

Vertikal Press DIGITAL & PRINT MEDIA PACK 2021

**cranes
& access**

www.vertikal.net
KRAN & BÜHNE
Das Magazin für Kran- & Arbeitsbühnen-Anwender

Vertikal
.net

Vertikal
days



CRANES



**AERIAL WORK
PLATFORMS**



TELEHANDLERS



**ASSOCIATED
PRODUCTS &
SERVICES**



**MASTCLIMBERS
& HOISTS**

Specialist independent
editorial coverage for the lifting
equipment industry

Vertikal.net



Vertikal
Press

DIGITAL & PRINT

MEDIA PACK
2021

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& access

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.net

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Vertikal
days

CRANES · ACCESS PLATFORMS · TELEHANDLERS · LOADER CRANES
MASTCLIMBERS & HOISTS · ASSOCIATED LIFTING EQUIPMENT

DIGITAL
& PRINT



cranes
& access

Average circulation includes more than 8,200 printed copies of C&A throughout Europe plus a further 20,000 exclusive online readers globally.

8 issues per year

DIGITAL
& PRINT



www.vertikal.net

KRAN & BÜHNE

Das Magazin für Kran- & Arbeitsbühnen-Anwender

Average circulation includes 8,700 printed copies to German speakers in Europe plus a further 4,000 exclusive online readers.



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

8 issues per year



Vertikal
.net

Around 10,000 visitors a day visit Vertikal.net to check out the latest news, with an average of 8.5 million page views and 167,000 visitors a month from 191 countries.

Daily news as it happens



Cranes & Access and Kran & Bühne are now available on the Issuu digital publishing platform which optimises the magazine depending on whether you read it on a desktop, smart phone or tablet. It also offers the potential to include additional interactive content such as videos for example, which is becoming more popular.



Each magazine is hosted on the Magzter Newstand App and is frequently among the top free publications.

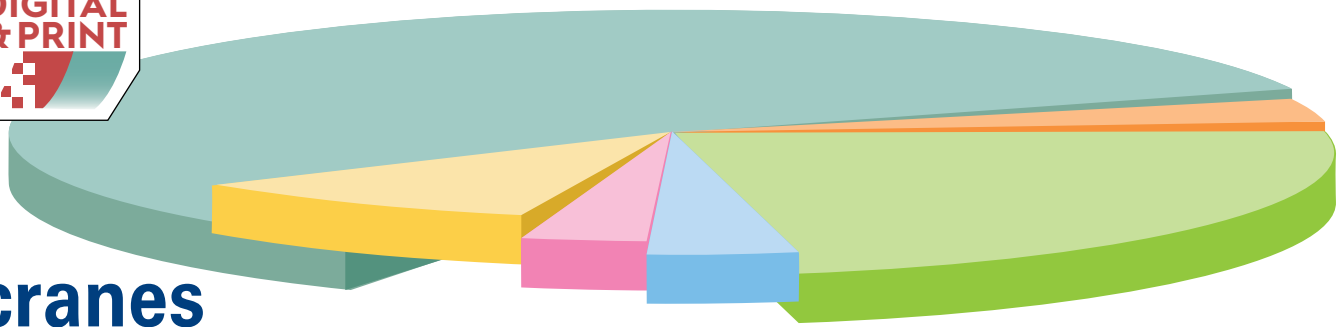


INTERNATIONAL CIRCULATION - PRINT AND ONLINE



**cranes
&access**

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



Region	Print	Digital	Total
Western Europe	7,402	5,620	13,022
Eastern/Central Europe	433	1,427	1,860
North America	171	7,242	7,413
Australasia	66	1,338	1,404
Asia	72	1,622	1,694
Middle East/Others	103	2,834	2,937
Total	8,247	20,083	28,330

* Of which 5,996 are UK

Based on figures from July 2020



KRAN&BÜHNE

- Germany
- Other Europe*

* Largely Austria
and Switzerland



Region	Print*	Digital	Total
Germany	7,455	1,946	9,401
International	1,245	1,917	3,162
Total	8,700*	3,863	12,563

* IVW audited



Based on figures from September 2020

OUR READERS INCLUDE:

