

# Media Kit 2010

*Serving OEMs, Dealers, Service Professionals, Fleet Managers, and Design Engineers of Special Purpose Vehicles and Mobile Equipment*



## Reach the IUV Audience...

**Industrial Utility Vehicle & Mobile Equipment is your complete marketing resource:**

- Industrial Utility Vehicle & Mobile Equipment Magazine
- Annual Buyers Guide
- Website
- E-Newsletters

## The Magazine:

### **Industrial Utility Vehicle & Mobile Equipment**

magazine is dedicated to engineering, technical and management professionals as well as dealers & fleet managers involved in the design, manufacture, service, sales and management of lift trucks, material handling equipment, facility service vehicles, and mobile equipment, golf carts, site vehicles, carts, personal mobility vehicles and other types of special purpose vehicles. Each issue of IUV features articles about new product development, technology, industry news and trends.

## The Advertisers:

Advertisers are OEMs and manufacturers of any vehicle or attachment for vehicles in the industrial, utility, mobile or material handling equipment marketplace. Also, the suppliers of parts, materials, components, systems, sensors, brakes, tires, batteries, and related equipment.

**Circulation:** 10,000 Per Issue

### **U.S. Geographic Distribution - Percent Total Circulation**

New England	3%
Mid Atlantic	9%
South Atlantic	14%
East North Central	42%
West North Central	11%
East South Central	5%
West South Central	6%
Mountain	3%
Pacific	7%

**10th Anniversary Issue!**

**IUV INDUSTRIAL UTILITY VEHICLE & MOBILE EQUIPMENT**

*Special Report: PGA/GIS Shows...page 18*

*"The economy ultimately will rebound from today's downturn, but demand for innovative solutions that increase efficiency and improve operations will be constant!"...page 6*

*"Drive Train products have become smaller, more automatic, more durable, and more capable than before."...page 14*

*"...over 80% of electric golf vehicles, as well as other industrial vehicles, will implement single point watering by 2011"....page 20*

*"Developments in hydrogen fuel cells, advanced battery systems and hybrid drive systems are only some of the exciting technologies just around the corner"....page 10*

**PAST, PRESENT, FUTURE...**

*"We must remain open to change and innovation but should never forget that it is better to promise less and to deliver more"....page 4*

*"The market will also see 3D sensors that will create a safety envelope around the vehicle"....page 16*

*"All this green is possible because of the exceptional combination of benefits fuel cells offer"....page 12*

*"...a sweeping transformation toward automation will occur for material handling practices indoors"....page 8*