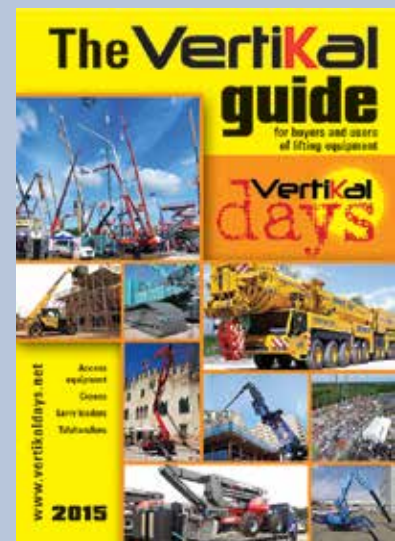


2016 media pack

Specialist information for the
lifting equipment industry

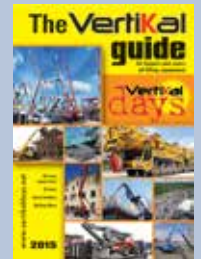


Cranes • Access Platforms • Telehandlers
and associated lifting equipment

www.vertikal.net

media pack 2016

Specialist information for the lifting equipment industry



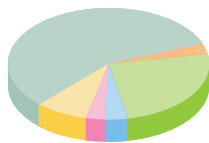
www.vertikal.net

Cranes • Access Platforms • Telehandlers and associated lifting equipment

Strongest european circulation

print and online

cranes & access



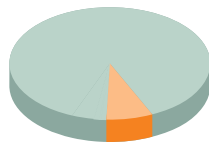
- Western Europe*
- C/Eastern Europe
- North America
- Australasia
- Asia
- Middle East/Others

* Of which 5,996 are UK

Region	Printed Copy	Online	Total
Western Europe	7,933*	3,419	11,352
C/Eastern Europe	367	711	1,078
North America	155	4,991	5,146
Australasia	51	972	1,023
Asia	39	998	1,037
Middle East/Others	89	2,202	2,291
Total	8,634	13,293	21,927

print and online

KRAN & BÜHNE



- Germany
- Other Europe*

* Largely Austria and Switzerland

Region	Printed Copy	Online	Total
Germany	7,138	1,644	8,782
Abroad *	1,562	1,405	2,967
Total	8,700	3,049	11,749

Content and readership profile

All magazines published by the Vertikal Press provide specialist, independent editorial coverage of lifting equipment and practices, focusing largely on Cranes, Access Equipment, Telescopic Handlers and Loader Cranes. The content includes:-

- News
- Legislation & regulation updates
- Market statistics
- Face to face Interviews
- New products & ideas
- Exhibition previews & reviews
- Top 30 rental company survey
- CPA, ALLMI, PASMA, NASC, Ladder association & IPAF news
- Finance & insurance reviews
- Application stories
- Special features
- Vertikal bulletins
- Accessories & options
- Parts & service
- Product range reviews
- Training
- Recruitment
- Book & model reviews
- Letters page
- Innovations

Average circulation includes more than 8,600 printed copies of Cranes & Access to English speakers in Europe plus a further 13,000 exclusive online readers around the world... and 8,700 printed copies of Kran & Bühne to German speakers in Europe plus a further 3,000 online readers.

- The lifting and access rental companies and depots
- The crane, telehandler, truck loader & access manufacturing companies
- Ports, harbours, shipyards & repairers
- Local government/authorities
- Fire & emergency services
- Major contractors & sub-contractors
- Major airport contractors & operators
- All major industrial plants
- Major petrochemical plants & refineries
- Crane & access distributors, agents & service companies
- Rail contractors, operators and networks
- Major painting & cleaning companies
- Major retail, sports & exhibition centres
- Major aviation repair, service & rebuild sites
- Finance companies, analysts, insurance adjusters
- Forestry/arborists



plus worldwide readership via Vertikal.net

Now on Magzter news stand app!



