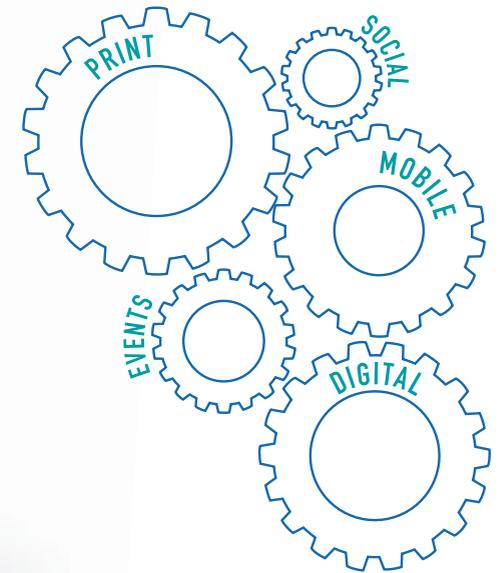


2013  
MEDIA  
KIT

# THE POWER OF MULTIPLE PLATFORMS



**OEM** Innovative product development solutions for mobile OEMs  
**Off-Highway™**

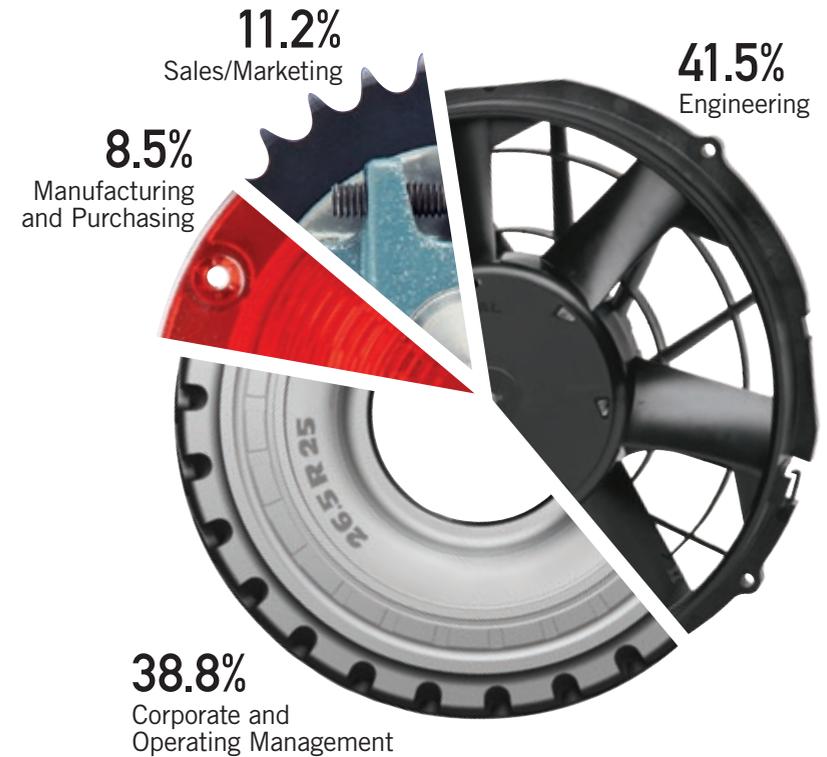
# REACH THE ENTIRE PRODUCT DEVELOPMENT TEAM

Partner with *OEM Off-Highway* to get your message in front of the entire decision-making team at mobile off-highway and heavy-duty on-highway OEMs. **WE DELIVER THE POWER** of multiple media platforms — B2B print, web, digital and mobile channels, trade shows and other in-person events, and social media — to customize an integrated marketing program just for you.

*OEM Off-Highway* is a **MUST-READ** by the engineers, purchasing managers, and corporate leaders of an OEM's product development team seeking in-depth coverage of the critical issues, latest products and emerging trends of the mobile equipment industry. They turn to *OEM Off-Highway* and [OEMOffHighway.com](http://OEMOffHighway.com) to find the component and technology suppliers to meet their project needs from the design phase through production.

“Digital marketing techniques might be flashy and young, but conventional marketing strategies haven't lost their impact. The ideal modern marketing mix makes room for both.”

AMA Marketing News April 30, 2012



## 18,154\*

*OEM Off-Highway* subscribers

\*BPA Statement June 2012 — Total Qualified Circulation: 16,000 print subscribers; 2,154 receive digital version only

# PRINT

**PRINT ADVERTISING MAY BE EVEN MORE EFFECTIVE NOW**, according to the American Marketing Association's Marketing News<sup>1</sup>. With mail volume down, print publications and other direct mail receive more attention than ever.

