MEDIA PACK

2026

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
- Educatonal establishments/ technical colleges

Vertikal.net cranes & access KRAN&BÜHNE Vertikal days 9/10 SEPT 2026

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, telehandlers 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 and PASMA news
- Accessories and options
- Parts and service
- Product range reviews
- Training
- Recruitment
- Book and model reviews
- Letters page
- Innovations
- General business management topics
- Annual rental survey
- Equipment source guide

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

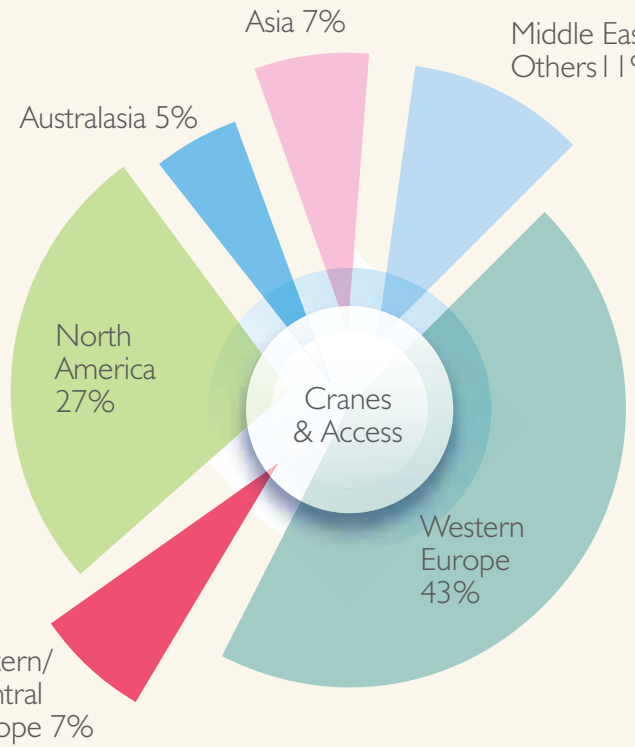
Vertikal

cranes &access

INTERNATIONAL CIRCULATION

Average circulation includes almost 7,000 printed copies of C&A plus a further 24,692 exclusive online readers with 8 issues published each year.

8 issues per year



Region	Print	Digital	Total
Western Europe	5,909	7,392	13,301
Eastern Europe	451	1,849	2,300
North America	184	8,471	8,655
Australasia	96	1,501	1,597
Asia	205	2,177	2,382
Middle East & other	133	3,302	3,435
Total	6,978	24,692	31,670

Based on figures from September 2025

We have 40,500 followers across our brands on social media

VertiKal

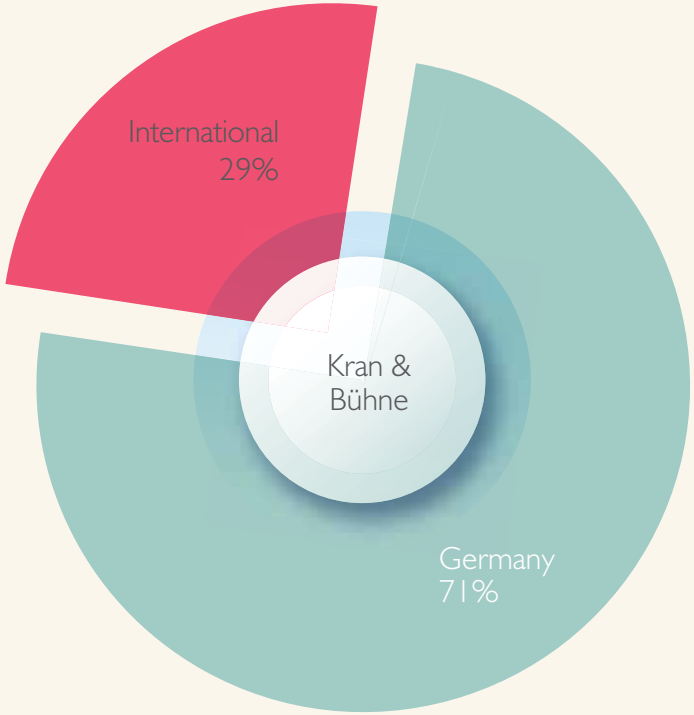
KRAN&BÜHNE

Das Magazin für Kran- & Arbeitsbühnen-Anwender

INTERNATIONAL CIRCULATION

Average circulation includes 8,000 printed copies to German speakers in Europe plus a further 5,800 exclusive online readers with 8 issues published each year.

