The global voice of the on-highway, off-highway, stationary and marine engine-powered equipment markets since 1981

Advertise with Diesel Progress International and reach engine and component buyers including:
- Original equipment manufacturers
- System integrators
- Fleet and service managers
- All Association of Equipment Manufacturers (AEM) member companies

Diesel Progress is read by design and procurement teams covering:
- Off-Highway
- On-Highway
- Power Generation/Stationary
- Oil & Gas
- Specialty/Military
- Marine

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Websites</th>
<th>Newsletters</th>
<th>Supplement</th>
<th>Sourcing Guide</th>
<th>Sister Magazine</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Print &amp; Digital Circulation</strong></td>
<td><strong>Page views per month</strong></td>
<td><strong>Distribution</strong></td>
<td><strong>Circulation</strong></td>
<td><strong>Website average monthly views</strong></td>
<td><strong>Print &amp; Digital Circulation</strong></td>
</tr>
<tr>
<td>11,122</td>
<td>49,185</td>
<td>DNI</td>
<td>26,153</td>
<td>8,112</td>
<td>26,153</td>
</tr>
<tr>
<td><a href="#">BPA</a> average qualified (9,123) + non-qualified (1,999): Jan-June 2018</td>
<td>8,306</td>
<td>DNN</td>
<td><strong>21,890</strong>*</td>
<td><a href="#">BPA</a> average qualified (23,812) + non-qualified (2,341): Jan-June 2018</td>
<td></td>
</tr>
<tr>
<td><a href="#">NEW RICH MEDIA TABLET EDITION</a></td>
<td><strong>19,210</strong>*</td>
<td></td>
<td></td>
<td><a href="#">NEW RICH MEDIA TABLET EDITION</a></td>
<td></td>
</tr>
<tr>
<td><strong>ISSUES PER YEAR: 6</strong></td>
<td><strong>COMBINED FREQUENCY: WEEKLY</strong></td>
<td></td>
<td></td>
<td><strong>ISSUES PER YEAR: 12</strong></td>
<td></td>
</tr>
</tbody>
</table>

*Publisher’s own data

Source: Google Analytics

Google Analytics is the most widely used web analytics service on the Internet and considered the most accurate

Source: [Dieselandgasturbineguide.net](https://www.dieselprogress.com)

[Truck and bus report](#)

[New Power Progress](#)

[The Big Interview](#)

[Rolls-Royce Power Systems’ Andreas Schell](#)

[AGCO celebrating milestones](#)

[Autonomous driving: Suning’s Strolling Dragon](#)

[THE MAGAZINE FOR ENGINE DESIGN, POWER AND COMPONENTS ON A GLOBAL SCALE](#)

[Diesel Progress 2019 Diesel & Gas Turbine Sourcing Guide](#)

**Google Analytics is the most widely used web analytics service on the Internet and considered the most accurate**

**Diesel Progress is read by design and procurement teams covering:**
- Off-Highway
- On-Highway
- Power Generation/Stationary
- Oil & Gas
- Specialty/Military
- Marine

**Print & Digital Circulation**

**ISSUES PER YEAR: 6**

**BPA average qualified (9,123) + non-qualified (1,999): Jan-June 2018**

**Distribution**

**DNI**

**Page views per month**

8,306

Source: Google Analytics

Google Analytics is the most widely used web analytics service on the Internet and considered the most accurate

**DNN**

**21,890***

Total delivered average for June 2018

*Publisher’s own data

**COMBINED FREQUENCY: WEEKLY**

**Circulation**

26,153

Supplement inside DPI

**Social media**

**Followers**

6,465

**Members**

2,630

**Website average monthly views**

8,112

Source: Google Analytics

Google Analytics is the most widely used web analytics service on the Internet and considered the most accurate

[www.dieselandgasturbineguide.net](https://www.dieselandgasturbineguide.net)

[NEW RICH MEDIA TABLET EDITION](#)
CIRCULATION STRENGTH

Developed and refined over the course of 39 years, the readership of Diesel Progress International reaches all the key component specifying levels for equipment and vehicles worldwide.

CIRCULATION BY INDUSTRY TYPE*

- ORIGINAL EQUIPMENT MANUFACTURERS = 39.9%
- MANUFACTURERS = 24.4%
- DISTRIBUTION/SERVICE/REBUILDER = 27.8% (Operating Companies On and Off-Highway)
- OTHERS = 7.9% (Government/Military Regulatory Procurement or Operating Groups; Research Organizations; Technical Libraries and others Allied to the Field)

TOTAL AVERAGE CIRCULATION 11,122*

CIRCULATION BY REGION

- North America & Canada** 9.7%
- Caribbean, Central & South America 6.4%
- Europe 56.4%
- Middle East 3%
- Asia 18.6%
- Asia Pacific 3.8%
- Africa 2.1%

NEW FOR 2019

Increased global coverage for 2019. DPi will now reach 111 countries worldwide. No other magazine reaches all the key component specifying levels for equipment and vehicles worldwide.

