LECTURA 2026 monthly performance overview

1.10.- 31.10.2026

70 349 read articles

934 893 web users

43% of users have machines

172 201 sent newsletters

users from > 230 countries

LECTURA Specs performance

Audience overview

	Users	Engaged sessions
	ALL	**793460**
1	Germany	73736
2	France	61318
3	Poland	57903
4	United States	40833
5	Italy	35995
6	Spain	35322
7	Mexico	21056
8	Netherlands	18311
9	Türkiye	15155
10	United Kingdom	15058

Industry

	Product Category	Product Views
	ALL	**1793728**
1	Construction machinery	526671
2	Agricultural machinery	454254
3	Forklifts	208708
4	Truck-mounted loading cranes	120643
5	Structural and Civil Engineering Equipment	85574
6	Municipal Technology	109196
7	Aerial work platform	77264
8	Cranes	61513
9	Components	51119
10	Recycling	45860
11	Transportation	35778
12	Tools	17148

Performance by equipment category

	Product Category	Product Views
1	4WD Tractors	181342
2	Hydraulic loading cranes	95426
3	Wheel Loaders	91542
4	Crawler Excavators	88238
5	Attachments	75180
6	Mini Excavators	70672
7	Diesel Forklifts	42179
8	Power Generators	41192
9	Trucks	39745
10	Telehandlers	37223
11	Vehicles	36654
12	Waste Management	35778
13	Rollers	34760
14	Electric forklifts	34670
15	Engines	33198
16	Skid Steer Loaders	28560
17	Telescopic Boom Lifts	27820
18	Combine Harvesters	27413
19	Wheel Excavators	26381
20	Articulating Boom Lifts	25191
21	Backhoe Loaders	23639
22	LPG Forklifts	21517
23	Scissor Lifts	19855
24	Cultivators	17903
25	2WD Tractors	17397
26	Pallet Stackers	15876
27	Sowing machines	15790
28	Ploughs	15441
29	Air Compressors	15337
30	Bulldozers	14402
31	All-terrain Cranes	14268
32	Disc-zinc harrow	13337
33	Summer Maintainance Equipment	13249
34	Tires	12662
35	Waste Disposal	12629
36	Round balers	12569
37	Submersible Pumps	12456
38	Tower Cranes - Trolley Boom - Top-slewing	12319
39	Winter Maintainance Equipment	11746
40	Tower Cranes - Trolley Boom - Bottom-slewing	11600
41	Cordless Power Tools	11592
42	Vibratory Plate Compactors	11554
43	Trailed field sprayers	11289
44	Silage trailers	10901
45	Forest Machinery	10695
46	Riding Lawn Mowers and Garden Tractors	9727
47	Rotary rakes	8960
48	Slurry and manure technology	8653
49	Reach Trucks	8642
50	Bus and Coaches	8592

TOP 100 most popular manufacturers

	Equipment Manufacturer	Product Detail Views
1	Caterpillar	65676
2	New Holland	44761
3	John Deere	42229
4	Kubota	40165
5	Liebherr	30995
6	Komatsu	29757
7	Massey Ferguson	28651
8	JCB	28022
9	Volvo	25163
10	Claas	24679
11	DEUTZ-FAHR	21338
12	Kuhn	21187
13	Case IH	20906
14	Manitou	18129
15	Bobcat	17249
16	Hiab	17144
17	Fassi	16666
18	Case	16205
19	Doosan	15094
20	Hitachi	14926
21	Linde	14902
22	Amazone	14555
23	Fendt	13939
24	Palfinger	13502
25	Atlas	12636
26	XCMG	12108
27	Landini	12021
28	Wacker Neuson	12017
29	Hyundai	11345
30	Metso	11271
31	Lamborghini	10922
32	Bomag	10842
33	Atlas Copco	10526
34	Hyster	10294
35	Still	10120
36	SAME	9833
37	Jungheinrich	9567
38	Kverneland	9333
39	Pöttinger	9309
40	Toyota	9080
41	Yanmar	8775
42	Takeuchi	8720
43	Krone	8510
44	Mercedes-Benz	8510
45	Renault	8088
46	Sany	7315
47	Makita	7252
48	Yale	7234
49	Merlo	7110
50	Steyr	7076
51	Kalmar	6967

52	INMESOL	6696
53	Kramer	6598
54	Mitsubishi	6533
55	Terex	6461
56	HMF	6430
57	Unia	6231
58	John Deere Construction	6141
59	McCormick	6112
60	DAF	6102
61	Kobelco	6075
62	Zoomlion	6023
63	Weidemann	5939
64	Lemken	5931
65	Hamm	5875
66	Iveco	5846
67	Dynapac	5836
68	JLG	5831
69	Valtra	5665
70	MAN	5549
71	Zetor	5417
72	Effer	5261
73	Clark	5153
74	Ammann	5059
75	Mitas	4990
76	Potain	4796
77	PM	4681
78	Maschio	4657
79	Terex-Demag	4584
80	TCM	4427
81	O&K	4386
82	Fiatagri	4276
83	Liugong	4265
84	COPMA 2000	4258
85	Ferrari®	4186
86	Fiat-Hitachi	4119
87	PRAMAC Lifter	4111
88	Bargam	4042
89	Ford-NH	3940
90	Cummins	3908
91	Carraro	3894
92	Endress	3885
93	Crown	3777
94	Dieci	3776
95	Europower	3766
96	Genie	3756
97	Gehl	3732
98	Continental	3725
99	DAUTEL	3684
100	Vicon	3648