



**MEDIA
INFORMATION
2023**

LHI
LIFT & HOIST INTERNATIONAL™

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



liftandhoist.com

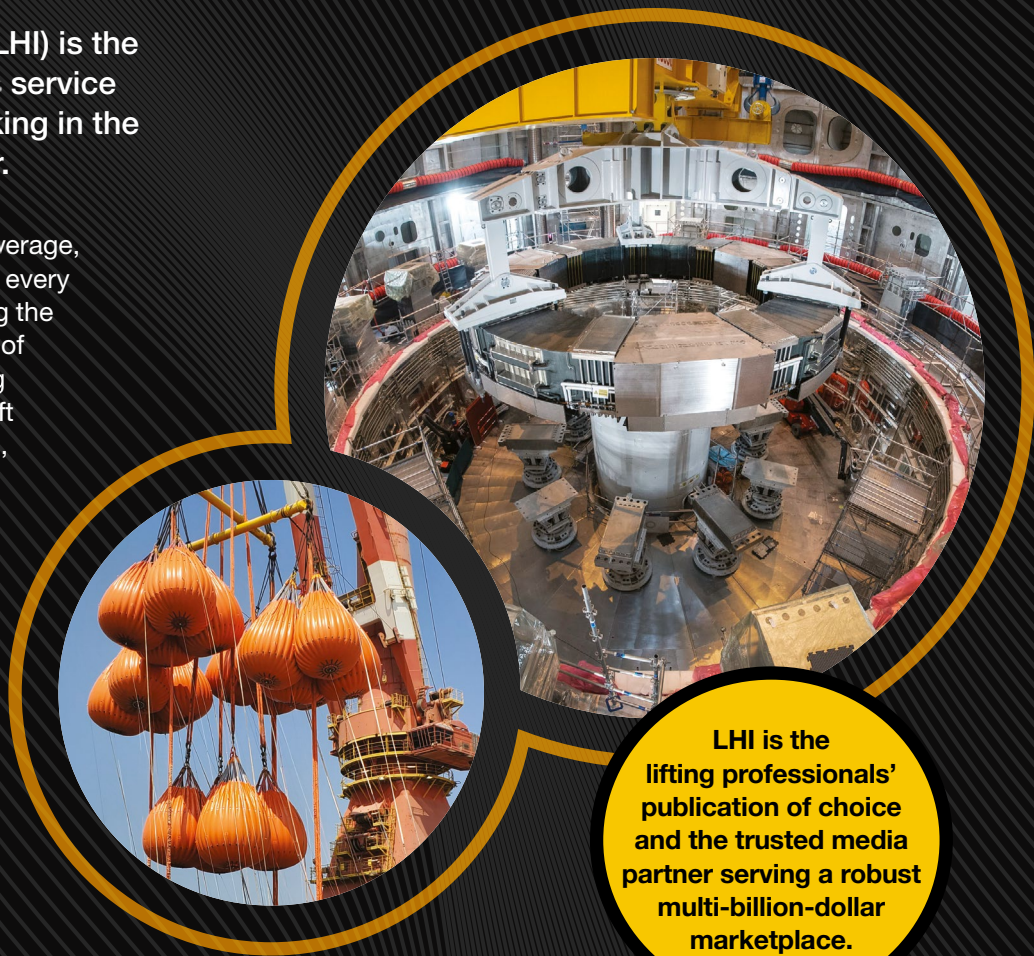
3H
MEDIA

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.



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

- 
- 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
 - Exclusive Face Time interviews with leading industry figureheads
 - The Insider Report: industry thought leaders write exclusively for LHI
- publication of choice and the trusted media partner serving a robust multi-billion-dollar marketplace.**
- Regular dedicated articles from leading global trade associations