continued

Online international news updated daily

Vertikal.net attracts an average of 230,000 visits a month, generating more than 8.3 million page views at 19.3 million hits from more than 183 countries. PLUS:

- All Vertikal Press magazines can be read online or downloaded complete with all advertising.
- Online news updated daily
- Bulletins emailed when significant news breaks
- Your adverts stay online within the magazine indefinitely
- 'Email a colleague' function on all news stories
- Access & Lifting Directory/Source Guide with hot links to your website
- German, Swiss & Austrian Crane & Access Rental Guide
- Live stock prices
- Live currency converter
- Online metric unit converter
- Major library, including video library & archive
- Recruitment advertising
- Industry events

Vertikal.net



Web-based rate card 2016

Vertikal.net

Overhead banners

Overhead banners are rotated through two positions on the home page and positions at the top and bottom of every news story. Up to four concurrent messages are possible and banners are linked into your website.

Per calendar month - £495 / €550 (minimum booking period 3 months) for guaranteed minimum of 8,000 views per month. Price includes full live statistical reporting programme detailing number of views and click throughs.

Dimensions: Banners should be GIF, flash or JPEG format with a dimension of 468 x 60 pixels and be no more than 30kb. The rotation system allows up to four separate or concurrent messages.

Side banners

Side banners appear on right or left hand columns on most pages, position will rotate to ensure maximum coverage.

Per calendar month £265 / €330

Dimensions: 150 x 200 pixels and no more than 20kb

Super-size banners

A limited number of special overhead and larger side banners are available - call us for a quotation.

Online recruitment

An advert in our online recruitment section costs **£175 / €275** per advert for up to two months - one advert can feature several positions and includes your logo. Job wanted adverts for those seeking work are free of charge. Add **£75 / €90** for combined print & online.

Email alert sponsorship

Email alerts are sent to a database of subscribers, whenever there is a significant breaking news story in the industry. As it is only sent when the news is significant it is always opened immediately. You can sponsor these with a message, your logo, a link to your website and contact details. Special rates are available for multiple sponsorships. **£350 / €495**

Video hosting

Our video site has an average of 5,000 visits a month - it is a great location for any new product or information video.

Price per video: £200 / €270 for first three months including set up charges. Permanent or long-term hosting rates available on demand.

Access & Lifting Directory

Feature in this specialised directory and link your website to ours. The system keeps a record of the number of click-throughs to your site.

English or German only per 12 months: £175 / €280

English and German per 12 months: £280 / €480

Additional categories: £40 / €60 each

Price is for one year online plus your details will be published in every issue of the relevant magazine.

German/Swiss/Austrian Vermieter/Rental Directory

12 month web address & email for up to 12 locations. **£195 / €280**

Additional cost for your company logo **£135 / €200**



Advertising rate card 2016

No. of full colour insertions	1	3	6	9	15
Double Page Spread	£3,800 / €6,000	£3,496 / €5,700	£3,312 / €5,400	£2,944 / €4,800	£2,750 / €4,500
Full Page	£2,495 / €3,750	£2,185 / €3,563	£2,070 / €3,375	£1,840 / €3,000	£1,750 / €2,750
Half Page	£1,475 / €2,250	£1,330 / €2,138	£1,260 / €2,025	£1,120 / €1,800	£995 / €1,595
Quarter Page	£895 / €1,405	£831 / €1,335	£788 / €1,265	£700 / €1,124	£650 / €950
Two Thirds Page	£1,875 / €2,900	£1,747 / €2,755	£1,655 / €2,610	£1,471 / €2,320	£1,350 / €1,995
One Third Page	£995 / €1,560	£907 / €1,482	£860 / €1,404	£764 / €1,248	£700 / €1,124
Facing Matter	15% extra on Page Rates				
Island Position	20% extra on Page Rates				
Cover Position	30% extra on Page Rates				
Inserts	Rates on application				

Hi-Res PDF:

Embedded fonts and CMYK images

Other acceptable file formats:

Tiff / EPS / JPEG / PSD

Scans, graphics and digital pictures:

Resolution 300dpi Colour CMYK
Files supplied in RGB will be converted to CMYK and may result in colour variation.

