

MEDIA INFORMATION 2023



DEDICATED TO THE MANUFACTURERS, SUPPLIERS & USERS OF INDUSTRIAL LIFTING TECHNOLOGY





## YOUR PARTNER IN LIFTING TECHNOLOGIES

Lift & Hoist International (LHI) is the forthright, authoritative news service informing professionals working in the global industrial lifting sector.

LHI's independent and impartial coverage, as well as its route to market, make every edition essential reading – delivering the latest news and insight on all types of industrial lifting equipment including overhead cranes, hoists, MEWPs, lift trucks, rigging and all related drives, controls and ancillary components.

Not only does LHI introduce its readers to the latest technologies that will impact their businesses in future but, provides information on products and processes they rely on today.

- Delivered to 28,000 named buyers and key decision makers worldwide
- Read in over 100 countries
- The only magazine covering all integrated, industrial lifting technologies across multiple industries
- Every issue features the latest news, and technical, product and business reports



LHI is the
lifting professionals'
publication of choice
and the trusted media
partner serving a robust
multi-billion-dollar
marketplace.

- Exclusive Face Time interviews with leading industry figureheads
- The Insider Report: industry thought leaders write exclusively for LHI
- Regular dedicated articles from leading global trade associations

#### **INDUSTRIES SERVED**

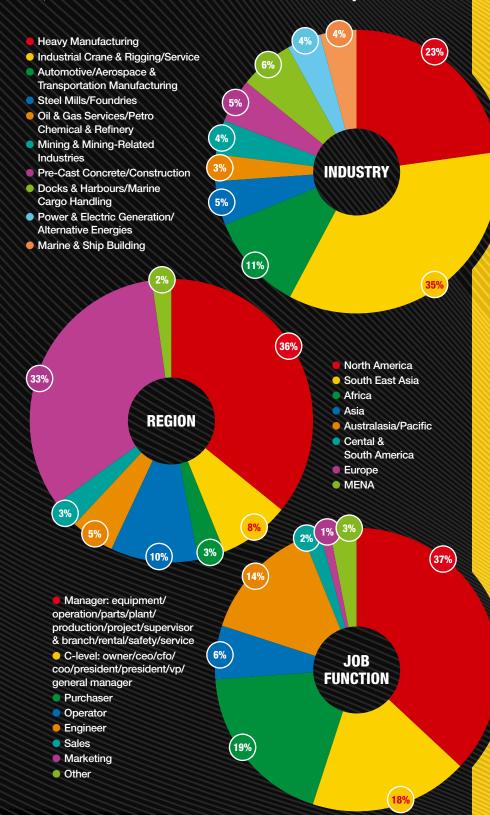
- Automotive
- Aerospace
- Oil & Gas Exploration& Services
- Industrial Crane& Rigging Services
- Maritime & Ship Building
- Petro Chemical & Refinery
- Heavy Manufacturing
- Light Construction
- Mining & Mining-related Industries
- Pre-Cast Concrete Products
- Foundries & Mills

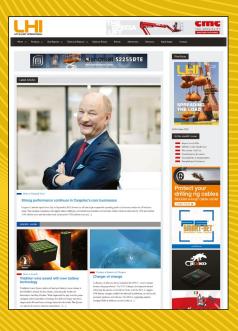
- Alternative Energy (Turbines, Generators)
- Warehousing
- Docks & Harbours
- Marine Cargo Handling
- Transportation Engineering & Manufacturing



# CIRCULATION BREAKDOWN

LHI delivers **28,000** copies to named readers worldwide. Our controlled circulation excludes pass along readership and additional readers through company intranet exposure. Therefore, LHI's reaches more than 98,000 C- level influencers and end users every issue.





# INFORMING AND INFLUENCING YOUR CUSTOMERS

#### **DIGITAL MAGAZINES**

LHI's digital issues allow companies to integrate video, white papers and image galleries into their adverts. Our e-magazine also links your advert to a specific URL. Presented in HTML5 format, its functionality offers an enhanced reading experience across all devices. Contact us to explore rich media opportunities.

#### **NEWS-LED WEBSITE**

The industry's demand for up-todate information drives repeated visits to LHI's website maximising views of supporting advertiser's brands and messaging. Liftandhoist. com also features archived news, exclusive opinions, back-dated issues and video content.

#### **BI-WEEKLY E-NEWSLETTER**

LHI's e-newsletter rounds up the latest leading stories and mails to approximately 18,000 named individuals. The editor's top picks keep our audience – your buyers – informed at a glance.

#### **SOCIAL MEDIA**

LHI further engages a broad audience through its Facebook, Twitter and Instagram feeds, plus its YouTube channel and active LinkedIn group, provide additional, exclusive content inviting debate.

