAL**
SEPTEMBER

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.

THE BENEFITS

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

SPONSORSHIP

💰 **10,500**

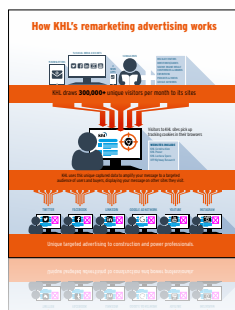
€ **9,200**

**ONLY ONE
SPONSOR
AVAILABLE**

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

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 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 an 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.



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.

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 | +1 843 637 4127

www.newpowerprogresssummit.com

www.dieselpresssummit.com

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**

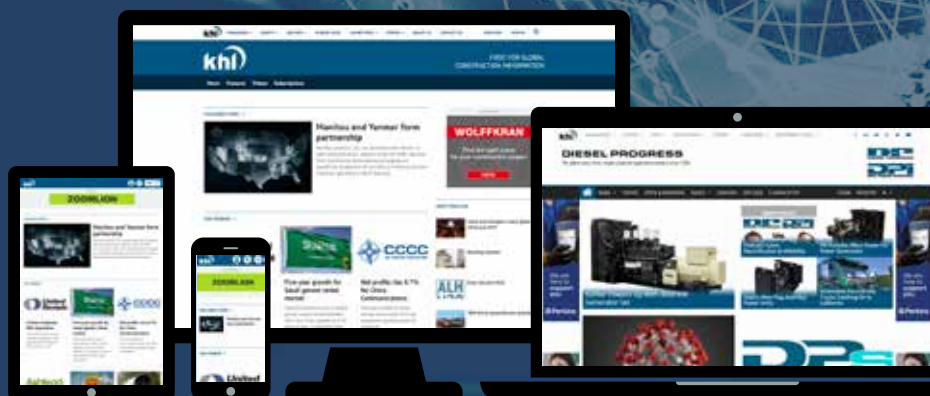
- **DIGITAL MAGAZINES**

- **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



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

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



THRIVE CREATIVE

High-impact creative services for the world's hardest-working industries.

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