

Vertikal Press

media information pack

Specialist information
on the lifting
equipment industry

Cranes

Access Platforms

Telehandlers

Loader Cranes

Scaffold and Alloy Towers

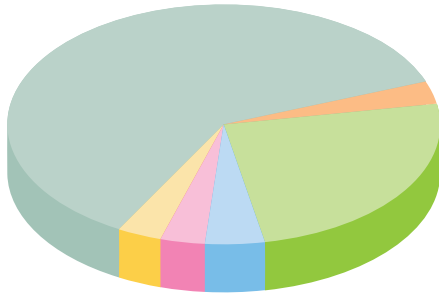
www.vertikal.net



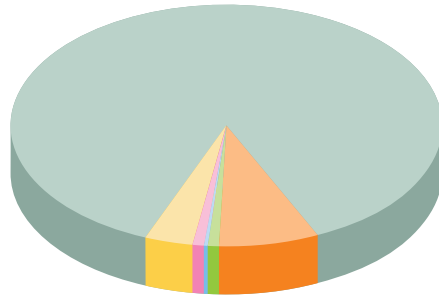
strongest european circulation

with worldwide readership via Vertikal.net

cranes & access print and online



Region	Printed Copy	Online	Total
Western Europe	8,003	1,674	9,677
C/Eastern Europe	295	194	489
North America	120	3812	3,932
Australasia	45	632	677
Asia	85	468	553
Others	30	457	487
Total	8,578	7,237	15,815



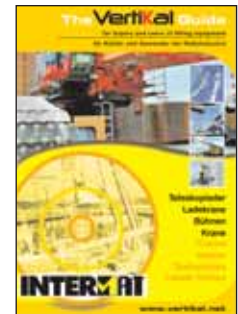
Kran & Btthe print and online

Region	Printed copy	On line	Total
Western Europe	8,277	1,844	10,121
C/Eastern Europe	369	496	865
North America	14	82	96
Australasia	3	28	31
Asia	12	95	107
Others	4	388	392
Total	8,679	2,933	11,612

Circulation numbers from October 2008 web based readership is calculated by online magazine readership and regional split, less 30% estimated duplication between magazine and online readership.

All of the 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 reviews & previews
- ALLMI, PASMA, Ladder Association & IPAF News
- Vertikal Check
- Finance & Insurance reviews
- Application Stories
- Special features
- Vertikal Bulletins
- Top 30 Rental Companies
- Accessories & Options
- Parts & Service
- Product Range Reviews
- Training
- Recruitment
- Book & Model Reviews
- Letters page



readership profile

Average distribution: 8,500 copies to English speaking Europe from C&A. 8,700 copies to German speaking Europe with K&B plus 15,000 copies in Russia and CIS states with C&A Russia.



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

plus Worldwide readership via [Vertikal.net](https://www.vertikal.net)

✓* Some coverage.



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



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



Vertical Conexpo English and Spanish guide to lifting equipment in the international show for the Americas.

- Over 10,000 copies distributed at each show
- 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



Haydock Park

June 24th & 25th 2009

Vertikal Days is the UK and Ireland's only specialised event which focuses solely on the lifting equipment industry.

www.vertikaldays.net



Tag der Arbeitsbühnensicherheit, (TABS), is an annual 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. In 2009 it will have an aviation theme and will be held at the Airbus plant in Hamburg. Opportunities exist for sponsorship with a display table.

