LECTURA
Boosting Equipment Insights

DigiMessenger

International news, great insights, powerful data for the digital world.



MEDIA PACK & SAMPLE

2027

Languages

Content

Press Overviews
Interviews
Surveys
BuyersGuides
Industry Expertises
Job Stories

Content

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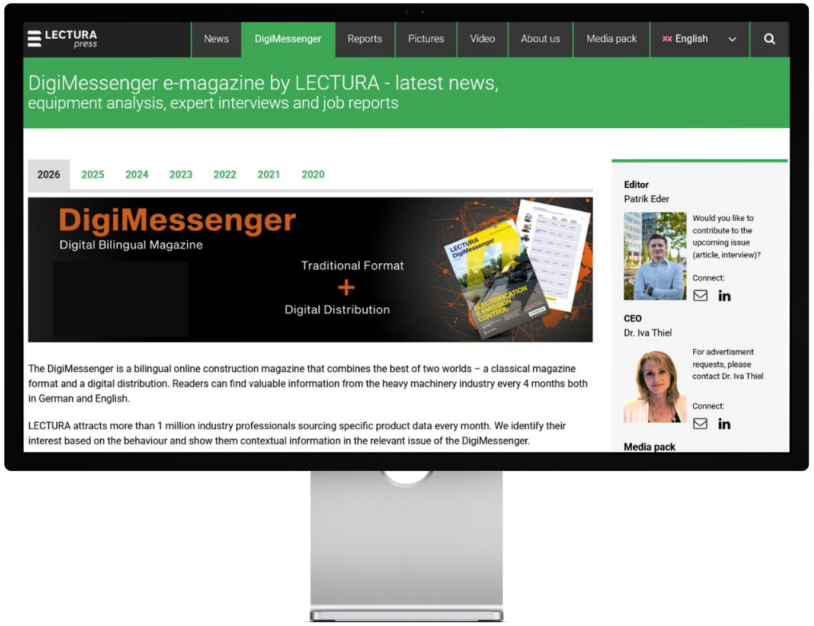


Background

Latest news, equipment analyses, interviews with experts, job reports and innovation guides in one **digital bilingual** construction machinery magazine. DigiMessenger is being published **every 4 months**, combining the best of two worlds – **classical magazine format** and **digital distribution**.

We “cut” the content in pieces and promote them separately twice a week over the period of 4 months via our channels in order to provide maximum visibility.

The individual issues of the industrial machinery magazine are being delivered specially to end-users and other professionals that have been sourcing product information around **construction**, **lifting**, **rental**, **material handling** or **transport.**



