

# 2018

# MEDIA

# PACK



SPECIALIST INFORMATION FOR THE  
LIFTING EQUIPMENT INDUSTRY

CRANES  
ACCESS PLATFORMS  
TELEHANDLERS AND  
ASSOCIATED LIFTING  
EQUIPMENT

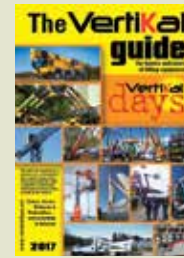
**cranes  
& access**

**KRAN & BÜHNE**  
THE VERTICAL GUIDE

[www.vertikal.net](http://www.vertikal.net)

# MEDIA PACK 2018

SPECIALIST INFORMATION  
FOR THE LIFTING  
EQUIPMENT INDUSTRY



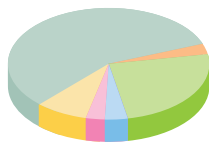
[www.vertikal.net](http://www.vertikal.net)

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

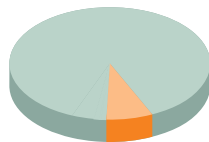
\* Of which 5,996 are UK

Region	Printed Copy	Digital	Total
Western Europe	7,981*	4,601	12,582
C/Eastern Europe	385	833	1,218
North America	164	5,932	6,096
Australasia	63	1,029	1,092
Asia	59	1,293	1,352
Middle East/Others	96	2,469	2,565
<b>Total</b>	<b>8,748</b>	<b>16,157</b>	<b>24,905</b>

\* Statistics for September 2017

print and online

**KRAM & BÜHNE**



- Germany
- Other Europe\*

\* Largely Austria and Switzerland

Region	Printed Copy	Digital	Total
Germany	7,318	1,833	9,151
International *	1,382	1,702	3,084
<b>Total</b>	<b>8,700</b>	<b>3,535</b>	<b>12,235</b>

Based on the figures from July 2017

## 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 8,700 printed copies of Cranes & Access to English speakers in Europe plus a further 16,000 exclusive online readers around the world... and 8,700 printed copies of Kran & Bühne to German speakers in Europe plus a further 3,500 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

**Vertikal  
Press**



PLUS WORLDWIDE READERSHIP VIA **Vertikal.net**

NOW ON MAGZTER NEWS STAND APP!



continued

# Online international news updated daily

Each month Vertikal.net generates an average of more than 8.5 million page views, 255,000 unique visits, and 19.5 million hits from 189 countries\*. PLUS:

- All Vertikal Press magazines can be read online, downloaded from the site or from the Magzter newsstand app complete with all advertising.
- Online news updated daily
- News Bulletins emailed to subscribers only 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 share prices
- Live currency converter
- Online metric unit converter
- Major library, including video library & archive
- Recruitment advertising
- Industry events

# Vertikal.net

\*Average for vertikal.net January to June 2017



## Web-based rate card 2018

# Vertikal.net

### 1. Overhead banners

Overhead banners rotate between three positions, on the home page - top and bottom of Top News, and at the bottom of each news story.

**£625 / €795 Per calendar month** (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.

### 2. Short term fixed top banner

**£1,500 / €1,950 Per calendar month** (maximum six week runs)

### 3. Super premium fixed top banner

**£2,950 / €3,820 Per calendar month**

### 4. In-content banners exclusive

**£950 / €1,250 Per calendar month**

**Dimensions for banners 1-4:** Banners should be GIF, flash or JPEG format with a dimension of 468 x 60 pixels and be no more than 30kb. Up to four separate or concurrent messages are possible and banners are linked into your website.

### 5. Side banners

Side banners appear on right or left hand columns on most pages and rotate, changing position with each click for maximum coverage.

**£285 / €360 Per calendar month**

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

### 6. Fixed Side banners

Premium fixed side banners appear on right or left hand columns on most pages. **Price on application**

### 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. **£390 / €510**

### 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.



### Video hosting

Our video site has an average of 5,500 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 2018

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 24,900 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](mailto:jobs@vertikal.net)



[www.vertikal.net](http://www.vertikal.net)

# Technical data advertising

 297mm x 420mm	 304mm x 432mm	 297mm x 210mm	 304mm x 216mm	 124mm x 184mm	 92mm x 184mm	 60mm x 184mm	
Double page spread trim	Double page spread bleed	Full page trim	Full page bleed	Half page horizontal	One third horizontal	Quarter page horizontal	
 60mm x 86mm	 28mm x 86mm	 268mm x 117mm	 268mm x 86mm	 268mm x 57mm	 124mm x 86mm	 124mm x 41mm	 60mm x 41mm
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

# Show Guides

Our 2018 Vertikal Guide is for Intermat, the big French construction equipment exhibition, which also attracts a wide range of overseas visitors, particularly from North Africa, and the Middle East.

