

COVERING ELECTRIFICATION, HYBRIDS AND
NEW POWER TECHNOLOGIES FOR THE GLOBAL
VEHICLE AND EQUIPMENT MARKETS

NPP
NEW POWER PROGRESS



khl
www.khl.com

2023
MEDIA INFORMATION

www.newpowerprogress.com

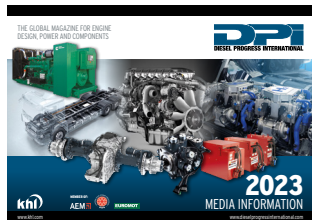
NPP

NEW POWER PROGRESS

Covering electrification, hybrids and new power technologies for the global vehicle and equipment markets.

Articles are about new power products used in on-highway, off-highway, stationary and marine markets. Readership is tightly focused on the specifying and design of components in industrial powered equipment at all levels.

Print advertising opportunities available in both Diesel Progress and Diesel Progress International magazines. Click here to see their 2023 media kits.



WEBSITE

12,245
PAGE VIEWS/MONTH

6,176
UNIQUE VISITORS

2:02
SESSION TIME

AVERAGE (MAY-JULY 2021)



SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

NEWSLETTER

20,736
WEEKLY DISTRIBUTION

34.31%
OPEN RATE

28.68%
CLICK THROUGH RATE

NEW POWER PROGRESS YEARBOOK

**DIESEL PROGRESS
JULY/AUGUST**

**DIESEL PROGRESS
INTERNATIONAL
JULY/AUGUST**

EVENT

NEW POWER PROGRESS
**NPP
SUMMIT**

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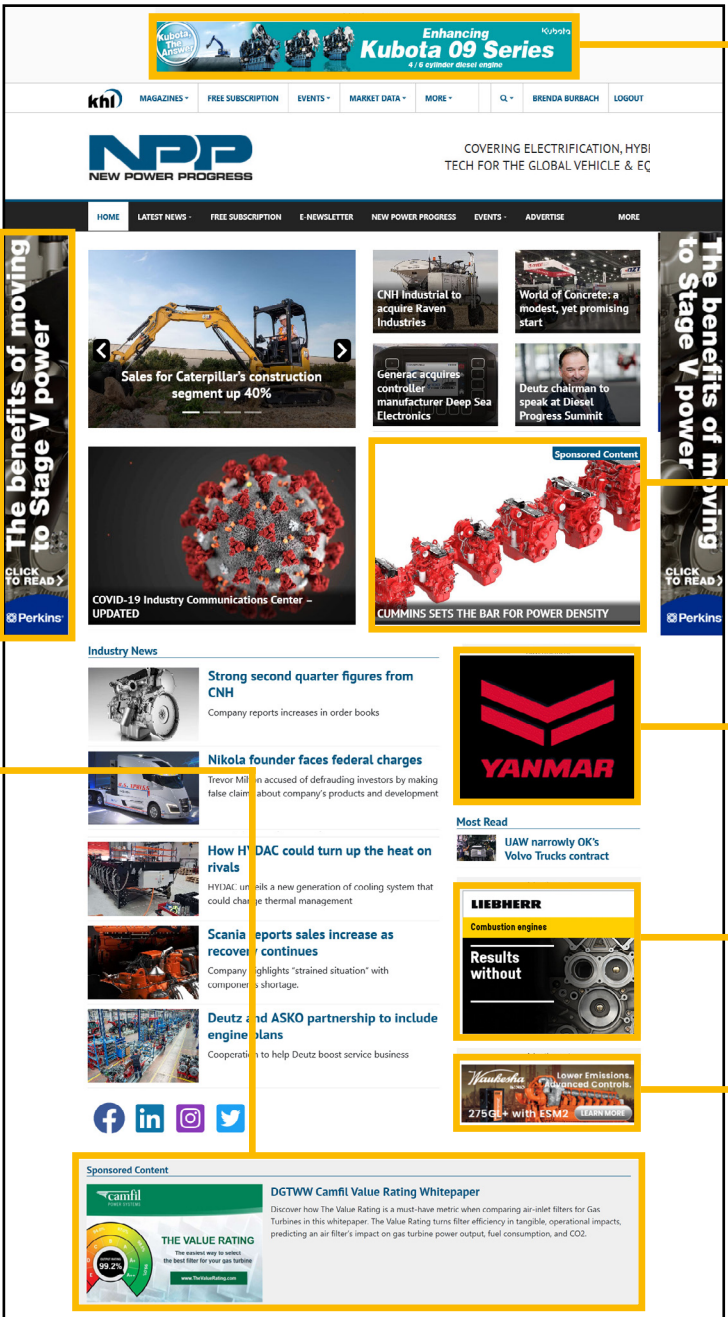
- ✔ Minimum three month spend
- ✔ Banner slots shared with two additional companies

WALLPAPER
Unique to one company this ad position is visible throughout the entire website.

\$ 4,070 € 3,630

SPONSORED CONTENT 2
Whether you want to build brand awareness or drive leads for your business, this format can do it all.