- Rental companies and depots
- Manufacturers
- Ports, harbours, shipyards & repairers
- Local government/Authorities
- Safety Officers
- Industry trade associations
- Fire & Emergency services
- Major contractors & sub-contractors
- Major airport contractors & operators
- All major industrial plants
- Training centres and trainers
- Crane, access and telehandler distributors, agents, service companies & operators
- Rail contractors, operators and networks
- Major petrochemical plants & refineries
- Major painting & cleaning companies major retail, sports & exhibition centres
- Major aviation repair, service & rebuild sites
- Finance companies, analysts, insurance adjusters
- Forestry/arborists

OUR MAGAZINES

All magazines are available in digital and printed versions. They provide specialist, independent editorial coverage of lifting equipment and practices, focusing largely on Cranes, Access Equipment, Telescopic Handlers and Loader Cranes, plus a comprehensive coverage of training, associated products and services.



8 issues per year



8 issues per year

WIDE RANGING CONTENT

- News
- Legislation & regulation updates
- Market statistics
- Face to face interviews
- New products & ideas
- Exhibition previews & reviews
- Top 30 rental companies survey
- Finance & insurance reviews
- Application stories
- Guest editorials
- Special features
- Vertikal bulletins
- IPAF, CPA, ALLMI, PASMA, NASC/CISRS and Ladder Association news
- Accessories & options
- Parts & service
- Product range reviews
- Training
- Recruitment
- Book & model reviews
- Letters page
- Innovations
- General business management topics

ADVERTISING RATES

DISPLAY ADVERTISING RATES

A dollar price list is also available.

No. of insertions	1	3	6	8
Double Page Spread	£3,800 / €6,000	£3,496 / €5,700	£3,312 / €5,400	£2,944 / €4,800
Full Page	£2,495 / €3,750	£2,185 / €3,563	£2,070 / €3,375	£1,840 / €3,000
Half Page	£1,475 / €2,250	£1,330 / €2,138	£1,260 / €2,025	£1,120 / €1,800
Quarter Page	£895 / €1,405	£831 / €1,335	£788 / €1,265	£700 / €1,124
Two Thirds Page	£1,875 / €2,900	£1,747 / €2,755	£1,655 / €2,610	£1,471 / €2,320
One Third Page	£995 / €1,560	£907 / €1,482	£860 / €1,404	£764 / €1,248
Island Position	20% extra on Page Rates			
Cover Position	30% extra on Page Rates			
Inserts	Rates on application			

MARKETPLACE ADVERTISING RATES

A dollar price list is also available.

No. of insertions	1	3	6	8
Double Page Spread	£1,900 / €3,300	£1,748 / €2,850	£1,656 / €2,700	£1,472 / €2,400
Full Page	£1,248 / €1,875	£1,093 / €1,782	£1,035 / €1,688	£920 / €1,500
Half Page	£738 / €1,125	£665 / €1,069	£630 / €1,013	£560 / €900
Quarter Page	£448 / €703	£416 / €668	£394 / €633	£350 / €562

RECRUITMENT RATES

Rates include free online advert for up to 2 months and both printed and online versions of the magazine reaching around 28,300 readers

Full page	£850/€1000
Half page	£450/€500
Quarter page	£250/€300



TRAINING RATES

PROMOTE YOUR TRAINING COURSES

Our training packages include online and print advertising opportunities to promote course availability from **£100.00** per month



BUYERS GUIDE

You can now promote your products and services in our Buyers Guide which is published in every issue of Cranes & Access magazine. Each entry includes your company logo and contact details.