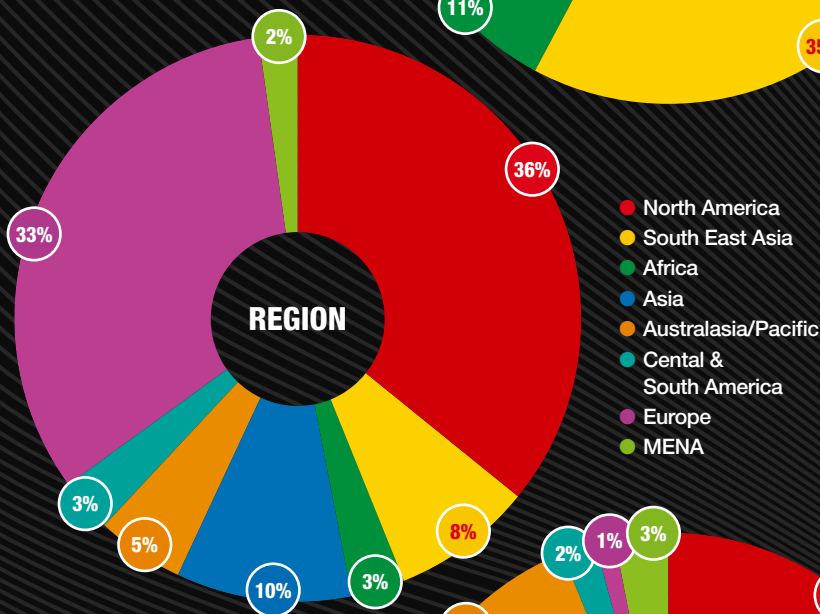
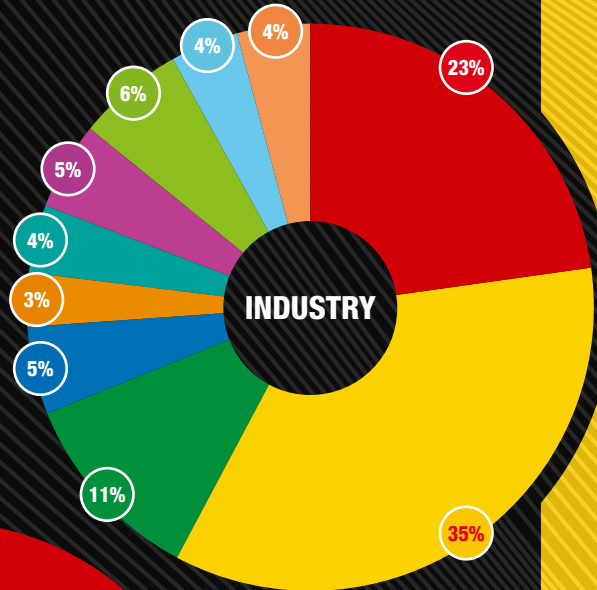
INDUSTRIES SERVED

- 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

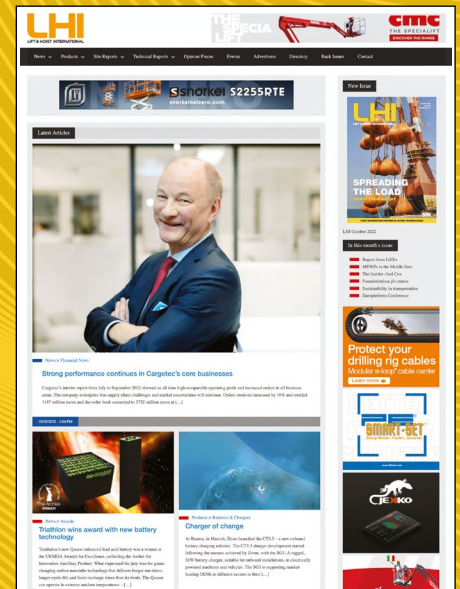
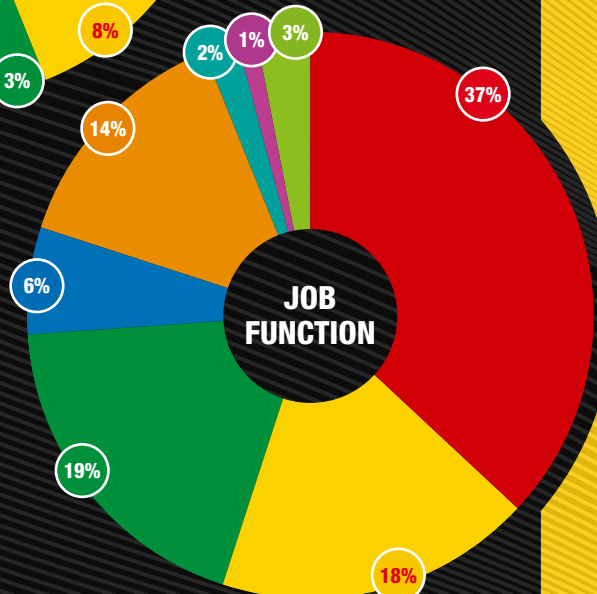
CIRCULATION BREAKDOWN

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.

