

HOIST

MEDIA PACK **2021**

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.

An expanding online presence for the new decade

Already well-established as a print publication and website, Hoist has now broadened its editorial presence with online webinars and an Innovation conference. For companies wishing to use the Hoist platform to share a bespoke message with the industry, we also offer sponsored webinars.

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



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Julian Champkin **features writer**



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Hoist 2021 Editorial Calendar

January

- Aerospace | Application report
- Load cells | Technology report
- Asia | Region report

February

- Automotive | Application report
- Ports – STS/container cranes | Technology report
- Southern Europe | Region report

March

- Nuclear | Application report
- Lifting attachments | Technology report
- UK | Region report

April

- Subsea lifting | Application report
- Anti-sway/collision avoidance | Technology report
- Americas | Region report

May

- Offshore & subsea | Application report
- Chain hoists | Technology report
- Western Europe | Region report

June

- Entertainment | Application report
- Process cranes | Technology report
- Africa | Region report

July

- Paper and card | Application report
- Vacuum and manual manipulators | Technology report
- Germany | Region report

August

- Power | Application report
- Digitalisation | Technology report
- Americas | Region report

September

- Heavy manufacturing | Application report
- Monorails/light cranes | Technology report
- Australia & New Zealand | Region report

October

- Metals distribution | Application report
- Ports – gantry cranes | Technology report
- Italy | Region report

November

- Clean rooms | Application report
- Training | Technology report
- Spain | Region report

December

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

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 approximately 12,000 individual readers.

1.7%

QSHE, compliance, insurance

44.7%

Executive and management

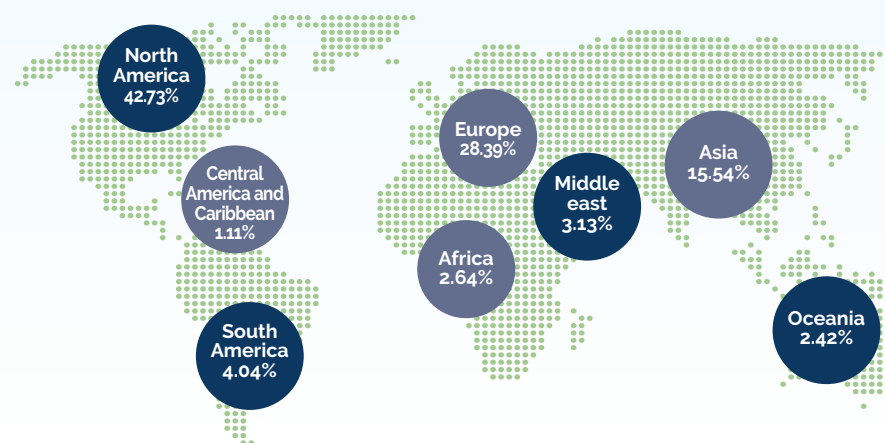
24.5%

Engineering and operations

29.1%

Other

Geographical Distribution, 2020



Sponsored webinars

Work with us to produce, host and promote your webinar featuring your product, content and service.

What to expect

- Production of all aspects of the webinar
- Creation of your registration page on our website
- Promotion of the webinar via targeted emails and social media
- On demand webinar promotion
- Delegate acquisition team - In the run up to the event the delegate acquisition team will contact your potential leads to invite them to attend your webinar
- Approval process: our approval process gives you complete control over who attends your webinar. Approve those who fit your criteria, reject those who don't
- Introductory call with our experienced marketing team
- Advertisement in our monthly newsletter
- Spotlight interview in our monthly newsletter
- Targeted promotion to your desired audience
- Full assistance during the live webinar
- Live polling questions and comprehensive reporting for all metrics
- Detailed project plan with an overview of the deadlines
- Original recording

NS Media Group runs over **250 webinars a year** across various different industries and has an outstanding track record of delivering live audiences, lead generation and data.

As of 2021, **Hoist magazine** will now offer this service on a regular basis due to the success of our initial events. If you're looking to target individuals in a more personal manner this may be an option for you.



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COST PER WEBINAR		
£7,500	\$9,592	€8,250

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
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

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



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