On-line international news updated daily

- Vertikal.Net attracts an average of 4 million hits, 90,000 visits and over 1.2 million pages viewed every month.
- On-line news updated daily
- Bulletins emailed when significant news breaks
- All Vertikal press magazines can be read on line or downloaded, complete with all adverts
- Your adverts stay on line with the magazine indefinitely
- 'Email a colleague' function on all stories
- Access & Lifting directory/Source guide with hot links
- German, Swiss & Austrian crane & rental guide



cranes & access

editorial calendar 2009

December/January (10.9)

Annual rental rate guide
Truck mounted platforms
Crawler cranes
A look back at 2008

February (11.1)

Spider lift aerial platforms
Tower Crane trends
ARA preview
Batteries
Equipment for Utilities


March (11.2)

Electric Scissor lifts
Non-powered access equipment
Mini cranes
Intermat preview
ARA review


Vertikal Intermat

The trilingual guide to Cranes, Access and Telehandlers at this years big international equipment show helping guide buyers past all the earthmoving and other less relevant exhibits. Content includes guide to new products, guided tours for each major product type, with large site plans, plus our special guide to Paris! Published in French, German and English.

April (11.3)

Mast Booms
All Terrain Cranes
SED preview 
Intermat last minute

May (11.4)

Telehandlers
Mast Climbers
Self Erecting tower cranes
Vertikal Days 
SED review


June/July (11.5)

Plant shutdown issue
Annual dealer guide
Industrial access
Pick and carry cranes
Vertikal Days review

August/September (11.6)

Top 30 rental company issue
Trailer cranes
Self Propelled boom lifts

October (11.7)

Heavy lifting 
SAIE - Bologna
Rough Terrain scissor lifts

November (11.8)

Trailer lifts
Loader cranes
Outrigger mats
SAIE Review

December/January (11.9)

Annual rental rate guide
Truck and van mounted platforms
Crawler cranes
A look back at 2009

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



editorial calendar 2009

February (No.77)

Articulated and telescopic boom lifts
Mini crawler cranes
Who has the longest? Market overview
Alternative lifting
Focus on Spain
Preview to Baumaschinenmesse in Bern, Switzerland

March (No.78)

Tower cranes
Truck mounted platforms - how is the market changing
Dealer list: Your contacts in the German speaking world
Preview to Mawev in Austria
Cranes and Access for trains

April/May (No.79)

Intermat preview
Crawler cranes in use
The latest in trailer mounted platforms
Safety

June/July (No.80)

Scissor lifts
Mobile crane market in Germany
Top 20
Latest remote controls
Intermat review

August/September (No.81)

Platformers' Days Preview
Telehandler trends and developments
Leasing and insurance
Personnel lifts, small but powerful

October (No.82)

The 45th SAIE, a preview
Truck mounted platforms, what's new
Latest tower crane technology
Vertikal Check
Platformers' Day review

November (No.83)

Latest loader crane models
Advantages of mast climbing technology
Readers prognosis for 2010
SAIE review

December/January (No.76)

Mobile cranes
Scissor lifts
Market for used equipment in Germany
Harbour logistics - What is needed

Vertikal Intermat

The trilingual guide to Cranes, Access and Telehandlers at this years big international equipment show helping guide buyers past all the earthmoving and other irrelevant exhibits. Content Includes guide to new products, guided tours for each major product type, with large site plans, plus our special guide to Paris!

Published in French, German and English.

In every issue the latest news and reports from Germany, Switzerland, Austria and Benelux countries. Current events, interviews, reports and special features.

Kran & Bühne: Germany's independent, IVW-audited lifting industry magazine.

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Fax: +49 (0) 0761 8866814

e-Mail: info@vertikal.net

www.Vertikal.net

Vertikal Press

cranes
& access

Kran &
Bühne

Vertikal
Guides

No. of full colour insertions	1	3	6	9	15
Double Page Spread	£3,680 / €6,000	£3,496 / €5,700	£3,312 / €5,400	£2,944 / €4,800	£2,750 / €4,500
Full Page	£2,300 / €3,750	£2,185 / €3,563	£2,070 / €3,375	£1,840 / €3,000	£1,750 / €2,750
Half Page	£1,400 / €2,250	£1,330 / €2,138	£1,260 / €2,025	£1,120 / €1,800	£995 / €1,595
Quarter Page	£875 / €1,405	£831 / €1,335	£788 / €1,265	£700 / €1,124	£650 / €950
Two Thirds Page	£1,839 / €2,900	£1,747 / €2,755	£1,655 / €2,610	£1,471 / €2,320	£1,350 / €1,995
One Third Page	£955 / €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				

Looking for staff? Advertise in our recruitment section to reach the industry experts. Special rates apply.

