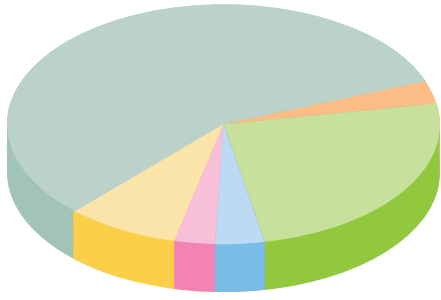


strongest european circulation with worldwide readership via Vertikal.net

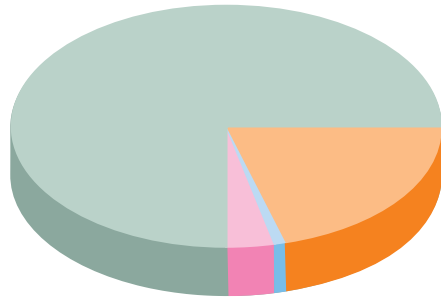
cranes & access print and online



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

Region	Printed Copy	Online	Total
Western Europe	8,164	1,700	9,864
C/Eastern Europe	325	250	575
North America	115	3,952	4,067
Australasia	11	653	664
Asia	16	832	553
Middle East/Others	63	1,007	1,431
Total	8,694	8,394	17,154

* Of which 6,027 are UK



Kran & Bühne print and online

Key	Region
Germany	Germany
Other Europe #	Other Europe #
North America	North America
Others	Others

Region	Printed Copy	Online	Total
Germany	7,491	1,491	8,982
Other Europe #	1,180	1,267	2,447
North America	18	91	109
Others	17	396	413
Total	8,706	3,245	11,951

Largely Austria & Switzerland

Circulation numbers - August 2009 - online readership is calculated assuming 30% of recipients of a hard copy (100% for smaller countries) also read it online. The online readership is therefore the actual less those percentages.



content

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 circulation includes 8,500 copies to Cranes&Access English speakers in Europe and 8,800 copies of Kran & Bühne to German speakers in Europe.



• 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

✓* Some coverage.

Vertikal Press

media information pack 2010

Specialist information
on the lifting
equipment industry

Cranes

Access Platforms

Telehandlers

Loader Cranes

Scaffold and Alloy Towers

www.vertikal.net



Vertikal

guides & events



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



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



Vertikal 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 16th & 17th 2010

Vertikal Days is the UK & Ireland's only specialised event focusing solely on the lifting equipment industry.

www.vertikaldays.net



Tag der Arbeitsbühnensicherheit, (TAGS), 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 2010 it will have a working with or near electricity theme and will be held at a working location in Southern Germany. Opportunities exist for sponsorship and display areas.

Vertikal.net

web based

Online international news updated daily

- Vertikal.net attracts an average of 5 million hits, 100,000 visits and over 2 million pages viewed every month covering more than 150 countries.
- 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 with 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 & Rental Guide

www.vertikal.net



cranes & access

editorial calendar 2010

December/January (11.9)

Annual Rental Rate Guide
Truck and Van Mounted Platforms
Crawler Cranes
A look back at 2009

February (12.1)

All Terrain Cranes
Electric Scissors
Lifting Attachments - Telehandlers/
Self Erecting Tower Cranes
Batteries

March (12.2)

Main Bauma Preview
Spider and Compact Crawler Cranes
Spider Lifts
ARA Review

April (12.3)

Bauma Preview Stop Press
Truck Cranes
Mast Climbers and Hoists
Access for Arborists
SED Preview

Vertikal Bauma - April

The Comprehensive Guide
to Cranes, Access and
Telehandlers at the world's
biggest equipment show.
12,000 copies will be
distributed on site.



