

media information pack 2012

Specialist information on the
lifting equipment industry

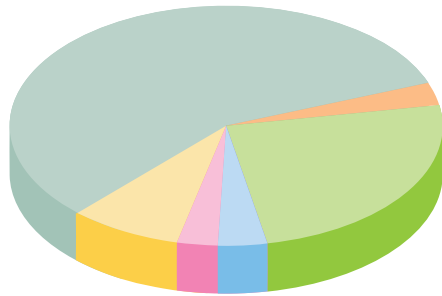
Cranes • Access Platforms • Telehandlers
Loader Cranes • Scaffold and Alloy Towers

Vertikal
Press



www.vertikal.net

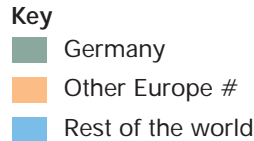
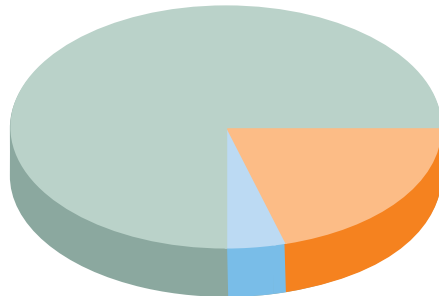
strongest european circulation with worldwide readership via Vertikal.net



* Of which 6,027 are UK

cranes & access print and online

Region	Printed Copy	Online	Total
Western Europe	8,159	2,918	11,077
C/Eastern Europe	346	666	1,012
North America	119	4,369	4,488
Australasia	18	924	942
Asia	23	962	985
Middle East/Others	61	1,681	1,742
Total	8,726	11,520	20,246



Largely Austria & Switzerland

Kran & Bühne print and online

Region	Printed Copy	Online	Total
Germany	7,491	1,491	8,982
Other Europe #	1,180	1,267	2,447
Rest of the world	35	487	522
Total	8,706	3,245	11,951

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 over 8,700 printed copies of Cranes & Access to English speakers in Europe plus a further 11,700 exclusive online readers around the world....

and 8,700 printed copies of Kran & Bühne to German speakers in Europe plus a further 4,500 online readers.



- | | | | | |
|-------------------------------------------------------------------------|----|---|---|---|
| • The lifting and access rental companies and depots | ✓* | ✓ | ✓ | ✓ |
| • The crane, telehandler, truck loader & access manufacturing companies | ✓* | ✓ | ✓ | ✓ |
| • All ports, harbours, shipyards & repairers | - | ✓ | ✓ | ✓ |
| • All local government / authorities | - | ✓ | ✓ | ✓ |
| • All fire & emergency services | - | ✓ | ✓ | ✓ |
| • All major contractors | ✓* | ✓ | ✓ | ✓ |
| • Major airport contractors + operators | ✓* | ✓ | ✓ | ✓ |
| • All major industrial plants | ✓* | ✓ | ✓ | ✓ |



- | | | | | |
|-----------------------------------------------------------|----|---|---|---|
| • All major petrochemical plants & refineries | ✓* | ✓ | ✓ | ✓ |
| • Crane & access distributors, agents & service companies | ✓ | ✓ | ✓ | ✓ |
| • Rail contractors, operators and networks | ✓* | ✓ | ✓ | ✓ |
| • Major painting & cleaning companies | - | ✓ | ✓ | ✓ |
| • Major retail, sports & exhibition centres | - | ✓ | ✓ | ✓ |
| • All major aviation repair, service & rebuild sites | - | ✓ | ✓ | ✓ |
| • Finance companies, analysts, insurance adjusters | ✓* | ✓ | ✓ | ✓ |
| • Forestry / Arborists | ✓* | ✓ | ✓ | ✓ |

✓* Some coverage.

plus Worldwide readership via Vertikal.net

Vertikal



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 at the international show for the Americas.

guides & events

- 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 27th & 28th 2012

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 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.

