

# MEDIA PACK

2023

THE VERTIKAL PRESS

# ABOUT US

Vertikal Press is the leading independent news provider for the lifting equipment industry with a far reaching circulation and international readership. The group includes Cranes & Access and Kran & Bühne magazines, the online news service and information library Vertikal.net, specialist industry guides and Vertikal Days, the lifting equipment event held annually in the UK.

The editorial content focuses on cranes, aerial work platforms, telehandlers and associated products and services, written by a team with first-hand knowledge of the lifting equipment industry.

**Vertikal**  
Press

## OUR READERSHIP

- Rental companies and depots
- Manufacturers
- Ports, harbours, shipyards and repairers
- Local government/Authorities
- Safety Officers
- Industry trade associations
- Fire and emergency services
- Major contractors and sub-contractors
- Airport contractors and operators
- Industrial plants
- Training centres and trainers
- Crane, access and telehandler distributors, agents, service companies and operators
- Rail contractors, operators and networks
- Petrochemical plants and refineries
- Painting and cleaning companies
- Retail, sports and exhibition centres
- Aviation repair, service and rebuild sites
- Finance companies, analysts, insurance adjusters
- Forestry/arborists

**Vertikal**  
.net

**cranes  
&access**

**KRAN&BÜHNE**  
Das Magazin für Kran- & Ausrüstungs-Anwender

**Vertikal**  
**days**  
10/11 MAY 2023

# MAGAZINES

## CRANES & ACCESS KRAN & BÜHNE

All magazines are available in printed and various digital formats. 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.



## WIDE RANGING CONTENT

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



Our magazines are available on the ISSUU digital publishing platform and are hosted on the Magzter Newstand App.

Vertikal

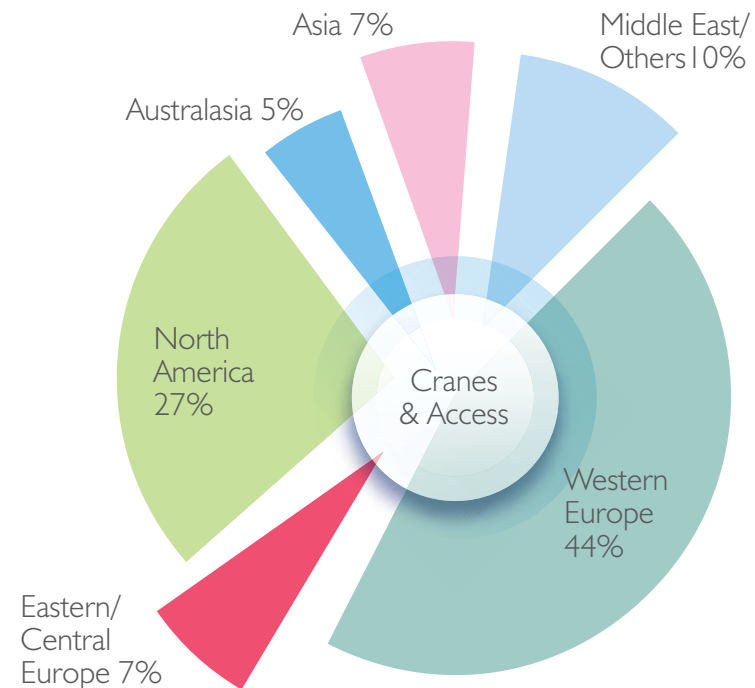
# cranes & access

## INTERNATIONAL CIRCULATION

Average circulation includes more than 7,400 printed copies of C&A plus a further 21,000 exclusive online readers.



