



MEDIA PACK

MAGAZINE

WEBSITES

RETARGETING

MARKET RESEARCH – SURVEYS



About LECTURA

LECTURA has been the leading provider of machinery intelligence on the market **since 1984**. Our database contains information and data on more than **176,000 heavy machinery models** and provides evaluation of used machines through our online tools and digital solutions.

This extensive database of equipment information attracts hundreds of thousands of professional visitors every month, when researching machinery before their purchase decision. This buyers guide represents the perfect platform to reach buyers and decision makers.

Our web portal LECTURA Press provides the latest news from the heavy machinery industry, exclusive interviews with industry experts and market leaders and publishes the quarterly online magazine the DigiMessenger in order to always bring the most relevant information to our readers.

[MORE ABOUT LECTURA](#)



**LECTURA content and performance
in a nutshell**

176,000+
machine models

13,500,000
visitors on LECTURA websites in 2023

13
language variants

LECTURA Audience

The **13,500,000 professional visitors** on LECTURA websites fall into 3 main categories based on industry:

CONSTRUCTION AND LIFTING

1. Machine owner/buyer: **38.2%**
2. Engineer: **14.5%**
3. Dealer: **11.0%**
4. Contractor: **8.3%**
5. Repair shop: **5.1%**
6. Service provider: **4.1%**


AGRICULTURAL MACHINERY

1. Farmer: **68.6%**
2. Machine owner: **7.3%**
3. Dealer: **4.7%**
4. Contractor: **2.9%**
5. Service provider: **2.9%**
6. Repair shop: **2.7%**

MATERIAL HANDLING, TRANSPORTATION & MUNICIPAL

1. Machine owner: **34.4%**
2. Dealer: **13.5%**
3. Repair shop: **8.5%**
4. Service provider: **7.7%**
5. Contractor: **7.3%**
6. Transportation: **5.2%**

