

2012 DIGITAL EDITION

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



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

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

Industrial Utility Vehicle & Mobile Equipment Magazine is excited to announce effective with the January / February 2012 issue we are converting to a digital edition with an increase in our initial circulation to 14,000.

All current subscribers of our past print edition will be receiving the new digital edition.

Our digital edition will use the latest in technology to give our readers a compelling interactive experience as well as maintaining the familiarity of reading a traditional print publication.

For our Marketing Partners we will bring new life to your advertising by creating links and embedding rich media directly onto the pages of the digital edition. You will have the ability to use interstitial ads, video, and other forms of high impact advertising within the digital pages of INDUSTRIAL UTILITY VEHICLE.

Usage report data will provide relevant statistical information about your advertising, including page views and click-through rates supplied in a timely manner.

Take advantage of our cost effective "Introductory Rates" to reach your targeted audience in our new digital edition.

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.

