

HOIST

MEDIA PACK **2020**

**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 20 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 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.

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.

Meet the team

EDITORIAL



Daniel Searle **editor**

+44 7834 971 921

daniel.searle@hoistmagazine.com



Julian Champkin **features writer**



Will North **group editor**

will.north@hoistmagazine.com

SALES



Joe Woolerton **group sales manager**

+44 20 7406 6687

joe.woolerton@hoistmagazine.com



Elena Lewis **sales manager**

+44 20 7406 6769

elena.lewis@hoistmagazine.com



Clive Bullard **north america sales**

+1 845 231 0845

cbullard@cs.com

Hoist 2020 Editorial Calendar

January

- Europe | Region
- Automotive | Application
- Load Monitoring | Technology
- Logimat* | Show guide

February

- Process Cranes | Application
- Central Europe | Region
- Safety | Technology
- Modex* | Show guide

March

- Offshore & Subsea | Application
- Americas | Region
- Lifting attachments | Technology
- Cemat* | Show guide

April

- Ports | Application
- UK | Region
- Chains & Manual Hoists | Technology

May

- Aerospace | Application
- Germany | Region
- Safety | Training

June

- Entertainment | Application
- Americas | Region
- Warehouse Management | Technology

July

- Load Security | Technology
- Central Europe | Region
- Portable Cranes | Technology

August

- Power | Application
- Asia | Region
- Digitalisation | Technology

September

- Heavy manufacturing | Application
- Americas | Region
- Port Gantry Cranes | Technology

October

- Maintenance
- Middle East | Region
- Light cranes | Technology

November

- Metals | Application
- Scandinavia | Region
- Vacuum Handling | Technology
- LiftEx* | Show guide
- LiftEx* | Show distribution

December

- Mining | Application
- Americas | Region
- Controls | Technology

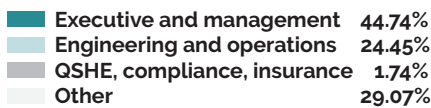
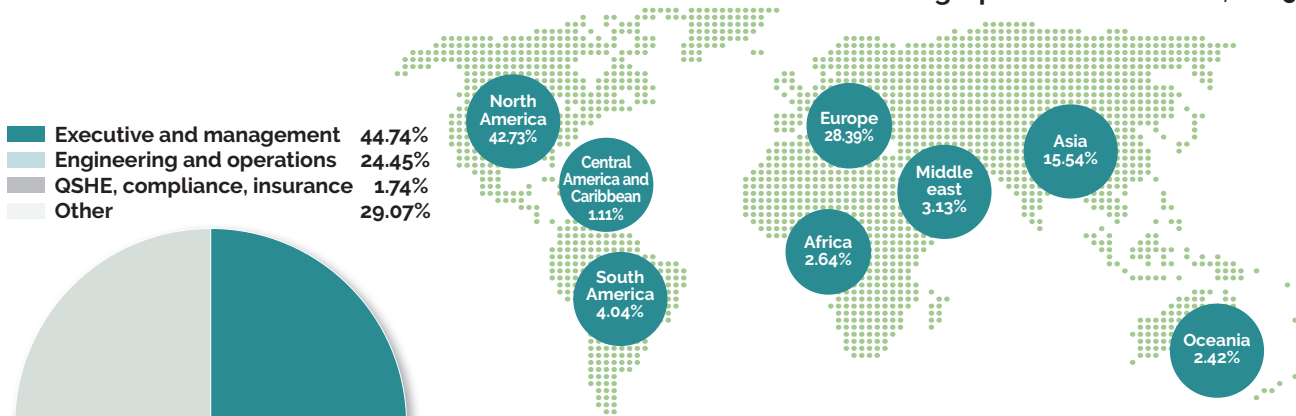
Continuing to strengthen our circulation

In 2018, we made a substantial investment in a new analysis of data used for our circulation base to ensure compliance with GDPR and to make sure your advertising was seen by a broad range of purchasers and specifiers across the lifting industry around the world.

We continue to build our circulation through our existing list of lifting industry experts, by our participation in trade shows around the world, and through identifying new, public, lists of relevant readers in the global overhead lifting industry.

In 2020, every issue will be sent in print or as a digital edition to 12,000 readers. Our research shows that print copies can be seen by up to five additional readers, as well as the addressee. We are confident that means each issue reaches 40,000 potential buyers.

Geographical Distribution, 2019



Reaches more than **40,000 readers**

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

Leaderboard Banner: 728 x 90 pixels

MPU Banner: 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

	All measurements are depth x width		
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