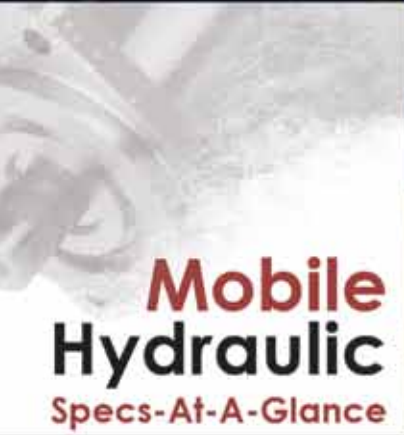




2012 Advertising Planner

Covering All World Markets (Except U.S., Mexico And Canada)



Mobile Hydraulic

Specs-At-A-Glance



Engine Specs-At-A-Glance



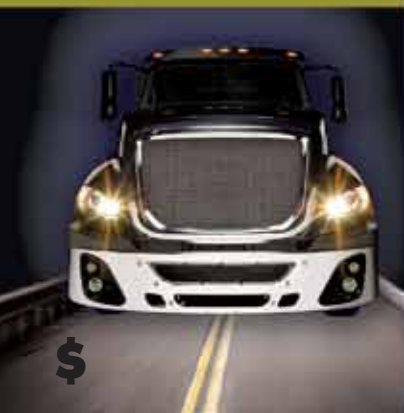
NOW WITH
10
ISSUES IN 2012



GLOBAL DIESEL EMISSIONS REGULATIONS-AT-A-GLANCE



Technology of Clean Air



28th Annual Engine Technical Review

DIESEL PROGRESS INTERNATIONAL

聚焦机动设备市场
跨越国界的权威信息平台

Products, Technology And Industry News For The Global On-Highway, Off-Highway, Stationary And Marine Markets

Delivering Targeted Global Visibility

NORTH AMERICAN
DIESEL
PROGRESS
PRODUCTS • TECHNOLOGY • INDUSTRY NEWS

26,000 per month
312,000 per year

DIESEL
PROGRESS
聚焦机电设备市场
跨越国界的权威信息平台 **INTERNATIONAL**

12,000 every month
120,000 per year

diponline

20,000 per month
250,000 per year

DIESEL PROGRESS'
DNN
DIESEL NEWS NETWORK

28,000 twice a month
670,000 per year

If you want your products, services and brand to receive high visibility throughout the global on-highway, off-highway, stationary and marine engine-powered equipment mar-

kets, the variety of channels offered by *Diesel Progress* is the place to be.

Some numbers are estimates based on 2011 and will vary during the year.

ALSO FROM Diesel Progress

DIESEL PROGRESS on
twitter


DIESEL PROGRESS
DIGITAL

THE DIESEL
PROGRESS
SHOW
Covering OEM Components & Systems

DIESEL
PROGRESS *Direct*
INDUSTRY NEWS DIRECT TO YOUR INBOX

dip **SUPPLIER**
LINKS

Diesel Progress International 2012 Editorial Calendar

JANUARY	GSG	FEBRUARY	MARCH	APRIL
(Print & E-mail Delivery)		(E-mail delivery)	(Print & E-mail Delivery)	(E-mail delivery)
AGRICULTURAL & FORESTRY EQUIPMENT	THE 2012 GLOBAL SOURCING GUIDE	INTERMAT PREVIEW	<i>Paris In Spring, Moscow In June</i> THE WORLD OF CONSTRUCTION EQUIPMENT	MECHANICAL POWERTRAIN COMPONENT REPORT
Special Report: Material Handling	<i>Where Equipment Design Begins</i>	<i>Global News Update</i>	INTERMAT SHOW ISSUE	DRIVETRAIN TECHNOLOGY FOR STAGE 4
Special Report: Power Generation Systems & Controls	 <p>The Industry's Most Comprehensive Global Engine And Powertrain Component Reference Source — Online And In Print</p>	<i>News From The BRIC</i>	CTT-CONEXPO RUSSIA SHOW ISSUE	<i>Global News Update</i>
Technology Of Clean Air		<i>World Product News</i>	2012 Mobile Hydraulic Supplement	<i>News From The BRIC</i>
Mobile Hydraulics			Electronics, Sensing & Controls	<i>World Product News</i>
			Hydraulic Lines	Marine Propulsion
Show Distribution			Show Distribution	
Commercial Vehicles Middle East			Intermat CTT-ConExpo Russia Fluidtrans Compomac Sensor + Test	
Advertising Space Deadline: 29 November, 2011	Advertising Space Deadline: 1 February, 2012		Advertising Space Deadline: 27 January, 2012	
Advertising Materials Due: 6 December, 2011	Advertising Materials Due: 24 February, 2012		Advertising Materials Due: 3 February, 2012	
Editorial Deadline: 18 November, 2011		Editorial Deadline: 16 December, 2011	Editorial Deadline: 18 January, 2012	Editorial Deadline: 17 February, 2012