Used equipment for sale? Sell it quickly through our Classified Advertising Section.

A dollar price list is also available.

rate card 2009

Hi-Res PDF :

(6 mb max) embedded and CMYK images

Other adaptable 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 Quark 6.1, Illustrator CS2 12.0, Photoshop 9, and Freehand 11 or below.

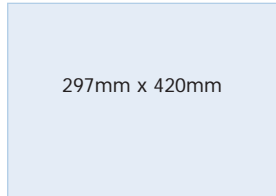
Files:

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

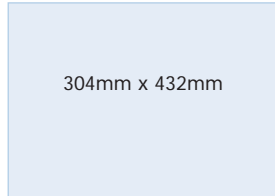


Plus News • Interviews • Innovations

www.vertikal.net



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 *

Hi-Res PDF :
(6 mb max)
embedded and
CMYK images

**Other adaptable
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 Quark 6.1,
Illustrator CS2 12.0,
Photoshop 9,
and Freehand 11
or below.

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

CANCELLATIONS: Six weeks prior to month of publication.

* CLASSIFIED ONLY

Vertikal days

Now in its third year, Vertikal Days is the UK and Ireland's only specialised event which focuses solely on the lifting equipment industry.

Almost 1000 professionals from crane, access and telehandler companies visited the 2008 event to view the latest products and meet with suppliers.

If your company is interested in talking to rental companies, fleet owners and major contractors then Vertikal Days is the most cost effective route to making contact with key decision makers.

Types of Equipment on Display at **VERTIKAL DAYS**

- Aerial lifts
- Mobile access towers
- Mast climbers and hoists
- Mobile cranes
- Tower and trailer cranes
- Loader cranes
- Telescopic handlers
- Safety equipment
- Training centres
- Associated components and equipment
- Affiliated trade associations.

exhibitor rates

Exhibitor Stands

Basic Stand:	10m x 10m space only	£3000
Fully Inclusive Stand:	10m x 10m	£3500
Super-size Stand:	20m (depth) x 10m (frontage)	£6000
Marketplace:	2m x 2m indoor	£1500

Further Information

If you are interested in participating or would simply like further information, please register your interest on www.vertikaldays.net or contact the **Vertikal Office**.



www.vertikal.net

Overhead Banners

Overhead banners are rotated through two positions on 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 - £300 / €395 (minimum booking period 2 months) for guaranteed minimum of 8,000 views per month. Price includes full live statistical reporting programme detail number of views and click throughs.

Dimensions: Banners should be GIF 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 £125 / €150

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

Super size side banners

New banner sizes and locations will be available in the first quarter of 2009, call us for a quote.

Email Alert Sponsorship

We send out email alerts 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 and contact details for **£200 / €250** per alert with special rates available for multiple sponsorship.

Access & Lifting Directory

Feature in this specialised directory and link your web site 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

Contact us for information on our new Russian website. Price is for one year on-line plus your details published in every issue of the relevant magazine.

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: £250 / €350 for first three months including set up charges. Permanent or long term hosting rates available on demand.

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**

cranes & access



recruitment

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 15,000 readers all of whom have an interest in cranes, access equipment and telehandlers,

LOOKING FOR A JOB?

If you are looking for a position within the lifting equipment industry we offer a choice of free space for print ready adverts, along with a great 'job wanted' start- to- finish package priced at just £100 which includes copy-writing, artwork and if required a forwarding service.

For further details call us today on +44(0)8707 740436 or email info@vertikal.net.

Special recruitment advertising rates

Full Page	£895
Half Page	£450
Quarter Page	£250



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