8 issues per year



Region	Print	Digital	Total
Western Europe*	6,503	5,865	12,368
Eastern/Central Europe	434	1,562	1,996
North America	178	7,425	7,603
Australasia	76	1,363	1,439
Asia	88	1,795	1,883
Middle East/Others	120	2,834	2,954
Total	7,399	20,844	28,243

\* Of which 5,000 are UK

Based on figures from September 2022



We have 24,700 followers across our brands on social media

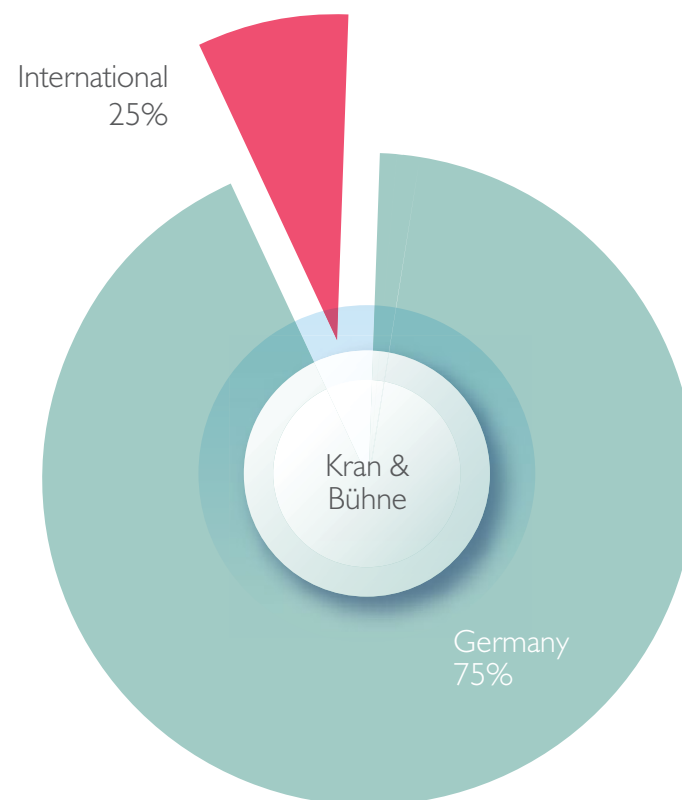
Vertikal

# INTERNATIONAL CIRCULATION

Average circulation includes more than 8,700 printed copies to German speakers in Europe plus a further 4,400 exclusive online readers.



8 issues per year



Region	Print *	Digital	Total
Germany	7,497	2,297	9,794
International	1,204	2,146	3,350
Total	8,701	4,443	13,144

\* IWW audited + iogo

Based on figures from August 2022



We have 24,700 followers across our brands on social media

# MAGAZINE ADVERTISING RATES

## DISPLAY ADVERTISING RATES

No. of insertions	1	1	3	3	6	6	8	8
Currency	£	€	£	€	£	€	£	€
Double Page Spread	3,990	6,300	3,670	5,985	3,480	5,670	3,090	5,040
Full Page	2,620	3,940	2,295	3,740	2,175	3,545	1,935	3,150
Half Page	1,550	2,365	1,400	2,245	1,325	2,125	1,175	1,890
Quarter Page	940	1,475	875	1,400	830	1,330	735	1,180
Two Thirds Page	1,970	3,045	1,835	2,895	1,740	2,740	1,545	2,435
One Third Page	1,045	1,640	955	1,555	905	1,475	800	1,310
Island Position	20% extra on page rates							
Cover Position	30% extra on page rates							
Inserts	Rates on application							

## MARKETPLACE ADVERTISING RATES

No. of insertions	1	1	3	3	6	6	8	8
Currency	£	€	£	€	£	€	£	€
Double Page Spread	1,995	3,465	1,835	2,995	1,740	2,835	1,545	2,520
Full Page	1,310	1,970	1,150	1,875	1,090	1,775	965	1,575
Half Page	775	1,180	700	1,125	665	1,065	590	945
Quarter Page	470	740	440	700	415	665	370	590

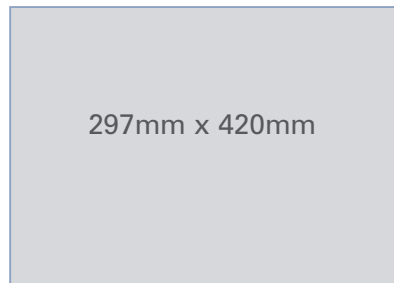
## RECRUITMENT RATES

Currency	£	€
Full Page	895	1,050
Half Page	475	525
Quarter Page	265	315

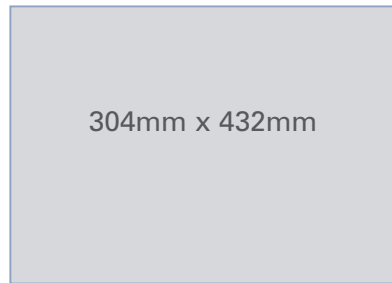
All rates include printed magazines and online digital version

