

# MEDIA PACK

2024

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**  
11/12 SEPT 2024

# 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

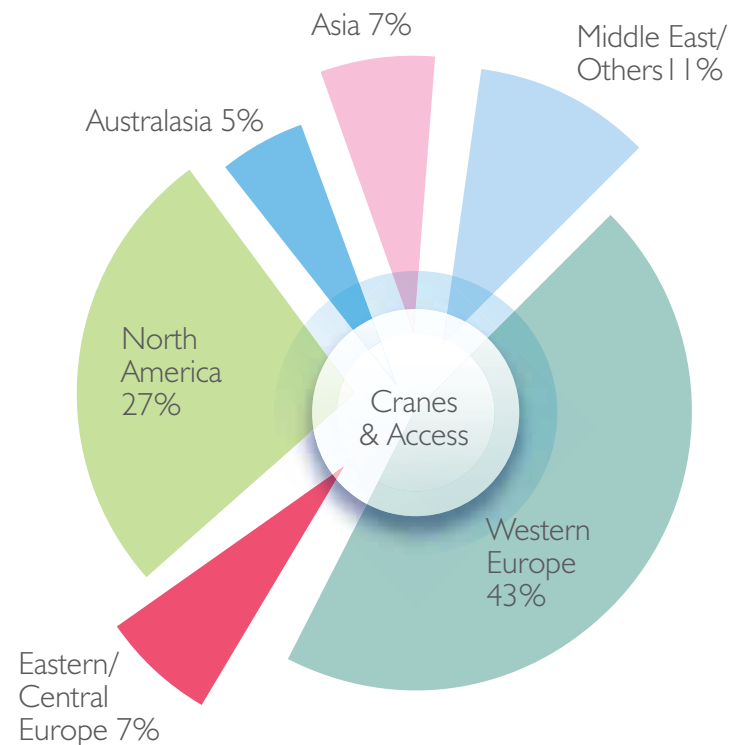
# cranes & access

## INTERNATIONAL CIRCULATION

Average circulation includes more than 7,000 printed copies of C&A plus a further 21,700 exclusive online readers.



8 issues per year



Region	Print	Digital	Total
Western Europe	6,103	6,365	12,468
Eastern/Central Europe	436	1,562	1,998
North America	181	7,627	7,808
Australasia	78	1,422	1,500
Asia	92	1,805	1,897
Middle East/Others	123	2,941	3,064
Total	7,013	21,722	28,735

Based on figures from July 2023



We have 28,900 followers across our brands on social media

Vertikal

# KRAN&BÜHNE

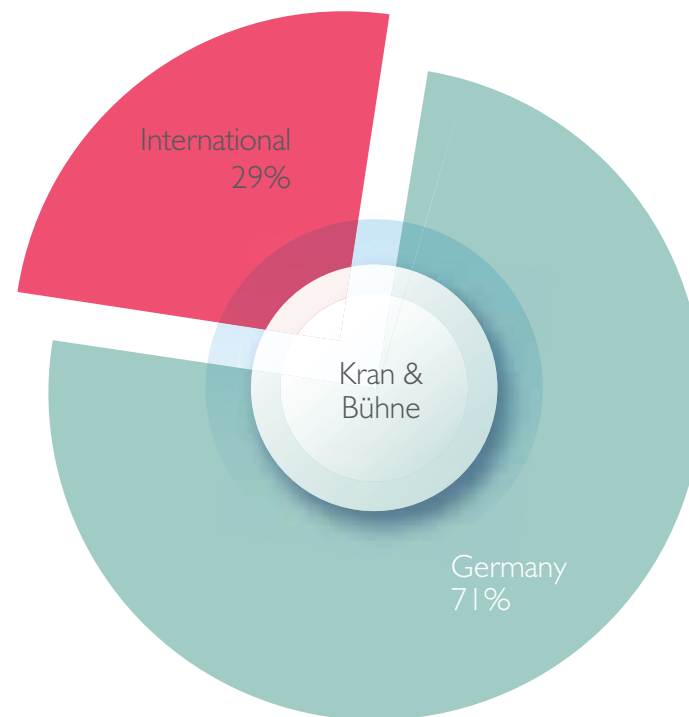
Das Magazin für Kran- & Arbeitsbühnen-Anwender

## INTERNATIONAL CIRCULATION

Average circulation includes more than 8,000 printed copies to German speakers in Europe plus a further 5,300 exclusive online readers.



