



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 **183,500 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**

183,500+
machine models

12,600,000+
visitors on LECTURA websites from 09/2023–08/2024

14
language variants

LECTURA Audience

The **12,600,000+** 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



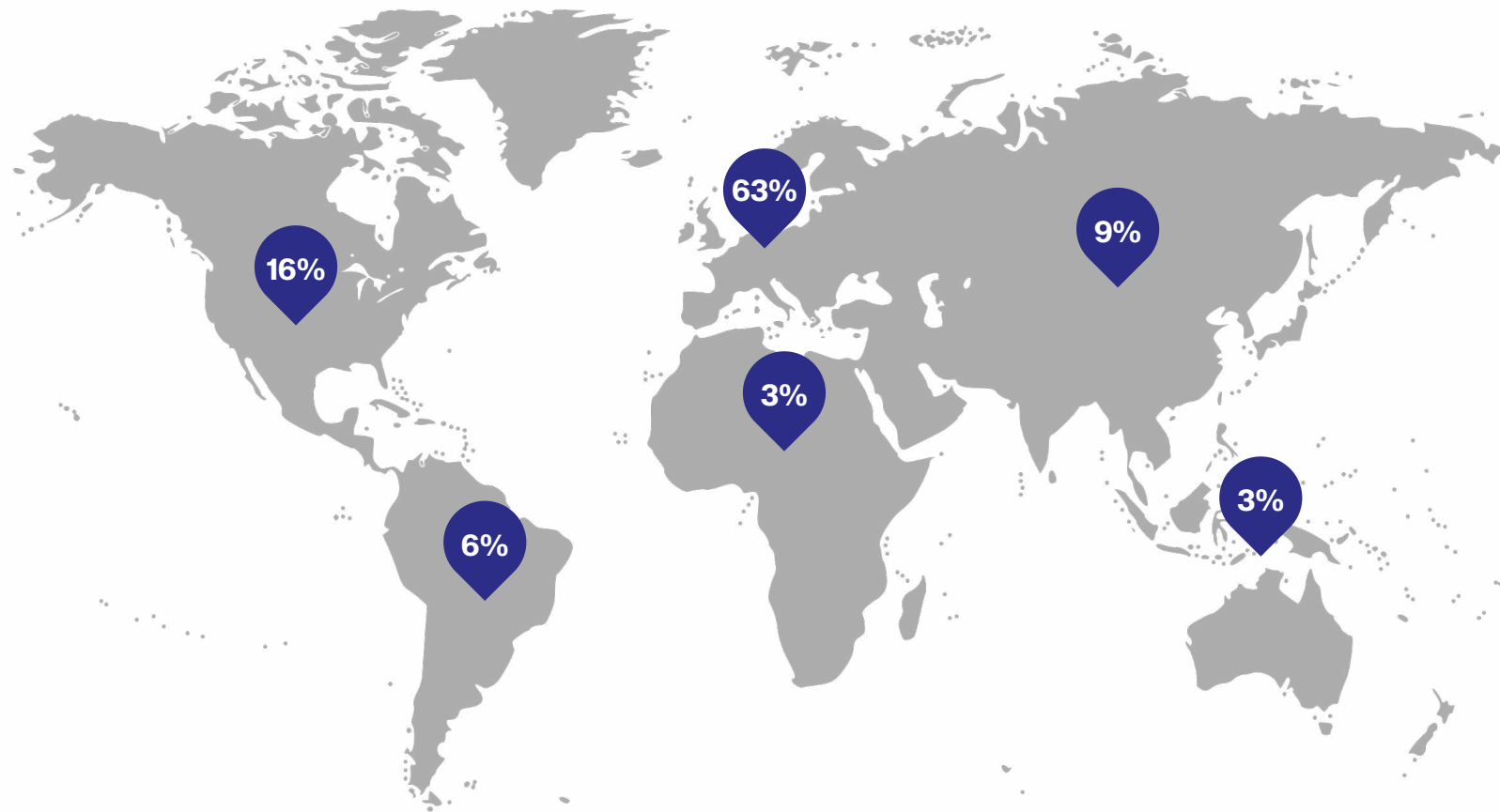
48.5%
end users

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

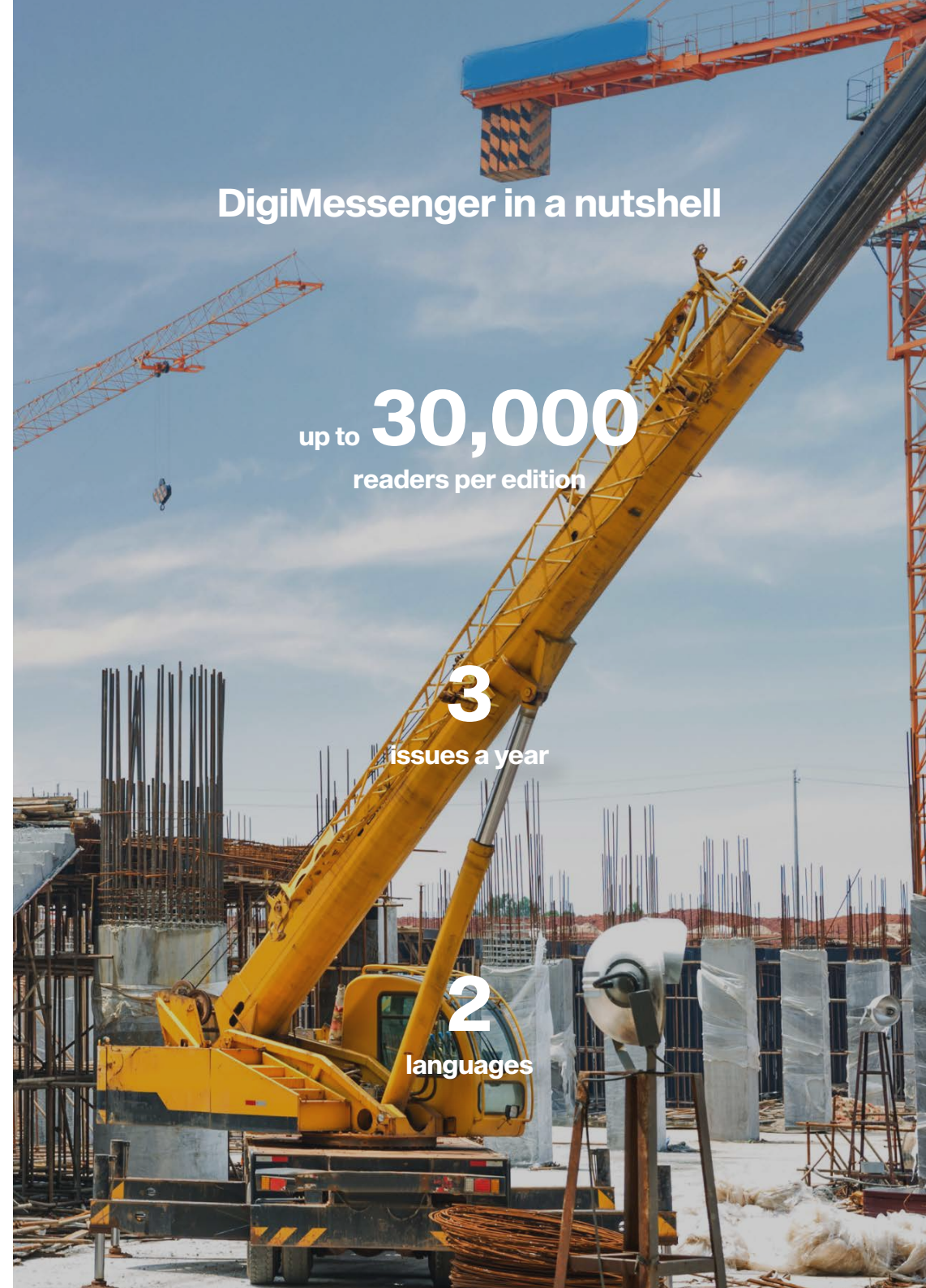
Latest news, equipment analysis, expert interviews, job reports and guides in one digital magazine.