The 64-page bi-lingual Guide (English and French) in print and digital focuses on the lifting equipment zones with large-scale maps and guided tours of the key crane, access and telehandler exhibits.

- Digitally available online, on the Magzter news stand and an app
- Thousands of printed copies strategically distributed at the 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



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



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



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

## Events Vertikal Days 16th -17th May 2018



**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 2,500 visitors attended the event in 2017 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 2018**



- 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.



**Vertikal days**

16th - 17th May 2018

## Exhibitor rates

For further details visit:

[www.vertikaldays.net](http://www.vertikaldays.net)

Basic stand:	12m x 10m	£4,200	Fully inclusive small trade stand:	6m x 10m	£2,470
Fully inclusive stand:	12m x 10m	£4,470	Marketplace perimeter stand:	3.3m x 2.5m	£2,050
Fully inclusive stand:	12m x 20m	£6,770	Marketplace corner stand:	5m x 5m	£2,500
Fully inclusive super-size stand:	12m x 25m	£7,270	Central stand:	3m x 2.5m	£1,995
Fully inclusive island stand:	20m x 20m	£8,570			



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](http://www.vertikal.net/de)

**Intermat Paris is firmly in sight - have you booked your advertising for the Vertikal Guide?**

Book early for top positions and Early Bird pricing.



Intermat Paris  
23-28  
April 2018

Tel UK Office: +44 (0)8448 155900 Email: [info@vertikal.net](mailto:info@vertikal.net)

# Editorial calendar 2018

Plus News • Interviews • Innovations • Training

**cranes  
&access**

Month	Issue No	Content
December/January	19.9	Rental rate guide Look back at 2017 Heavy transport and lifting/wind turbines Large truck mounted platforms
February	20.1	Telehandlers All terrain cranes Van mounted platforms Battery developments for aerial lifts
March	20.2	Vertikal Days preview Intermat preview ARA review Crawler cranes Mastclimbers & hoists
April/May	20.3	Vertikal Days show guide Tower cranes Boom lifts IPAF Summit review
June	20.4	Vertikal Days review Loader cranes Slab electric scissor lifts Heavy lift applications



Month	Issue No	Content
July	20.5	Dealer and source guide Pick & carry cranes Low level - industrial access equipment /mast booms Rental software
August/Sept	20.6	Top 30 Rental companies Spider/mini cranes Electric & hybrid boom lifts
October	20.7	All Terrain cranes 3.5 tonne truck mounted lifts Outrigger mats/pads
November	20.8	Access equipment for arborists Heavy lift/alternative lifting Spider and atrium lifts Technology/remote controls
December/January	20.9	Rough terrain scissor lifts Rough terrain cranes Rental rate guide Look back at 2018 Transport & rigging

# Editorial calendar 2018

**KRAN&BÜHNE**  
www.kran-und-buehne.de

Month	Issue No	Content
February	149	Alternative lifting Booms 'Generation 2018' Who has the longest? Our annual market overview Preview to Mawev exhibition Preview to Dach+Holz - cladding and roofing show
March	No. 150	New tower cranes Truck mounted lifts under 3.5 tonnes Glasbau-Special – glass handling insert with preview to Frontale
April/May	No. 151	Telehandlers Mast booms, one person lifts and more Annual dealer guide - Germany, Austria & Switzerland Preview to Intermat & Vertikal Days
June	No. 152	20 years of Kran&Bühne Loader cranes in action New trailer mounted lifts Top 20 Rental companies Intermat review

Month	Issue No	Content
July	No. 153	New mobile cranes New scissor lifts Focus on Italy Vertikal Days review
August/September	No. 154	What's up with tower cranes? Big truck mounted lifts Platformers Day preview Leasing & insurance
October/November	No. 155	Crawler cranes in action Advantages of mastclimbing Hardware & Software Reader's prognosis for 2019 Glasbau insert with preview to Glastec
December/January	No. 156	All Terrain crane developments Scissor lift trends New remote controls Transport for cranes and access Engine developments