# EDITORIAL PROGRAMME 2023

**PRESS DATE** 

01/12/23

Heavy &

specialist lifting

BUSINESS ΓECHNICAL PRODUCT **SPECIAL FOCUS FOCUS FOCUS FEATURES** FLT - narrow aisle JAN/FEB Additive manufacture Lifting components Ropes & Rigging PRESS DATE Hoists - role in (3D printing) its role MEWPs - trends for 2023 20/01/23 in lifting technology. CO2 reduction Under-the-hook Maintenance & monitoring of OHC MARCH Remote controls **PRESS DATE** Pick-and-carry Compact and Telehandlers 24/02/23 push-around MEWPs & minicranes **APRIL** MEWPs - Latin America Training Events & PRESS DATE Intelligent Cranes Entertainment RTG & Shuttle Carriers AGV & Automation in FLT 31/03/23 MAY PRESS DATE LEADERSHIP ISSUE: Sustainability – Lifting for a greener future 21/04/23 Manual hoists & winches JUNE Lightweight & mobile crane systems PRESS DATE Ropes & Rigging Under-the-hook 26/05/23 MEWPs spiders FLT attachments Crane & hoist JULY/AUG Lifting components Crane Training Offshore safety systems PRESS DATE MEWPs Telematics & IoT Telehandlers Alternate fuels 14/07/23 FLT Narrow aisle Hoist & cranes for **SEPTEMBER** Port cranes - STS explosive environments PRESS DATE RTG cranes & shuttle carriers MEWPs – regional 18/08/23 Remote controls focus Asia. FLT maintenance Pick-and-carry Cranes & hoists for explosive **OCTOBER** Workshop cranes Events & & minicranes environments PRESS DATE Entertainment FLT safety 22/09/23 **MEWPs Scissors** Ropes & rigging **NOV/DEC** OHC & Hoists -MEWP - booms FLT – training

Under-the hook

Lightweight crane systems

## DIGITAL ADVERTISING

Lift & Hoist International reaches and informs readers through its daily updated, news-led website, digital issues and bi-weekly e-newsletters. With thousands of monthly visits to our site, and our digital magazines generating thousands of views per issue, give your company a broader, interactive reach direct to industry professionals seeking the latest news, information on products, technology and safety issues.

WELCOME
TO THE OCTOBER
DIGITAL ISSUE
This is a replice of the private addition.

Click here for your FREE subscription

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Digital issues are optimised for all devices to maximise reader experience. The latest digital

edition is featured on our homepage, monthly
e-newsletters and via the digital issue
announcement. Sponsors receive a half
page horizontal advert facing the front

cover and an exclusive half page advert on the digital issue alert sent to over 18,000 named readers.

LHI's digital issues also remain available through our website archive increasing brand visibility and ROI.

DIGITAL ISSUE SPONSORSHIP (\$790 PER ISSUE)

## WEB BANNER ADVERTS

• HOMEPAGE TAKEOVER

Takeover Banner: 1300px x200px (animated or static)
Takeover Background: 1920px x800px+ (solid background)

• TOP LEADERBOARD (728px x 90px)

 MIDDLE LEADERBOARD (728px x 90px)

 MPU BANNER (300px x 250px) **\$2,625** p/month: Crowd out the competition with major presence on the home page.

\$475 p/month: Rotating with up to three adverts run of site

• 12 month discount \$5,040 (\$420 p/month)

\$405 p/month: Rotating with up to three adverts run of site

• 12 month discount \$4,410 (\$367 p/month)

\$360 p/month: Premium position on right hand of page run of site

• 12 month discount \$3,780 (\$315 p/month)

#### **SPONSORED VIDEO**

\$420 p/month: YouTube-linked videos limited to two positions on home page

#### LHI e-NEWSLETTER BANNER ADVERTS

• LEADERBOARD (300px x 80px)

\$475 p/month (2 x issues) - exclusive placement top of email \$425 p/month (6 x issues/3 months' exposure)

\$375 p/month (12 x issues/6 months'+ exposure)

• MIDDLE LEADERBOARD (468 px x 60px)

**\$425 p/month** (2 x issues)

\$375 p/month (6 x issues/3 months' exposure)

\$325 p/month (12 x issues/6 months'+ exposure)

• MIDDLE BANNER (120px x 180px)

**\$375 p/month** (2 x issues)

\$325 p/month (6 x issues/3 months' exposure)

\$275 p/month (12 x issues/6 months'+ exposure)

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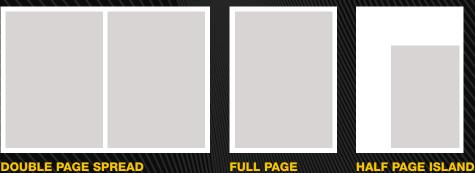
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### **LHI PRINT RATES\***

NUMBER OF INSERTIONS		ЗХ	<b>6X</b>	9X
Double Page Spread	\$8675	\$7996	\$7551	\$7107
Full Page	\$4669	\$4202	\$3967	\$3735
Half Page Island	\$3937	\$3570	\$3355	\$3102
Half Page	\$3267	\$2940	\$2777	\$2613
Third of a Page	\$2650	\$2358	\$2215	\$2080
Quarter Page	\$1961	\$1765	\$1665	\$1568
Advertorial Double Page Spread	\$10662	\$9595	\$9062	\$8530
Advertorial Page (Left Hand Page Position)	\$5140	\$4625	\$4368	\$4112
Cover Positions	30% extra on Page Rates			
Inserts, Bellybands, Tip-Ons, Spot Colour	Rates on application			

<sup>\*</sup> All rates quoted and paid in US\$ only. All rates are NET. Invoices are due upon receipt of invoice and digital issue

### **LHI PRINT DIMENSIONS**



420mm W x 297mm H

210mm W x 297mm H

117mm W x 184mm H



HALF PAGE (HORIZONTAL) 184mm W x 124mm H

THIRD OF PAGE (VERTICAL) 56mm W x 268mm H **QUARTER PAGE** 86mm W x 124mm H

#### **BLEED SIZE**

Please add 3mm of bleed to all edges of the Full Page and Double Page Spread advert sizes. All images 300 dpi and CMYK format

#### **PRODUCTS &** SERVICES DIRECTORY

List your company, products and services under a specific category heading to appear in the magazine nine issues a year as well as with an on-line stand-alone profile page on liftandhoist.com including logo, company description, full contact details with active links, image gallery and video.

\$1.050 **PER ANNUM** 

**\$105** PER ADDITIONAL LISTING