- Heavy Manufacturing
- Industrial Crane & Rigging/Service
- Automotive/Aerospace & Transportation Manufacturing
- Steel Mills/Foundries
- Oil & Gas Services/Petro Chemical & Refinery
- Mining & Mining-Related Industries
- Pre-Cast Concrete/Construction
- Docks & Harbours/Marine Cargo Handling
- Power & Electric Generation/Alternative Energies
- Marine & Ship Building



- Manager: equipment/operation/parts/plant/production/project/supervisor & branch/rental/safety/service
- C-level: owner/ceo/cfo/coo/president/president/vp/general manager
- Purchaser
- Operator
- Engineer
- Sales
- Marketing
- Other



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-to-date 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

TECHNICAL FOCUS

PRODUCT FOCUS

BUSINESS FOCUS

SPECIAL FEATURES

JAN/FEB
PRESS DATE
20/01/23

- Ropes & Rigging

- FLT – narrow aisle
- Hoists - role in CO2 reduction

- Lifting components
- MEWPs – trends for 2023

- Additive manufacture (3D printing) its role in lifting technology.

● *Preview ConExpo*

MARCH
PRESS DATE
24/02/23

- Under-the-hook
- Pick-and-carry & minicranes

- Remote controls
- Telehandlers

- Maintenance & monitoring of OHC
- Compact and push-around MEWPs

● *Preview ProMat*

APRIL
PRESS DATE
31/03/23

- Intelligent Cranes

- MEWPs – Latin America
- RTG & Shuttle Carriers

- Training
- AGV & Automation in FLT

- Events & Entertainment

● *ConExpo Review; ProMat Review; LogiMat Preview*

MAY
PRESS DATE
21/04/23

- LEADERSHIP ISSUE: Sustainability – Lifting for a greener future

● *APEX Preview*

JUNE
PRESS DATE
26/05/23

- Lightweight & mobile crane systems
- MEWPs spiders

- Manual hoists & winches
- Ropes & Rigging
- FLT attachments

- Under-the-hook

● *LogiMat Review; IPAF Summit and IAPA report; Vertikal Days Review; Looking forward to Global Lifting Awareness Day #GLAD2023;*

JULY/AUG
PRESS DATE
14/07/23

- Crane & hoist safety systems
- FLT Narrow aisle

- Lifting components
- Telehandlers

- Crane Training
- MEWPs Telematics & IoT

- Offshore
- Alternate fuels

SEPTEMBER
PRESS DATE
18/08/23

- Port cranes - STS
- MEWPs – regional focus Asia.

- Hoist & cranes for explosive environments
- Remote controls
- FLT maintenance

- RTG cranes & shuttle carriers

● *GIS Preview*

OCTOBER
PRESS DATE
22/09/23

- Workshop cranes
- FLT safety

- Pick-and-carry & minicranes
- MEWPs Scissors

- Cranes & hoists for explosive environments
- Ropes & rigging

- Events & Entertainment

● *LiftEx Preview*

NOV/DEC
PRESS DATE
01/12/23

- OHC & Hoists – Heavy & specialist lifting

- MEWP – booms
- Under-the hook

- FLT – training
- Lightweight crane systems

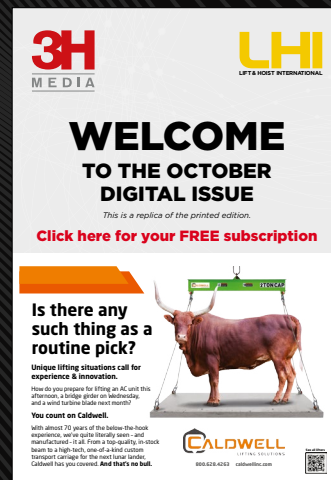
● *GIS Review; LiftEx Review; LEEA Award report*

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.



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 x 200px (animated or static)
Takeover Background: 1920px x 800px+ (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)