8 issues per year



Region	Print *	Digital	Total
Germany	6,856	2,693	9,549
International	1,206	2,646	3,852
Total	8,062	5,339	13,401

\* IWW audited + iogo

Based on figures from August 2023



We have 28,900 followers across our brands on social media

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# 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

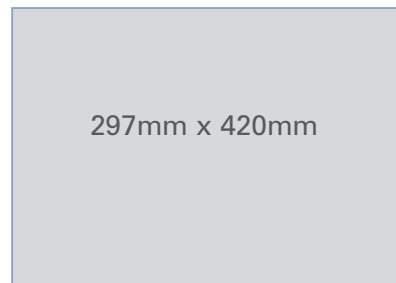
## RECRUITMENT RATES

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



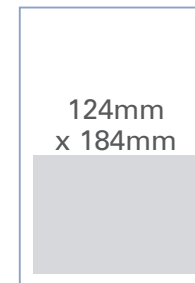
Double page spread bleed



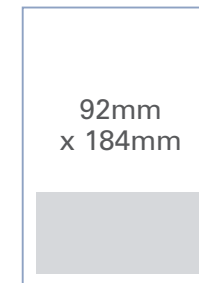
Full page trim



Full page bleed



Half page horizontal



One third horizontal



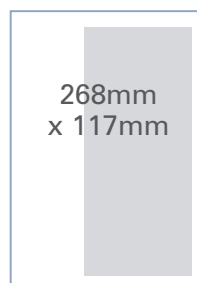
Quarter page horizontal



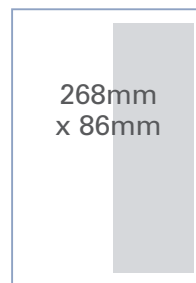
Eighth page horizontal \*



Sixteenth page horizontal \*



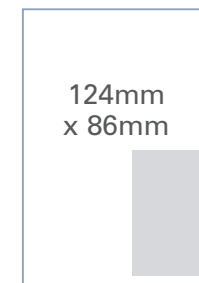
Two thirds vertical



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 28,700 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
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Quarter Page	265	315



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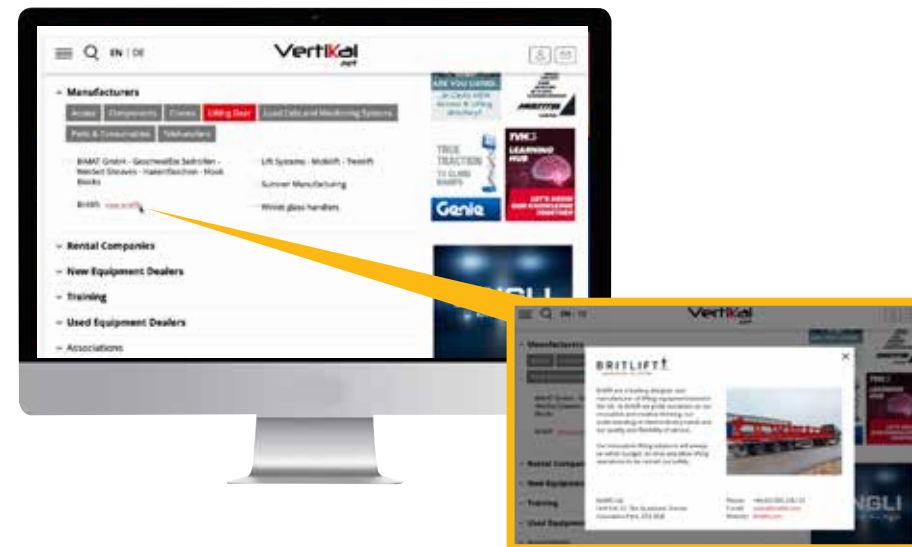
# ACCESS & LIFTING DIRECTORY

The access & lifting directory is the fast and efficient way to put your products in front of more than 28,700 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

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# VERTIKAL.NET

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

Over 8,800 visitors from 236 countries on average use vertikal.net every business day with 872,250 page views per week.