# TECHNICAL DATA

## PRINT



Double page spread trim



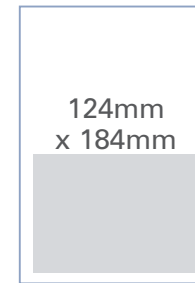
Double page spread bleed



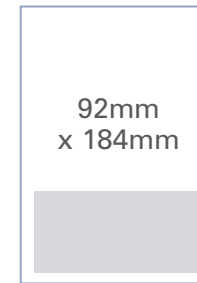
Full page trim



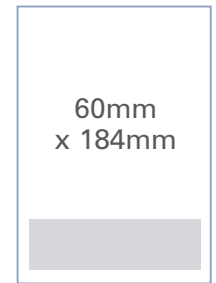
Full page bleed



Half page horizontal



One third horizontal



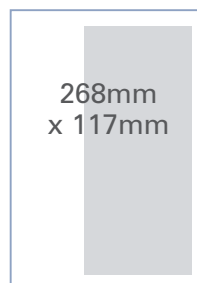
Quarter page horizontal



Eighth page horizontal \*



Sixteenth page horizontal \*



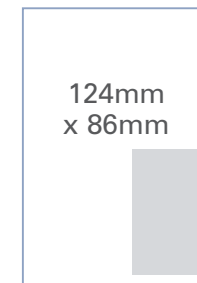
Two thirds vertical



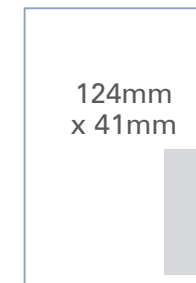
Half page vertical



One third vertical



Quarter page vertical



Eighth page vertical \*



Sixteenth page vertical \*

\* Marketplace only

# RECRUITMENT

Recruitment advertising includes an online advert for up to two months in both printed and online versions of the magazine, reaching around 28,300 readers.

## AND ONLINE ...

An advert in our recruitment section on Vertikal.net costs £185/€210 per advert for up to two months. One advert can feature several positions and include your logo. Add £80/€95 for combined print and online.

## POSITIONS WANTED

For those seeking work adverts are free of charge.



## RECRUITMENT RATES

Currency	£	€
Full Page	895	1,050
Half Page	475	525
Quarter Page	265	315



Vertikal



# ACCESS & LIFTING DIRECTORY

The access & lifting directory is the fast and efficient way to put your products in front of more than 28,000 readers.

The system keeps a record of the number of click-throughs to your site. Prices are for one year and include your company name and website published in every issue of the magazine. You can upgrade to an enhanced listing which includes logo, company information and contact details.

## GERMAN/SWISS/ AUSTRIAN VERMIETER/RENTAL

Directory 12 months web address and email

for up to 12 locations - £185/€210

Add your company logo - £315/€370



Enhanced listing

## ACCESS & LIFTING DIRECTORY

Currency	£	€
Annual listing EN or DE - printed and online	185	210
Annual listing EN & DE - printed and online	315	370
Additional categories	45	50
Enhanced Annual listing EN or DE - (online only)	260	300
Enhanced Annual listing EN & DE - (online only)	375	450

Vertikal

# VERTIKAL.NET

Every morning, Vertikal.net is the first port of call for thousands of lifting equipment professionals looking for the latest industry news.

6,000 unique visitors use Vertikal.net every day with an average of 5.2 million page views and 92,500 visitors per month from 237 countries.