\$ 3,675 € 3,255



LEADERBOARD
High profile position to promote, brand, exhibition or product lines. Run of site

\$ 3,675 € 3,255

SPONSORED CONTENT 1
Whether you want to build brand awareness or drive leads for your business, this format can do it all.

\$ 5,250 € 4,670

MPU 1
High profile position to promote, brand, exhibition or product lines. Run of site.

\$ 3,675 € 3,255

MPU 2, MPU 3, MPU 4 Run of site

\$ 2,100 € 1,890

300 x 100
Engage with our readers when they visit the New Power Progress website. Run of site.

\$ 1,320 € 1,160

NEWSLETTER

20,736

WEEKLY DISTRIBUTION

34.31%
OPEN RATE

28.68%
CLICK THROUGH RATE

Distributed twice a month New Power Progress delivers the latest in global industry news direct to your customers' inboxes. Immediate and results are provided through this high-visibility advertising opportunity.

Materials are due one week prior to mail date. Send all materials and links to: production@khl.com

SPONSORED CONTENT

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Maximum two sponsored content slots per newsletter

Headline (maximum 60 characters)

Body copy (400 characters)

Button Text (20 characters)

Click-through URL

Image size: high Res, 3:2 ratio JPEG

\$ 2,625 € 2,310

BOTTOM BANNER

Branding opportunity within industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

\$ 1,470 € 1,365

TOP BANNER

High visibility branding in industry leading newsletter.

Desktop, Tablet, Mobile: 570 x 100 pixels

\$ 2,100 € 1,840

MIDDLE BANNER

Excellent brand building position within high quality editorial content.

Desktop, Tablet, Mobile: 570 x 100 pixels

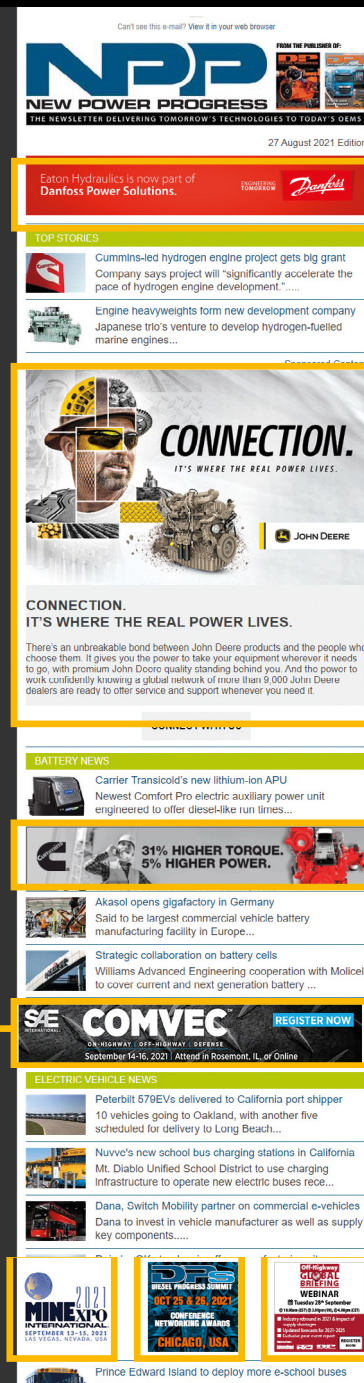
\$ 1,575 € 1,470

BUTTON

Cost effective digital branding.

Desktop, Tablet, Mobile: 150 x 150 pixels

\$ 1,260 € 1,155



A GREAT WAY TO ESTABLISH YOUR COMPANY AS A PREMIER SUPPLIER TO MANUFACTURERS USING NEW POWER TECHNOLOGIES

**NEW POWER
PROGRESS
YEARBOOK**

**DIESEL PROGRESS
JULY/AUGUST**

**DIESEL PROGRESS
INTERNATIONAL
JULY/AUGUST**

The fourth New Power Progress Yearbook provides an informative “who’s who?” look at the growing list of suppliers of “new power” technologies, including hybrid systems, batteries, fuel cells, hydrogen technologies and controls, that are reshaping the vehicle, equipment, marine and stationary markets.

THE BENEFITS

- ✓ Logo on the front cover and inside of insert
- ✓ **PLUS:** Full-page advertisement on the back page
- ✓ Promoted on the New Power Progress eNewsletter (20,736 distribution)
- ✓ Social media promotion
- ✓ 500 bonus copies for personal distribution
- ✓ Full circulation of Diesel Progress and Diesel Progress International
- ✓ Bonus distribution at all Diesel Progress and Diesel Progress International attended trade shows for 12 months
- ✓ Insert promoted on newpowerprogress.com
- ✓ Yearlong visibility

SPONSORSHIP

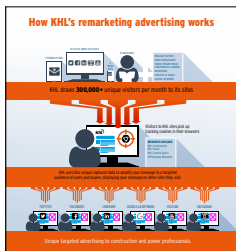
💰 **10,500**

€ **9,200**



For more information, or to advertise, please contact **Alister Williams**: alister.williams@khl.com | +1 843 637 4127

REMARKETING



Amplify your message and engage with a targeted audience that is interested in your products and services

BASE COST \$ 7,500 € 6,500

Includes project setup, brand safety, 250,000 impressions and optimization.