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

3
issues a year

2
languages

Editorial Plan

Issue #18	November 2024 – February 2025
Main Topic	Transportation
Issue #19	March 2025 – May 2025
Main Topics	Innovations and Technological Advancements
Issue #20	June 2025 – September 2025
Main Topics	Digitalisation and Aftermarket Services
Issue #21	October 2025 – February 2026
Main Topics	Sustainable Construction and Safety



[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)

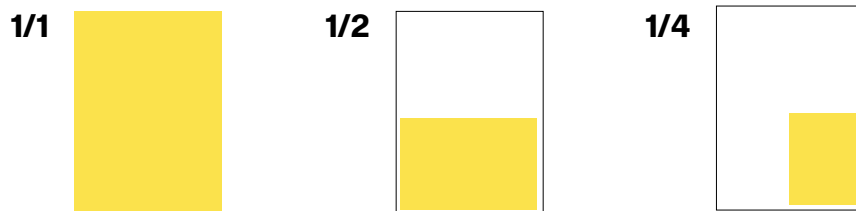
Half Page (210 × 143,5 mm, EN + DE)

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

15/2024 HEAVY MACHINERY MAGAZINE

LECTURA DigiMessenger

CRUSHING / SCREENING / TRANSPORTING

AGGREGATE RECYCLING & MINING

ISSUE FOCUS
SELECTION OF NEW CRUSHERS AND SCREENERS

INTERVIEWS
LEASI AREALCONTROL
MEVAS

TOP 10 SERIES
MOST POPULAR MACHINES IN 2023

www.wirtgen-group.com/sustainability

LECTURA **WIRTGEN GROUP**

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 **49%**

Mobile **48%**

Tablet / Smart TV **3%**

[VISIT LECTURA PRESS](#)

