The leading independent magazine of the international crane industry for more than 40 years

More readers than any other industry title

More direct requests than any rival

Focussed on the needs of crane owners
Are you ready to catch a rising tide?

Over the last year, around the world, I’ve found increasing confidence in utilisation rates. But, at the same time, crane owners still have to compete hard and find their rates under continuing pressure. In this market of both risks and opportunities, now is the time to stay informed, and to demonstrate to your customers how you can help them achieve success.

At Cranes Today, we can help you do both. Our independent, international, editorial gives readers insight into market conditions and best practice from around the world. At the same time, we give our readers individually requested to receive their copy of the magazine. Our practices as journalists aim to combine hard evidence with trust relationships based on in-person meetings and email interviews. Over the three-year trade show cycle, we travel out to every region, and the issues and challenges crane owners face, based on extensive in-person interviews with as wide a range of contacts as possible.

At Cranes Today we pride ourselves on being the original independent magazine of the lifting industry. We aim to demonstrate that empirically, and in our relationships with our readers, advertisers and contacts.

Our practices as journalists aim to combine hard evidence with trust relationships based on in-person meetings with our contacts and readers. We don’t do that based purely on telephone and email interviews. Over the three-year trade show cycle, we travel out to every major crane market in the world. This year, we’ve also visited crane users and manufacturers in Germany, Japan, and Italy. In 2015, we’ll be visiting the Middle East, USA, Chile, France and Norway. From all of these trips, our aim is to get a direct account of the state of the market in the region, and the issues and challenges crane owners face, based on extensive in person interviews with as wide a range of contacts as possible.

At the same time, we’ve established new ways to build relationships with our readers and contacts online. We’re working to develop our social media network on Facebook, Twitter, LinkedIn and Flickr.

I hope your experience of reading and advertising in the magazine, combined with your meetings, conversations, and online interactions with us, and the empirical evidence of our sector-leading circulation, allows you to trust us in the same way you do your staff, suppliers, and customers, and to rely on Cranes Today as an essential way to convey your message to the industry.

Will North Editor
wnorth@cranestodaymagazine.com

Feature list 2015

January
Rough terrains
Turkey and Central Asia region report
Load cells and weighing

February
All terrains
Bauma China show review
Diagnostics and remote monitoring

March
Tower cranes
bc India show review
Internal preview
Equipment review

Cranes Today Offshore

Offshore Lifting technology
Offshore case studies

April
Cranes
Internet breaking news
Middle East North Africa region report
Fall protection

May
North America report
Knickhofer
Equipment review (rigging)

June
Minicranes
Western Europe region report/
Internal review
Equipment review (Anemometers)

Crane Review 2015
ICUEx and ConExpo Latin America

July
Towers
Northern Europe region report
North Sea Lifting Conference event report
Training aids

August
All terrains
Russia and Eastern Europe Controls

September
Cranes
New Zealand region report/CANZ
review
Equipment review (Rigging)

Crane Review 2015

October
Boom trucks
Southern Europe region report
Ground preparation and stability

November
Towers
Western Europe region report
Equipment review (rope)

December
The Americas region report
ICUEx and ConExpo Latin America review
Attachments

Fleet File 2015
Financing
Asset management software
Secondhand sales

Read around the world

Cranes Today
International Cranes

N. America 37%
Europe 37%

RetW 6%
Asia 4%
MENA 6%
S E Asia 9%

Read by more, chosen by more

<table>
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All figures from ABC (Cranes Today) and BPA (International Cranes).

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### Cranet Today | Prices and mechanical data

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| Special positions (extra) |            |        |             |
|                          |            |        |             |
| Displays                 |            |        |             |
| Prime position           |            |        |             |
| Covers                   | 770        | 1,078  | 1,386       |

| Inserts                  |            |        |             |
| Half page island         | 4,757      | 4,290  | 3,822       |
| Half page                | 3,568      | 3,217  | 2,866       |
| Third strip              | 3,140      | 2,831  | 2,523       |
| Quarter island           | 2,595      | 2,574  | 2,293       |
| Quarter strip            | 2,379      | 2,145  | 1,911       |

| Editorial pages          |            |        |             |
| Home banner              | 2,805      | 3,987  | 7,260       |
| Spot                     | 1,760      | 3,520  | 6,765       |

| Online                   |            |        |             |
| Home banner              | 2,805      | 3,987  | 7,260       |
| Spot                     | 1,760      | 3,520  | 6,765       |

### Publication
All World Market Intelligence magazines are produced digitally. We accept high resolution composite PDFs – all screen and printer fonts must be embedded.

Graphics should be CMYK 300dpi.

Please note we do not accept PDFs created in Pagemaker, Corel Draw, Publisher or Freehand.

Cancellations – six weeks prior to publication.
If you are in any doubt about our requirements please check with our production department before supplying any material and they will be happy to send you more information.

### Website
File formats: Jpeg, gif, animated gif and Flash
File Size: Should not exceed 30kb
Banner advert: 728 x 90 pixels

### Address
Progressive House, 2 Maidstone Road, Foots Cray, Sidcup, Kent DA14 5HZ UK

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### Online
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Spot: 1,760 3,520 6,765

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