May (12.4)

Vertikal Days Preview
Trailer Lifts
Bauma Review
Mobile Self Erecting
Tower Cranes

June/July (12.5)

Annual Dealer Guide
Plant Shutdown Issue
Industrial Cranes and Lifting
Industrial Access/
Self Propelled Booms
Vertikal Days Review



August/September (12.6)

Top 30 Rental Companies
Crawler Cranes
Van Mounted Lifts
Insulated and Utility Work Platforms
Telehandlers

October (12.7)

SAIE Preview
Heavy Lifting
PASMA Insert
RT Scissors
Outrigger Mats

November (12.8)

Loader Cranes
Truck Mounted Lifts
SAIE Review
Tower Cranes



Dec/January (12.9)

Annual Rental Rate Survey
A look back at 2010
Mobile Cranes for the city
Push Around Lifts



February (No.85)

Truck Mounted Platforms
Big Crawler Cranes
Who has the longest? market overview
Preview to Baumag in Lucerne, Switzerland
Preview to the new Dach+Holz/Roofing
Cladding show in Cologne

March (No.86)

"bauma 2010" first preview
Are Tower Cranes back in demand?
Self Propelled Boom Lifts
K&B annual Dealer Guide -
Germany, Austria, Switzerland
Software Applications

April/May (No.87)

Second part preview to bauma 2010
Heavy Lifting in Germany
Mast Climbers and Hoists
Safety - what can be improved?
Used Machines - what are they worth?

Vertikal Bauma - April

The comprehensive guide to Cranes,
Access and Telehandlers at the world's
biggest equipment show. 12,000 copies
will be distributed on site.

June/July (No.88)

Scissor Lift developments
Mobile Cranes
Top 20 Rental Companies
bauma review
Preview to Interschutz in Leipzig, Germany
TABS 2010 - The safety conference

August/September (No.89)

Platformers' Days Preview
News from the IAA in Hanover, Germany
Leasing and Insurance
Trailer Mounted Lifts

October (No.90)

The 46th SAIE, a preview
Truck Mounted platform market developments
Latest in Tower Crane technology
Telehandlers
Platformers' Days Review
Focus on USA

November (No.91)

Loader Cranes
Personnel Lifts, the small assistants
Readers Prognosis for 2011
Latest News and Innovations in remote controls
Review of SAIE

December/January (No.92)

Mobil Crane Technology
More than up and down: Scissor Lifts
Mast Climbing Technology
Transport for Lifting Equipment
Cranes and Access for municipalities

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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e-Mail: info@vertikal.net

www.Vertikal.net



Vertikal Press

cranes
& access

Kran & Bühne

Vertikal
Guides

rate card 2010

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 or accessories for sale?

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

A dollar price list is also available.

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:

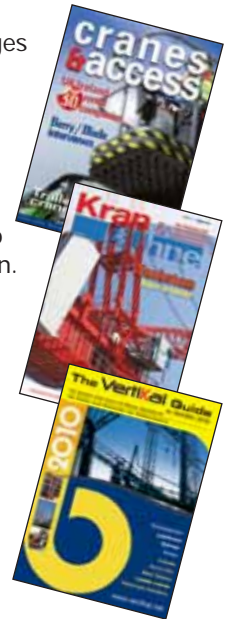
All screen and printer fonts should be supplied

Documents:

To be supplied in Quark 6.1, Illustrator CS2 12.0, Photoshop 9, and Freehand 11 or below.

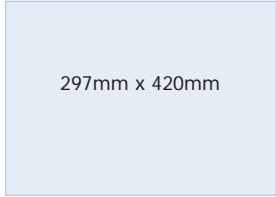
Files:

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

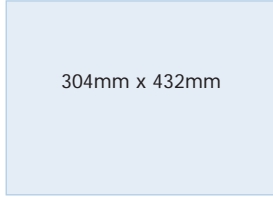


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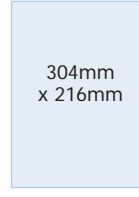
Double page spread trim



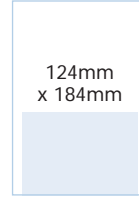
Double page spread bleed



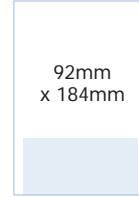
Full page trim



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.

*MARKET PLACE ONLY

Vertikal days

Now in its fourth year, Vertikal Days is the UK & Ireland's only specialised event focusing solely on lifting equipment.

Over 1,100 professionals from Crane, Access and Telehandler Rental Companies visited the 2009 event along with an increasing number of buyers from large end users. All with the sole intent of looking at the latest equipment and meeting 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:	2.5m 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 3 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 £135 / €175

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

Super Size Side Banners

Super size banners large overhead and super size insert available for 2010 call us for a quotation.

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 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

Contact us for information on our new Russian website. Price is for one year online 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)8448 155900 or email info@vertikal.net

Special recruitment advertising rates

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



www.vertikal.net