**Vertikal**  
.net



## HERE'S WHAT YOU CAN FIND ON OUR WEBSITE:

- Online news updated daily
- View all issues of both magazines
- Major library and news archive
- Industry events
- Recruitment advertising
- Video hosting
- Email a colleague and social media share functions on all news stories
- Access & Lifting directory with hotlinks to your website
- Live share prices
- Live currency converter
- Online metric unit converter

**Vertikal**

# BANNERS ON VERTIKAL.NET

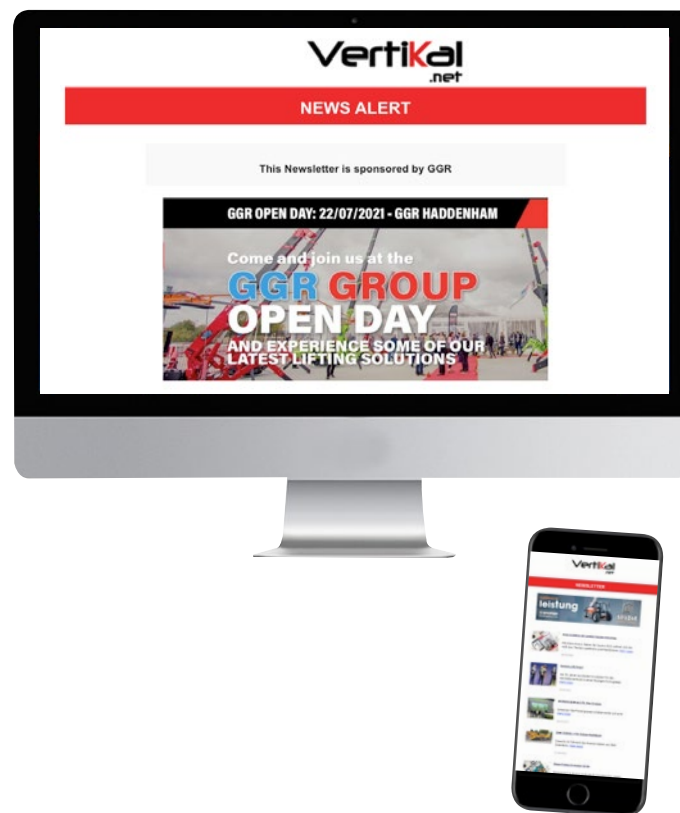


Type	Description	Dimensions	£	€
Side banner <b>A</b>	Side banners appear on the right column on all pages and rotate, changing position with each click for maximum coverage	150 x 200 pixels and no more 80kb	£345	€435
Horizontal main banner <b>B</b>	The main banners rotate, changing position with each click for maximum coverage	590 x 120 pixels and no more than 100kb	£730	€915
Premium Fixed Top Banner <b>C</b>	Premium fixed banner at the top of the Vertikal.net home page	590 x 120 pixels and no more than 100kb	£3,095	€4,010
Short term Banner <b>D</b>	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.	300 x 250 pixels and no more than 50kb	£315	€385

# VERTIKAL.NET SPONSORED EMAIL ALERT

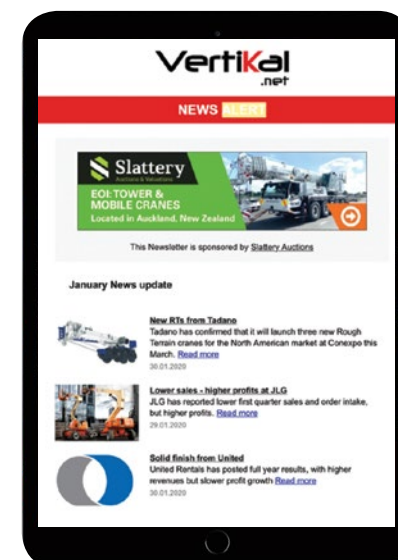
Vertikal.net email alerts are sent to our database of subscribers whenever there is breaking news. Because it's only sent when the news is significant it is always opened immediately.

You can sponsor the email alert with your company details, logo and message, reaching thousands of lifting equipment professionals.



## SPONSORED EMAIL ALERT

Currency	£ 475	€ 595
Dimensions	590x150 pixels	



Vertikal

# VIDEO ▶

## EMBEDDED VIDEO

Videos can be embedded within the editorial sections of the digital magazines, reaching 28,000 readers.

