

MEDIA PACK

2025

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- & Bühnentechnik

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

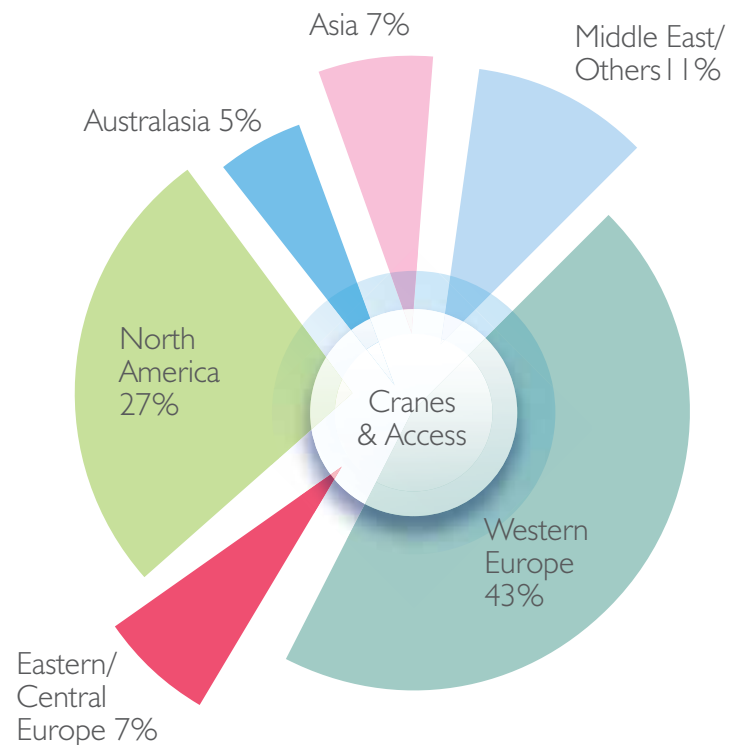
**cranes
& access**

INTERNATIONAL CIRCULATION

Average circulation includes more than 7,000 printed copies of C&A plus a further 24,100 exclusive online readers.



8 issues per year



Region	Print	Digital	Total
Western Europe	6,075	6,972	13,002
Eastern Europe	468	1,822	2,270
North America	181	8,360	8,541
Australasia	75	1,512	1,587
Asia	96	2,130	2,226
Middle East & other	121	3,310	3,431
Total	7,016	24,106	31,057

Based on figures from July 2024



We have 39,300 followers across our brands on social media

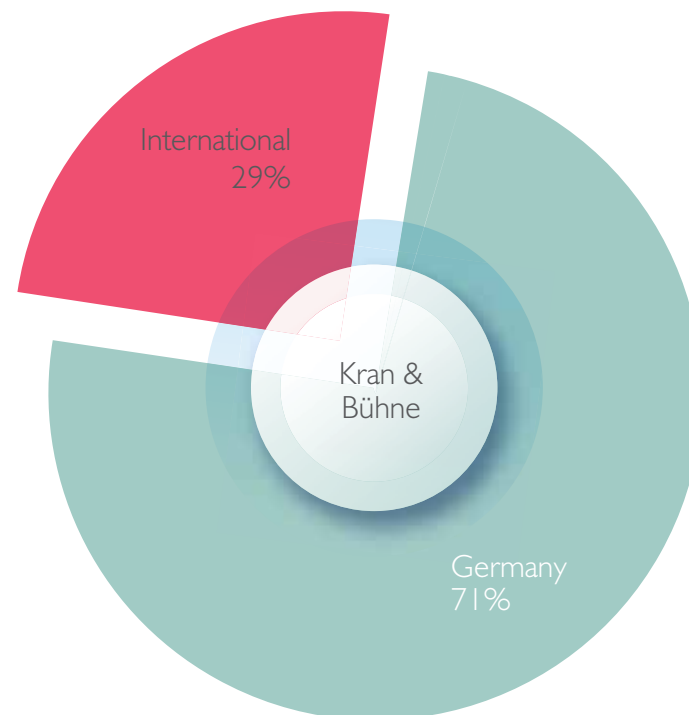
Vertikal

INTERNATIONAL CIRCULATION

Average circulation includes more than 8,000 printed copies to German speakers in Europe plus a further 5,800 exclusive online readers.