*Diesel Progress International BPA Six Month Statement 2018

BPA average qualified (9,123) + non-qualified (1,999): Jan-June 2018

DPi reaches ALL levels of the decision-making team:
- Original equipment manufacturers (OEMs)
- System integrators
- Packagers - including engine and hydraulic component distributors - and influential fleet managers.

DPi’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. DPi reaches key readers in all of these relevant areas.

DPi’s circulation is audited by BPA Worldwide, the leading auditor of business-to-business magazines. BPA Worldwide delivers business media audits of incomparable accuracy and quality. For media buyers around the globe, a BPA audit guarantees trust. A magazine’s circulation can only be guaranteed by an independent audit.
EDITORIAL PROGRAMME 2019

JANUARY-FEBRUARY

Pre-Bauma Report: An in-depth focus on the news, product launches and technological developments to be showcased at the world’s leading trade fair for construction, building material, mining machines, construction vehicles and equipment.

Generator Sets & Controls: Generator sets and their control systems play a crucial role in supplying power in a variety of situations – many of them critical. DPI outlines the latest news and technology.

Middle East Regional Report: An insight into the news, trends and challenges in the Middle-East including a focus on the major projects and future prospects in the region.

Middle East Electricity Preview: A look ahead at the region’s leading, largest and longest running trade exhibition for conventional and stand-by power related products.

Connectivity: Telematics, monitoring, controls, sensing – smart engines, powertrain and machines.

MARCH-APRIL

Bauma Show Guide: Our second of two reports on the news, product launches and technological developments to be showcased at the world’s leading trade fair.

Construction & Mining: We report on the latest developments in this sector including profiles of the latest product developments and machines to reach the market.

Mobile Hydraulics: DPI has a long track record in covering mobile hydraulics. This issue is no exception, with an in-depth report on the newest products, trends and technology.

Stage 5/Emissions: Emissions reduction has been at the heart of engine and product development for several years with DPI leading the way in the subject’s coverage. The latest challenges and innovations are covered here.

Exhaust After Treatment: Trends, new products and application articles relating to after treatment. An ideal chance to showcase your latest products.

Cooling Technology: Stage 5 emission standards put increasing demands on engine efficiency. That creates a need for application specific and exact engineered cooling answers. DPI brings you up to date.

MAY-JUNE

36th Annual Engine Technical Review: The un-missable guide to the very latest technology updates from the world’s engine makers. A year-long reference issue for engine purchasers, designers and specifiers.

Middle East Electricity Review: A review of the key news and new products from the show.

Sensors + Controls: A full round-up of the all the latest news within this important sector. DPI reviews the industry.

SPECIAL INSERTS:
- Engine Specs-At-A-Glance
- Emissions Regulations-At-A-Glance
- Emissions Technology Pathways

Connectivity: Telematics, monitoring, controls, sensing – smart engines, powertrain and machines.

SIGNATURE ISSUE: Distributed at all the major trade shows for one calendar year, including Hanover Fair 2020 and CONEXPO-CON/AGG 2020

BONUS DISTRIBUTION

- World of Concrete
- Bauma
- Middle East Electricity show

BONUS DISTRIBUTION:

- Bauma
- AVL Conference
- Hanover Fair

BONUS DISTRIBUTION:

- Sensor + Test

DPI TABLET EDITION

We have recently added a tablet version of Diesel Progress. Benefits include:
- Received on the day of publication
- Easy ‘word search’ facility
- Can be archived for future reference
- Includes additional rich media content

DPI’s tablet edition includes enhanced rich media options for both editorial and advertising, in the form of audio, video and image slide shows. This service is FREE to advertisers.

Subscribers worldwide can now enjoy extra content.

New Power Progress 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. New Power Progress is presented in print, via the web and across social media. Our coverage in 2019 will include printed sections within Diesel Progress and Diesel Progress International.

@NPPprogress
NewPowerProgress
NewPowerProgress

Published in:
- March/April
- July/Aug
- Nov/Dec

www.newpowerprogress.com
SPECIAL SPONSORSHIP OPPORTUNITIES
Enhance your advertising visibility by sponsoring one of these annual high visibility sections in Diesel Progress International and Diesel Progress; both print and electronic.

- Engines Specs-At-A-Glance (MAY/JUN)
- Regulations-At-A-Glance (MAY/JUN)
- Emissions Technology Pathways (MAY/JUN)
- Mobile Hydraulic Pumps & Motors-Specs-At-A-Glance (NOV/DEC)

BONUS DISTRIBUTION
- Busworld
- Agritechnica
- Power-Gen Europe
- APEX ASIA

SIGNET ADSSTUDY®
How effective is your advertising message?
The objective of the Signet AdStudy® is to measure recall and readership of advertisements.

Why do you need this?
- Provide your marketing team with insights that really help shape the strategic direction of your brand
- Measure the awareness, familiarity and perception of your brand
- Independent brand feedback from our readers, your clients, to realise a stronger return of investment from your media spend
- Measurement scores for each advertisement and a comparison to others in the same issue

All half page or larger advertisements in the November-December issues of the magazine will receive a FREE Signet AdStudy®

NEW POWER PROGRESS
The first Diesel Progress Summit, a one-day conference and awards dinner for the powertrain technology industry.

