

HOIST

MEDIA PACK **2022**

**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



Jenny Eagle **editor**
+33 (0)781 656215
Jennifer.Eagle@progressivemediainternational.com

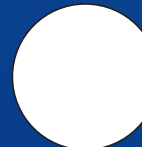


Julian Champkin **features writer**

Sales



Joe Woolerton **group sales manager**
+44 20 7406 6687
joe.woolerton@hoistmagazine.com



Anna De Bortoli **Italian Sales Agent**
+39 348 9691420
milano@ediconsult.com



Clive Bullard **north america sales**
+1 845 231 0845
cbullard@cs.com

Hoist 2022 Editorial Calendar

January

- Automotive
- Load monitoring
- Middle East Regional report
- Breakbulk Middle East Show preview

February

- Aerospace | Application
- Lifting Attachments | Technology
- Central Europe | Region
- Logimat Show preview

March

- Modex Show issue
- Americas | Region
- Gantry Cranes
- DLM Supplement

April

- UK | Region
- Subsea/ Offshore
- Chains & Manual Hoists
- Cemat Show Preview

May

- Power | Application
- Controls | Technology
- Breakbulk Europe show preview (or Guide)
- Southern Europe | Region

June

- TOC Show preview
- DLM Supplement
- STS / Container Cranes
- Load Security

July

- ASIA| Region
- Mining | Application
- Digitalisation | Technology

August

- Vaccum Handling or Anti Sway
- Germany | Region
- Nuclear | Application

September

- Breakbulk Americas show guide
- DLM Supplement
- Entertainment | Application
- Americas | Region

October

- UK | Region
- Metals | Application
- Liftex Show guide
- Safety | Technology

November

- Italy | Region
- Light Cranes
- Process Cranes
- Offshore & Subsea | Application

December

- DLM Supplement
- Portable Cranes
- Region | Australia / New Zealand
- Lifting Attachments

Continuing to strengthen our circulation

In 2021, 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 2022, 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

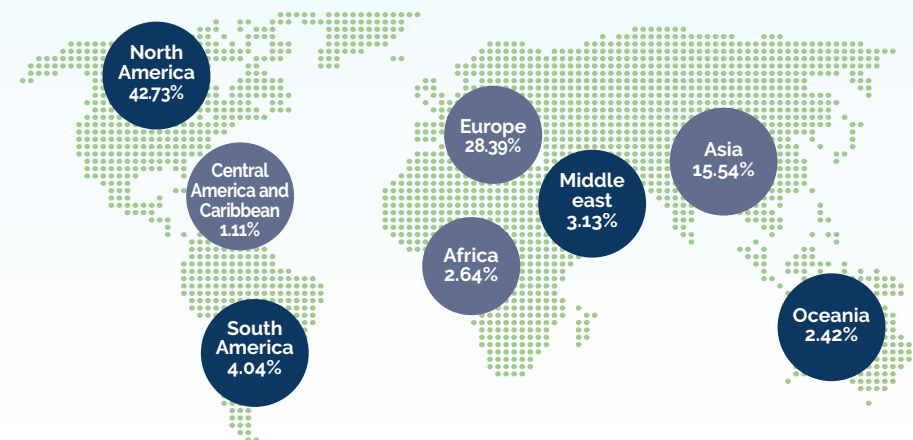
24.5%

Engineering and operations

29.1%

Other

Geographical Distribution, 2020



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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HOIST

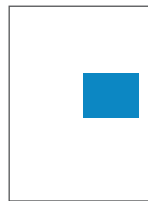
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Digital advertising

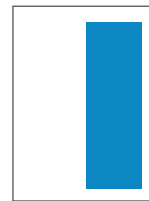
Website SPECIFICATIONS



Leaderboard
728 x 90 pixels



MPU
300 x 250 pixels



Skyscraper
600 x 120 pixels

PRICES per month

Leaderboard banner	£1500	€1690	\$1994
MPU Banner	£1250	€1408	\$1661



WEBSITE TAKE OVER

Through this offering an advertiser takes over all the advertising spaces on the homepage and can run different campaigns. This option could work well for promotion of new products.

GUIDELINES

File formats: JPEG, GIF, animated GIF and Flash. File size: Should not exceed 30kb.



