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

Magazine
Print & Digital Circulation
11,122

Website average monthly views
8,112

ISSUES PER YEAR: 6

Websites
Page views per month
49,185

ISSUES PER YEAR: 12

Newsletters
Distribution
DPI
21,890*

Sister Magazine
Print & Digital Circulation
26,153

ISSUES PER YEAR: 12

Supplement
Circulation
26,153

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

Social media
Followers
Twitter: 6,465

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

Social media
Members
LinkedIn: 2,630

NEW RICH MEDIA TABLET EDITION

BPA average qualified (23,812) + non-qualified (2,341): Jan-June 2018

惯例性: 每周
**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**

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

**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.
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


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
JULY-AUGUST

Trucks & Buses: With the impact of electrification and tightening emissions laws, trucks and buses are one of the most dynamic subjects today. We take a detailed look at what’s happening in this field.

Pre Agritechnica report: A preview of this key show covering the world of agriculture.

Telematics: Telematics is a subject which has become under increased scrutiny. DPI outlines the ways operators can monitor and direct their vehicles and we examine the latest GPS system and on-board diagnostics.

SEPTEMBER-OCTOBER

Ag & Forestry: The up-to-date guide to what’s new in the world of agriculture and forestry focusing the latest machinery and parts.

Agritechnica report: A full round up of all of the news from this key trade show.

Smart Farming: How are modern information and communication technologies being implemented into the world of agriculture. DPI investigates.

Asia Report: A detailed insight from on the ground in Asia, about the most influential projects, manufacturers, influencers and legislation shaping the region.

Gensets + Power Generation: Generator sets and their control systems play a crucial role in supplying power in a variety of situations - some of them critical. DPI’s second review of the year outlining the latest news and technology.

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

BONUS DISTRIBUTION

• Busworld
• Agritechnica
• Power-Gen Europe

NOVEMBER-DECEMBER

2019 Newsmaker Of The Year: We salute the person, company or subject that made the most headlines in DPI during 2019.

Marine Propulsion: A deep dive into propulsion developments in the marine sector. We cover the latest marine engine and component developments.

Hydraulics Special Focus: The definitive annual guide to the world of hydraulics. If it is happening in hydraulics it’s covered in this issue.

Forecasts 2020: We line up a range of expert views, comments and predictions on what the future holds for the industry in the coming year.

SPECIAL INSERT:


SIGNET ADSTUDY®

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®

SIGNET ADSTUDY®

Free fully independent advertising research with half page or larger advertisement.
The Diesel & Gas Turbine Sourcing Guide is a powerful resource for professionals in the engine systems industries involved in the engineering and purchasing functions.

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

To advertise in the Diesel & Gas Turbine Sourcing Guide contact:
niki.pokwinski@khl.com or +1 262 754 4139

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.

The conference will highlight developments in technology, including:

- Engine and drivetrain technology
- Hybrid power systems
- Battery power systems
- Electrification versus diesel
- Implications for fleet owners

The awards will celebrate excellence and success in the drivetrain sector:

- Recognize and reward excellence
- Network with colleagues and customers
- Promote new products and technology
- Make new business contacts

**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
**MAGAZINE SPECIFICATIONS**

**FULL PAGE**
- 210mm x 297mm
- (8.27in x 11.7in)

**HALF PAGE ISLAND**
- 117mm x 184mm
- (4.6in x 7.25in)

**HALF PAGE VERTICAL**
- 86mm x 268mm
- (3.4in x 10.5in)

**HALF PAGE HORIZONTAL**
- 184mm x 124mm
- (7.24in x 4.88in)

**THIRD PAGE VERTICAL**
- 57mm x 268mm
- (2.24in x 10.55in)

**THIRD PAGE HORIZONTAL**
- 184mm x 90mm
- (7.24in x 3.54in)

**QUARTER PAGE**
- 86mm x 124mm
- (3.38in x 4.88in)

**BLEED SIZE**
- Please add 3mm (0.125in) bleed to all edges of Full Page and DPS ad sizes.

**COLOUR**
- CMYK only - do not use RGB or spot colour

**BONUS DIGITAL ISSUE**
- All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

For further production details e-mail: production@khl.com

**KHL MAGAZINE PORTFOLIO**

[Images of magazine covers]
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!

**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.

**WEBSITES**

**DPI**
49,185 Page views per month

**NPP**
8,306 Page views per month

**LEADERBOARD**
(728 x 90 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: 3100/month

**SPONSORED CONTENT**
Consult publisher for details and editorial requirements. Does not rotate
Home page only: 4450/month.

**WALLPAPER**
(1600 x 1000 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Does not rotate
Run of site: 3300/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: 4450/month

**TOP BOX**
(300 x 250 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: 1800/month

**MIDDLE BOX**
(300 x 250 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: 1100/month

**300 X 100**
(300 x 100 pixels)
Format: Jpeg - Gif - PNG (under 1Mb)
Run of site: 1100/month
**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:**
- €0.60/name — €2700 minimum
- €0.65/lead gen — €3100 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.

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**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.

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**TOP BANNER**
(560 x 70 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: €1550 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: €2200 weekly

**MIDDLE BANNER**
(560 x 70 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: €1400 weekly

**TOP & MIDDLE SQUARE**
(250 x 250 pixels)
Format: Jpeg - PNG (under 1Mb)
Rate: top €1550  middle €1400 weekly

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**2018 average open rate**

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
GLOBAL SALES REPRESENTATIVES

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