Fonts:

All screen and printer fonts should be supplied

Documents:

To be supplied in Adobe InDesign CS6, Illustrator CS6, Photoshop CS6 or below.

Files:

Can be sent via FTP, email (6mb max) or on a CD Rom.

Looking for staff?

A dollar price list is also available.

Advertise in our recruitment section to reach the industry experts. Special rates apply.

Used equipment or accessories for sale?

Sell it quickly in our marketplace section, rates are 50% of the display rates.

Recruitment advertising

Looking for crane, access or telehandler people?

If you are looking for good people with experience in Cranes, Access or Telehandlers, Cranes & Access offers special recruitment packages. The special rates include an advert in both the printed and online versions of the magazine reaching around 20,000 readers all of whom have an interest in Cranes, Access Equipment and Telehandlers.

Special recruitment advertising rates	
Full page	£895
Half page	£450
Quarter page	£250

*All print based recruitment ads include free online advert for up to two months.

Looking for a job? It's free with Vertikal

If you are looking for a job within the lifting industry we offer a free service to support and assist you. This includes free online and print advertising and if required a forwarding service. We can help with copy-writing and artwork to ensure your advert looks right. For further details call or email us in full confidence at jobs@vertikal.net



www.vertikal.net

Technical data advertising

Double page spread trim	Double page spread bleed	Full page trim	Full page bleed	Half page horizontal	One third horizontal	Quarter page horizontal	
Eighth page horizontal *	Sixteenth page horizontal *	Two thirds vertical	Half page vertical	One third vertical	Quarter page vertical	Eighth page vertical *	Sixteenth page vertical *

*Marketplace only

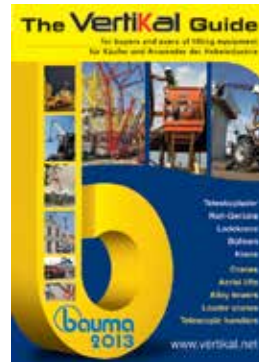
Guides

Guides to lifting equipment at the major international exhibitions - copies strategically distributed at the show and digitally available as an app. Guides include guided tours of all Crane, Access and Telehandler exhibits. Large scale maps of the lifting equipment areas and a comprehensive guide to the host city.

- Up to 12,500 copies distributed at each show - Vertikal Bauma 12,500, Vertikal Conexpo 8,000, Vertikal Intermat 8,000
- Guided tours to all Crane, Access and Telehandler exhibits
- Large scale maps of the lifting exhibition areas
- Guides to the host city including maps, restaurants, translation guides

VERTIKAL BAUMA ADVERTISING DEADLINE MARCH 21st 2016

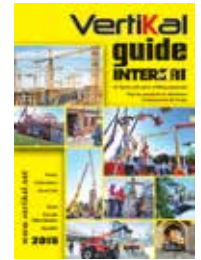
Vertikal



Vertikal Bauma English and German guide to lifting equipment at the world's largest equipment show in Munich.



Vertikal Conexpo English and Spanish guide to lifting equipment at the international show for the Americas.



Vertikal Intermat English, French and German guide to lifting equipment at the major show in Paris.

Events



Vertikal Days June 15th-16th 2016

Now a major event in the European calendar for lifting and access professionals focusing on cranes, access platforms and telehandlers...and everything in-between!

More than 2,300 visitors attended the event in 2015 including rental companies, end-users, local authorities, utility companies and major contractor groups. It is the most cost-effective event and by far the most productive route to making contact with key decision makers in the industry.