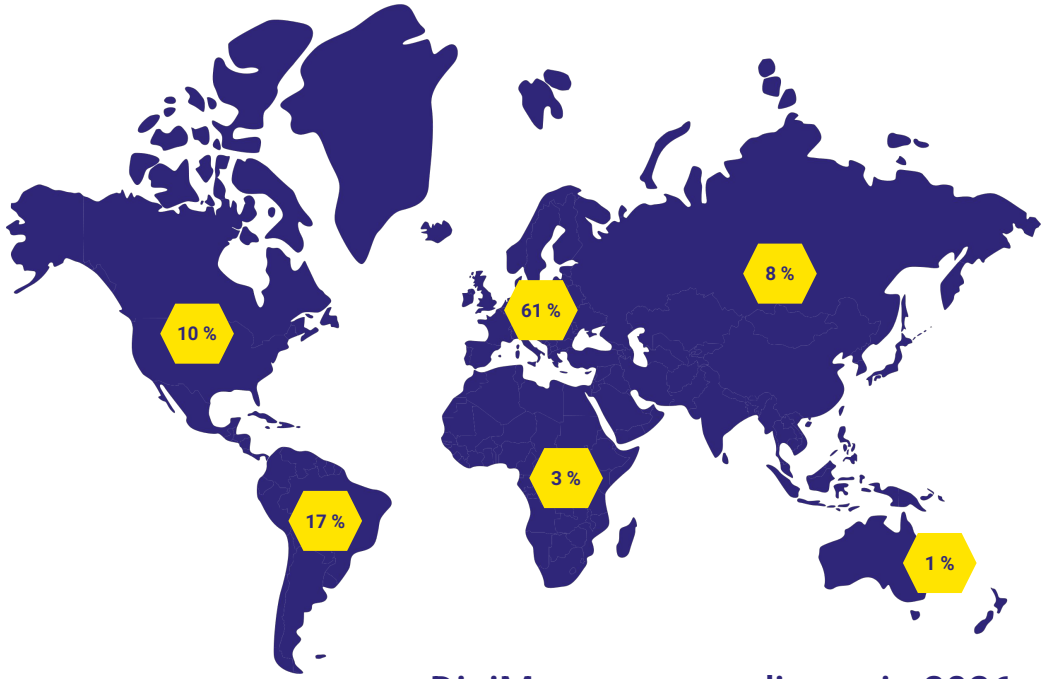
DigiMessenger in Numbers

2 languages

3 issues
per year

up to 30 000 readers
per issue

Read the latest issue



DigiMessenger audience in 2026

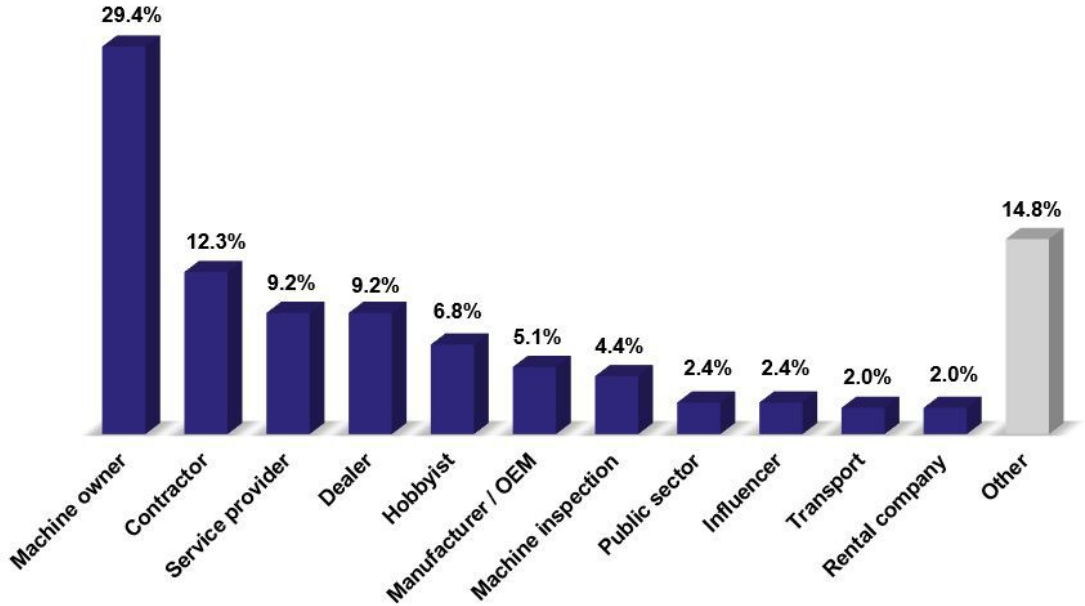
DigiMessenger in Numbers

Views by device:

12% Desktop

1% Tablet

87% Mobile



DigiMessenger audience in 2026

Read the latest issue

Editorial Plan

Issue #25	**March 2027**
Main Topics	Electrification & Alternative Power
Issue #26	**June 2027**
Main Topics	Sustainability & Circular Economy
Issue #27	**October 2027**
Main Topics	Digitalisation, AI & Safety Technologies



Find out more

Pricing

Cover & Full Page (English & German)	**4,900 EUR**
Cover (English & German)	**4,000 EUR**
Full Page (English & German)	**3,750 EUR**
Full page (1 language version)	**2,500 EUR**
Half page (English & German)	**2,400 EUR**
Half page (1 language version)	**1,600 EUR**
Quarter page (English & German)	**1,350 EUR**
Quarter page (1 language version)	**900 EUR**



Find out more

Advertising Specifications

1/1

Cover / Full page

210 mm × 287 mm

1/2

Half page

210 mm × 143,5 mm

1/4

Quarter page

105 mm × 143,5 mm

File delivery

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

Links

All advertisements included in the magazine are linked to the company website.

