MEDIA PACK

2027

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
- Facilities management
- 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
- Educational establishments/ technical colleges

Vertikal.net cranes & access KRAN&BÜHNE Vertikal days

MAGAZINES

CRANES & ACCESS
KRAN & BÜHNE

All magazines are available in printed and 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
- The top rental fleet guide
- Finance and insurance reviews
- Application stories
- Guest editorials
- Special features
- Vertikal bulletins
- IPAF, CPA and ALLMI 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

ISSUU MAGZTER DIGITAL MAGAZINE STORE

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

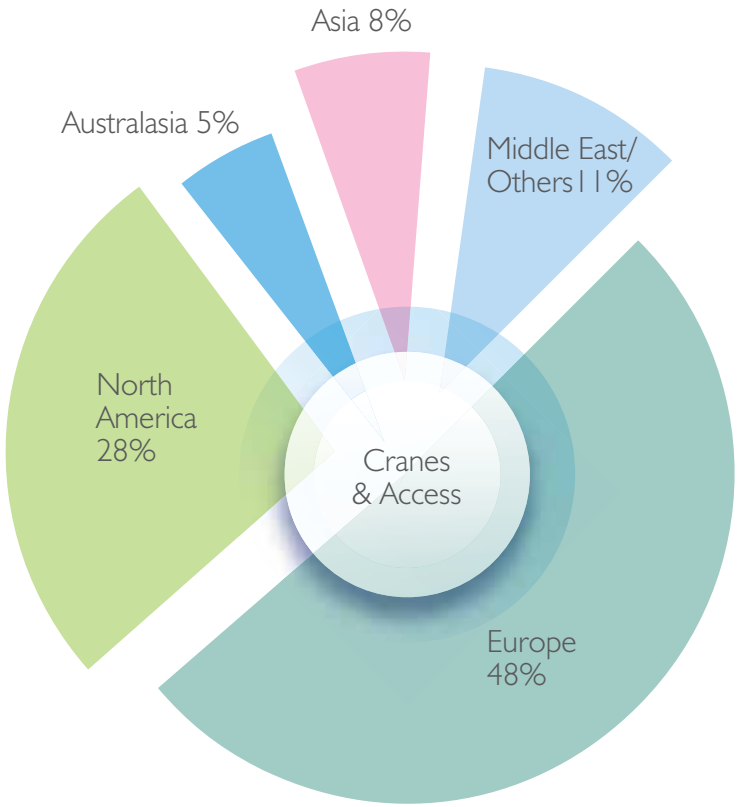
Vertikal

cranes &access

INTERNATIONAL CIRCULATION

Almost 7,000 printed copies of C&A plus a further 25,329 exclusive online readers with 8 issues published each year.

8 issues per year



Region	Print	Digital Only	Total
Western Europe	5,878	7,469	13,347
Eastern Europe	453	1,852	2,305
North America	187	8,781	8,968
Australasia	102	1,603	1,705
Asia	221	2,233	2,454
Middle East & other	136	3,391	3,527
Total	6,977	25,329	32,306

Based on figures from September 2026

We have 51,060 followers across our brands on social media.

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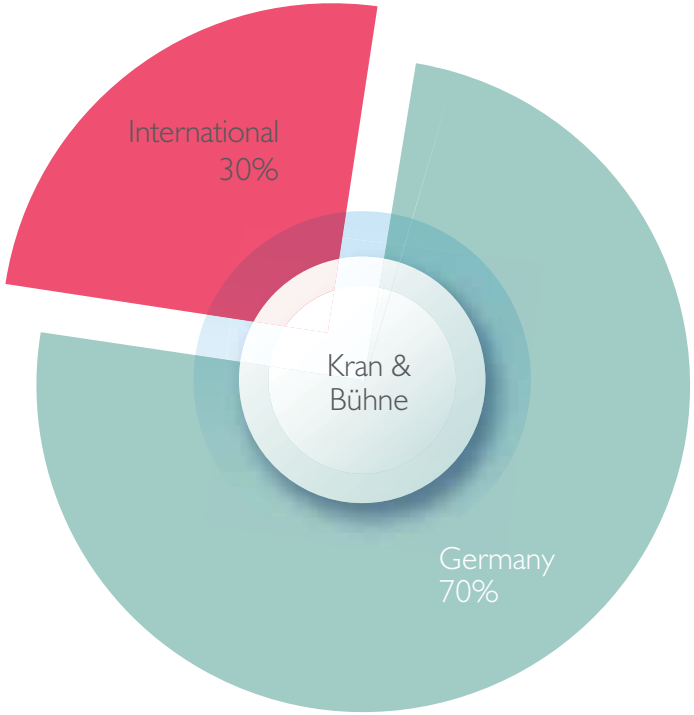
KRAN&BÜHNE

Das Magazin für Kran- & Arbeitsbühnen-Anwender

INTERNATIONAL CIRCULATION

Average circulation includes 6,375 printed copies to German speakers in Europe plus a further 1,125 exclusive online readers with 8 issues published each year.