LECTURA Press in a nutshell

24,416

articles read per month*

30,892

international visitors per month*

183,422

copies of newsletters sent per month*

* On average in period from 09/2023–08/2024

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

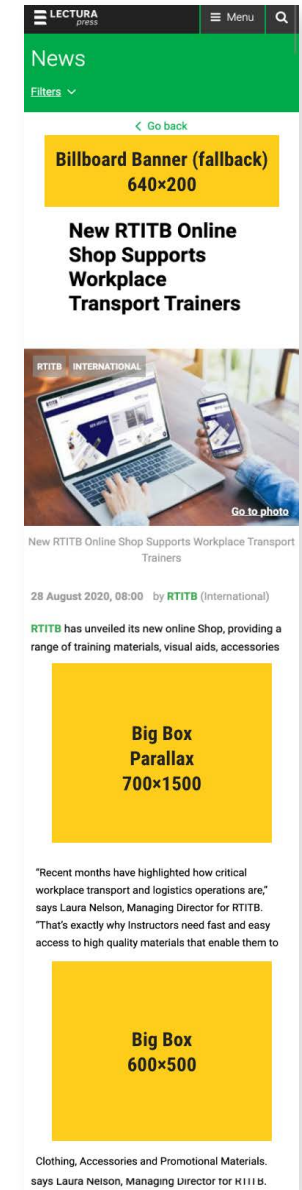
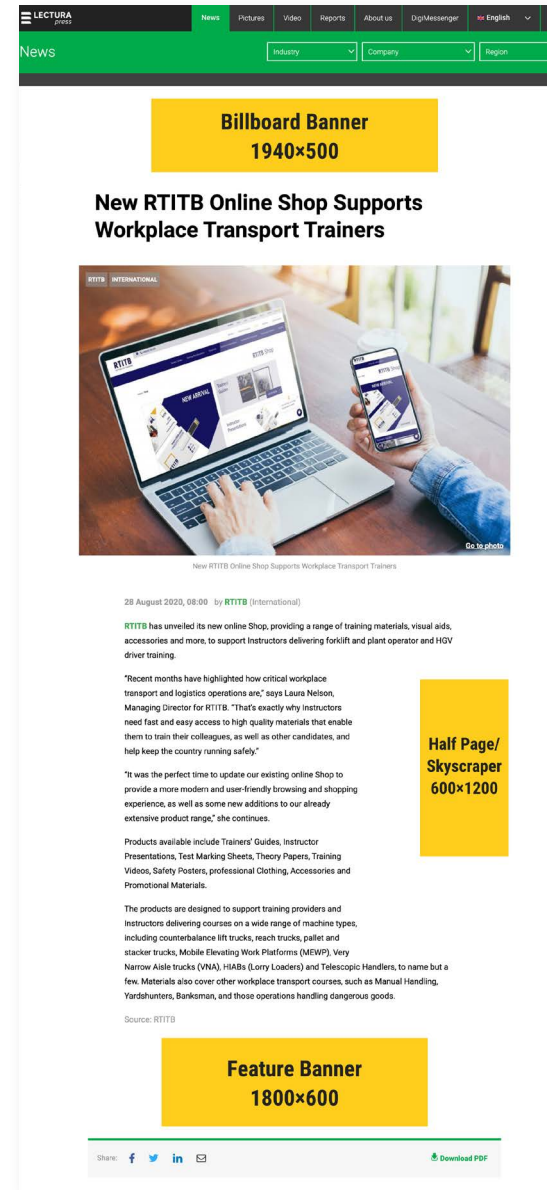
Big Box (600x500 px)

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

* We guarantee at least 10,000 impressions.

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Clothing, Accessories and Promotional Materials, says Laura Nelson, Managing Director for RTITB.

PRESS Digital Advertising

Press Title Story

Place your Title Story on LECTURA Press and save your article a prominent position for a week.

Press Newsletter

Get your machinery news right to your inbox. Join more than 35,000 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.

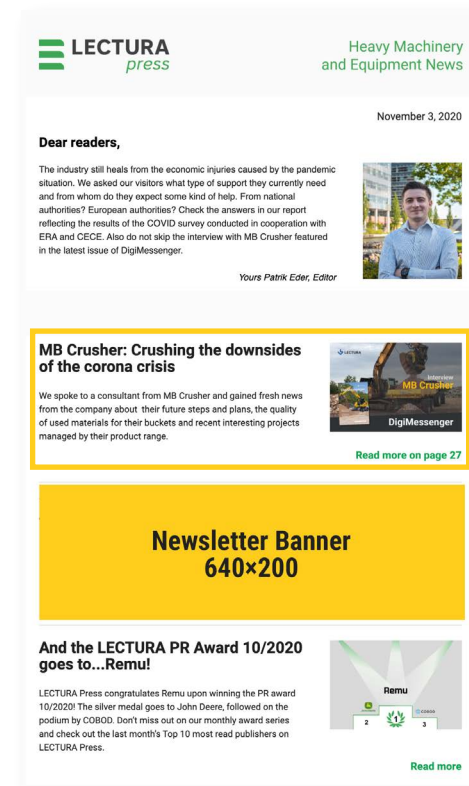
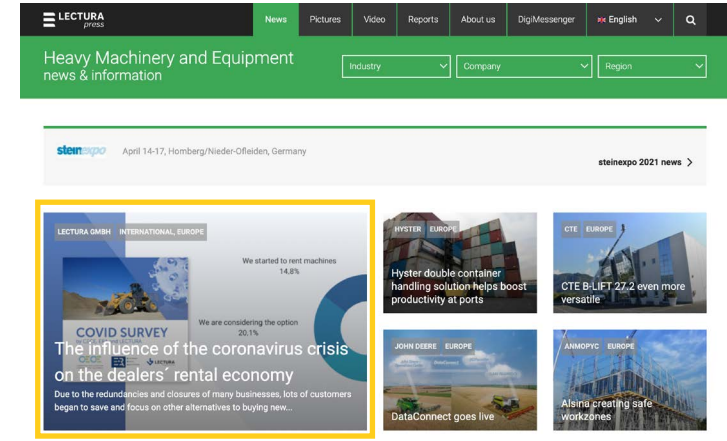
Newsletter Banner (640x200 px) for a week