Top executives, according to a recent business communications survey<sup>2</sup>, prefer reading business and trade information in printed formats, though they also use digital channels, such as online video, professional networking sites and blogs.

OEM Off-Highway's enhanced print options include:

- ▶ Advertorials
- ▶ Engine Spec Guide sponsorship
- ▶ Annual Product Showcase & Industry Directory
- ▶ Cover options (wrap, belly band, gatefold, barn door, corner snipe)
- ▶ Magazine inserts
- ▶ Polybagging (your print marketing piece packaged in a clear mailing bag with our publication)
- ▶ Regional distribution
- ▶ Reprints

We also can assist you with anniversary or special supplements, custom magazines, direct mail and event promotions.

## PRINT TO DIGITAL

Energize your print buy with watermark-embedded photos or a "Quick Response" (QR) codes that invite smartphone and tablet users to scan for messages, promotions or a link to your website. Try a CUSTOM URL message on a magazine cover to bridge the print and digital divide.

<sup>1</sup>AMA Marketing News, April 30, 2012

<sup>2</sup>Source: Decision Dynamics 2011: Technology and Media, Doremus and Financial Times, March 2012



**16,000\*** subscribers via print and **15,488\*\*** via our digital edition.

**94%** of surveyed subscribers\*\* report they have the authority to specify, select and approve purchases

\*BPA Statement June 2012

\*\*Publishers own data; Digital edition unaudited June 2012: 13,334 BPA June 2012 digital edition audited: 2,154



▶ More information is available at [OEMoffHighway.com/Advertise](http://OEMoffHighway.com/Advertise) or call 800.547.7377.

## 2013 EDITORIAL CALENDAR

	JANUARY/ FEBRUARY	MARCH	APRIL	MAY/ JUNE	JULY/ AUGUST	SEPTEMBER	OCTOBER	NOVEMBER/ DECEMBER
<b>AD CLOSE</b>	1-7-2013	2-4-2013	3-5-2013	5-6-2013	6-24-2013	8-5-2013	9-10-2013	10-31-2013
<b>MATERIALS DUE</b>	1-15-2013	2-12-2013	3-13-2013	5-14-2013	7-2-2013	8-13-2013	9-18-2013	11-8-2013
<b>EDITORIAL PLAN</b>	On-highway trucking Operator interface GPS and telematics	Construction Drivetrains Filtration  <b>SPECIAL ISSUE:</b> BAUMA, Germany	Military Electronic controls	<b>ANNUAL PRODUCT SHOWCASE AND INDUSTRY DIRECTORY</b>	<b>THE E ISSUE</b> Energy Efficiency Engineering Electrification	Agriculture Lighting GPS	<b>STATE OF THE INDUSTRY</b>  Software and testing Engineering and manufacturing	Mining Tracks and tires Brakes
<b>FOCUS</b>	Electronics and sensors		Hydraulics		Engines & Emissions	Operator environment		<b>INNOVATORS' TOP 10 PRODUCTS</b> <i>Celebrating our print and online audiences' top product choices</i>
<b>MARKETING OPPORTUNITY</b>				Corporate Profiles	<b>ENGINE SPEC GUIDE</b> sponsorships <i>Distributed at ALL SHOWS</i>		Advertorial opportunity <i>Demonstrate your expertise on your segment of the industry</i>	
<b>SHOW DISTRIBUTION</b>	Mid-America Trucking Show Work Truck Show	BAUMA, Germany	Waste Expo Military Vehicles Expo and Conference Ag Machinery Conference	<b>ALL SHOWS</b> where <i>OEM Off-Highway</i> exhibits over the following 12 months	SAE Commercial Vehicle Engineering Congress and Exhibition DEER	Agritechnica GIE+EXPO ICUEE		World of Concrete

Dates and topics are subject to change.

### 2013 DISPLAY AD RATES

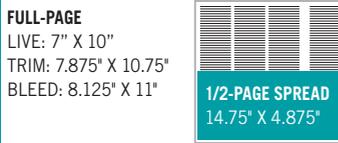
	1X	4X	8X
<b>FULL-PAGE SPREAD</b>	\$12,665	\$11,940	\$10,630
<b>1/2-PAGE SPREAD</b>	9,140	8,500	7,900
<b>FULL PAGE</b>	7,155	6,745	6,005
<b>2/3 PAGE</b>	6,220	6,005	5,480
<b>1/2 PAGE</b>	5,165	4,745	4,115
<b>1/3 PAGE</b>	3,590	3,270	3,065
<b>1/4 PAGE</b>	2,855	2,745	2,540