Viewing is easy as they open up as a 'pop-out' screen while maintaining the magazine in the background.

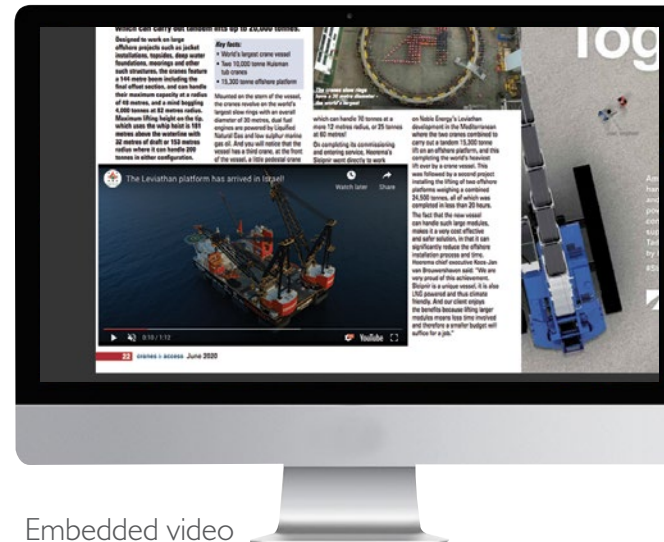
## HOSTED VIDEO ON VERTIKAL.NET

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

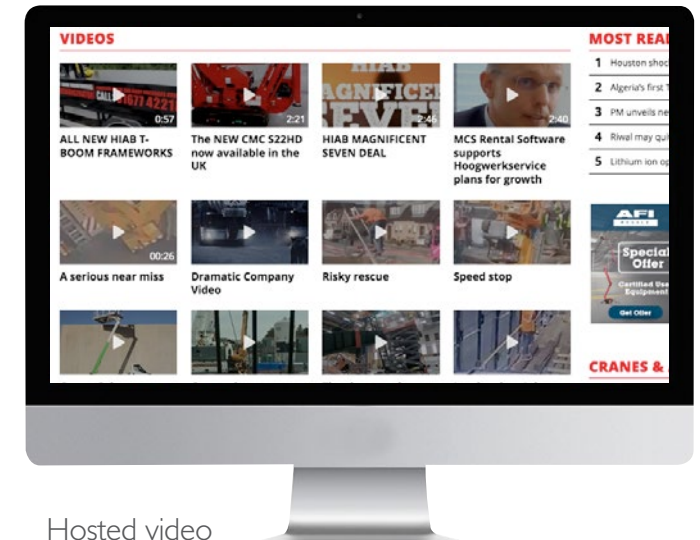
Price is for three months, including set-up charges.

Long term hosting rates are available.

Video can be supplied as a YouTube link or Vimeo.



Embedded video



Hosted video

## HOSTED VIDEO

Currency

£225

€285

Vertikal



# 2023 EDITORIAL CALENDAR

**cranes  
& access**

## CRANES & ACCESS

### December/January - Volume 24 Issue 8

- Truck mounted aluminium cranes
- Aviation access
- Rental rate guide
- Look back at 2022

### February/March - Volume 25 Issue 1

- Alternative lifting
- Boom lifts
- Vertikal Days first preview
- Battery developments
- Conexpo 2023 preview

### April/May - Volume 25 Issue 2

- Vertikal Days 2023 show guide
- Crawler cranes and heavy lifting
- Van and small truck mounted platforms
- APEX preview
- Conexpo review

### June - Volume 25 Issue 3

- Low level access
- Hiring for the lifting industry
- Telehandlers
- All terrain cranes
- Vertikal Days 2023 review

### July/August - Volume 25 Issue 4

- Tower cranes
- Scissor lifts
- Equipment for arborists
- Equipment source guide
- APEX review

### September - Volume 25 Issue 5

- Top 30 rental companies report
- Loader cranes
- Spider lifts
- Remote controls and sensors

### October - Volume 25 Issue 6

- Spider and mini crawler cranes
- Glass handling
- Mastclimbers and hoists
- Sustainability, renewables and recycling

### November - Volume 25 Issue 7

- Pick & carry and industrial cranes
- Truck mounted lifts
- Outrigger mats and pads
- Used equipment and refurbishment

### December/January - Volume 25 Issue 8

- Truck mounted and aluminium cranes
- Vertical lifts and mast booms
- Rental rate guide
- Telematics and software
- Look back at 2023



Average circulation includes more than 7,400 printed copies of C&A plus a further 21,000 exclusive online readers.