8 issues per year



Region	Print *	Digital	Total
Germany	6,838	2,977	9,815
International	1,162	2,823	3,985
Total	8,000	5,800	13,800

* *IVW audited + iogo*

Based on figures from September 2025

WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

We have 40,500 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 an 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

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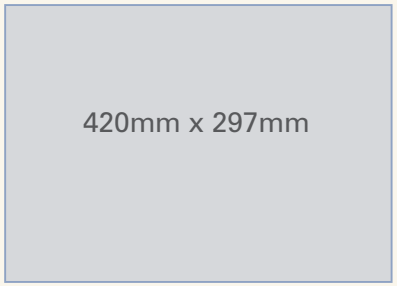
TECHNICAL DATA

PRINT

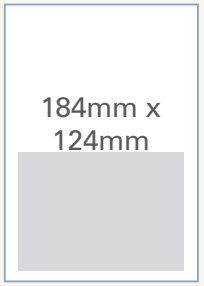


Double page spread trim

Double page spread bleed

Full page trim

Full page bleed



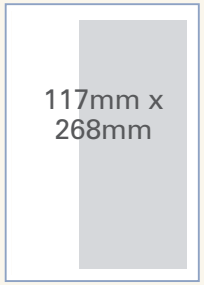
Half page horizontal

One third horizontal

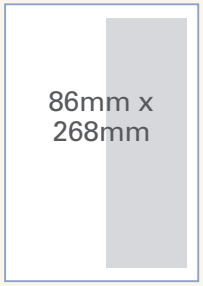
Quarter page horizontal

Eighth page horizontal *

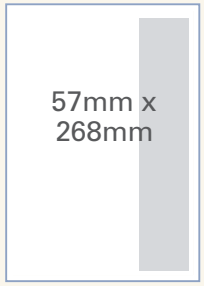
Sixteenth page horizontal *



Two thirds vertical

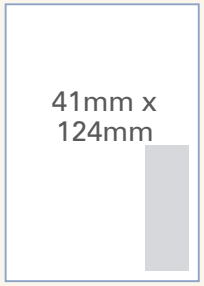


Half page vertical



One third vertical

Quarter page vertical



Eighth page vertical *

Sixteenth page vertical *

* Marketplace only

VertiKal

RECRUITMENT

Recruitment advertising includes an online advert for up to two months in both printed and online versions of the magazine, reaching around 31,670 readers. *(Cranes and Access print and digital)*

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
Half Page	475	525
Quarter Page	265	315

ACCESS & LIFTING DIRECTORY

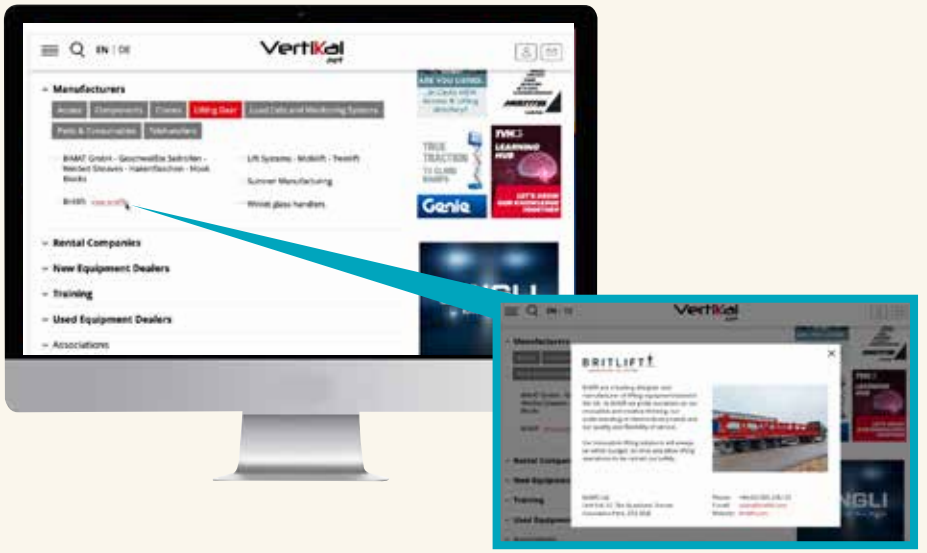
The Access & Lifting directory is the fast and efficient way to put your products in front of more than 31,000 readers.