LECTURA audiences in a nutshell



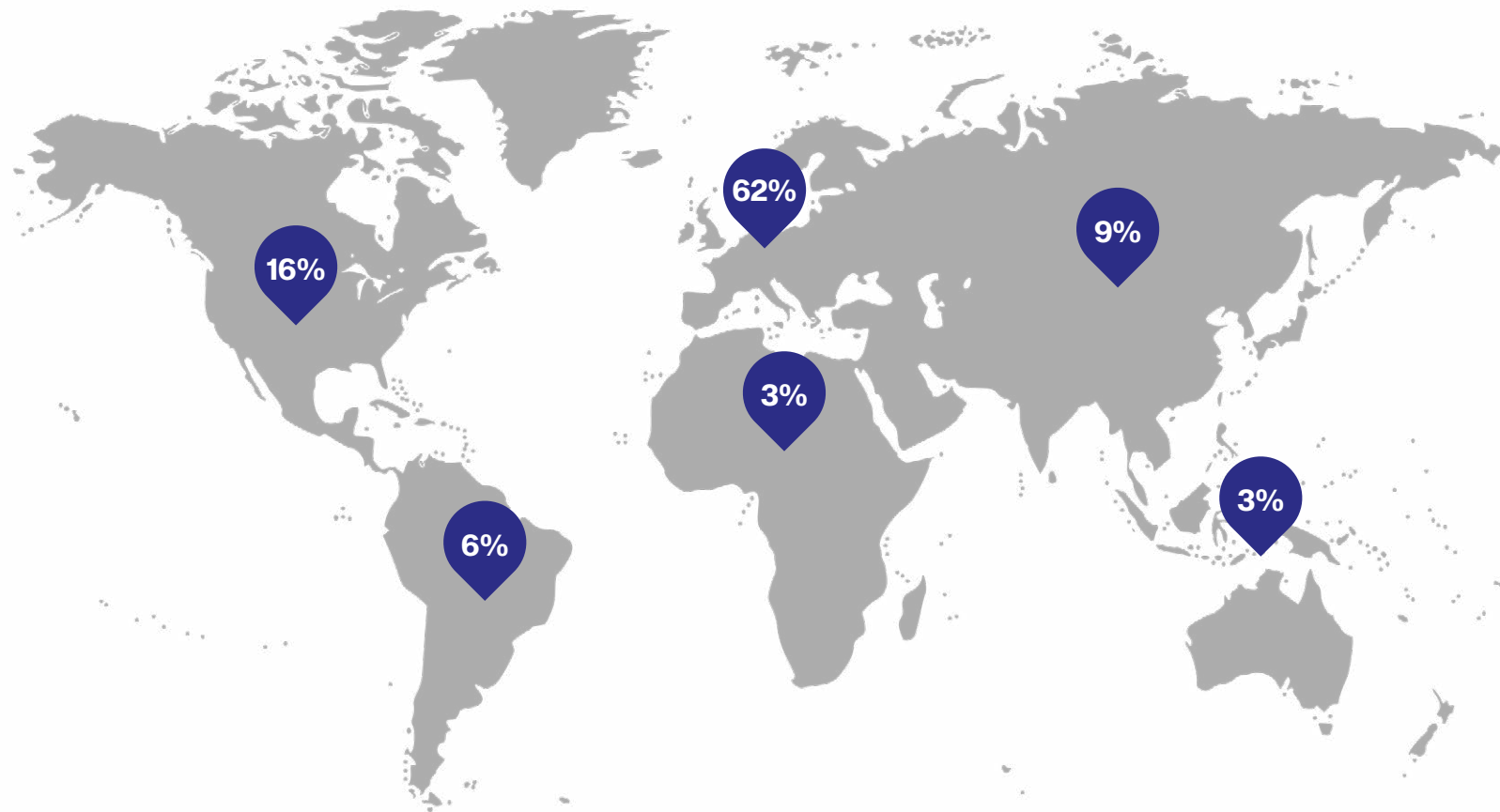
48.5%
end users

10%
dealers

9.9%
service companies

LECTURA Audience

The LECTURA audience represents professional visitors from more than 240 countries, which is counted in millions every year.



