Cranes Today is the original magazine of the global lifting industry. Launched in 1973, 20 years before any similar title, it celebrated its 500th issue in 2016.

The magazine's age means that it has grown with the crane industry: as crane manufacture has consolidated and become global, and crane owners have gone further to find work, so has Cranes Today.

The magazine's editorial team regularly meet with crane owners and manufacturers around the world, allowing them to offer unrivalled insight into the global industry. In the year up to the publication of this media pack, Cranes Today reported on 550 companies.

Based on our close relationships with trade associations and other organisations, such as ESTA, the SC&RA, CICA, CANZ, the CPA, LEEA, and the NCCCO, Cranes Today advocates for safe lifting, based on efficient and effective regulations and standards.

Our global coverage is matched by our circulation. By promoting their company in Cranes Today, advertisers can be sure of unrivalled reach among the industry's purchasers and specifiers.
ENGAGING CONTENT

Quality content is at the heart of Cranes Today. Our expert editorial team interview industry leaders, senior designers and engineers, regulators and standards developers across the lifting sector.

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>APRIL</th>
<th>JULY</th>
<th>OCTOBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tower cranes</td>
<td>Derricks</td>
<td>Tower cranes</td>
<td>Self-erectors</td>
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<tr>
<td>Middle East</td>
<td>South East Asia</td>
<td>China</td>
<td>Germany</td>
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<tr>
<td>Telehandlers</td>
<td>Controls</td>
<td>Ports</td>
<td>Stadiums</td>
</tr>
</tbody>
</table>

FEBRUARY
- All terrains
- Secondhand
- Power plants

MARCH
- Crawlers
- Benelux
- Underground

MAY
- Rough terrains
- USA
- Attachment

AUGUST
- All terrains
- Scandinavia
- Compact cranes

JUNE
- Telecrawlers
- UK
- Special transport

SEPTEMBER
- Crawlers
- Crane cameras
- Ground preparation

JULY
- All terrains
- Scandinavia
- Compact cranes

AUGUST
- All terrains
- Scandinavia
- Compact cranes

SEPTEMBER
- Crawlers
- Crane cameras
- Ground preparation

OCTOBER
- Self-erectors
- Germany
- Stadiums

NOVEMBER
- Knucklebooms
- Italy
- Ropes and slings

DECEMBER
- Truck cranes
- Australia and New Zealand
- Lift planning
WHO READS CRANES TODAY?

Cranes Today’s readership includes the full spectrum of the crane industry.

- Component and accessory suppliers
- Crane builders
- Crane dealers and auction houses
- Crane owners and rental companies
- Crane users and project owners

Component and accessory manufacturers can be sure they are reaching the engineers who design cranes and production managers who select parts in increasingly competitive lean supply chains.

Crane manufacturers know that their advertising is seen by crane dealers and rental companies. The crane owners, in turn, can see that they are reaching end users.

Finally, when it’s time for resale, secondhand sellers, dealers, and auction houses know they can show their stock to potential buyers around the world.

SOCIAL REACH

Cranes Today’s social media can help you reach further. On Facebook and Twitter, Cranes Today reaches 9,578 accounts. Our articles shared on social media give us a broader geographical reach, from a highly engaged global audience.

Reaching readers in 110 countries
ARE YOU PAYING FOR PRINT AND GETTING WEB?

There are other lifting magazines that claim headline readership rates that approach Cranes Today’s. But, as an experienced marketeer, you know to look closely at those figures. When you’re paying for a print display ad, you’re paying for your message to be seen repeatedly, as the named recipient returns to an article, and as they pass it on to colleagues.

At Cranes Today, 100% of our audited circulation receive the magazine in print. At a rival magazine, almost a quarter of comparably counted readers only receive digital versions of the issue.

When you book advertising, ask: ‘Does a PDF really get read as well and as widely as a print magazine? Is a circulation that is more than 20% digital-only the right way to spend my budget?’
Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

<table>
<thead>
<tr>
<th>POSITION</th>
<th>GBP</th>
<th>EUR</th>
<th>USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double-page spread (DPS)</td>
<td>£9,325</td>
<td>10,200</td>
<td>$11,300</td>
</tr>
<tr>
<td>Single page</td>
<td>£5,225</td>
<td>5,750</td>
<td>$6,340</td>
</tr>
<tr>
<td>Half page</td>
<td>£3,275</td>
<td>3,600</td>
<td>$4,000</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£1,925</td>
<td>2,125</td>
<td>$2,350</td>
</tr>
</tbody>
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**COLOUR**

- Double-page spread (DPS) £9,325 10,200 $11,300
- Single page £5,225 5,750 $6,340
- Half page £3,275 3,600 $4,000
- Quarter page £1,925 2,125 $2,350

**SPECIAL POSITIONS (EXTRA)**

- Cover £775 855 $940
ADVERTISING SPECIFICATIONS

Print

Double page spread
426mm x 293mm (bleed)
420mm x 287mm (trim)
393mm x 264mm (type)

Full page
216mm x 293mm (bleed)
210mm x 287mm (trim)
183mm x 264mm (type)

Half page horizontal
183mm x 130mm (type)

Half page vertical
90mm x 264mm (type)

Quarter page
90mm x 130mm (type)

Online

Leaderboard
728 x 90 pixels

Skyscraper
600 x 120 pixels

Rectangle
300 x 250 pixels

GUIDELINES

No responsibility is accepted for incorrect material or any other problems, including reproduction, if you do not adhere to the following.

Preferred file transfer method
Please supply composite PDF files with all fonts embedded.
All PDF files should be supplied in single and not multiple page format.
Colour space must be CMYK and have an effective resolution of 300dpi.

Other file formats
We can process files from InDesign, Photoshop, or Illustrator. Please ensure that you supply all the necessary fonts.
Pictures should be saved as EPS, TIFF or JPEG files with a minimum resolution of 300dpi (120dpcm) at the size they are to appear.
Colour pictures must be supplied CMYK.

Online
File formats: JPEG, GIF, animated GIF and Flash.
File size: Should not exceed 30kb.