MAY	JUNE	JULY-AUGUST	SEPTEMBER	OCTOBER	NOVEMBER-DECEMBER
(Print & E-mail Delivery)	(E-mail delivery)	(Print & E-mail Delivery)	(Print & E-mail Delivery)	(E-mail delivery)	(Print & E-mail Delivery)
28TH ANNUAL ENGINE TECHNICAL REVIEW	INTERMAT IN REVIEW	<i>Emissions, Emissions, Emissions</i> TECHNOLOGY OF CLEAN AIR SPECIAL ISSUE	COMMERCIAL VEHICLES	BAUMA/CHINA PREVIEW	CONSTRUCTION EQUIPMENT IN CHINA
The definitive annual look at global industrial engine manufacturers; diesel, gasoline, gaseous fuel.	<i>Global News Update</i>	CLEAN AIR COMPONENTS GUIDE	<i>IAA SHOW ISSUE</i>	<i>Global News Update</i>	<i>BAUMACHINA SHOW ISSUE</i>
Includes Engine Specs At-A-Glance, The Engine Year In Review,	<i>News From The BRIC</i>	<i>Global Emissions Regulations At-A-Glance</i>	Technology of Clean Air	<i>News From The BRIC</i>	Special Mandarin Supplement
Power Generation Systems & Controls	<i>World Product News</i>	Supplemental Distribution: IAA BaumaChina	Electronics, Sensing & Controls	<i>World Product News</i>	DIESEL PROGRESS INTERNATIONAL NEWSMAKER OF THE YEAR
			Show Distribution		FORECAST 2013
			IAA The Diesel Progress Online Show XI www.dieselprogress.com		Hydraulic Lines
Advertising Space Deadline: 5 April, 2012		Advertising Space Deadline: 28 June, 2012	Advertising Space Deadline: 30 July, 2012		Show Distribution
Advertising Materials Due: 13 April, 2012		Advertising Materials Due: 9 July, 2012	Advertising Materials Due: 6 August, 2012		BaumaChina
Editorial Deadline: 20 March, 2012	Editorial Deadline: 23 April, 2012	Editorial Deadline: 19 June, 2012	Editorial Deadline: 19 July, 2012	Editorial Deadline: 17 August, 2012	Advertising Space Deadline: 22 October, 2012
					Advertising Materials Due: 29 October, 2012
					Editorial Deadline: 11 October, 2012

Diesel Progress International 2012 Advertising Rates

PUBLISHED 10 TIMES ANNUALLY — RATE CARD #31 EFFECTIVE WITH JANUARY 2012 ISSUE

No additional charge for 4-color

Space	1-time	3-time	6-time	9-time	12-time	18-time	24-time
2 Page Spread	\$8175	\$7760	\$7415	\$7105	\$6895	\$6740	\$6575
1-Page	\$5010	\$4755	\$4540	\$4350	\$4225	\$4130	\$4030
2/3-Page	\$4265	\$4030	\$3890	\$3715	\$3610	\$3505	\$3420
1/2-Page (Island)	\$3660	\$3440	\$3300	\$3160	\$3085	\$3010	\$2935
1/2-Page (horizontal or vertical)	\$3505	\$3320	\$3195	\$3070	\$2985	\$2895	\$2825
1/3-Page (horizontal, vertical or square)	\$2370	\$2185	\$2095	\$2005	\$1960	\$1925	\$1880
1/4-Page	\$2140	\$2050	\$1935	\$1855	\$1795	\$1745	\$1705
1/6-Page	\$1640	\$1560	\$1500	\$1440	\$1415	\$1385	\$1355

Issuance and Closing Dates

Published 10 times annually. See 2012 Editorial Calendar for editorial and advertising closing dates.

Advertising Rates — International Edition

Rate earned is determined by the number of insertions placed in one or more issues within 12 months. Each page of a spread or insert counts as one insertion. A **Combination Rate** is available among all publications produced by Diesel & Gas Turbine Publications.

Color Rates

Standard CMYK **No Charge**
 Matching or Metallic colors **Consult publisher**

Preferred Positions

The covers are sold on a 6-time basis only and must be 4-color, full-page ads. Covers are non-cancelable.