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.NET

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

More than 9,000 visitors from 234 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
- Comments/opinions
- Marketplace

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

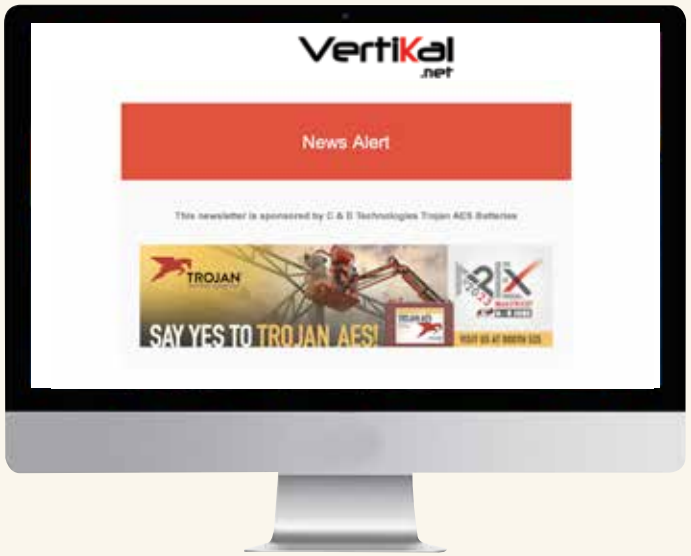
VERTIKAL.NET SPONSORED EMAIL ALERT

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

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	590 x 150 pixels	

WEEKLY NEWSLETTER For four weeks

Currency	£ 630	€ 795

Vertikal

VIDEO

EMBEDDED VIDEO

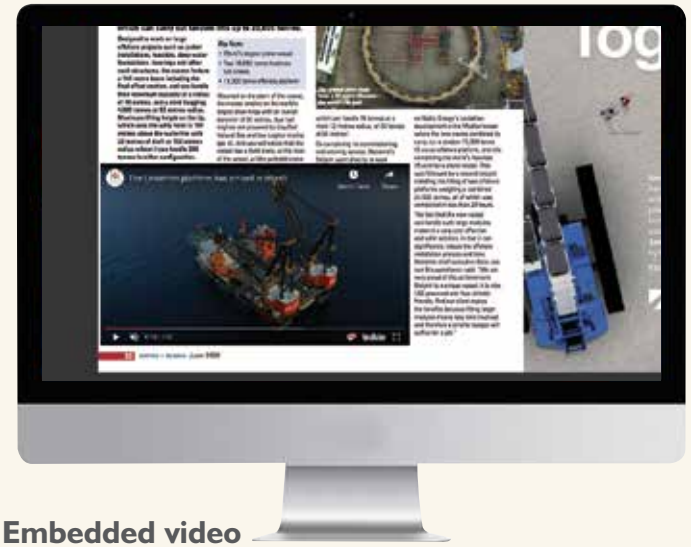
Videos can be embedded within the editorial sections of the digital magazines, reaching more than 31,000 readers. Viewing is easy as they open up as a 'pop-out' screen while maintaining the magazine in the background.

HOSTED VIDEO ON VERTIKAL.NET

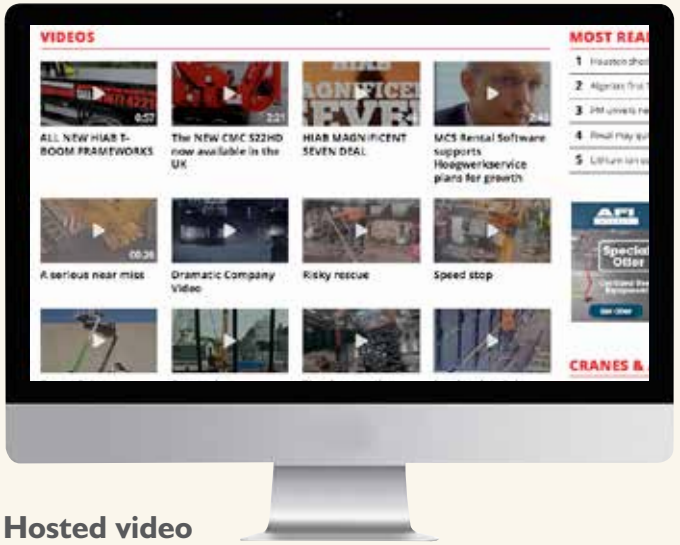
Our website has a dedicated video hosting area which is a great location to promote any new products and services.

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

VertiKal

2026 EDITORIAL CALENDAR

cranes &access

CRANES & ACCESS

December/January - Volume 27 Issue 8
- Truck mounted and aluminium cranes
- Self-propelled mast lifts and mast booms
- Rental rate guide/survey
- Rigging equipment
- Conexpo preview
- Look back at 2025

February/March - Volume 28 Issue 1
- Heavy/Alternative lifting
- Boom lifts
- Energy/power developments
- UK - Executive Hire Show review
- Loader cranes

April/May - Volume 28 Issue 2
- Crawler cranes - lattice and telescopic
- Van and small truck mounted platforms
- Equipment source guide
- Trailers/transportation
- Show reviews - ARA/Conexpo

June - Volume 28 Issue 3
- Low level access
- Telehandlers
- All Terrain cranes
- Apex review