8 issues per year



Region	Print *	Digital Only	Total
Germany	6,375	3,396	9,771
International	1,125	3,163	4,288
Total	7,500	6,559	14,059

* *IVW audited + iogo*

Based on figures from September 2026

WISSEN, WAS ZÄHLT
Geprüfte Auflage
Klare Basis für den Werbemarkt

We have 51,060 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

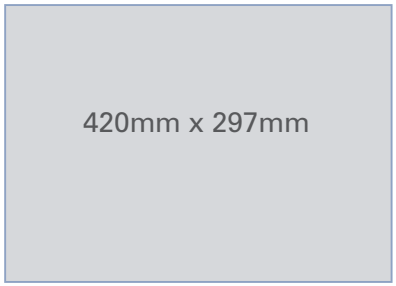
Currency	£	€
Full Page	895	1,050
Half Page	475	525
Quarter Page	265	315

All rates include printed magazines and online digital versions

VertiKal

TECHNICAL DATA

PRINT

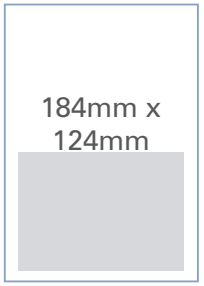


Double page spread trim

Double page spread bleed

Full page trim

Full page bleed



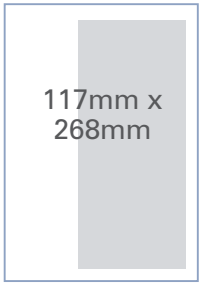
Half page horizontal

One third horizontal

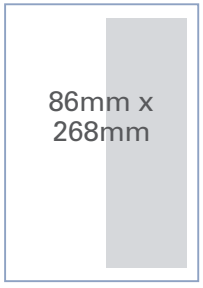
Quarter page horizontal

Eighth page horizontal *

Sixteenth page horizontal *



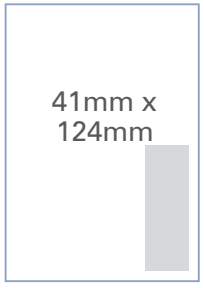
Two thirds vertical



Half page vertical

One third vertical

Quarter page vertical



Eighth page vertical *

Sixteenth page vertical *

* Marketplace only

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RECRUITMENT

Recruitment advertising includes an online advert for up to two months in both printed and online versions of the magazine, reaching around 32,300 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

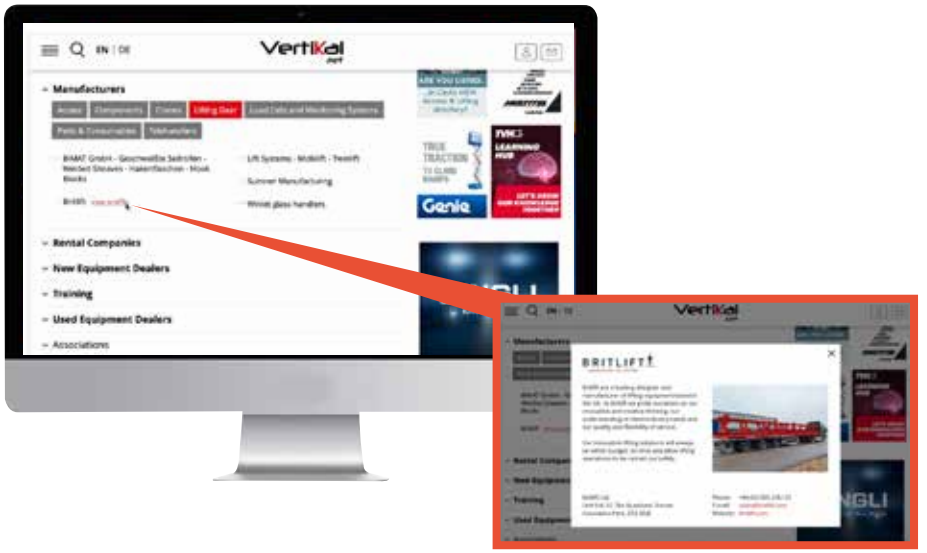
The Access & Lifting directory is the fast and efficient way to put your products in front of more than 32,300 readers.