	6-time
Second Cover	\$5870
Third Cover	\$5870
Fourth Cover	\$6250

Special Positions

Any position specified by an advertiser is 10% above regular space rates. This includes RHP facing columns or specific editorial.

Inserts

Rates for inserts furnished, complete and ready for binding.

	2 pages	4 pages	8 pages
Furnished, per page	\$2600	\$2445	\$2395

Call for rates for DVD/CD inserts, large inserts and custom printing.

Agency Commission

15% of gross billing allowed to recognized agencies on space, color, position and inserts. Commission is not allowed on reprints, classifieds and other production charges.

Classified Advertising

Rate is \$125.00 per column inch, one-inch minimum, non-commissionable. Display or non-display advertising accepted. No charge for typesetting or blind box service. Payment due prior to publication.

Calculate by multiplying inches tall X columns wide X \$125.

1 column 2.125 in. (54 mm)	2 column 4.5 in. (114 mm)	3 column 6.75 in. (171 mm)
--------------------------------------	-------------------------------------	--------------------------------------

Shipping Instructions

Send correspondence, contracts, insertion orders, digital files, proofs and/or instructions to:
 Advertising Manager

Diesel Progress International Edition

20855 Watertown Road, Ste. 220
 Waukesha, WI 53186-1873, U.S.A.
 Phone: +1 262-754-4139

FTP Available — Call +1 262-754-4139 for instructions.

Printing Specifications:

Publication trim size is 8 in. x 10.5 in. (203 mm x 267 mm).

Complete Guidelines at www.DieselProgress.com/AdSpecs.pdf

Please follow guidelines closely to ensure the highest quality advertisement possible.

Materials Requirements

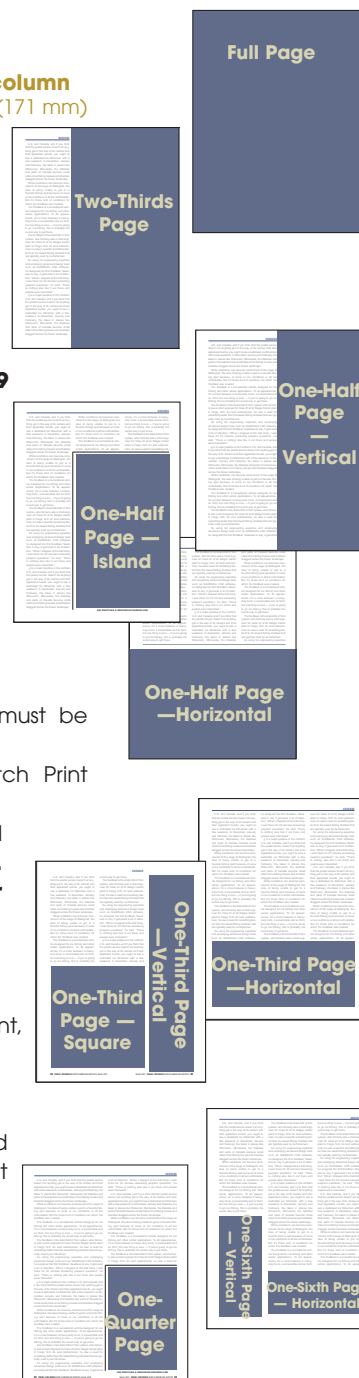
- Include all **FONTS**; images and graphics must be **CMYK** or grayscale, 300 DPI at 100%.
- **PROOF** must be provided. A Digital Match Print required if color match is critical.
- **Publisher refuses responsibility of printed ad if requirements are not followed. Failure to meet the guidelines may incur production charges.**

Programs Supported

- **InDesign CS5.5** — (Preferred Program)
 Use "package" option to extract document, fonts and images.
- **QuarkXpress 8.5** — Use "collect for output" option to extract document and artwork.
- **Acrobat X PDFs** — Document security turned off, No passwords, Fonts embedded. Contact Advertising Manager for PDF presets.
- **Illustrator CS5**
- **Photoshop CS5**

