

# HOIST

MEDIA PACK **2018**

**The dedicated monthly magazine for  
the global overhead lifting industry**

## The only publication dedicated to the overhead lifting sector

Hoist holds a unique place in the market, having built a reputation as the authoritative voice of the overhead lifting industry over the last 15 years. The only international magazine dedicated to the overhead lifting sector, if you are looking to reach crane owners, manufacturers, installers, engineers and operators across the globe, Hoist is the ideal choice.

### Be confident your message is reaching the right people

Hoist has 12 editions per year and is distributed to crane buyers and installers around the world.

Known for covering the vital issues facing the overhead lifting industry, it is read by more than 46,000 industry professionals across print and digital formats.

### The right content and coverage for a unique global market

While Hoist remains tightly focussed on overhead lifting, its editorial has a broad scope—like those in the lifting industry, the publication understands the importance of not just new technology but also market trends, regulations and standards, safety, and beyond.

## Meet the team



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# The right content, for the right people, in the right places

## Read by:

- Machinery installers
- Crane builders
- Lifting equipment suppliers
- Rigging hire shops
- Plant managers
- Engineers and designers

## Global coverage for a global sector

Our coverage is geographically broad with equal coverage of North America and Europe and additional detailed coverage of global markets like the Middle East and Latin America. We also report on projects in Africa, Asia, and Australia.

Regional coverage includes case studies, profiles and region-specific sector reports.

The regional sections are clearly highlighted in the magazine making it easy for readers to find the content and advertising most 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
- Hooks
- Hoists
- Software
- Slings
- Winches
- Load Cells

### 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
	<b>26084</b>	<b>19999</b>	<b>46083</b>

## In 2018 Hoist will include features on:

- Shipyard cranes
- The oil and gas sector
- The nuclear sector
- Process cranes
- Heavy manufacturing
- The entertainment sector
- Metals distribution
- Waste-to-energy applications
- The offshore sector
- Training
- Mining
- Controls
- Position sensors
- Lifting attachments
- Asset tracking
- Slings
- Anti-sway technology
- Ropes
- Digitalisation
- Monorails
- Vacuum handling technology
- Hooks
- Load cells

## And regional reports covering:

- Spain
- UK
- Latin America
- Turkey
- France
- North America
- Germany
- Scandinavia
- Italy
- Asia

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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		
<b>INSERTS</b>	<b>PRICES AND SPECIFICATIONS ON APPLICATION</b>								
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	N/A	N/A
Half page (horizontal)	124mm x 178mm	N/A	N/A
Quarter page	124mm x 86mm	N/A	N/A

## Contact us

To discuss your opportunities with Hoist in 2018 contact us:



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## Hoist 2018 Editorial Calendar

### January

Shipyard | Application  
Controls | Technology  
Spain | Country  
LiftEx | Show highlights  
Logimat | Show guide

### February

Oil and gas | Application  
UK | Country  
Collision avoidance | Technology  
Modex | Show guide

### March

Latin America | Region  
Nuclear | Application  
Lifting attachments | Technology  
Cemat | Show guide

### April

Asset tracking | Technology  
Process cranes | Application  
Asia | Region  
Logimat | Show highlights

### May

Heavy manufacturing | Application  
Western Europe | Region (Logimat report)  
Slings | Technology  
Modex | Show highlights

### June

Americas | Region (Modex report)  
Entertainment | Application  
Anti-sway | Technology  
Cemat | Show highlights

### July

Germany | Region (CeMat report)  
Ropes | Technology  
Metals distribution | Application

### August

Scandinavia | Region  
Offshore oil and gas | Application  
Digitalisation | Technology

### September

North America | Region  
Waste-to-energy | Application  
Monorails | Technology

### October

Italy | Country  
Offshore | Application  
Vacuum handling | Technology

### November

North America | Country  
Training | Safety  
Hooks | Technology  
LiftEx preview

### December

Asia | Region  
Mining | Application  
Load cells | Technology