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 individuals involved in the lifting and work at height equipment industry, from manufacturers to rental company managers, contractors and all manner of end users, looking for the latest industry news and developments, as well as tracking down suppliers of equipment and services etc.

Vertikal.Net receives an average of more than 9,280 unique visitors a day from 203 countries, generating 133,390 page views a week.

*Numbers are an average over the 12 months to the end of September 2026.

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

			Price per month	
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	£415	€535
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	£835	€1,015
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	£3,450	€4,565
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	£385	€415
In story banner	Per month		£415	€520

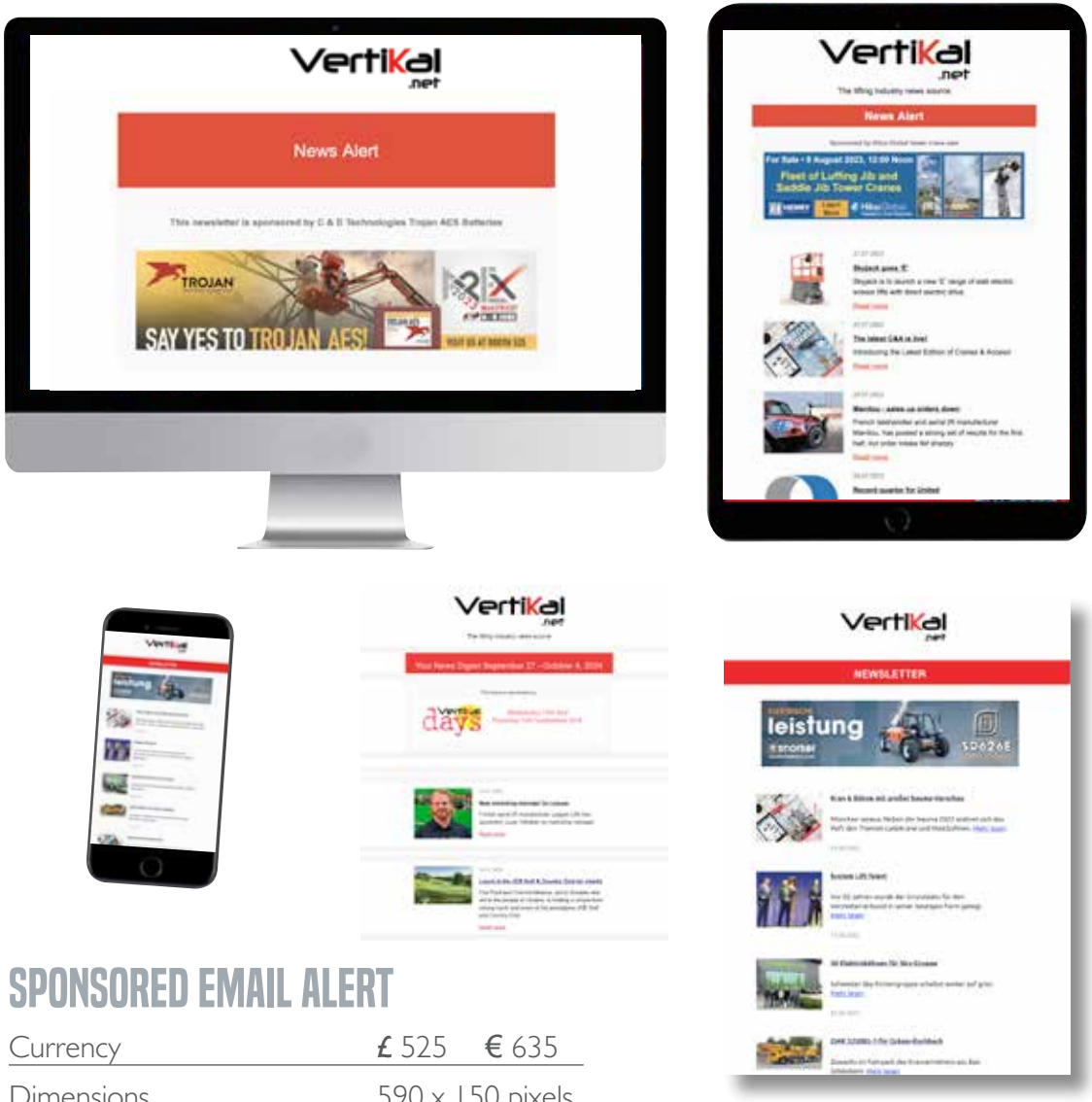
SPONSORED EMAIL ALERT

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

VIDEO

EMBEDDED VIDEO

Videos can be embedded within the editorial sections of the digital magazines, reaching more than 32,300 readers. Viewing is easy as they open up as a 'pop-out' screen while maintaining the magazine in the background.

