

HOIST MEDIA PACK 2017

Hoist: Dedicated to overhead lifting

Hoist, printed 12 times a year and distributed to crane buyers and installers around the world, is the only international magazine dedicated to permanently installed overhead lifting equipment.

Hoist brings crane and component manufacturers a premium venue in which to address lifting equipment purchasers and specifiers at factories, refineries, warehouses, docksides and more, around the world. Wherever someone is choosing a piece of permanently installed lifting equipment, there will be a reader for *Hoist*.

Hoist. The monthly magazine for the lifting industry in the Americas, Europe and the rest of the world.

Dedicated to the overhead lifting sector

For more than 15 years, *Hoist* has been the only international magazine dedicated to the overhead lifting sector. With no dedicated rival, *Hoist* is the only place to advertise if you want to reach crane owners, installers and engineers around the world.

Hoist was launched in 1998, as a spin off of *Cranes Today*, the world's oldest international magazine for the lifting sector. Our launch editor and sales team saw a pressing need for a magazine that tackled the vital issues of safety and efficiency facing the overhead lifting industry, and realised that these could not be covered properly except in a dedicated magazine.

In the years since, *Hoist* has built itself a reputation as the authoritative voice of the overhead lifting industry around the world.

Hoist remains the only magazine exclusively focussed on overhead lifting sector. While other magazines have followed our lead and begun to cover the sector, their coverage of permanently installed lifting equipment is easily lost among a broad range of other material handling kit.

Hoist meanwhile has stayed true to the interests of its readers and advertisers. If you want to be sure of reaching purchasers and specifiers of permanently installed lifting equipment, you need to be included in *Hoist*.

While *Hoist* remains tightly focussed on overhead lifting, it is in no ways limited in its scope. Like the lifting industry, its coverage

extends throughout the economy. In 2016, *Hoist* covered sectors as diverse as train building and cement processing, tight rope walking and nuclear power generation. Throughout, our focus is on how equipment manufacturers, distributors, and crane installers can offer crane owners safe and efficient ways of working.

Our coverage is equally geographically broad. Since combining our North American sister magazine, OCH, with *Hoist* two years ago, we've covered North America and Europe equally, but have also looked at global markets like the Middle East and Latin America in detail, as well as reporting on projects in Africa, Asia, and Australia.

We also cover regulations and standards. In 2016, as the ISO technical committee dedicated to crane design worked to move towards widespread adoption of cycle-based classification of components, they chose *Hoist* as the venue to present the concept to crane users and manufacturers.

Hoist is the only magazine dedicated to overhead lifting. It should be your first choice to reach overhead crane manufacturers, installers, engineers and users around the world.

Reaching the Americas and Europe

In every issue, *Hoist* brings coverage of the crane industry in both the Americas and Europe, through case studies, profiles and region-specific sector reports.

These are marked up clearly in our new regional sections, ensuring readers are drawn to coverage and advertising relevant to their market

Product news

In *Hoist*, every issue includes a comprehensive summary of new product launches and upgrades. Sectors covered in our revised Product News section include

- Remotes
- Slings
- Hooks
- Winches
- Hoists
- Load Cells
- Software

Maximise your trade show marketing

The material handling industry is well served by trade shows. However, in some of the very big shows relevant to the sector, it can be easy for your presence to be overlooked.

Hoist, as the only magazine dedicated to the overhead lifting industry, provides a vital tool to ensure you get the most from your trade show marketing spend. For each of the shows we cover, we produce a show guide and previews of exhibitors, and follow up with show highlights and regional features.

This year's coverage will include:

Promat

Chicago, USA, 3-6 April

The year's big material handling show for North America, organised by the MHI, the Material Handling Industry of America.

Show guide: February

Show preview: March

Show highlights: May

Americas region report: June

Hannover Messe

Hannover, Germany, 24-28 April

In 2016, CeMat, announced it would be combining future shows with Hannover Messe. With increasing interest from the overhead lifting industry, *Hoist* will now be covering this show every year

Show guide: March

Show preview: April

Show highlights: June

Europe region report: July

LiftEx

UK, November

LiftEx, organised by the Lifting Equipment Engineers Association, is a highlight of the end of the year

Show guide: October

Show preview: November

Show highlights: January 2018

UK country report: February 2018

Hoist is sent to more than 46,000 readers in print and digital formats.