ADDITIONAL IMPRESSIONS \$ 3,000 € 2,600

Per 250,000 impressions.

EBLASTS



New Power Progress has a global database of active decision makers. Rent this list to drive leads, promote events, and increase sales. Please allow a 15% reduction to accommodate data permissions.

\$0.65 €0.60/NAME

\$ 3,000 minimum € 2,600 minimum

SPONSORED NEWSLETTER



Branding on a newsletter dedicated to your company sent to our readers. Supply content and artwork and our production team will design a newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

PRICE PER ISSUE FROM \$ 8,450 € 6,500

WHITE PAPERS



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

PRODUCT LAUNCH PACKAGES



Use New Power Progress to promote your new products and services. New Power Progress can offer a blended marketing approach including:

- Remarketing
- Digital banners
- Social media campaigns
- eBlasts
- Fully hosted webinar

...to drive awareness and more importantly sales. With uncertainty surrounding live shows, more and more clients are finding this method a good cost effective alternative. And we have the audience to make it work for you.



The fifth annual Diesel Progress Summit is a one-day conference and awards dinner for the engine and powertrain technology industry.

Dramatic changes in the engine and powertrain industry are being driven by emissions regulations and advances in hybrid and electrification technologies. There has never been a greater need for relevant and authoritative information and the Diesel Progress Summit delivers like no other event.



The New Power Progress Summit is a one-day event highlighting the products, technology and application of “alternative” technologies, including electrification, fuel cells, hydrogen and alternative fuels. The event is organized by the highly experienced team at Diesel Progress, which has been documenting the development of new power technologies for decades.

Significant new technologies are beginning to play in increasingly important role on on-highway, off-highway and marine markets worldwide. The New Power Progress Summit will provide an authoritative look at the technologies that are leading the march toward a carbon-free future.

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 more sponsorship opportunities please contact: **Alister Williams**: alister.williams@khl.com | +1 843 637 4127

www.dieselprogresssummit.com

www.newpowerprogresssummit.com

KHL OFFICES

USA WAUKESHA OFFICE

20855 Watertown Road, Suite 220,
Waukesha, WI 53186-1873, USA
+1 262 754 4100
www.dieselpowerprogress.com

USA HEAD OFFICE

KHL Group Americas LLC
14269 N 87th Street, Suite 205
Scottsdale, AZ 85260, USA
+1 480 630 0793

USA CHICAGO OFFICE

KHL Group Americas LLC
205 W. Randolph Street, Suite 1320,
Chicago, IL 60606, USA
+1 312 496 3314

UNITED KINGDOM (Head Office)

KHL Group LLP
Southfields, Southview Road,
Wadhurst, East Sussex, TN5 6TP, UK
+44 (0)1892 784 088

GERMANY OFFICE

KHL Group, Niemöllerstr. 9
73760 Ostfildern (Stuttgart), Germany.
+49 (0)711 3416 7471

CHINA OFFICE

KHL Group China
Room 769, Poly Plaza, No.14, South Dong
Zhi Men Street, Dong Cheng District,
Beijing 100027, P.R. China
+86 (0)10 6553 6676

SOUTH AMERICA OFFICE

KHL Group Americas LLC
Av. Manquehue 151, of 1108, Las Condes,
Santiago, Chile
+56 2 2885 0321



NEW POWER PROGRESS TEAM



ALISTER WILLIAMS
Global Vice President of Sales
+1 843 637 4127
alister.williams@khl.com



ROBERTA PRANDI
Associate Publisher
+39 0464 014421
roberta.prandi@khl.com



JULIAN BUCKLEY
Editorial Contributor
+44 (0)7710 096 684
julian.buckley@khl.com



MIKE BREZONICK
VP Editorial Power Division
+1 262 754 4112
mike.brezonick@khl.com



CHAD ELMORE
Managing Editor
+1 262 754 4114
chad.elmore@khl.com

GLOBAL SALES REPRESENTATIVES

USA & KOREA

Alister Williams
+1 843 637 4127
alister.williams@khl.com

USA

Josh Kunz
+1 414 379 2672
josh.kunz@khl.com

USA

Thomas Kavooras
+1 312 929 3478
thomas.kavooras@khl.com

USA

Daniel Brindley
+1 262 754 4131
daniel.brindley@khl.com

USA

Niki Trucksa
+1 262 754 5131
niki.trucksas@khl.com

MAINLAND EUROPE

Gabriele Dinsel
+49 (0)711 3416 7471
gabriele.dinsel@khl.com

UK/MAINLAND EUROPE

Petra Kaiser
+49 (0)711 3416 7472
petra.kaiser@khl.com

ITALY/BENELUX/SCANDINAVIA

Roberta Prandi
+39 (0)0464 014 421
roberta.prandi@khl.com

JAPAN

Michihiro Kawahara
+81 (0)3 32123671
kawahara@rayden.jp

CHINA

Cathy Yao
+86 (0)10 6553 6676
cathy.yao@khl.com