Editorial Team: [editor@vertikal.net](mailto:editor@vertikal.net) Advertising: [advertising@vertikal.net](mailto:advertising@vertikal.net)

Vertikal

# 2023 EDITORIAL CALENDAR

**KRAN & BÜHNE**  
Das Magazin für Kran- & Arbeitsbühnen-Anwender

## KRAN & BÜHNE

### February (No 189)

- Heavy lift applications
- New booms
- Who has the longest? A market overview

### March (No 190)

- Truck mounted platforms in use
- New tower cranes
- Dealer list
- Glass handling - GLASBAU Special

### April/May (No 191)

- Advantages of crawler cranes
- Latest trailer booms
- Vertikal Days preview
- Innovationstage preview
- Focus on Poland

### June (No 192)

- Telehandlers
- New scissor lifts
- APEX preview
- Innovationstage review
- Vertikal Days review

### July/August (No 193)

- Mobile cranes in use
- Latest mastclimber technology
- Top20 - The big rental companies
- Glass handling - GLASBAU Special
- APEX review

### September/October (No 194)

- Tower cranes - examples of use
- Personnel lifts
- Platformers' Days preview
- Leasing and insurance

### November (No 195)

- Truck mounted lifts - an overview
- Loader cranes in Germany
- Platformers' Days review

### December/January (No 196)

- Latest mobile cranes
- Scissor lift market
- Transport for cranes and access
- Market for used machines



Average circulation includes more than 8,700 printed copies to German speakers in Europe plus a further 4,400 exclusive online readers.

Editorial Team: [redaktion@vertikal.net](mailto:redaktion@vertikal.net) Advertising: [werbung@vertikal.net](mailto:werbung@vertikal.net)

**Vertikal Verlag**, Sundgaullee 15, D-79114 Freiburg Tel: +49 (0)761 8978660, Fax: +49 (0)761 8866814  
E-mail: [info@vertikal.net](mailto:info@vertikal.net) [www.Vertikal.net](http://www.Vertikal.net)

Vertikal

# SPECIAL SHOWGUIDES

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

The Vertikal 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.



2023 Conexpo

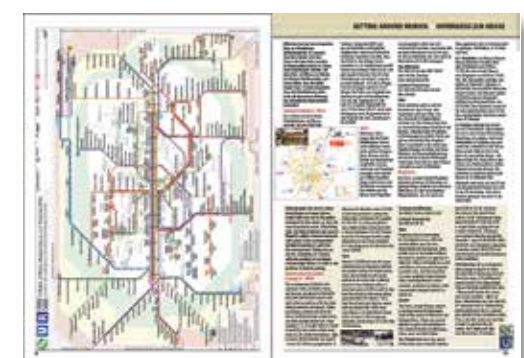


2024 Intermat



2025 Bauma

To book advertising in the Vertikal Guides contact us on:  
Tel UK Office: +44 (0)8448 155900  
Email: [advertising@vertikal.net](mailto:advertising@vertikal.net)



**CONEXPO**  
CON / AGG



**bauma**

**Vertikal**



# EVENTS



## VERTIKAL DAYS

10th & 11th May 2023

East of England Showground, Peterborough

## THE MAJOR UK & IRELAND LIFTING EQUIPMENT EVENT

Join us 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](http://www.vertikaldays.net)

Email: [contact@vertikaldays.net](mailto:contact@vertikaldays.net)

Tel UK Office: +44 (0)8448 155900



Tel: +44 (0)8448 155900

Email: [info@vertikal.net](mailto:info@vertikal.net) [www.vertikal.net](http://www.vertikal.net)

The Vertikal Press, PO Box 6998, Brackley, Northants NN13 5WY.

Vertikal