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

Feature Story

In the LECTURA Weekly Overview.

CONTACT US



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 35,000 recipients) and social media promotion.

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 shows a large white tractor in a field with an American flag in the background. A circular badge with "TOP 10" is overlaid on the image. Below the image, the article text begins with "Our popular World's Top 10 series has grown again as we have recently published the 5th article in the series - dedicated to the biggest tractors. Let's find out which tractor holds the title!". The article lists several tractor models with their horsepower and power ratings:

- 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 placeholder for a "Contact Box" with a yellow border and 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 1,580 manufacturers**. More than 1,200,000 professionals source specific product data every month. The buyers' guide is currently available in 14 language versions and contains over **183,500 machine models**.

Audience by device

Mobile **59,5%**

Desktop **39,5%**

Tablet / Smart TV **1%**

[VISIT LECTURA SPECS](#)

LECTURA Specs in a nutshell

1,200,000
monthly visitors*

183,500+
machine models

1,853,653
viewed machines per month*

* On average in period from 09/2023–08/2024

SPECS Digital Advertising

Desktop
Billboard banner (1940x500 px)
 &
Mobile
Billboard banner (640x200 px)

Desktop
Skyscraper (600x1200 px)
 &
Mobile
Category highlight (716x448 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

CATERPILLAR
Caterpillar 320
 excavator specs (2017 - 2024)

[Rate this machine now!](#)
 The Caterpillar 320 is a Crawler Excavator that has been manufactured since 2017. It weighs 22.5 tons and has a transport length o... [Read more](#)

Technical specs - 320 Caterpillar

Specification | Accessories | CO2 calculator | Datasheets

Specification

Notice: Every data listed is verified by LECTURA Specs team experts. However, incomplete data and mistakes might occur. [Contact our team with any change suggestion.](#)

Weight	22.5 t	Transport length	9.53 m
Transport width	3.17 m	Transport height	2.96 m
Bucket capacity	1.19 m ³	Undercarriage	LC
Track width	790 mm	Boom	MB
Max. Reach horizontal	9.86 m	Dredging depth	6.72 m
Tear-out force	150 kN	Engine manuf.	Caterpillar
Engine type	C4.4 Acert	Engine power	121 kW
Displacement	4.4 l	Cylinder bore x stroke	105x127 mm
Emission level	U.S. EPA Tier 4 Final / EU IV		

More technical details: like: bucket capacity min., bucket capacity max., bucket width, model series, dimension (width, height), revolutions at max torque, max. torque, no. of cylinders are available in the full technical specs.

Basic model incl. ROPS cabin, traction drive, standard boom and standard bucket

Special equipment

<input type="checkbox"/> Diesel particulate filter	<input checked="" type="checkbox"/> Material Handling Excavator
<input type="checkbox"/> Track adjustment	<input checked="" type="checkbox"/> All-aroundman
<input checked="" type="checkbox"/> Blade	<input type="checkbox"/> Quick hitch hydr.
<input checked="" type="checkbox"/> Cabin adjustment	<input type="checkbox"/> Quick hitch mech.
<input type="checkbox"/> Overload alert	

Carbon footprint calculator for Crawler Excavators

See the ERA equipment CO2 Calculator to estimate the CO2 emissions per hour of use of the Caterpillar 320 or alternative Crawler Excavators.
 The carbon emission evaluation can be carried out considering different energy consumption scenarios or other variables.