Buyers Guide digital and printed magazine £50/issue or £400 for all issues

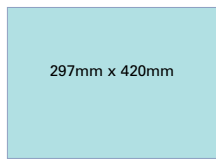
Buyers Guide plus Access & Lifting Directory £450 per year



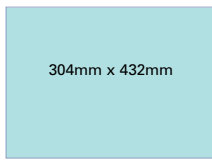
TECHNICAL DATA

PRINT

*Marketplace only



Double page spread trim



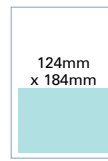
Double page spread bleed



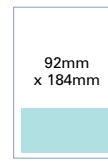
Full page trim



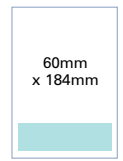
Full page bleed



Half page horizontal



One third horizontal



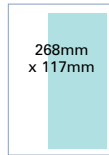
Quarter page horizontal



Eighth page horizontal *



Sixteenth page horizontal *



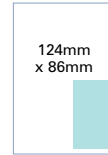
Two thirds vertical



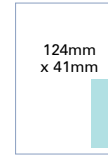
Half page vertical



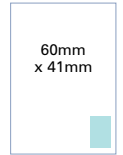
One third vertical



Quarter page vertical



Eighth page vertical *



Sixteenth page vertical *

DIGITAL WEBSITE BANNERS

Side Banner A

Dimensions: 150 x 200 pixels - maximum of 20kb

Horizontal Main Banner B

Dimensions: 590 x 120 pixels - maximum of 50kb

Premium Fixed Top Banner C

Dimensions: 590 x 120 pixels - maximum of 50kb

Short Term Banner D

Dimensions: 300 x 250 pixels - maximum of 30kb



EMAIL ALERT

Sponsorship Banner

Dimensions 590 x 150 pixels



VIDEO

Videos can be supplied as a YouTube link or Vimeo.

Video has become a popular choice for advertising with a strong following on social media.

Vertikal.net has a dedicated video hosting area to showcase products and services or customer endorsements - the choice is yours.



VERTIKAL.NET AND DIGITAL ADVERTISING

(INCLUDING VIDEO AND EMAIL ALERTS)

Each morning, Vertikal.net is the first port of call for thousands of Lifting Equipment professionals wanting the latest industry news. All Vertikal magazines can be read online via Issuu, downloaded from the site or from the Magzter Newstand 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' and social media share functions 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

Email Alert Sponsorship

Email alerts are sent to our database of subscribers whenever there is a significant breaking news story in the industry. Because it's only sent when the news is significant, it is always opened immediately.

You can sponsor the Email Alerts with a message, your logo, a link to your website and contact details. **£450/€565**

Online Recruitment

An advert in our online recruitment section costs **£175/€200** per advert for up to two months – one advert can feature several positions and includes your logo. Add **£75/€90** for combined print and online. Job wanted adverts for those seeking work are free of charge.

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. Prices are for one year plus your details will be published in every issue of the magazine.

English or German only per 12 months: **£175/€200**

English and German per 12 months: **£300/€350**

You can add additional categories: **£40/€45** each

German/Swiss/Austrian Vermieter/Rental

Directory 12 months web address and

email for up to 12 locations

Add your company logo:

£175/€200

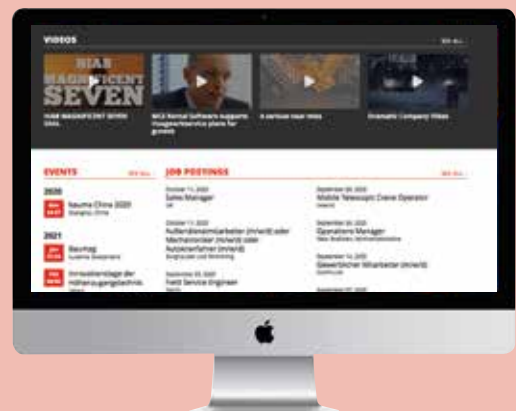
£300/€350



Digital Video

Our website has a dedicated video hosting area which is a great location to promote any new products and services.

Price per video: **£200/€270** for three months including set-up charges. (Long term hosting rates available).



Embedded Video

Videos can be embedded within the editorial sections of the digital magazines. Viewing is easy as they open up as a pop-out screen while maintaining the magazine in the background. Ask for details and pricing.