**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

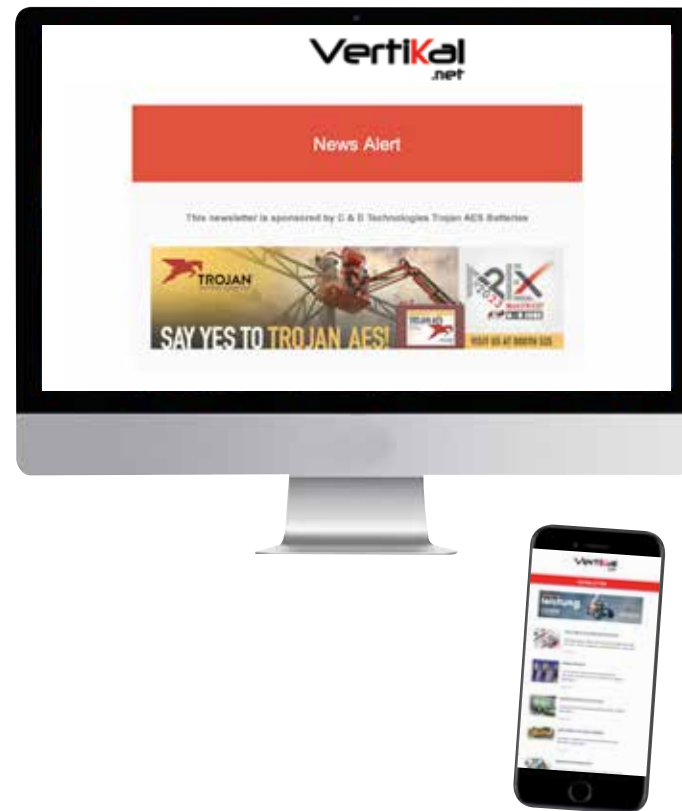


Type	Description	Dimensions	£	€
Side banner <b>A</b>	Side banners appear on the right column on all pages and rotate, changing position with each click for maximum coverage	150 x 200 pixels and no more 80kb	£345	€435
Horizontal main banner <b>B</b>	The main banners rotate, changing position with each 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 28,700 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.

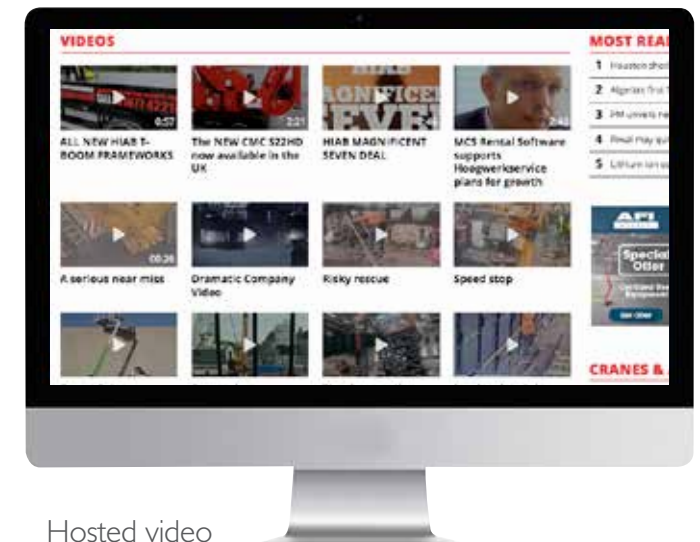
Price is for three months, including set-up charges.

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
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Vertikal

# 2024 EDITORIAL CALENDAR

**cranes  
& access**

## CRANES & ACCESS

### 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

### February/March - Volume 26 Issue 1

- Heavy/Alternative lifting
- Rough terrain cranes
- Boom lifts
- Battery developments
- Intermat preview/ ARA review

### April/May - Volume 26 Issue 2

- Crawler cranes
- Van and small truck mounted platforms
- Equipment source guide
- Trailers
- Intermat review

### June - Volume 26 Issue 3

- Low level access
- Recruitment for the lifting industry
- Telehandlers
- All terrain cranes (incl. tyres)