[We are turning 40!](#)
 2024 is a very special year for LECTURA. In 2024, we celebrate four decades of enriching the industry with machinery data and price development analysis. Reminiscence with us about our journey and milestones achieved over the years. It is our mission to boost equipment insights, yet this time, we would love to have you there to boost our long-term market presence jubilation.

Skyscraper 600x1200

Billboard banner 640x200

Caterpillar 320
 excavator specs (2017 - 2024)

[Rate this machine now!](#)
 The Caterpillar 320 is a Crawler Excavator that has been manufactured since 2017. It weighs 22.5 tons and has a transport length o... [Read more](#)

Category highlight 716x448

[We are turning 40!](#)
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Undercarriage	LC
Track width	790 mm
Boom	MB
Max. Reach horizontal	9.86 m
Dredging depth	6.72 m

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](#)



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 !\[\]\(a6de2bcec56babf56a42f379afda1e7e_img.jpg\)](#)

[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 **10,000,000 professionals**, which can be targeted by country, industry and machine type. In 12 months period 09/2023–08/2024 we have delivered **more than 6,270,000 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

6,273,160

Ad-Impressions 09/2023–08/2024

10,000,000

LECTURA retargeting audience

Retargeting

Retargeting Packages

Essentials

5,000 video views guaranteed

Premium

15,000 video views guaranteed

Pro

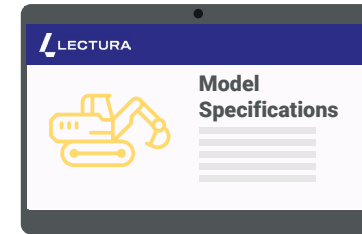
25,000 video views guaranteed

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

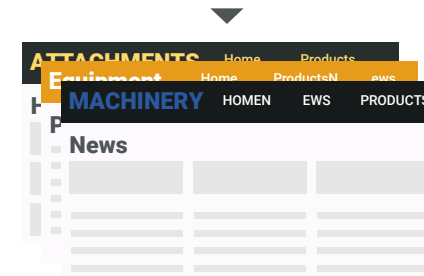
We bring the validated LECTURA audience to you through these channels:

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

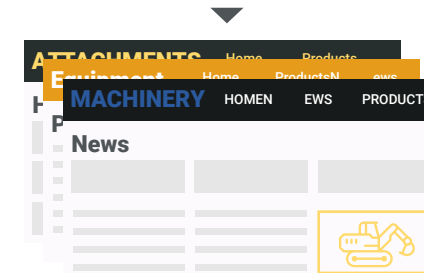
We can also create custom-made solution to fit your needs on request.



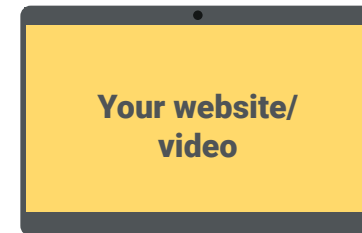
1. We “mark” user interest on LECTURA



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 2024

200,000+

respondents engaged

14

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 14 language versions.

Read the latest LECTURA Surveys

SURVEYS

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



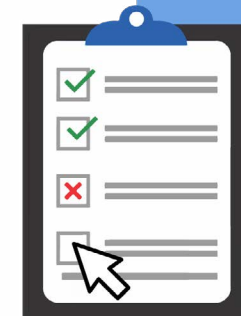
LECTURA SURVEYS

raw data • analysis • comprehensive report

1,200,000 professionals on LECTURA
Specs every month

1,000 replies
every day

14 language
variants



Brand Survey 2023

Agricultural
sector review



Q3/2023

SURVEY PROUDLY
SPONSORED BY>

KRAMP

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

LECTURA Marketing team

marketing@lectura.de