VERTIKAL.NET

DIGITAL WEBSITE BANNERS

Side Banner **A**

Side banners appear on the right column on all pages and rotate, changing position with each click for maximum coverage **£330/€415** per month (minimum 3 months)
Dimensions: 150 x 200 pixels and no more 20kb

Horizontal Main Banner **B**

The main banners rotate, changing position with each click for maximum coverage **£695/€875** per month (minimum 3 months)
Dimensions: 590 x 120 pixels and no more than 50kb

Premium Fixed Top Banner **C**

Premium fixed banner at the top of the Vertikal.net home page **£2950/€3820** per month
Dimensions: 590 x 120 pixels and no more than 50kb

Short Term Banner **D**

The short term banner provides the opportunity for you to promote time sensitive items such as auctions, open days or special offers, last minute training course places etc. **£295/€370** per week
Dimensions: 300 x 250 pixels and no more than 30kb

Social Media

We have **17,000** followers across our brands on social media with followers growing at an average of **150** per week



The screenshot displays the Vertikal.net website interface. At the top, there are several banners: a yellow 'INTERNATIONAL BAILEY' banner, a blue 'HOVAGO' banner, a red 'C' banner, a blue 'TADANO' banner with the tagline 'Lifting your dreams', and a blue 'DEMAG' banner. Below these is a navigation bar with a search icon, language options (EN | DE), and the Vertikal.net logo. A secondary navigation bar lists 'NEWS', 'EVENTS', 'DIRECTORY', 'JOBS', and 'SUBSCRIPTIONS'. The main content area is divided into three columns: 'TOP NEWS' featuring a large image of a yellow crane, 'LATEST NEWS' with a portrait of a woman and a Terex logo, and 'MOST READ' with a list of five articles. Below the 'TOP NEWS' column, there are three smaller news items. To the right of the 'MOST READ' list, there are two small promotional banners for 'ELEVATED THINKING' and 'A/R O'. Below the main content area, there is a large red banner for a newsletter subscription with the text 'STAY UP-TO-DATE WITH OUR NEWSLETTER' and a 'SUBSCRIBE' button. Below this, there is a 'LATEST NEWS' section with several articles, including 'Point of Rental adds to team', 'Spirings for Engel-Krane', 'Crane operator electrocuted', 'Dropping in', 'Off the back of a truck', 'Triple ladder access', 'Last chance to lead IPAF', and 'New Grove GM3060 for Stoddart'. To the right of the 'LATEST NEWS' section, there is a 'CRANES & ACCESS' section with a 'July 2019' magazine cover and a 'READ ONLINE' button. Below the 'LATEST NEWS' section, there is a 'Are You EPIC?' banner and a 'B' banner. At the bottom of the page, there is a 'MAGAZINES' section with three magazine covers: 'Cranes & Access', 'Kran & Bühne', and 'The Vertikal guide'. To the right of the 'MAGAZINES' section, there is a 'STOCK MARKET' section with a table of stock prices. Below the 'STOCK MARKET' section, there is a 'WORLD TIME' section with four clock icons for New York, London, Berlin, and Tokyo. At the very bottom, there is a 'D' banner and a 'SEE RESULTS' button.

EDITORIAL CALENDAR 2021



**cranes
& access**

Average circulation includes more than **8,200** printed copies to English speakers in Europe plus a further **20,000** exclusive online readers around the world... www.vertikal.net

December/January 22.9 2021

- Scissor lifts
- Crawler cranes
- Rental rate guide
- Look back at 2020



February/March 23.1 2021

- Van and small truck mounted platforms
- Self Erecting mobile tower cranes
- Vertikal Days first preview
- Battery developments



April/May 23.2 2021

- Product source guide
- Road Rail machines
- Heavy lift applications
- Low level access and trailer lifts



June 23.3 2021

- Boom lifts
- Vertikal Days main preview
- Telehandlers
- Tower cranes
- Equipment for arborists



**Vertikal Days Guide -
Book your advert in the July/August issue**



Editorial Team: editor@vertikal.net Advertising: advertising@vertikal.net


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July/August 23.4 2021

- Vertikal Days guide 
- Loader cranes
- Slab electric scissor lifts
- Software & Technology/BIM



September 23.5 2021

- Top 30 Rental companies
- Mast climbers
- All Terrain cranes
- Used equipment



October 23.6 2021

- Vertikal Days review
- Spider & mini crawler cranes
- Spider & atrium lifts
- Glass handling
- Pick & carry cranes



November 23.7 2021

- Telescopic crawler cranes
- Truck mounted lifts
- Technology & devices
- Outrigger mats/pads etc.
- ARA review



December/ January 23.8 2022

- Truck mounted /aluminium cranes
- Access equipment for aviation
- Rental rate guide
- Look back at 2021



EDITORIAL CALENDAR 2021

In every issue the latest news and reports from Germany, Switzerland, Austria and Benelux countries. Current Events, Interviews, Reports and Special Features.



