

# Media Kit 2012

## Writer's Guidelines: Articles & Press Release



### ARTICLE FORMAT & ARTWORK:

- The article must be submitted in a WORD Document.
- The article should be a minimum of 700 words (for one page) - or - not to exceed 1400 words (for a two page spread).
- Graphics, charts, or images **CANNOT** be imbedded in the WORD document.
- Graphics, charts, or images must be sent **SEPARATELY** in TIFF or PDF format.
- Please provide the authors name, title, affiliation, a brief bio, and photo.
- The article cannot be previously published.
- Articles may be edited for length, grammar, punctuation, and style.

### ARTICLE SUBJECT and CONTENT:

IUV accepts contributed material for short, concise treatment of one topic. We publish feature articles that focus on trends, latest technology & engineering, safety issues, cost analysis, and maintenance. The article should not be overly advertorial - but certainly, it should present the accomplishments of the particular product line as it relates to the industry marketplace.

### MARKET AUDIENCE:

Industrial Utility Vehicle & Mobile Equipment magazine is edited for OEM's, Dealers, Service Professionals, Fleet Managers, and Design Engineers of Special Purpose Vehicles and Mobile Equipment. Our audience is involved in the design, manufacture, service and fleet management of lift trucks, materials handling equipment, facility service vehicles, and mobile equipment, including golf carts, personal mobility vehicles, and other types of special purpose vehicles. Including components, sensors, brakes, batteries and tires.

### PRESS RELEASE FORMAT:

All Press Releases should be submitted in a WORD document. Product images **MUST** be sent separately in TIFF OR PDF format. Releases may be edited for length, grammar, punctuation and style.

### DEADLINE to SUBMIT ARTICLES & PRESS RELEASES:

All submissions are due for the issue schedule as follows:

<b>ISSUE</b>	<b>DUE DATE</b>
JAN/FEB ~ 2012	NOV 4 ~ 2011
MAR/APR	FEB 22 ~ 2012
MAY/JUNE	APRIL 4
JUL/AUG	JUNE 13
SEP/OCT	AUG 8
NOV/DEC	OCT 10
JAN/FEB ~ 2013	DEC 12

Please e-mail your submission to **Terry@IUVmag.com**. For more information please contact Terry Armour, Editor at 518-329-0067.