Dramatic changes in drivetrain technology are being driven by engine emissions regulations and advances in hybrid and electrification technologies. There has never been a greater need for relevant and authoritative information.

The Summit takes place in Louisville, KY, September 30, 2019 the day before the ICUEE exhibition, one of the most important off-highway equipment shows in the USA.

Diesel Progress Summit is organized by KHL Group and its Diesel Progress magazines but is supported by the ICUEE show and is part of its educational program.

We cover these nine sections:

- **Engine Guide**: Information and specifications on diesel, gasoline and dual-fuel reciprocating engines
- **Gas Turbine Guide**: Gas turbine technology for power generation, marine and mechanical drive systems
- **Emissions Guide**: Emissions-reduction technologies and global emissions standards
- **Power Generation Guide**: Power generation system products and technologies. Now include Product Specifications
- **Engine Systems Guide**: Engine components and accessories
- **Power Transmission Guide**: Information and specifications on mechanical transmissions, clutches, driveshafts and gear systems
- **Fuel Injection Guide**: Fuel injection systems and internal engine components
- **Controls Guide**: Electronic controls and systems
- **Hydraulics Guide**: Mobile hydraulic components and systems with searchable product specifications

**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 sponsorship opportunities contact**: alister.williams@khl.com or +1 843 637 4127
Advertise on the industry’s web voice. Features daily news updates and breaking news from around the world, plus new products, show updates, our twitter feed and more!

**WEBSITES**

DPI **49,185**
NPP **8,306**

**TERMS & CONDITIONS**
- Must run consecutive months with 3 months minimum.
- All ad positions are rotational unless specified.
- There is no guarantee that competitive companies will not appear in the same rotation or in adjoining advertising spaces.
- All ad positions depend on availability with a max of 3 companies per position.
- Exclusive position pricing available for all ad units. Consult publisher for pricing.
- Online ads need at least 1 week’s notice for a web address or material change.
- Accepted file formats: .jpg, .png and .gif. Include web or email address for link.
- Third-party files and files with embedded links must be coded to open in a NEW window. No Flash files. Third-party tags must be scalable.

**WALLPAPER**
(1600 x 1000 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Does not rotate
Run of site: $3700/month

**TELL YOUR STORY**
(SPONSORED CONTENT)
Image size in pixels: 324 x 235
Story title character limit: 56
Teaser text character limit: 130
Two spots available each month
Does not rotate
Home page only: $5000/month

**LEADERBOARD**
(728 x 90 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: $3500/month

**SPONSORED CONTENT**
Consult publisher for details and editorial requirements.
Does not rotate
Home page only: $5000/month.

**TOP BOX**
(300 x 250 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: $3500/month

**MIDDLE BOX**
(300 x 250 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: $2000/month

**300 X 100**
(300 x 100 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: $1250/month

**NEW POWER PROGRESS**

Also useable space for wallpaper but may not show on all screen sizes. For full specifications contact: production@khl.com

Third-party files and files with embedded links must be coded to open in a NEW window. No Flash files. Third-party tags must be scalable.
e-CASTS

Promote your company’s products, services or announcements through e-mail sent directly to the inboxes of Diesel Progress and Diesel Progress International readers.

Rate:
$0.65/name — $3000 minimum
$0.75/lead gen — $3500 minimum

Terms & Conditions
- An unsubscribe link will be placed in the bottom of the e-mail footer.
- All e-mails sent by Diesel Progress will be subject to a security scan before e-mailing.

- e-casts cannot contain phishing, viruses, malware or anything else that may be considered harmful to our subscribers. Diesel Progress retains the right to modify or refuse e-casts containing these items.
- e-casts are subject to availability.

DNN Delivered:
21,890*
Global opt-in readers
Open rate: 65.5%

NPP Delivered:
25,176*
Global opt-in readers
Open rate: 49.2%

*2018 average open rate

e-NEWSLETTERS

This weekly e-newsletter delivers the latest in global industry news direct to your customers’ inboxes. Immediate ad results are provided through this high-visibility advertising opportunity. 3 DNN’s and 1 NPP sent each month.

Materials due one week prior to mail date. Send ad materials and link to production@khl.com

Two weeks after mail date, a report is sent that includes: Send Total, Opens, Open Rate, Ad Click and Ad Click Rate.

TOP BANNER
(560 x 70 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: $1750 weekly

SPONSORED CONTENT
(Image size: 600 px wide x 380 px high)
Title: 65 characters - Excerpt: 400 characters
Button text – no more than 20 characters.
Rate: $2500 weekly

MIDDLE BANNER
(560 x 70 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: $1500 weekly

TOP & MIDDLE SQUARE
(250 x 250 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: top $1750  middle $1500 weekly

NEW POWER PROGRESS

HTML file 600 pixels wide plus all associated image files. Animated files are accepted in .gif file formats. Flash files are not accepted.

10 days prior to mail date send: your html file and email subject line to production@khl.com. A test e-mail will be sent for approval prior to mailing.

Two weeks after mail date a report will be sent and will include: Send, Opens, Open Rate, Click and/or Click Rate, Top Links Clicked (up to 5 if applicable).