8 issues per year



Region	Print *	Digital	Total
Germany	6,808	2,977	9,785
International	1,193	2,823	4,016
Total	8,001	5,800	13,801

* IVW audited + iogo

Based on figures from August 2024



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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	1,320	2,520
Full Page	1,310	1,970	1,150	1,875	1,090	1,775	895	1,575
Half Page	775	1,180	700	1,125	665	1,065	495	945
Quarter Page	470	740	440	700	415	665	295	590

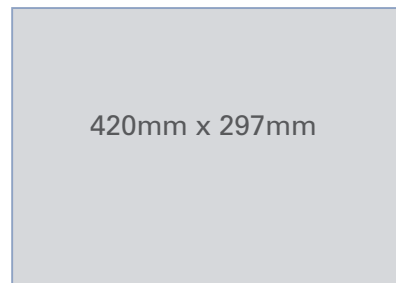
RECRUITMENT RATES

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



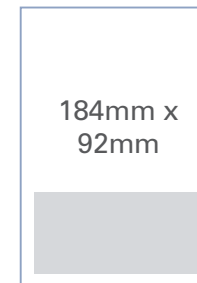
Full page trim



Full page bleed



Half page horizontal



One third horizontal



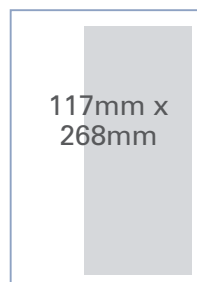
Quarter page horizontal



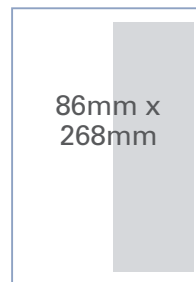
Eighth page horizontal *



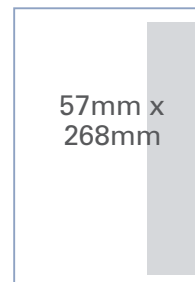
Sixteenth page horizontal *



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/€105 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



Vertikal

ACCESS & LIFTING DIRECTORY

The access & lifting directory is the fast and efficient way to put your products in front of more than 31,000 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.

More than 8,900 visitors from 233 countries on average use vertikal.net every business day with 881,150 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 A	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	£395	€510
Horizontal main banner B	The main banners rotate, changing position with each click for maximum coverage	590 x 120 pixels and no more than 100kb	£795	€965
Premium Fixed Top Banner C	Premium fixed banner at the top of the Vertikal.net home page	590 x 120 pixels and no more than 100kb	£3,300	€4,350
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.	300 x 250 pixels and no more than 50kb	£365	€393
In story banner	Per month		£395	€495

VERTIKAL.NET SPONSORED EMAIL ALERT

Vertikal.net email alerts are sent to our database of subscribers whenever there is major breaking news, or a new issue of the relevant publication. 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.

Vertikal Weekly News Digest

A new product for 2024 the weekly News Digest is automatically sent each Friday lunch time, with all that weeks news items. Readership has been growing rapidly as word gets out. You can sponsor this with a logo and a message on a one off or monthly basis.



SPONSORED EMAIL ALERT

Currency	£ 525	€ 635
Dimensions	590x150 pixels	

WEEKLY NEWSLETTER

Currency	£ 630	€ 795
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Vertikal

VIDEO ▶

EMBEDDED VIDEO

Videos can be embedded within the editorial sections of the digital magazines, reaching 31,000 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.

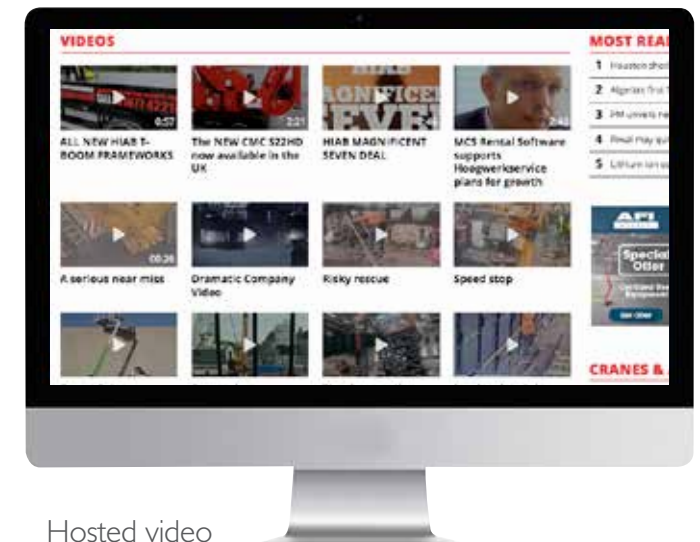
Price is for three months, including set-up charges.