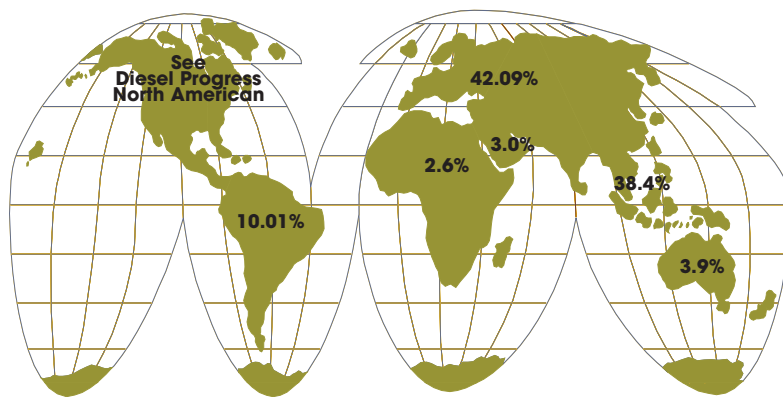
See **www.DieselProgress.com/AdSpecs.pdf**

for complete requirements and supported programs.



Diesel Progress International GEOGRAPHIC BREAKDOWN

Scandinavia	5.0%
British Isles.....	10.09%
Continental Europe	27.0%
Middle East.....	3.0%
Africa.....	2.6%
Australasia/Pacific	3.9%
Asia	38.4%
Central & South America.....	10.01%



Equipment Manufacturer

Typical Reader: Design Engineers, Component Specifiers, Engineering & Purchasing Management.

MOBILE EQUIPMENT

Off-Highway Vehicle Manufacturers

- Construction
 - Mining
 - Forestry
 - Agricultural
- Aircraft Ground Support
- Lawn & Garden

- Material Handling
 - Military
 - Oilfield

- Specialty Vehicles
- Vehicular Body Builders

On-Highway Vehicles

- Truck, Bus
- Recreational Vehicles

Marine

- Pleasure Boats
- Fishing & Workboats
- Engine Marinizers
- Propulsion System Packagers

STATIONARY EQUIPMENT

- Generator Sets
- Welder Sets
- Pump Sets
- Irrigation Packagers
- Compressor Sets
- Pressure Washers

- Traffic Control Products
- Oilfield Equipment

- Government And Military Engineering And Specifying Branches
- Design And Research Companies
- Fleet End Users

Other OEMs

- Engine Manufacturers
- Powertrain Component Manufacturers

Packaging, Distribution & Service, End Users And Other Buying And Specifying Influences

Typical Reader: Distributor Principal, Packaging Management, Sales/Service Manager.

DISTRIBUTION/PACKAGING

- Engine Distributors/Packagers
 - Engine Dealers
- Mobile Hydraulic Distributors/Packagers
- Authorized Engine Service/Rebuild Centers
- Independent Engine Service/Rebuild Centers
- Hydraulic System Packagers (All Markets)

EQUIPMENT DISTRIBUTORS

- Equipment Distributors & Dealers (For All OEM Markets)
- Rental Yards
- Equipment Service/Rebuild Centers

12,056 AUDITED CIRCULATION

Only audited circulation guarantees that the figures the publisher reports are audited by BPA, an independent agency for accuracy.

Turn To **dp** online www.dieselprogress.com



From June 2011 BPA Audit

Available In Both Print & Digital Versions

EDI ESEL

Diesel Progress
Electronic Advertising Options

DIESEL PROGRESS ONLINE

Diesel Progress OnLine is the industry's web voice. Featuring the daily news updates and breaking news items as reported from all our offices around the world.

- Reach 25,000 unique visitors per month with your web ad
- Global visibility
- A proven advertising channel with repeat visitors

FIRST PAGE - Home page

Top Banner/Skyscraper positions

- \$1000/month

Inside Banner/Skyscraper positions

- \$800/month

INSIDE PAGES - Product News, Newsmakers, Financial News

Top Banner/ Skyscraper positions

- \$800/month

Inside Banner/Skyscraper positions

- \$500/month

* All ads require 3 consecutive months minimum; yearly discounts available. Ad positions are rotational, and may rotate every 10 seconds.

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

DIESEL PROGRESS'

DNN

DIESEL NEWS NETWORK

The *Diesel News Network* E-Newsletter is an industry news email sent to the opt-in readership of *Diesel Progress North American* and *Diesel Progress International*. This semi-monthly 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.

- Reach more than 28,000 opt-in readers with your ad
- 27% open rate (above industry standard)
- 39% overall click through rate

Rates:

Top Banner/Skyscraper positions

- \$1500 per mailing

Other Banner/Skyscraper positions

- \$1200 per mailing

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

Custom Advertising

Got an idea that we haven't thought of? How you use video and other electronic tools to promote and communicate is limited only by your imagination. Tell us your idea!