### AD SIZES & SPECIFICATIONS

**FULL-PAGE SPREAD**  
LIVE: 14.75" X 10"  
TRIM: 15.75" X 10.75"  
BLEED: 16.25" X 11"



**FULL-PAGE**  
LIVE: 7" X 10"  
TRIM: 7.875" X 10.75"  
BLEED: 8.125" X 11"



**1/2-PAGE SPREAD**  
14.75" X 4.875"



**1/2 PAGE HORIZONTAL**  
7" X 4.875"



**2/3 PAGE VERTICAL**  
4.5625" X 10"



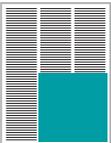
**1/2 PAGE VERTICAL**  
3.375" X 10"



**1/2 PAGE STANDARD**  
4.5625" X 7.375"



**1/3 PAGE STANDARD**  
4.5625" X 4.875"



**1/3 PAGE VERTICAL**  
2.1875" X 10"



**1/4 PAGE**  
3.375" X 4.875"



#### SEND MATERIALS TO:

*OEM Off-Highway*  
**Vicki Roth**  
Media Production Rep  
1233 Janesville Avenue  
Fort Atkinson, WI 53538  
800-547-7377 ext. 1654  
Vicki.Roth@Cygnus.com  
FTP: (Files larger than 10MB)  
<http://webftp.cygnuspub.com>

**PDF is the preferred format  
for file submission.**

For more information go to  
[OEMOffHighway.com/Advertise](http://OEMOffHighway.com/Advertise)

# DIGITAL

**OEMOFFHIGHWAY.COM IS THE GO-TO ONLINE RESOURCE** serving engineers and product development team members seeking news, information, the latest products and emerging trends.

## BANNER (DISPLAY) ADVERTISING

Get measurable results with banner advertising, including static, rich media (animated), wallpaper and more. Position your ad adjacent to relevant, customer-requested content.

## MEDIA CENTER

Show your product videos to thousands of buyers in the off-highway vehicle and component systems industry.

## COMPONENT DIRECTORY

Promote your products with a complimentary listing in our expansive directory.

## COMPONENT DIRECTORY SPONSORSHIP

Boost your visibility using a category sponsorship with ad placement for products specifically used by OEMs. We employ **contextual advertising** to deliver your message based on specific keyword search terms.

## EXPRESS VIDEO

Got photos? Get a video! We can quickly and cost-effectively convert your product photos and descriptions into engaging, scripted videos.

**92% growth in unique visitors\*\***

(The average unique visitor count skyrocketed in the first six months of 2012 compared with the 2011 average.)

## ENGINE SPEC GUIDE 2.0

Showcase your component products in our popular online, interactive Spec Guide where engineers and purchasing agents research, sort and download component results.

## EMAIL BLASTS

Sponsored exclusively by you, e-blasts feature your content and branding.

## E-NEWSLETTER SPONSORSHIPS

Sponsor one of our e-newsletters, produced by our industry-leading editors.

## E-PRODUCT SHOWCASE

Send your product or service promotion directly to our subscribers' inboxes with an E-Product Showcase. Add video to really grab their attention and generate response.

\*\*Publishers own data



**Component Directory:**  
More than **3,500** products\*\* listed

**E-newsletters:**  
**10,985** subscribers\*\*



**85%** – Share of engineers who go online to obtain product specifications, as well as to search for components, equipment, services, and suppliers.

GlobalSpec/MarketingProfs.com Feb. 13, 2012

# MOBILE EVENTS SOCIAL



## TAKE YOUR MESSAGE MOBILE.

With our tablet applications and sponsorships, you get in front of the entire OEM decision-making team from development to production.

### MOBILE SITE SPONSORSHIP

Sponsorship of the [OEMOffHighway.com](http://OEMOffHighway.com) mobile site puts your message front and center with engineers using smartphones and tablets to remotely measure and control systems while designing and producing products.

### TABLET EDITION SPONSORSHIP

Create a big buzz on a compact device with sponsorship of the *OEM Off-Highway* tablet edition. Get significant branding and advertising visibility on the app and in all promotions.

### CUSTOM TABLET PUBLICATIONS & E-BOOKS

Become a publisher! We can help you create your own custom tablet publications and e-books for internal use, sales or customers.

### CUSTOM MOBILE APP

Request a custom app to deliver your exclusive message to our inclusive marketplace or your company database.

**HIGH-TOUCH LEAD GENERATION.** You know the critical value of meeting your customers, prospects and industry leaders face-to-face. Ask us how to enhance your results from in-person and virtual events.