Find out more

Content Sample

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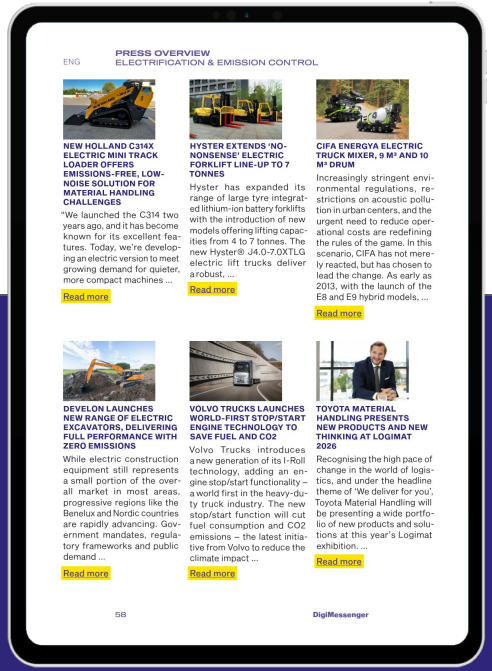
Start reading online



Content Sample

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Press Overview



PRESS OVERVIEW
ELECTRIFICATION & EMISSION CONTROL

ENG

NEW HOLLAND C314X ELECTRIC MINI TRACK LOADER OFFERS EMISSIONS-FREE, LOW-NOISE SOLUTION FOR MATERIAL HANDLING CHALLENGES

"We launched the C314 two years ago, and it has become known for its excellent features. Today, we're developing an electric version to meet growing demand for quieter, more compact machines ...

Read more

HYSTER EXTENDS 'NO-NONSENSE' ELECTRIC FORKLIFT LINE-UP TO 7 TONNES

Hyster has expanded its range of large tyre integrated lithium-ion battery forklifts with the introduction of new models offering lifting capacities from 4 to 7 tonnes. The new Hyster® J4.0-7.0XTLG electric lift trucks deliver a robust, ...

Read more

CIFA ENERGYA ELECTRIC TRUCK MIXER, 9 M³ AND 10 M³ DRUM

Increasingly stringent environmental regulations, restrictions on acoustic pollution in urban centers, and the urgent need to reduce operational costs are redefining the rules of the game. In this scenario, CIFA has not merely reacted, but has chosen to lead the change. As early as 2013, with the launch of the E8 and E9 hybrid models, ...

Read more

DEVELON LAUNCHES NEW RANGE OF ELECTRIC EXCAVATORS, DELIVERING FULL PERFORMANCE WITH ZERO EMISSIONS

While electric construction equipment still represents a small portion of the overall market in most areas, progressive regions like the Benelux and Nordic countries are rapidly advancing. Government mandates, regulatory frameworks and public demand ...

Read more

VOLVO TRUCKS LAUNCHES WORLD-FIRST STOP/START ENGINE TECHNOLOGY TO SAVE FUEL AND CO2

Volvo Trucks introduces a new generation of its I-Roll technology, adding an engine stop/start functionality – a world first in the heavy-duty truck industry. The new stop/start function will cut fuel consumption and CO2 emissions – the latest initiative from Volvo to reduce the climate impact ...