As requested by readers and advertisers

Back in 2014, Hoist Director of Sales Martin McCarthy consulted with many lifting equipment manufacturers and major trade associations as he and our editor redeveloped the new Hoist for 2015. Nearly 18 months on, he looks back on the success of that move

"Hoist, incorporating OCH was printed 12 times in 2015, and was sent to more than 46,000 readers in print and digital formats. This was by far the largest circulation in the industry and one that year after year we are committed to continually growing"

"Early this year, we decided that as Hoist incorporating OCH, had reached across many continents at various industry events, that we would drop the OCH tagline to concentrate on 'Hoist' the brand so that we could deliver the industry message worldwide without confusion.

"Hoist has always been the best read and highest circulation magazine of the lifting and material handling industry, and coupled with OCH magazine, had built a strong reputation as the leading lifting magazine for the Americas. As international competition becomes fiercer in the lifting industry, we wanted to make sure we were meeting the needs of all of our advertisers"

"The contacts we spoke to confirmed that the industry wanted a title that

combined Hoist's European and rest-of-the-world profile, with OCH's closeness to American distributors and installers. This is what we did"

"Key to this success was how both Hoist and OCH had followed how the industry constantly changes, and to listen to what the industry requests. These people are our readers, our circulation and your customers"

"Our advertisers and the trade associations we work with told us they want to reach more people within the industry, more often. Our strength became creating a magazine that reached qualified readers who make and influence purchasing decisions"

Hoist has allowed suppliers and manufacturers to be confident that their marketing message is reaching the right people all of the time.

The industry believes, the new, improved and stronger, Hoist remains the leading magazine globally for buyers and specifiers of lifting equipment. It has been now nearly reaching 20 years. Long may it continue.

HOIST RECIPIENTS			
	Post	Email	Total
Africa	437	458	895
Asia	1146	1105	2251
Australasia/Pacific	648	457	1105
South America	1784	1069	2853
Europe	9215	6868	16083
MENA	933	1031	1964
North America	10024	7641	17665
South East Asia	1897	1370	3267
	26084	19999	46083

Read by: Machinery installers; Crane builders; Lifting equipment suppliers; Rigging hire shops; Plant managers; Engineers and designers.

Editorial



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Technical Specifications

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. Cancellation – 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: 468 x 60 pixels

Spot advert: 300 x 250 pixels

Rates

MAGAZINE RATES	£ STERLING			€ EUROS			\$ US DOLLARS		
Number of insertions	1x	6x	12x	1x	6x	12x	1x	6x	12x
Double page spread	£4,675	£4,450	£4,250	€6,550	€6,225	€5,950	\$8,425	\$8,025	\$7,650
Full page 4 colour	£2,450	£2,325	£2,225	€3,425	€3,275	€3,125	\$4,425	\$4,200	\$4,025
Full page 2 colour	£2,175	£2,050	£1,975	€3,025	€2,875	€2,750	\$3,900	\$3,700	\$3,550
Half page 4 colour	£1,700	£1,625	£1,550	€2,375	€2,275	€2,175	\$3,075	\$2,925	\$2,775
Half page 2 colour	£1,425	£1,350	£1,275	€1,975	€1,875	€1,800	\$2,550	\$2,425	\$2,325
Half page b/w	£1,125	£1,075	£1,025	€1,575	€1,500	€1,425	\$2,025	\$1,925	\$1,850
Quarter page 4 colour	£1,050	£1,000	£950	€1,450	€1,375	€1,325	\$1,875	\$1,775	\$1,700
Quarter page 2 colour	£825	£800	£750	€1,175	€1,125	€1,075	\$1,500	\$1,425	\$1,375
Quarter page b/w	£625	£600	£575	€900	€850	€800	\$1,150	\$1,100	\$1,050
Bleed (extra)	£250			€350			\$425		
Special positions	5% extra								
Covers: (extra)	£575			€800			\$1,050		
INSERTS	PRICES AND SPECIFICATIONS ON APPLICATION								
Catalogue digest	£350			€475			\$600		
Buyer's Guide (12 months)	£500			€700			\$900		

Dimensions

MAGAZINE ARTWORK DIMENSIONS			
FORMAT	TYPE	TRIM	BLEED
DPS	254mm x 386mm	297mm x 420mm	303mm x 426mm
Full page	254mm x 178mm	297mm x 210mm	303mm x 216mm
Half page (vertical)	254mm x 86mm	297mm x 110mm	303mm x 113mm
Half page (horizontal)	124mm x 178mm	145mm x 210mm	148mm x 216mm
Quarter page	124mm x 86mm	N/A	N/A

Contacts

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