DigiMessenger Magazine

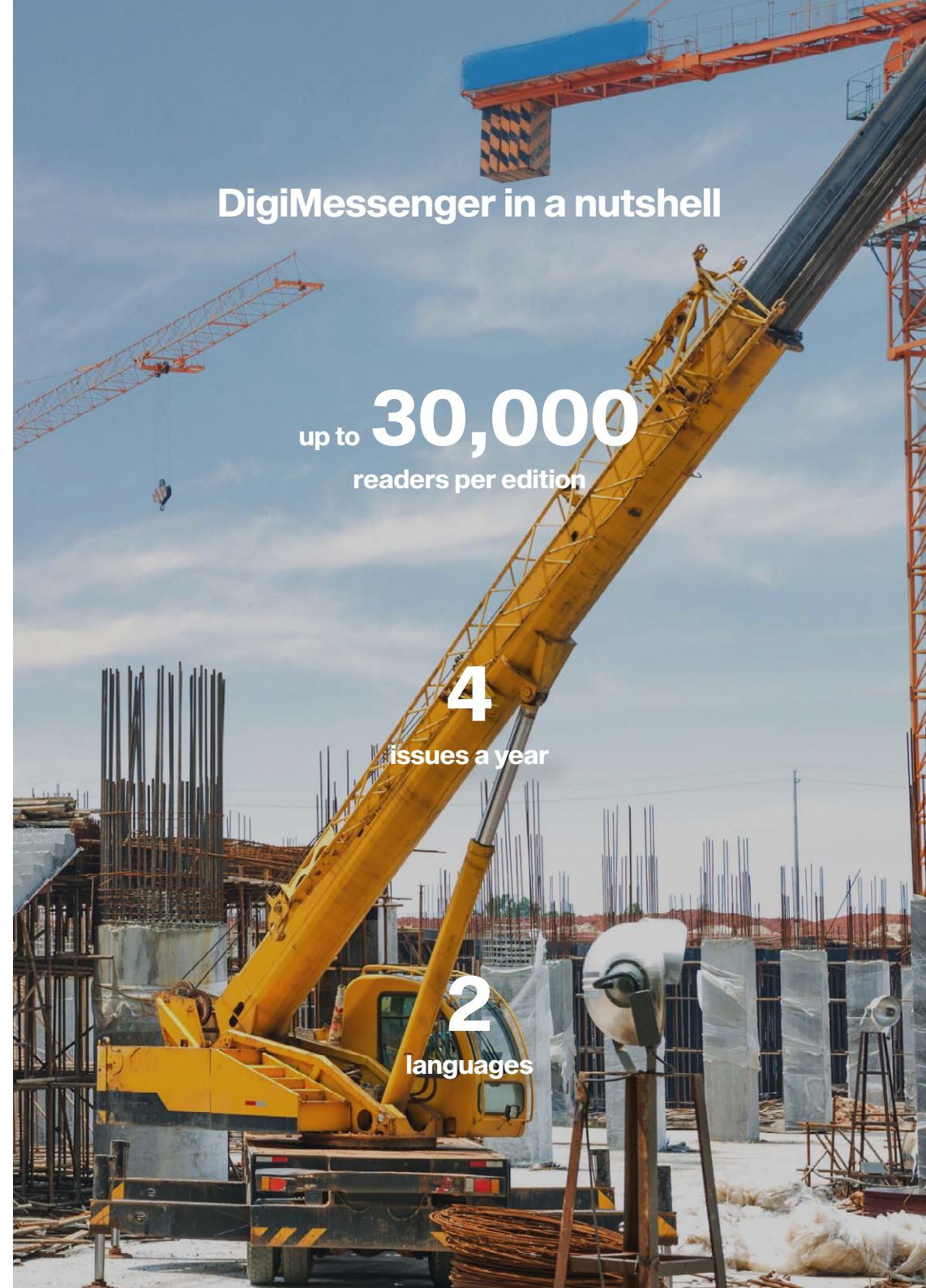
Latest news, equipment analysis, expert interviews, job reports and guides in one digital magazine.

DigiMessenger is a quarterly publication combining the best of two worlds. Classical magazine format and digital distribution.

LECTURA attracts aprox. **1.2 million industry professionals** sourcing specific product data every month.

We identify their interest based on behaviour and show them contextual information in the relevant issue of DigiMessenger. This means, that individual issues are being delivered specially to end-users and other professionals, that have been sourcing product information around construction, lifting, rental, material handling, transport and other equipment in order to assure the highest relevance of information for them.

[READ THE LATEST ISSUE](#)



DigiMessenger in a nutshell

up to **30,000**
readers per edition

4

issues a year

2

languages

Editorial Plan

Issue #15	February 2024 – April 2024
Main Topics	Aggregate Recycling, Mining
Sub Topics	Software and Digital Solutions
Issue #16	May 2024 – August 2024
Main Topics	Lifting & Access, Material Handling
Sub Topics	Rental, Power Equipment
Issue #17	September 2024 – October 2024
Main Topics	Construction
Sub Topics	Attachments
Issue #18	November 2024 – January 2025
Main Topics	Transportation
Sub Topics	Agriculture, Forestry and Landscaping



MORE ABOUT THE MAGAZINE

Magazine Rates

Cover + Full page (210 × 287 mm, EN + DE)

Cover (210 × 287 mm, EN + DE)

Full page (210 × 287 mm, EN + DE)

Full page (210 × 287 mm, 1 language)

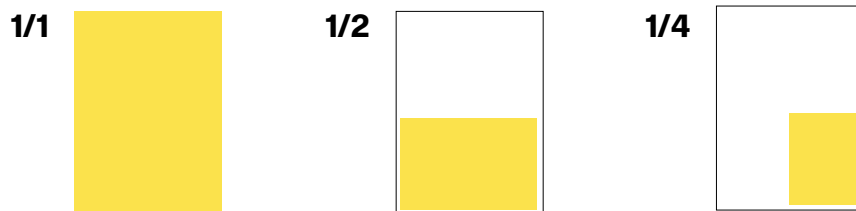
Half Page (210 × 143,5 mm, EN + DE)

Half Page (210 × 143,5 mm, 1 language)

Quarter Page (105 × 143,5 mm, EN + DE)

Quarter Page (105 × 143,5 mm, 1 language)

RGB-format, 300 dpi resolution, png, jpg.