Germany's independent, IVW-audited lifting industry magazine.



WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

FEBRUARY (No.173)

- Heavy lifting
- Articulated and telescopic boom lifts
- Who has the longest?
Our annual market overview
- Innovation Days preview



MARCH (No.174)

- Truck mounted platform applications
- Telehandler market overview
- Innovation Days review
- Our annual guide to equipment dealers in Germany, Switzerland and Austria



APRIL/MAY (No.175)

- The latest development in tower cranes
- Trailer lift update
- Glass handling and installation **Special issue**



JUNE (No.176)

- The mobile crane market
- New mast boom developments
- Preview to the Interschutz fire fighting equipment show



**Vertikal Days Guide -
Book your advert in the July/August issue**



Editorial Team: redaktion@vertikal.net Advertising: werbung@vertikal.net

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Geprüfte Auflage
Klare Basis für den Werbemarkt

JULY/AUGUST (No.177)

- New crawler crane developments
- Scissor lift overview
- Country focus: Switzerland
- Annual survey of Top 20 rental companies in the GAS region



SEPTEMBER (No.178)

- Platformers Days preview
- Vertikal Days preview
- The latest loader crane technology
- New truck mounted platforms
- Leasing and insurance



OCTOBER/NOVEMBER (No.179)

- Tower cranes in Germany
- Mastclimbers technical update
- Glass handling and installation
Special issue
- Platformers Days review
- Vertikal Days review



DECEMBER/JANUARY (No.180)

- Mobile cranes for indoor and outdoor applications
- Scissor lift market
- Market for used cranes & access equipment
- Transporting cranes and aerial work platforms



Editorial Team: redaktion@vertikal.net Advertising: werbung@vertikal.net

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e-Mail: info@vertikal.net www.Vertikal.net

VERTIKAL GUIDES TO THE BIG INTERNATIONAL SHOWS



These big international events bring together manufacturers, dealers, distributors, service providers, engineers and contractors from the lifting equipment industry and historically has attracted visitors from 160 countries.

The Vertical Guide is a highly targeted specialist information guide that includes details on the lifting equipment zones with large-scale maps and tours of the key Crane, Access and Telehandler exhibits.

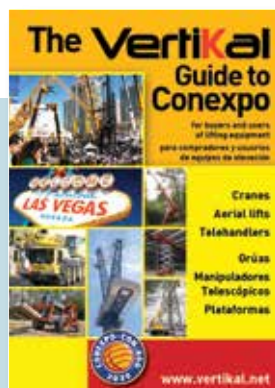
To book advertising in the **Vertical Guides** contact us on:

Tel UK Office: **+44 (0)8448 155900**

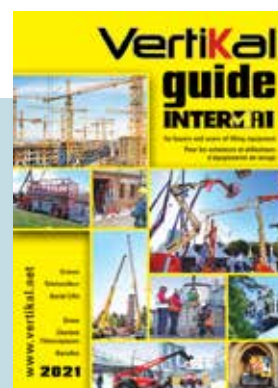
Email: **advertising@vertikal.net**



2022 Bauma



2023 Conexpo



2024 Intermat



EVENTS

Vertikal Days

22nd & 23rd September 2021
East of England Showground,
Peterborough

The major UK & Ireland Lifting Equipment Event.

Join us at our new venue to see the following equipment on display:

- Aerial work platforms
- 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

For further details visit: www.vertikaldays.net

Email: info@vertikaldays.net

Tel UK Office: **+44 (0)8448 155900**



TABS

TAG DER ARBEITSBÜHNENSPEZIALISTEN (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.



Contact us

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