Online international news updated daily

- Vertikal.net attracts an average of over 18 million hits, 130,000 visits and 10 million pages viewed each month covering over 165 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



Over 18
million hits a
month and more
than 125,000 visitors

cranes & access

editorial calendar 2012

December/January (13.9)

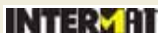
A look back at 2011
Annual rental rate guide
Truck mounted lifts
Heavy cranes and lifting

February (14.1) *Bonus circulation

Self-Propelled boom lifts
Batteries
All Terrain cranes
Intermat first preview
IPAF summit issue
ARA review
Used equipment

March (14.2) *Bonus circulation

Intermat second preview
IPAF summit report
RT scissor lifts
Spider cranes



Vertical Intermat

The in depth guide to this year's big show with guided tours for all the individual crane, access and telehandler product sectors as well as a guide to the city. 10,000 copies will be distributed at the show itself. Don't get lost in this big equipment event.



April/May (14.3)

Intermat review
Push around lifts /Low level access
Cranes for wind power lifting
Remote controls
IPAF summit album
Vertical Days first preview

May/June (14.4) *Bonus circulation

Vertical Days issue
Tower cranes
Spider lifts



June/July (14.5)

Industrial pick & carry cranes
Vertical Days photo album and review
2012 Annual Dealer guide
Telehandlers
Industrial Access/compact electric lifts/mast booms

August/September (14.6) *Bonus circulation

2012 Top 30 rental companies
SAIE issue
Van and small truck mounted lifts
Truck mounted and taxi cranes



October (14.7)

Outrigger mats and pads
Crawler cranes
Underbridge inspection platforms
Regional shows round up

November (14.8)

SAIE report
Loader cranes
Mast climbers and hoists
Insulated platforms and live line work

December/January (14.9)

2012 rental rate guide
A look back at 2012
Heavy lift cranes
Large truck mounted lifts

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

editorial calendar 2012



February (No.101)

Spider Cranes the versatile lifters
Alternative lifting in Germany
Who has the longest? A market overview
The advantages of trailer mounted lifts

March (No.102)

**Bonus circulation*

The market for truck mounted lifts
Telehandlers
Annual dealer guide – Germany, Austria, Switzerland
Preview to the Mawev show
The French crane and access industry

April/May (No.103)

**Bonus circulation*

The latest tower crane developments
Large or small? Which booms are In?
Intermat Preview
Latest innovations in mobile electronics

June/July (No.104)

Mobile cranes, what's coming up?
New scissor lift developments
Top 20 Rental companies
Safety – what can be improved?

August/September (No.105)

**Bonus circulation*

Innovation in loader cranes
Platformers' Days 2012
Preview to IAA
Building inspections, but how?
Leasing and insurance

October (No.106)

**Bonus circulation*

A look at crawler cranes applications
Truck mounted lifts, what to look for
Preview to SAIE
Platformers' Days review
Remote controls



November (No.107)

Tower crane applications
Mast climbers and their advantages
Reader's prognosis for 2013
Review of SAIE

December/January (No.108)

Trends in the scissor lift market
When are mobile cranes really mobile?
Transport and flat bed trailers for cranes and access
Lifting for utilities

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



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 8, Illustrator CS3, Photoshop CS3, and Freehand 11 or below.

Files:

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





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 *



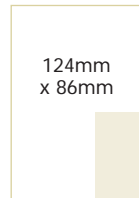
Two thirds vertical



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

27th -28th
June 2012

Now in its sixth year, Vertikal Days is the UK & Ireland's only specialist event focusing solely on access and lifting equipment.

Over 1500 visitors attended the event in 2011 including professionals from Crane, Access and Telehandler Rental Companies and end user buyers from local authorities, utility companies and major contractor groups to name but a few.

Vertikal Days is fast becoming the largest access and lifting event in Europe outside of the big international shows. It is the most cost effective route to making contact with key decision makers in this market.

Types of Equipment on Display at VERTIKAL DAYS 2012

- 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:	12m x 10m	£3,300
Fully Inclusive Stand:	12m x 10m	£3,850
Fully Inclusive Super-size Stand:	12m x 20m	£6,600
Marketplace & Entrance Stands:	2.7m x 2m	£1,650

Note: A 5% discount will be applied for all bookings confirmed by 31st December 2011.

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 - £350 / €395 (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 £185 / €235

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.

web based rates

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, a link to your website and contact details. Special rates are available for multiple sponsorships.

Online Recruitment

An advert in our online recruitment section costs **£175 / €225** per advert for up to two months - one advert can feature several positions. This includes your logo. Job wanted adverts from those seeking work are free of charge.

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**

recruitment

cranes & access



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 17,000 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
jobs@vertikal.net



www.vertikal.net