Get in touch with our price consultants for an informal chat about how you can improve the digital performance of your company thanks to our services and solutions.

[CONTACT US](#)

7 MEDIA PACK | DigiMessenger



PRESS Website & Audience

LECTURA Press brings you daily the freshest heavy machinery news from the construction, material handling, lifting & access, transport, rental and agriculture industries, both in English and German. You can also find interviews with representatives of market leaders, deep analyses, survey reports, thousands of pictures and videos.

Audience by device

Desktop **59%**

Mobile **38.8%**

[VISIT LECTURA PRESS](#)

LECTURA Press in a nutshell

25,130

articles read per month*

29,130

international visitors per month*

368,430

copies of newsletters sent per month*

* On average in 2023

PRESS Digital Advertising

Desktop

Billboard banner (1940x500 px)

&

Mobile

Billboard banner (640x200 px)

Desktop

Half Page banner (600x1200 px)

&

Mobile

Big Box Parallax (700x1500 px)

Desktop

Feature banner (1800x600 px)

&

Mobile

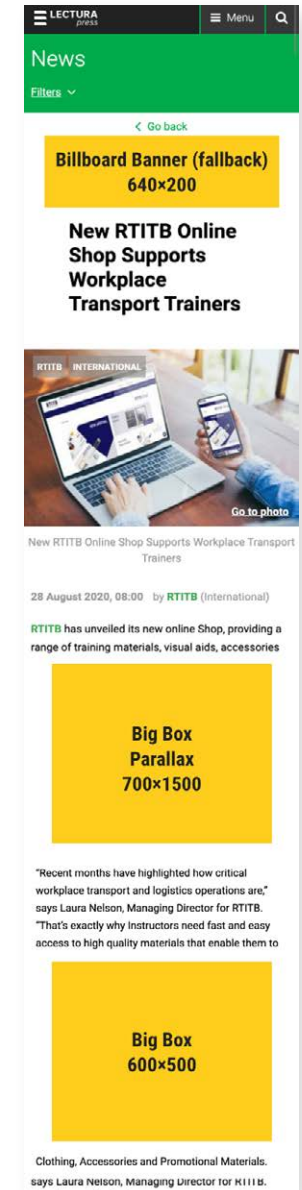
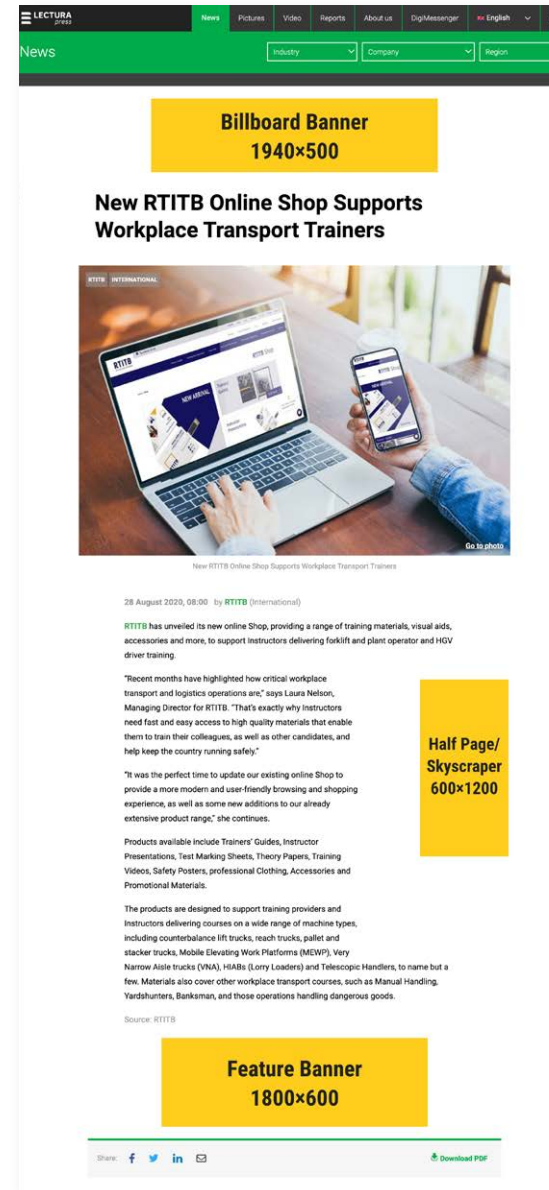
Big Box (600x500 px)