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
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Vertikal

2025 EDITORIAL CALENDAR

**cranes
&access**

CRANES & ACCESS

December/January - Volume 26 Issue 8

- Truck mounted and aluminium cranes
- Vertical lifts and mast booms
- Rental rate guide
- Look back at 2024
- Bauma India article/review

February/March - Volume 27 Issue 1

- Heavy/Alternative lifting
- Boom lifts
- Wind speed monitors
- Battery/power pack/energy developments
- ARA Review/Executive Hire Show Review
- Bauma 2025 Preview

April/May - Volume 27 Issue 2

- Crawler cranes
- Van and small truck mounted platforms
- Equipment source guide
- Trailers/transportation
- Bauma review

June - Volume 27 Issue 3

- Low level access
- Telehandlers
- All Terrain cranes (incl. tyres)
- Technology and software

July/August - Volume 27 Issue 4

- Tower cranes
- Scissor lifts
- Glass handling
- Vertikal Days 2025 preview

September - Volume 27 Issue 5

- Vertikal Days 2025 Showguide
- Loader cranes
- Spider lifts
- RT cranes

October - Volume 27 Issue 6

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

November - Volume 27 Issue 7

- Pick & carry and industrial cranes
- Large truck mounted lifts
- Outrigger mats, and tracking
- Mastclimbers & hoists

December/January - Volume 27 Issue 8

- Truck mounted and aluminium cranes
- Vertical lifts and mast booms
- Rental rate guide
- Rigging equipment
- Technology and software
- Look back at 2025



Average circulation includes more than 7,000 printed copies of C&A plus a further 24,100 exclusive online readers.

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

Vertikal

2025 EDITORIAL CALENDAR

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

KRAN & BÜHNE

February (No 205)

- Heavy Lift applications
- Articulated and telescopic boom lifts
- Who has the longest? The market overview
- Software, what's up?

March (No 206)

- TBIG big bauma preview
- Tower cranes in action
- Trailer lift market update

April/May (No 207)

- Crawler cranes
- New Truck mounted lifts
- GLASBAU Special
- Bauma 2025 review

June (No 208)

- Mobile crane applications
- Scissor lifts
- Dealer list & source guide

July/August (No 209)

- Latest tower crane developments
- Mastclimbers & Hoists
- Top 20 rental companies in the GAS region
- Spider lifts

September/October (No 210)

- Telescopic handlers
- Vertical mast booms
- Preview to Innovationstage
- Preview to Vertikal Days
- Leasing & Insurance

November (No 211)

- Truck mounted platforms
- Loader cranes
- Innovationstage review
- GLASBAU Special

December/January (No 212)

- Mobile crane applications
- Scissor lift developments
- Latest transport equipment for cranes & access
- Long term rental, does it pay off?

Latest news & reports from Germany, Switzerland, Austria and Benelux in every issue: at least half a page each reserved for news from Switzerland, Austria and Benelux. Interviews, operation reports and special reports are supplied up to date.



Average circulation includes more than 8,000 printed copies to German speakers in Europe plus a further 5,800 exclusive online readers.

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

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

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Vertikal

SPECIAL SHOWGUIDES

The big international shows bring together manufacturers, dealers, distributors, service providers, engineers and contractors from the lifting equipment industry and attract visitors from all over the world. The Vertikal Guides are multilingual and dedicated to lifting equipment, with large scale maps and tours of the Crane, Access and Telehandler exhibits.

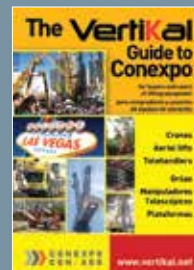
Separate pages on each of the major product categories and a guide to the city. If you are launching a new product or exhibiting - you need to be in. If launching a new product, you need to let us now so visitors can be directed to your stand.

In 2025 it is the turn for Bauma, in Munich which it is by far and away the largest equipment show in the world, and truly global. For Vertikal this is our most important global show in that it is held in one of our two 'Home markets'

In German and English Vertikal Bauma will be both digital - available the week before the show opens - and print, with at least 5,000 copies distributed from our stand at the entrance to the outside area where you find the vast majority of crane and aerial lift exhibits. As well as the show's publication bins at the main entrance.



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



2024 Intermat

2025 Bauma

2026 Conexpo

EVENTS

VERTIKAL DAYS

10th & 11th September 2025

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

Email: contact@vertikaldays.net

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