Read more

TOYOTA MATERIAL HANDLING PRESENTS NEW PRODUCTS AND NEW THINKING AT LOGIMAT 2026

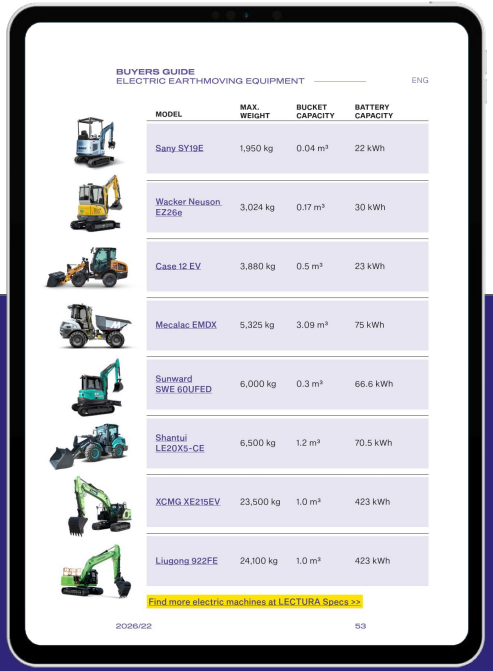
Recognising the high pace of change in the world of logistics, and under the headline theme of 'We deliver for you', Toyota Material Handling will be presenting a wide portfolio of new products and solutions at this year's Logimat exhibition. ...

Read more

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DigiMessenger

BuyersGuide



BUYERS GUIDE
ELECTRIC EARTHMOVING EQUIPMENT

ENG

MODEL	MAX. WEIGHT	BUCKET CAPACITY	BATTERY CAPACITY
Sany SY19E	1,950 kg	0.04 m³	22 kWh
Wacker Neuson EZ26e	3,024 kg	0.17 m³	30 kWh
Case 12 EV	3,880 kg	0.5 m³	23 kWh
Mecalac EMDX	5,325 kg	3.09 m³	75 kWh
Sunward SWE 60UFED	6,000 kg	0.3 m³	66.6 kWh
Shantui LE20X5-CE	6,500 kg	1.2 m³	70.5 kWh
XCMG XE215EV	23,500 kg	1.0 m³	423 kWh
Liugong 922FE	24,100 kg	1.0 m³	423 kWh

Find more electric machines at LECTURA Specs >>

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Content Sample

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Interview



INTERVIEW
RODRADAR

ENG

Yuval Barnea, VP Sales and Marketing at RodRadar
Image Source: RodRadar

Moshe Dalman CEO and Co-founder at RodRadar
Image Source: RodRadar

PE: Can you introduce your technology, Live Dig Radar, to us in detail? Who are the intended users and customers?

MD: The user is the operator in an excavator's cabin. The customers, include every stakeholder along the whole value chain affected by utility strikes, which cause delays, downtime, and can entail the payment of damages. This includes the contractor, the utility company, the municipality, the general developer - everybody suffers in some way. LDR Excavate™ can eliminate utility strikes in a unique technology by focusing on the operator in the cabin.

PE: So, the goal is to make the operator's life easier?

MD: Yes, and from a technological point of view, we are very proud that we're able to give the operator in the cabin access to the cutting-edge technology of LDR. It's a completely new version of ground penetrating radar, capable of detecting all types of utilities at any depth, including the most shallow, and in different kinds of soil.

YB: One of the major problems in the industry is that nobody really knows where utilities are. Even if they do a survey, it is bound to be inaccurate. As Moshe said, we are giving the operator an independent tool to detect and avoid utilities on the job site in real time, without the need of any expert advice. It's empowering for them and the LDR technology is very easy to use – anyone can do it – which is critical.

PE: How long have you been developing the product?

MD: It took us about 6 years of intensive research and development until we had a well-working radar system that we could

2023/12

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Industry Expertise



ENG

LECTURA EXPERTISE
ESG REPORTING

Fuel consumption calculator
Image source: LECTURA GmbH

Operating hours metrics
Image source: LECTURA GmbH

Importantly, ESG and CSRD reporting projects are typically delivered within 3–4 weeks, enabling organisations to meet regulatory timelines without compromising data quality.

Ultimately, credible emission reduction strategies depend on measurement. With trusted data, a vast ESG database and scalable reporting tools, LECTURA turns ESG and CSRD requirements into actionable insight, supporting audit-ready, data-backed sustainability reporting across the full machinery lifecycle.

"Ready to elevate your ESG Reporting?
Let's connect and make it happen!"

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LECTURA Press

Heavy machinery and equipment news and information.

Your company is not on Press yet?

We will publish your articles and give them the exposure they deserve.

Got more questions?

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