### July/August - Volume 26 Issue 4

- Tower cranes
- Scissor lifts
- Glass handling
- Vertikal Days 2024 preview

### September - Volume 26 Issue 5

- Vertikal Days 2024 Showguide
- Loader cranes
- Spider lifts
- Remote controls and sensors

### October - Volume 26 Issue 6

- Spider and mini crawler cranes
- Sustainability, renewables and recycling
- Access equipment for arborists
- Top 30 rental companies report

### November - Volume 26 Issue 7

- Pick & carry and industrial cranes
- Truck mounted lifts
- Mastclimbers and hoists
- Outrigger mats and pads

### December/January - Volume 26 Issue 8

- Truck mounted and aluminium cranes
- Vertical lifts and mast booms
- Rental rate guide
- Technology and software
- Look back at 2024



Average circulation includes more than 7,000 printed copies of C&A plus a further 21,700 exclusive online readers.

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

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# 2024 EDITORIAL CALENDAR

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

## KRAN & BÜHNE

### February (No 197)

- Alternative lifting
- The market for articulated and telescopic boom lifts
- Who has the longest? The market overview

### March (No 198)

- Truck mounted platforms in use
- New tower cranes
- Dealer list
- GLASBAU Special
- Frontale preview

### April/May (No 199)

- Crawler cranes in operation
- Trailer lifts
- Intermat preview

### June (No 200)

- AT or taxi crane?
- Anniversary & review: 200th Kran & Bühne
- New scissor lifts
- Innovationstage preview
- Intermat review

### July/August (No 201)

- Jobs for tower cranes
- Hoists & Mastclimbers
- Top 20: The major rental companies in the GAS region
- How was Innovationstage?

### September/October (No 202)

- Latest telescopic handlers
- Mast booms in focus
- Platformers' Days preview
- Leasing & Insurance

### November (No 203)

- Overview of truck mounted platforms
- Loader cranes
- Platformers' Days review
- Glasstec preview
- GLASBAU Special

### December/January (No 204)

- Mobile cranes freshly unveiled
- Scissor lift market
- Latest transport equipment for cranes & access



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Kran & Bühne is Germany's independent, IWV-tested magazine for the lifting industry.

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# 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.

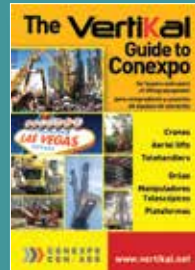
NEW for Intermat 2024, there will be a digital Vertikal Guide to the show which will be online before the show commences. It will include the popular Vertikal large scale maps and tours of the Crane, Access and Telehandler exhibits. If you are launching a new product at Intermat, the digital guide is an excellent way to promote it.



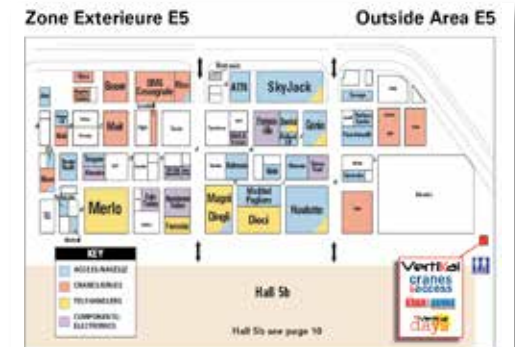
2024 Interimat



2025 Bauma



2026 Conexpo





# EVENTS

## VERTIKAL DAYS

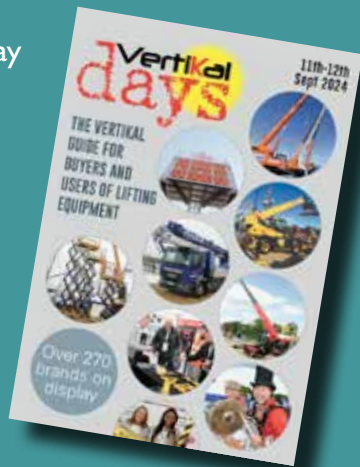
11th & 12th September 2024 **NEW VENUE**

Newark Showground, Nottinghamshire, NG24 2NY

## THE UK & IRELAND'S LIFTING EQUIPMENT EVENT

JOIN US next September at Newark Showground. On display will be the latest products and services including -

- 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)

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