DIESEL PROGRESS DIGITAL

One of the under-utilized things in electronic advertising is to enhance your ad in the digital editions of *Diesel Progress North American* and *Diesel Progress International*. The digital editions offer an ever-expanding array of video, pop-up and interactive advertising options. Which one is right for your advertising program? Let's talk.



Static Blow-In.....	\$200/issue
Multimedia (video, slide show)	\$450/issue
Leaderboard	\$300/issue
Button Ad	\$300/issue

DIESEL
PROGRESS *Direct*
INDUSTRY NEWS DIRECT TO YOUR INBOX

Promote your company's products, services or announcements through e-mail blasts sent directly to the inboxes of *Diesel Progress North American* and *Diesel Progress International* readers via our *Diesel Progress Direct* program.

Attending a trade show? Tell our readers your booth location. Target a specific group of readers/potential customers with your e-mail and receive lead results instantly.

- \$0.50/name — \$2500 minimum

For Specifications Go To:

www.dieselprogress.com/electronic-specs.pdf

For Pricing Information

For pricing and availability on any of these *EDiesel* options, contact one of our world offices listed in this Advertising Planner, or Niki Trucksa at +1 262-754-4139 or ntrucksa@dieselpub.com.

SEARCH...FIND...CONNECT

GSGnet.net GlobalSourcingGuide

The Global Guide To Engine & Component Sourcing
GSGnet.net Guides Customers To Suppliers



Everything starts with a search.

An engineer needs something for an application. A purchasing manager wants to explore new options. Where do they go?

To the Internet? Sure, but sifting through thousands of irrelevant results delivered by over-broad search engines wastes time no one has anymore. Shouldn't there be an easier way?

There is – **GSGnet.net** and the *Global Sourcing Guide!*

GSGnet.net and the *Global Sourcing Guide* are a unique online-print combination that is the result of more than three quarters of a century's experience in delivering information on products and technologies to the people that need it.

Online, *GSGnet.net* allows you to highlight your products and technologies without the informational "clutter" found on so many other engineering oriented sites. So many sites and search engines promise to give you "the world." *GSGNet.net* gives you your world.

What it means to the advertiser is that customers and prospects can search for what they need, find what they're looking for and connect with suppliers faster and more easily than ever before.

Along With The Traditional Power Of Print

It's been suggested that print no longer has a place in today's marketing, but the facts indicate otherwise. Nearly 40% of all searches on the Internet are begun as a result of something seen in print. In some regions of the world where online access can be inconsis-

tent, users continue to value print as their preferred medium when seeking product and technical information.

And for more than three quarters of a century, engineers and purchasing managers have relied on the *Global Sourcing Guide* as their primary reference on all of the component technologies that go into engine systems. It was and remains the "original search engine," guiding more than 10,000 users in more than 95 countries toward your products and technologies.

With the *Global Sourcing Guide* and *GSGnet.net*, you get all the benefits of integrated marketing – all at one low price. It's a 1-2 punch that has proven itself time and again.

To get the full story, visit *GSGnet.net/Advertise* or contact your *Diesel Progress* representative today for more details.

GSGnet.net and the *Global Sourcing Guide* — where equipment design begins!

Important Dates

GSGnet.net Start Now

Print Edition Closing Dates

2012 Advertising Orders Close.....February 1, 2012
2012 Materials Deadline.....February 24, 2012

Black & White Rates

Unit 1 (2 pgs)	\$4,845.00	TIER 1
Unit 2 (3 pgs)	\$6,280.00	
Unit 3 (4 pgs)	\$7,305.00	TIER 2
Unit 4 (5 pgs)	\$8,655.00	
Unit 5 (6 pgs)	\$10,075.00	TIER 3
Unit 6 (7 pgs)	\$11,455.00	
Unit 7 (8 pgs)	\$12,895.00	TIER 4
Unit 8 (9 pgs)	\$14,245.00	
Unit 9 (10 pgs)	\$15,605.00	
Unit 10 (11 pgs)	\$16,710.00	
Product section pages beyond the 11-page rate are available at \$1230 per page, black & white and qualify for Tier 4 level.		

Color Rates, Special Positions, Upgrades Available

Color and special positions, such as Tabbed Index Dividers, Covers and guaranteed left-hand or right-hand starts are available in the Print Edition. Tab sponsorships and tier upgrades are available on *GSGnet.net*.



Join **GSGnet.net** now!

Call your **D>P Contact** today or visit **GSGnet.net/Advertise**

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DIESEL PROGRESS
video

DIESEL
PROGRESS
SHOW
Covering OEM Components & Systems

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