RGB-format, 72 dpi resolution, png, jpg, tiff, psd.

* We guarantee at least 10,000 impressions.

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PRESS Digital Advertising

Press Title Story

Place your Title Story on LECTURA Press and save your article a prominent position for a week with an additional promotion on social media and podcast.

Press Newsletter

Get your machinery news right to your inbox. Join more than 40,000 subscribers and enjoy weekly industry insights in English or German.

Newsletter Top Story

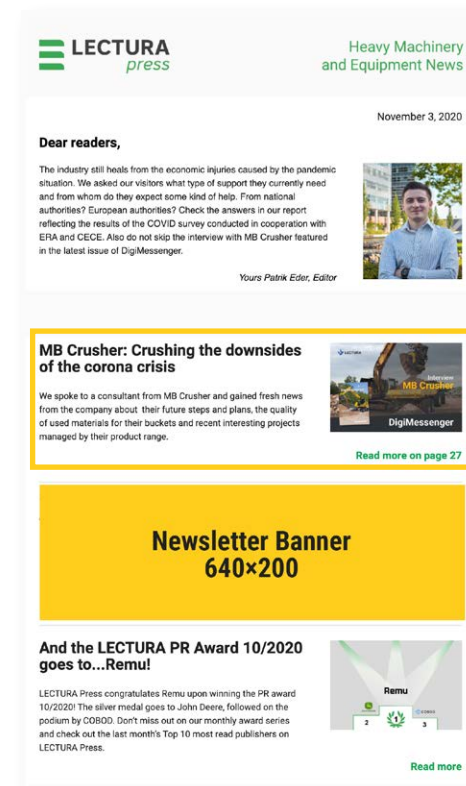
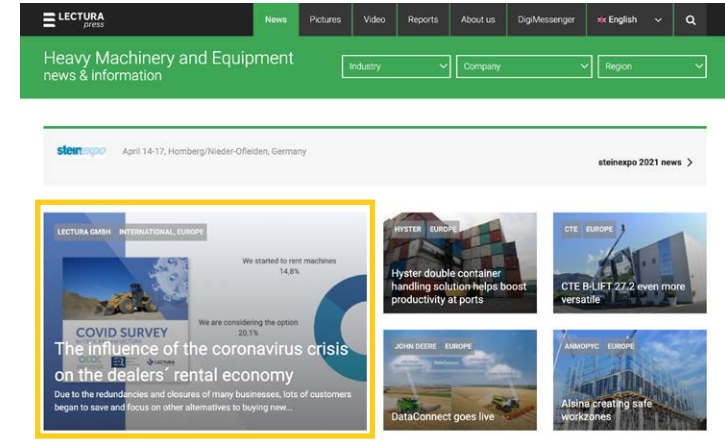
Save your article a top position In LECTURA newsletter and reach thousands of readers.

Newsletter Banner (640x200 px) for a week

RGB-format, 72 dpi resolution, png, jpg, tiff, psd.

Get in touch with our price consultants for an informal chat about how you can improve the digital performance of your company thanks to our services and solutions.

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PRESS Premium

Benefits of Press Premium

Guarantees the publication of **all press releases** that you send.