### GoPro® CAMERA

Attending a trade show and want to create a buzz? Bring in our GoPro camera for on-the-spot, first-person video interviews, product walk-arounds and industry expert commentary.

### LIVE-STREAMING VIDEO

Bring your event, product release or booth presence to life with live-streaming video, played on [OEMOffHighway.com](http://OEMOffHighway.com) and your website.

### TRADE SHOW PROMOTION AND VIDEOS

Drive traffic to your trade show booth with pre-show promotion via e-blast, product showcase or video delivered to our subscribers' inboxes.

Need a product or service video? Our video team will capture video footage during the show and create a feature video for sales calls, trade show presentation, your corporate website, training and other corporate uses. And, we'll air it on [OEMOffHighway.com](http://OEMOffHighway.com).

### WEBINARS/WEBCASTS

Looking for leads? Name recognition? Positioning as an industry expert or thought leader? Ask about a multi-media webinar or webcast to achieve all three goals.

**PAST THE HYPE.** At Cygnus, we're past the hype of social media and diving into what works ... an integrated, knowledge-based approach.

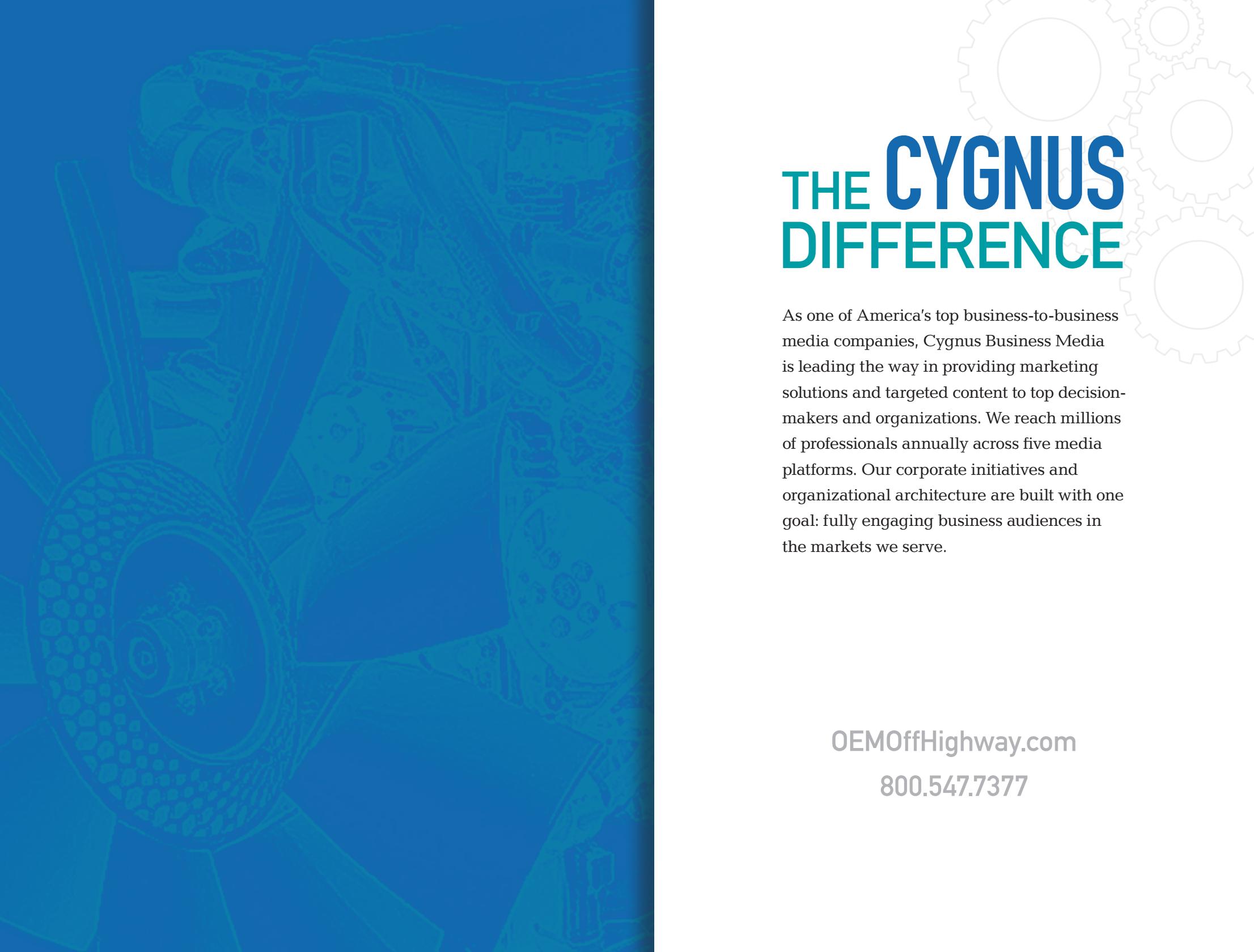
Check out SMARTT Leads, a new Cygnus program using Social Media Analytics complemented by Research in a Trackable Turnkey format. Enhance that long list of leads with actionable information and identify the key individuals who are keeping your messaging alive on social sites.