NEWSLETTER

Hoist sends a newsletter 50 weeks a year.

Newsletter Banner (per week)	£550	€619	\$731
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Introducing the Buyers' Guide Company Profiles

Welcome to newly revamped **Hoist Buyers' Guide**. We have modernised our advertising offering for you, the customer, to give you a clean and minimalist design that is easier to read, more visually appealing and attractive to the eye, focusing on your key messages.

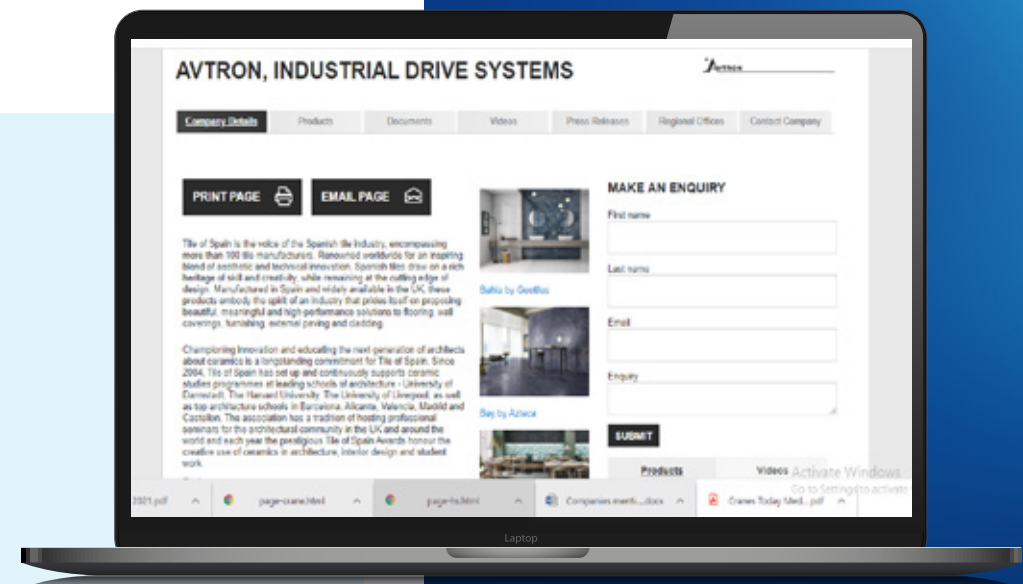
We have moved away from our current outdated yellow pages style listing, and moving forward our clients will be able to publish all types of content (as and when it's ready) throughout the year. Our readers will now be able to watch your videos, engage with your press releases, company news, and download white papers and technical documents.



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The Buyer's Guide Package includes:

- Unlimited content published for 12 months including - press releases, video, company news, brochures, white papers, regional offices/ contact details.
- Content from profiles will be promoted throughout the website (including Cranes Today Homepage and news section) and across our social media platforms Twitter and LinkedIn.
- With regular access to our editors, we can organise digital interviews published on our TV channels - contact Joe Woolerton for more information.
- MPU or Leaderboard banner will appear on website for 12 months (run of site).



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

Hoist Diamond Dinner Club - Get to know prospective clients in an exclusive, intimate event

Hoist magazine is proud to announce the launch of an exclusive dining networking event, Hoist Diamond Dinner Club to get to know prospective clients in an intimate setting.

Partnering with Hoist Diamond Dinner Club enables a sponsor to demonstrate their expertise to a specially selected group of engineers, suppliers, plant managers and distributors in the hoist and lifting sector. As we navigate our way through the end of the pandemic, hosting a dinner could provide the perfect way to socialise and discuss future business ventures.

Dining Clubs provide the perfect platform to deliver your key messages. As an exclusive sponsor, partnering organisations have the opportunity to prequalify delegates and to agree a discussion and theme that will revolve around the sponsor's line of business.



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Hoist Dining Club provide partnering companies with the following:

- The help of Hoist's experienced editorial team to develop the theme and facilitate discussion on the night
- A venue that gives the right atmosphere for relaxed business development
- Guests selected from Hoist's extensive database of contacts with the authority to make buying decisions
- Leverage of Hoist's event organisation expertise and contacts
- Hoist provides expertise from the UK's top market analysts

Working with our dedicated team of experts means that you can focus on developing your new relationships and getting your message right.