Includes 1× LECTURA **Title Story** (the appearance of one article of your choice in a prominent position on the LECTURA Press portal for 7 days) or 1× LECTURA **Top Story** (LECTURA Press Newsletter – over 48,000 recipients). Social media promotion, integration of your news in LECTURA podcast.

LECTURA **Contact Box** in your company profile and in all your articles. Contact box includes: logo, company name, address, contact person, email, website.

Get in touch with our price consultants for an informal chat about how you can improve the digital performance of your company thanks to our services and solutions.

CONTACT US

The screenshot shows a news article on the LECTURA Press website. The article title is "World's Top 10 biggest tractors in 2022". The main image features a large white tractor in a field with an American flag in the background. A circular badge in the top right corner of the image says "TOP 10". Below the image, there is a list of tractor models and their specifications, ranked from 10 down to 2. The list includes:

- 10. Versatile 620DT – 620 hp (462 kW)
- 9. Big Bud 650/50 – 650 hp (488 kW)
- 8. Fendt 1167 Vario MT – 673 hp (495 kW)
- 7. Rite 707 – 700 hp (520 kW)
- 6. Big Bud 740 – 740 hp (544 kW)
- 5. MeriCrusher MT-700 – 768 hp (565 kW)
- 4. ACO 600 Oubaas – 820 hp (612 kW)
- 3. ???
- 2. ???

At the bottom of the article, there is a yellow-bordered box containing the text "Contact Box" in green.

SPECS Website & Audience

LECTURA Specs serves as the ultimate buyers' guide, offering thousands of daily updated heavy machinery data such as technical specifications, brochures (datasheets) and pictures from **more than 1,800 manufacturers**. More than 1,200,000 professionals source specific product data every month. The buyers' guide is currently available in 13 language versions and contains over **176,900 machine models**.

Audience by device

Mobile **61%**

Desktop **38%**

[VISIT LECTURA SPECS](#)

LECTURA Specs in a nutshell

1,200,000
monthly visitors*

176,994
machine models

1,497,000
viewed machines per month*

* On average in 2023

SPECS Digital Advertising

Desktop

Billboard banner (1940x500 px)

&

Mobile

Billboard banner (640x200 px)

Desktop

Half Page banner (600x1200 px)

&

Mobile

Category Highlight (716x448 px)

Desktop

Feature banner (1800x600 px)

&

Mobile

Big Box (600x500 px)

* We guarantee at least 10,000 impressions.

RGB-format, 72 dpi resolution, png, jpg.

Get in touch with our price consultants for an informal chat about how you can improve the digital performance of your company thanks to our services and solutions.

CONTACT US

Billboard Banner 1940x500

Liebherr A 924 Litronic Specifications & Technical Data (1998-2003)

Model	Specs	Technical Data	Value
1998-2003	1998-2003	1998-2003	1998-2003
Weight	11.00	Standard tyres	11.00 20PR16
Bucket capacity	1 m³	Boom	VA
Transport length	9.4 m	Transport width	2.75 m
Transport height	3.22 m	Max. Reach horizontal	10.35 m
Dredging depth	7.05 m	Tear-out force	84.6 kN
Track layout	D924 TL	Engine model	Liebherr
Engine type	2000 cm³	Engine power	113 kW
Revolutions at max torque	###	Bucket capacity min.	###
Bucket capacity max	###	Dredger stabilisers	###
Bucket width	###	Dipper length	###
Turning radius inside	###	Turning radius outside	###
Engine power	###	Stratification level	###
Displacement	###	Max. torque	###
No. of cylinders	###	Cylinder bore x stroke	###
Weight	###	Excavator level	###
Number of Mono Booms	###	Total Number Of Dippers - Mono	###
Number Of Articulated Booms	###	Engine Manufacturer	###
Engine Model	###	Rated Speed	###
Engine Output - Net	###	Transmission Type	###
Type Size - Standard	###	Number Of Types - Standard	###
Maximum Transport length	###	Transport height - Over Mine	###
Mono Boom	###	Boom	###
Wheelbase	###	Rear Axle To Slow Centre	###
Cab height	###	Ground Clearance	###
Machine Width - Maximum	###	Overall Width - Stabilisers Over	###
Mono Boom Size	###	Standard Dipper Length	###
Longest Dipper Length	###	Ground Level Height - Mono	###
Maximum Dig height - Mono	###	Dump Clearance Height - Mono	###
Boom	###	Dig Depth - Articulated Boom	###
Dig Depth - Mono Boom	###	Fuel Tank	###
Dipper Blade - Width	###	Max bucket breakout, Mono	###
Slow Speed	###	Boom	###
Boom Pressure	###	Operating Weight	###