July/August - Volume 28 Issue 4
- Tower cranes
- Scissor lifts
- Vertikal Days 2026 preview
- Technology and software

September - Volume 28 Issue 5
- Vertikal Days 2026 showguide
- Rough Terrain cranes
- Mastclimbers & hoists
- Sustainability, renewables and recycling

October - Volume 28 Issue 6
- Spider and mini crawler cranes
- Equipment for arborists
- Top 30 rental companies report
- Vertikal Days review
- Spider lifts and trailer lifts

November/December - Volume 28 Issue 7
- Pick & carry /industrial cranes
- Large Truck mounted lifts
- Outrigger mats and tracking

January - Volume 28 Issue 8
- Truck mounted, aluminium cranes and Mobile Self erecting tower cranes
- Self propelled Mast lifts and mast booms
- Rental rate guide/survey
- Rigging equipment
- Look back at 2026

Average circulation includes almost 7,000 printed copies of C&A plus a further 24,600 exclusive online readers.

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

Vertikal

2026 EDITORIAL CALENDAR

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

KRAN & BÜHNE

FEBRUARY (No 213)
- Articulated & Telescopic Boom lifts
- Who has got the longest? The rental market overview
- Tower Crane developments
- Preview Dach + Holz (Wall and Roof) exhibition

MARCH/APRIL (No. 214)
- Heavy Lifting
- Preview to Frontale event
- Trailer Mounted Lifts
- Glasbau (Glass handing) supplement

MAY (No. 215)
- The crawler crane market
- Truck Mounted Platforms, large & small
- Innovation Days Preview
- Big APEX Preview

JUNE/JULY (No. 216)
- Mobile Crane applications
- New Scissor Lifts
- Annual Dealer guide
- APEX Review

AUGUST/SEPTEMBER (No.217)
- Tower Crane applications
- Mast climbing equipment & Hoists
- Top 20: The major rental companies in the GAS region

OCTOBER (No.218)
- Telehandlers
- Mast lifts
- Platformers Days Preview
- Glasbau (Glass handing) supplement

NOVEMBER (No. 219)
- New Truck Mounted Platforms
- Loader Cranes
- Platformers' Days Review

DECEMBER/JANUARY (No. 220)
- Jobs for Mobile Cranes
- New Scissor Lifts
- Latest transport equipment for cranes & access

VERTIKAL DAYS
The number one trade show for the lifting industry in the British Isles.
9-10 September 2026 Newark-on-Trent

Latest news & reports from GAS countries and Benelux in every issue: With news from Switzerland, Austria & Benelux. Interviews, job reports & special reports.

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, IVW-tested magazine for the lifting industry.

Editorial Team: **redaktion@vertikal.net** Advertising: **werbung@vertikal.net**
Vertikal Verlag, Hofackerstraße 95, D-79110 Freiburg Tel: +49 (0)761 8978660, Fax: +49 (0)761 8866814
E-mail: info@vertikal.net www.Vertikal.net

Vertikal

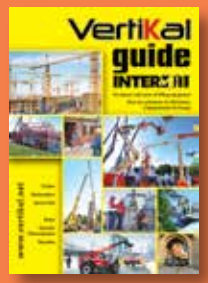
SPECIAL SHOWGUIDES

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.

The Guides include separate pages on each of the major product categories as well as a guide to the host city. If you are exhibiting - you need to be in. If launching a new product, you need to let us know so visitors can be directed to your stand.

In 2026 it is the turn for Conexpo, in Las Vegas. This year, the main Vertikal Conexpo Guide will be digital and available the week before the show opens. We will also be producing printed versions of the large scale maps with A-Z listing for the lifting equipment areas to help visitors navigate the show. The Vertikal Press will have a stand at the event in order to fully cover the news and meet North American Subscribers and readers.

2026 Conexpo



2027 Intermat

2028 Bauma

To book advertising in the Vertikal Guides contact us on:
Tel UK Office: +44 (0)8448 155900 Germany: +49 (0)761 897 8660
Email: advertising@vertikal.net

CONEXPO CON/AGG INTERMAT bauma VertiKal

EVENTS

VERTIKAL DAYS

9th & 10th September 2026 Newark Showground, Nottinghamshire, NG24 2NY

THE UK & IRELAND'S LIFTING EQUIPMENT EVENT

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

- Aerial work platforms
- 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
Tel UK Office: +44 (0)8448 155900
Germany office: +49 (0)761 897 8660
Also see full contacts at https://vertikal.net/en/contact/team

The Vertikal Press, PO Box 6998, Brackley, Northants NN13 5WY.
Tel: +44 (0)1295 768340 Email: info@vertikal.net www.vertikal.net