All major brands of the following equipment are on display at **Vertikal Days 2016**

- Aerial lifts • Mobile access towers
- Mastclimbers and hoists • Mobile cranes
- Crawler cranes • Tower and trailer cranes
- Loader cranes • Telescopic handlers
- Safety equipment • Training providers • Components and associated equipment • Affiliated trade associations.



Haydock Park June 15th-16th 2016

Exhibitor rates

Basic stand:	12m x 10m	£4,050
Fully inclusive stand:	12m x 10m	£4,350
Fully inclusive super-size stand:	12m x 20m	£7,150
Trade stand:	12m x 8m	£2,250
Marketplace stands:	2.5m x 2.9m	£2,050



For further details visit:
www.vertikaldays.net



Tag der Arbeitsbühnensicherheit, (TABS), is a one day safety conference organised in partnership with IPAF, covering safe and efficient working at height for the German speaking world. Delegates include rental companies and end-users with a changing focus and venue each year. Opportunities exist for sponsorship and display areas.

For further details visit: www.vertikal.net/de






continued

Editorial calendar 2016

Plus News • Interviews • Innovations • Training • For the Record

**cranes
&access**

Month	Issue No	Content
December/January	17.9	Telescopic crawler cranes Mid to large truck mounted lifts Rental rate guide Look back at 2015 Rental show issue - bonus distribution
February	18.1	Electric/hybrid scissors Self-erecting mobile tower cranes First Bauma preview Mastclimbers & hoists
March	18.2	Tower cranes Small booms/mast booms Rental/hire show reviews Batteries Bauma second preview <i>Bauma</i> issue - bonus circulation
April		Vertikal Guide to Bauma 
April	18.3	Mid to large All Terrain cranes Spider lifts Bauma review Vertikal Days preview
May/June	18.4	3.5 tonne truck and van/specialist mounted lifts Vertikal Days guide  Wheels and tyres Loader cranes Vertikal Days issue - bonus distribution

Month	Issue No	Content
July	18.5	Pick & carry cranes/material handling City/small All Terrain cranes Low level/industrial access/mast booms Vertikal Days review Annual Dealer Guide Engines
August/September	18.6	Spider/mini cranes Large Rough Terrain scissor lifts Top 30 Rental companies Safety equipment and remote controls
October	18.7	Heavy lifting (large crawler and All Terrains)/wind turbine lifting Rough terrain boom lifts Forestry and arb show review Outrigger mats, pads and temporary roads Liftex issue - bonus distribution
November	18.8	Rough terrain and telescopic crawler cranes Trailer/SD aerial lifts Telehandlers
December/January	18.9	Large truck mounted lifts Rental Rate Guide Look back at 2016 Finance and insurance Heavy transport and lifting Lifting gear (Liftex review)
February	19.1	All Terrain cranes Elec/hybrid scissors Conexpo preview Mastclimbers and hoists Conexpo issue - bonus distribution 

Editorial calendar 2016

KRAN & BÜHNE
The Specialist for Construction Equipment

Month	Issue No	Content
February	133	New boomlifts Alternative lifting Who has the longest? A market survey Vikings: Focus on Scandinavian market First Bauma preview
March/April	134	Tower cranes: What's going on? New truck mounted platforms Dealer guide for Germany, Switzerland and Austria Second big preview to Bauma
May/June	135	Telehandlers, news from Munich The latest trends in personnel lifts Safety, what can be done? Preview to Platformers' World Review to Bauma
July	136	New mobile cranes Crawler mounted platforms Top 20 Rental Companies Review to Platformers' World

Month	Issue No	Content
August/September	137	Trailer mounts and their advantages New loader cranes Preview to IAA Electronics, the little helpers
October	138	Tower cranes on site Mast climbers latest developments Cranes & Access inside That's how underbridge inspection works
November	139	Trends in truck mounts New crawler cranes Mini cranes in action Reader's prognosis for 2017 Railway machines
December/January	140	New mobile cranes Latest scissor lifts Second hand market Transport solutions for cranes and access equipment