

CRANES TODAY

MEDIA INFORMATION 2024



NEW AGE

Launched in November 1972, *Cranes Today* is the global lifting industry's longest-running magazine. Despite our heritage we also remain up-to-date with the latest media trends with our parent company Progressive Media International investing heavily in our digital propositions to complement our print offering.

Over the next year we are further enhancing our digital offerings and developing our digital distribution lists so that the *Cranes Today* brand is more accessible than ever before in this technological age of instant information and hybrid working. Like our print circulation our digital circulation is ABC audited ensuring that recipients are people within or associated with the crane industry. We are dedicated to grow this distribution channel, with further developments in the pipeline.



OUR READERS

- Crane owners
- Rental companies
- Contractors
- Crane dealers
- Auction houses
- Crane manufacturers
- Component manufacturers and suppliers
- Accessories manufacturers and suppliers
- Special transport companies
- Special transport manufacturers



CRANES TODAY IN NUMBERS



13,000

Average circulation per issue

Source: ABC (June 2019- June 2023)



10,000

Digital edition circulation



7,109

Twitter followers

(October 2023)



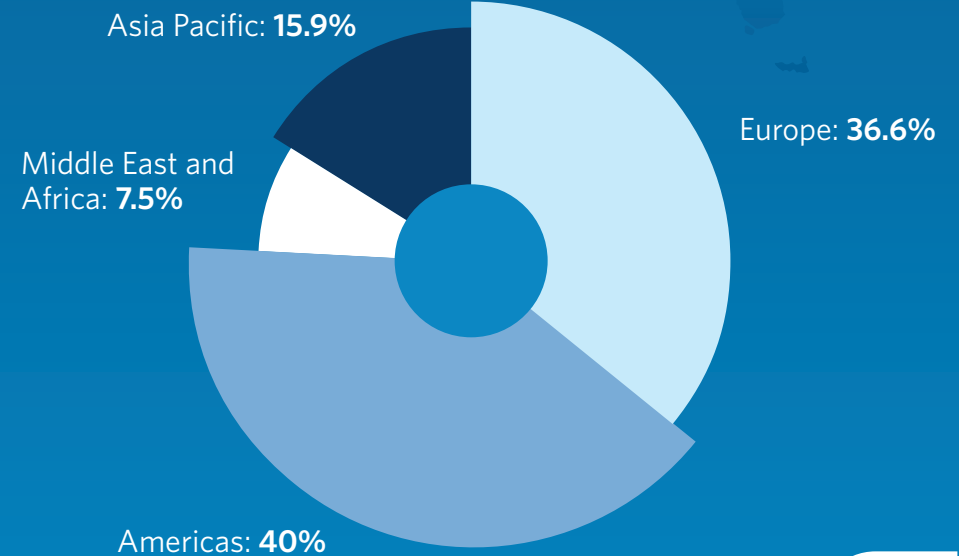
5,572

LinkedIn followers

(October 2023)



GLOBAL REACH OF 140 COUNTRIES



ABC audit 2023 (Print and Digital distribution)



ENGAGING CONTENT

Every month our editorial team provides the latest news, features, and analysis on the crane and specialised transport industries.

We also cover high profile jobsite projects and exclusive interviews with industry experts, providing a one-stop-shop covering all product segments, market trends, technological developments and applications in the global lifting and moving industry.



JAN

- Digital tools
- High rise construction
- Specialised transport

FEB

- Lattice boom crawler cranes
- Knuckle boom cranes
- Safety and training

MARCH

- Below the boom
- Rough terrain cranes
- Energy sector

APRIL

- Ring cranes
- All terrain cranes
- Compact and city cranes
- Intermat preview

MAY

- Europe focus
- Intermat review
- Crawler cranes (telescopic)
- Tower cranes

JUNE

- Technology
- Specialised transport
- Repair and refurbishment

JULY

- Dockside and marine lifting
- North American regional focus
- Electric cranes

AUGUST

- Residential construction
- Mini cranes
- Heavy lifting

SEPT

- Pick and carry factory cranes
- Commercial construction
- Energy sector

OCT

- Bridge building
- Specialised transport
- Middle East focus

NOV

- Decommissioning work
- Crawler cranes
- Truck mounted loader cranes

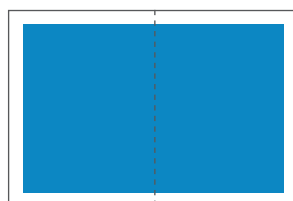
DEC

- Tower cranes
- Far East focus
- Power solutions

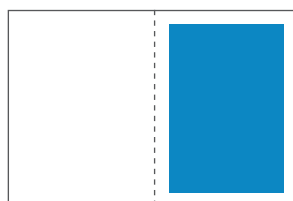
DISPLAY ADVERTS

Display ads appear both in print and digital editions. Adding links to your advert can directly lead our digital readers to your website.

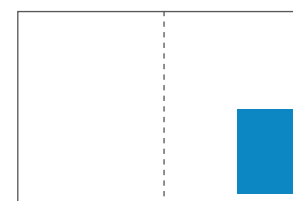
SPECIFICATIONS



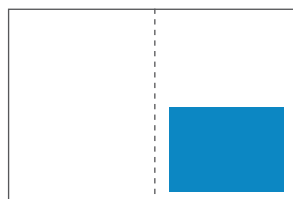
Double page spread
426mm x 293mm (bleed)
420mm x 287mm (trim)
393mm x 264mm (type)



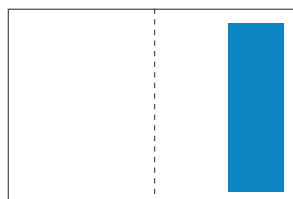
Full page
216mm x 293mm (bleed)
210mm x 287mm (trim)
183mm x 264mm (type)



Quarter page
90mm x 130mm (type)



Half page horizontal
183mm x 130mm (type)



Half page vertical
90mm x 264mm (type)

PRICES

Double Page Spread	£5,325	€6,150	\$6,487
Full Page	£3,950	€4,550	\$4,810
Half page	£2,150	€2,485	\$2,620
Quarter page	£1,375	€1,600	\$1,645

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.