Engage social media channels for social referrals, networking, building relationships and engaging with customers and prospects. But social media doesn't succeed in a vacuum. Surround it with digital, mobile and print to turn engagement into sales.

Our blogs, tweets and posts lead readers to [OEMOffHighway.com](http://OEMOffHighway.com) and your advertising message, where your products and services take center stage.



▶▶ Together with our project sponsor, *OEM Off-Highway* created a unique marketing program combining video, social media and live show coverage using the GoPro camera and our on-video personality, Max the Miner. This custom marketing solution delivered measurable results to meet our sponsor's branding and promotion goals.



# THE CYGNUS DIFFERENCE

As one of America's top business-to-business media companies, Cygnus Business Media is leading the way in providing marketing solutions and targeted content to top decision-makers and organizations. We reach millions of professionals annually across five media platforms. Our corporate initiatives and organizational architecture are built with one goal: fully engaging business audiences in the markets we serve.

[OEMOffHighway.com](http://OEMOffHighway.com)

800.547.7377

# NEW

## CONVERT DATA INTO ACTIONABLE KNOWLEDGE

### WE ARE PLEASED TO UNVEIL, CYGNUS ANALYTICS, A REVOLUTIONARY TECH TOOL

that incorporates social media, proprietary research questions, personal URLs and multi-channel tracking to augment your marketing campaign.

It's not good enough to generate sales leads; you need a plan to make the sale. Cygnus Analytics can give you a competitive advantage by transforming data into meaningful information and actionable market knowledge.

### CHOOSE FROM OUR CYGNUS ANALYTICS SUITE OF PRODUCTS:

#### ENGAGEMENT REPORT

Engagement is no longer focused on whether your customers tune in to your messaging. It's how engaged they are with you, your competitors and the market in general ... and what drives those connections. The Engagement Report helps identify your marketing strategy's strengths and weakness and provides competitive benchmarks.

#### TRACKTION LEADS

Nothing shows how fast the world is changing as social media. Integrating social media into your marketing campaign is essential for getting your message out. Managing that message to generate qualified leads is the core of TRACKtion Leads, which uses social media analytics and complements it with research in a trackable, turnkey format. With TRACKtion Leads you can dial in to the key individuals who are keeping your message alive on social sites.

#### CYGNUS PROFILER LEAD REPORT

Getting lots of leads, but not sure WHO they really are? Cygnus Profiler Lead Report can fill in the blanks by adding qualifying information from our database to identify demographic information that helps you target your marketing follow up.

#### LEAD ENRICHMENT PROGRAM

Have too many leads and no time to do anything with them? Our Lead Enrichment Program can nurture your leads to help qualify and identify potential buyers.



# OEM

Innovative product development solutions for mobile OEMs

# Off-Highway™

## 800.547.7377

Contact us today for an entirely new experience in business-to-business marketing planning.

#### SALES

SEAN DUNPHY  
Publisher  
Sean.Dunphy@Cygnus.com  
Ext. 1504

STACY ROBERTS  
Integrated Media Consultant  
Stacy.Roberts@Cygnus.com  
Ext. 1661

ERIC SERVAIS  
Integrated Media Consultant  
Eric.Servais@Cygnus.com  
Ext. 1713

JILL DRAEGER  
Integrated Media Consultant  
Jill.Draeger@Cygnus.com  
Ext. 1617

JENNY HALLETT  
Inside Sales Rep  
Jenny.Hallett@Cygnus.com  
Ext. 1314

#### EDITORIAL

MICHELLE EAUCLAIRE  
Editor/Associate Publisher  
Michelle.EauClaire@Cygnus.com  
Ext. 1660

SARA JENSEN  
Associate Editor  
Sara.Jensen@Cygnus.com  
Ext. 1663

For updated information throughout the year, visit our marketing and advertising online resource at [OEMOffHighway.com/Advertise](http://OEMOffHighway.com/Advertise) or call your Cygnus integrated media consultant at **800.547.7377**.

**CYGNUS**  
BUSINESS MEDIA

1233 Janesville Avenue  
Fort Atkinson, Wisconsin 53538  
[www.cygnus.com](http://www.cygnus.com)