Half Page/Skyscraper 600x1200

Feature Banner 1800x600

Billboard Banner (fallback) 640x200

Liebherr A 924 B Litronic Specifications & Technical Data (2003-2007)

Category Highlight 716x448

Big Box 600x500

Section Advertising

Ideal for machine and components manufacturers to reach as many potential customers as possible. With a direct link to:

- 1) New machines
- 2) Used machines
- 3) Spare parts / components
- 4) Services, etc.

Price on request

I WOULD LIKE TO KNOW MORE

Bedienungsanleitung bei Wacker Neuson anfragen

[Bedienungsanleitung anfragen](#)

Buy & Rent

[EW 65 bei Wacker Neuson kaufen](#) | [EW 65 bei Wacker Neuson mieten](#)

Buy EW 65 Wacker Neuson


Kaufen Sie Ihre Maschine direkt vom Hersteller. Bestellen Sie eine neue Maschine oder wählen Sie eine Gebrauchsmaschine aus dem Wacker Neuson Mietpark. Alle Gebrauchsmaschinen sind 100% lückenlos von Wacker Neuson eigenen Fachkräften gewartet.

[Buy a machine directly from Wacker Neuson](#)

Rent EW 65 Wacker Neuson

Müssen Sie eine auftragsintensive Periode überbrücken, ein Projekt schnell bearbeiten oder möchten Sie einfach unverbindlich ein Produkt testen? Mieten Sie Ihre Maschine online rund um die Uhr direkt bei Wacker Neuson und nutzen Sie die volle Flexibilität in der Mietdauer!

[Rent a machine directly from Wacker Neuson](#)



RENTAL

Baumaschinen mieten bei Wacker Neuson

Spare parts & Components


[Ersatzteile](#) | [Kontaktformular](#)

Buy spare parts for Wacker Neuson EW 65 simply from our partners

Fragen Sie in wenigen Schritten das Ersatzteil das Sie brauchen bei unseren Partnern an und wählen Sie das Beste Angebot. Ob Sie Händler oder Eigentümer sind, LECTURA navigiert Sie in die richtige Richtung. Bestellen Sie noch heute ganz einfach Ersatzteile für Mobilbagger - weltweit.

[Spare parts from !\[\]\(0363fbe6789abdbb08e06be2f5f3d58f_img.jpg\)](#)

[Spare parts from our partners](#)

Contact the manufacturer 

Senden Sie Ihre Fragen direkt an Wacker Neuson.

[Ask now](#)

Retargeting

Retargeting attempts to bring visitors back to buy via display or native ads on other sites. It is a form of online advertising that helps you keep your brand in front of bounced traffic after they leave your web.

LECTURA has a retargeting audience of **12,500,000 professionals**, which can be targeted by country, industry and machine type. In 2023 we have delivered more than **4,560,000 ad impressions** in addition to the regular website traffic.