INTRODUCING THE BUYERS' GUIDE COMPANY PROFILES

Welcome to newly revamped **Cranes Today Buyers' Guide**. We have modernised our advertising offering for you, the customer, to give you a clean and minimalist design that is easier to read, more visually appealing and attractive to the eye, focussing on your key messages.

We have moved away from our current outdated yellow pages style listing, and moving forward our clients will be able to publish all types of content (as and when it's ready) throughout the year. Our readers will now be able to watch your videos, engage with your press releases, company news, and download white papers and technical documents.

FOR FURTHER INFORMATION CONTACT

Joe Woolerton

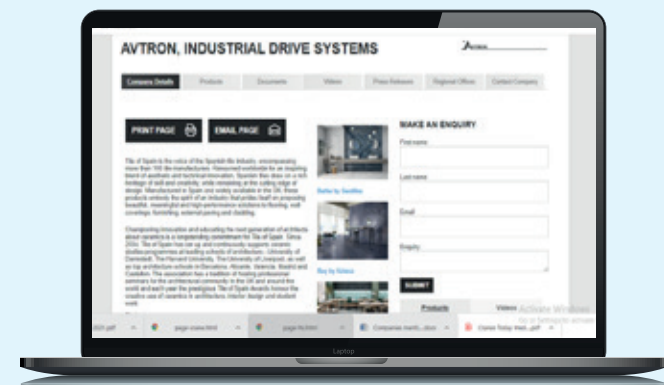
Group sales manager, lifting titles

joe.woolerton@cranestodaymagazine.com

+44 (0)20 7406 6687

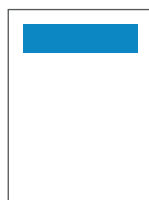
THE BUYER'S GUIDE PACKAGE INCLUDES:

- Unlimited content published for 12 months including - press releases, video, company news, brochures, white papers, regional offices/ contact details.
- Content from profiles will be promoted throughout the website (including *Cranes Today* Homepage and news section) and across our social media platforms Twitter and LinkedIn.
- With regular access to our editors, we can organise digital interviews published on our TV channels - contact Joe Woolerton for more information.
- MPU or Leaderboard banner will appear on website for 12 months (run of site).

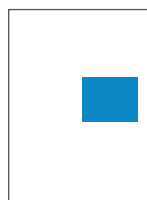


DIGITAL ADVERTISING

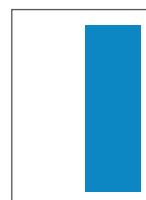
WEBSITE SPECIFICATIONS



Leaderboard
728 x 90 pixels



MPU
300 x 250 pixels



Skyscraper
600 x 120 pixels

PRICES PER MONTH

Leaderboard banner	£1,500	€1,735	\$1,820
MPU Banner	£1,250	€1,445	\$1,525



WEBSITE TAKE OVER

Through this offering an advertiser takes over all the advertising spaces on the homepage and can run different campaigns. This option could work well for promotion of new products.

GUIDELINES

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



NEWSLETTER

Cranes Today sends a newsletter 50 weeks a year.

Newsletter Banner (per week)	£550	€635	\$670
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WEBINARS

WORK WITH US TO PRODUCE, HOST AND PROMOTE YOUR WEBINAR FEATURING YOUR PRODUCT, CONTENT AND SERVICES.



WHAT TO EXPECT

- Production of all aspects of the webinar
- Creation of your registration page on our website
- Promotion of the webinar via targeted emails and social media
- On demand webinar promotion
- Delegate acquisition team - In the run up to the event the delegate acquisition team will contact your potential leads to invite them to attend your webinar
- Approval process - our approval process gives you complete control over who attends your webinar - approve those who fit your criteria, reject those who don't
- Introductory call with our experienced marketing team
- Advertisement in our monthly newsletter
- Spotlight interview in our monthly newsletter
- Targeted promotion to your desired audience
- Full assistance during the live webinar
- Live polling questions and comprehensive reporting for all metrics
- Detailed project plan with an overview of the deadlines
- Original recording

FOR FURTHER INFORMATION CONTACT

Joe Woolerton

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DINING CLUB

GET TO KNOW PROSPECTIVE CLIENTS IN AN EXCLUSIVE, INTIMATE EVENT

Partnering with our **Cranes Today Dining Club** enables a sponsor to demonstrate their expertise to a specially selected group of C-level prospects.

Dining Clubs provide the perfect platform to deliver your key messages. As an exclusive sponsor, partnering organisations have the opportunity to prequalify delegates and to agree a discussion theme that will revolve around the sponsor's line of business.



Cranes Today Dining Club provide partnering companies with the following:

- The help of **Cranes Today's** experienced editorial team to develop the theme and facilitate discussion on the night
- A venue that gives the right atmosphere for relaxed business development
- Guests selected from **Cranes Today's** extensive database of contacts with the authority to make buying decisions
- Leverage of **Cranes Today's** event organisation expertise and contacts
- **Cranes Today** provides expertise from the UK's top market analysts

Working with our dedicated team of experts means that you can focus on developing your new relationships and getting your message right.

FOR FURTHER INFORMATION CONTACT

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