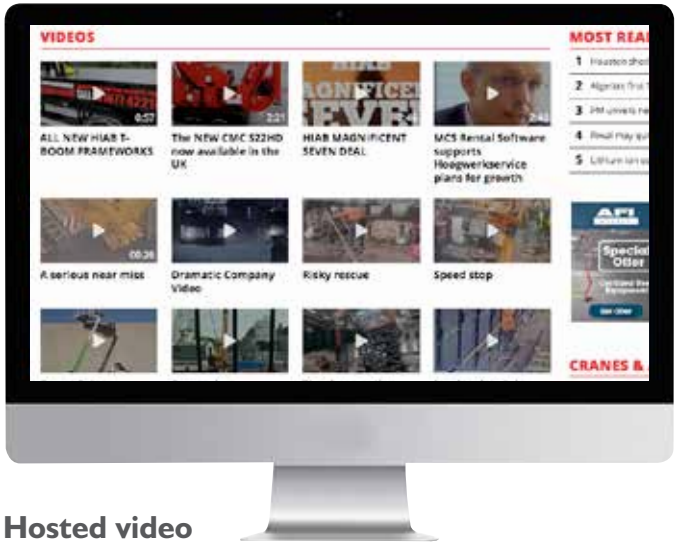
HOSTED VIDEO ON VERTIKAL.NET

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

2027 EDITORIAL CALENDAR

cranes &access

CRANES & ACCESS

January - Volume 28 Issue 8

- Truck mounted/aluminium cranes, trailer cranes and mobile self-erecting tower cranes
- Self-propelled mast lifts and mast booms
- Rental rate guide/survey
- Look back at 2026

February/March - Volume 29 Issue 1

- Heavy/Alternative lifting and transportation
- Boom lifts
- Energy/power developments
- Show reviews – ARA/EHS

April/May - Volume 29 Issue 2

- Crawler cranes and rigging equipment
- Truck mounted platforms up to 60m
- Equipment source guide
- Intermat review

June - Volume 29 Issue 3

- Low level access
- Telehandlers
- All terrain cranes
- Big truck mounted lifts - 70m plus

July/August - Volume 29 Issue 4

- Tower cranes
- Scissor lifts
- Vertikal Days 2027 preview
- Technology and software

September - Volume 29 Issue 5

- Vertikal Days 2027 Showguide
- Rough terrain cranes
- Mastclimbers & hoists
- Sustainability, recycling and renewables

October - Volume 29 Issue 6

- Spider and mini crawler cranes
- Equipment for arborists
- UK & Ireland top rental fleet guide
- Vertikal Days review

November/December - Volume 29 Issue 7

- Pick & carry, industrial cranes
- Loader cranes
- Spider lifts and trailer lifts
- Outrigger mats and tracking
- Glass handling and vacuum lifters

January - Volume 29 Issue 8

- Truck mounted, aluminium cranes and mobile self-erecting tower cranes
- Self-propelled mast lifts and mast booms
- Rental rate guide/survey
- Look back at 2027

Average circulation includes almost 7,000 printed copies plus a further 25,329 exclusive online readers across 192 countries

Vertikal

Editorial submissions: **editor@vertikal.net** Advertising enquiries: **advertising@vertikal.net** Web: **vertikal.net**

2027 EDITORIAL CALENDAR

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

KRAN & BÜHNE

FEBRUARY (No. 221)
- Articulated & telescopic boom lifts
- Who has got the longest? The market overview
- Tower cranes

MARCH/APRIL (No. 222)
- Alternative lifting
- Mini cranes
- Trailer-mounted lifts
- GLASBAU SPECIAL

MAY (No. 223)
- The crawler crane market
- Truck-mounted platforms, large & small
- Focus on safety

JUNE/JULY (No. 224)
- Mobile cranes in use
- New scissor lifts
- List of authorised dealers
- APEX preview

AUGUST/SEPTEMBER (No. 225)
- Tower crane applications
- Mastclimbers & hoists
- Top 20: The major rental companies in the GAS region
- APEX review

OCTOBER (No. 226)
- What telehandlers can do
- Mast lifts & low level access
- What is Born To Lift Praxistage?

NOVEMBER (No. 227)
- New truck-mounted platforms
- Loader cranes
- Software for the industry
- GLASBAU SPECIAL

DECEMBER/JANUARY (No. 228)
- Mobile cranes fresh off the line
- Scissor lifts for indoor & outdoor use
- Transport equipment for cranes & access

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

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

Average circulation includes 7,500 printed copies plus a further 6,559 exclusive online readers

Editorial submissions: **editor@vertikal.net** Advertising enquiries: **advertising@vertikal.net** Web: **vertikal.net**

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