Retargeting consists of 4 simple steps:

- 1) Users come to LECTURA website and we mark their interest
- 2) Users leave LECTURA website and continue their browsing
- 3) Marked users are retargeted on 3rd party websites
- 4) Users get to your website or your video



LECTURA Retargeting in a nutshell

4,560,000
ad impressions in 2023

12,654,364
visitors on LECTURA websites in 2023

12,500,000
LECTURA retargeting audience in 2023

Retargeting

Retargeting Packages

Essentials

5,000 video views guaranteed

Premium

15,000 video views guaranteed

Pro

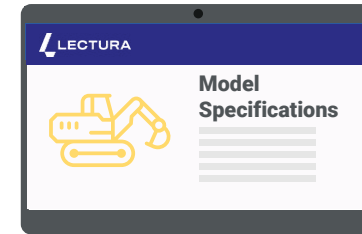
25,000 video views guaranteed

Targeting prices for specific region and industry.
Detailed targeting prices (category, country etc.) on request.

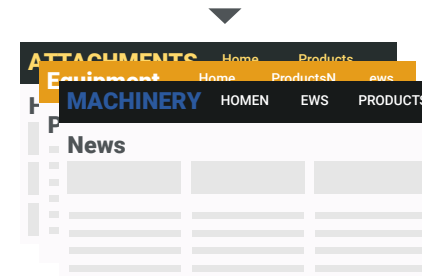
We bring the validated LECTURA audience to you through these channels:

 **Youtube** – views of videos to your channel

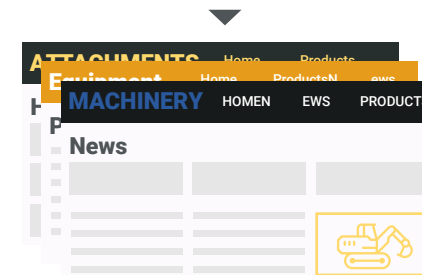
We can also create custom-made solution to fit your needs on request.



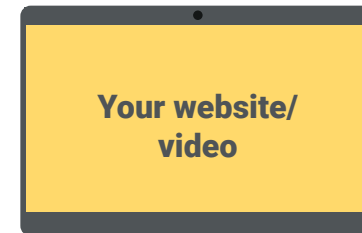
1. We “mark” user interest on LECTURA



2. Users continue their daily business



3. Retarget “marked” users on 3rd party sites



4. Keep addressing our audience - everywhere

Market Research – Surveys

Whenever you want to improve and grow your business conducting a survey may help you. Despite the fact that there are plenty of research methods or strategies to understand your customers' behaviour, the easiest way to get information about people is to simply ask them. Understanding your customers' perspective and needs provides you with the most important information about the future development of your business and therefore determining priorities of its direction.

Moreover, ongoing communication with your customers and demonstration of the interest in their needs helps maintain their loyalty. LECTURA can get your survey in front of hundreds of thousands of industry professionals – the engagement is about 4% which results in about up to **1,000 daily replies** (depending on category and language settings).

[MORE ABOUT SURVEYS](#)

LECTURA Surveys in a nutshell

7

surveys ran in 2023

200,000+

respondents engaged

13

language variants



Surveys

When wondering about the targeting, LECTURA can select your respondents' sample based on some predefined criteria:

- 1) region/country of origin
- 2) industry and type of business
- 3) company size/fleet size/

To reach the criteria we are able to target to place your survey on specific web pages only or provide you with 13 language versions.

Read the latest LECTURA Surveys

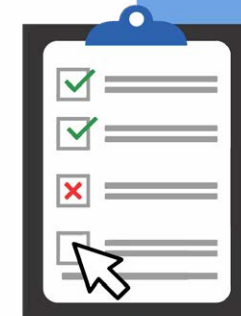
SURVEYS

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CONTACT US

LECTURA SURVEYS

raw data • analysis • comprehensive report



1,200,000 professionals on LECTURA Specs every month

1,000 replies every day

13 language variants



We know everything about heavy machinery

For 40 years LECTURA

Our content makes us king in the digital business. The extensive data, detailed information and continuous growth makes LECTURA a unique hub for millions of professionals searching for reliable information all around the world. LECTURA delivers not only equipment data, but through it access to decision makers in this industry.

We are happy to talk digital marketing with you, anytime.

GET IN TOUCH

Dr. Iva Thiel

Managing Director

i.thiel@lectura.de

Tel.: +49 (0) 911-43 08 99-15

M: +49 (0)179 794 88 81

