

CRANES

The independent magazine of the crane industry

TODAY



MEDIA
INFORMATION
2010

www.cranestodaymagazine.com

ABC

2010: THE YEAR THAT SHAPES YOUR FUTURE



With the world enduring one of the toughest recessions in living memory, it is more important than ever to keep your brand in front of existing and potential customers. Even when economies are contracting, there is no market without opportunity and it's the perfect time to gain market share.

Focus your marketing expenditure on the right people. *Cranes Today's* 37-year history as the original independent journal of the lifting

sector gives it unique authority among industry members, and makes it the perfect channel for your promotional message.

Cranes Today focuses on mainstream construction cranes, but includes coverage of every type of lifting equipment product, from the most basic sling to the biggest custom cranes. That means that we grab the attention of purchasers from rigging managers to the owners of the world's largest crane fleets.

Next year (2010) will no doubt prove to be the most significant

to the future of your company – and the global construction crane market – in recent history. Make sure you give your brands and products the best possible opportunity to thrive in the new marketplace.

It's crucial that your company makes the most of the eventual comeback. Whether it happens next year or not, your marketing efforts over the next 12 months or so will shape your destiny.

There are many ways we can accommodate your advertising needs beyond the printed magazine. *Cranes Today* has a thriving website – www.cranestodaymagazine.com – and will stage two conferences next year: Middle East Cranes, in February, is now in its fourth year, while Cranes Asia, which debuted in December 2009, will be back at the end of the year. In addition to weekly newsletters, digital issues, our buyers' guide and annual supplements, there is no better way to get your message across.

On behalf of the *Cranes Today* team, we look forward to working with you throughout 2010.

Richard Howes **Editor**

rhowes@cranestodaymagazine.com

Cranes Today 2010 scheduled features list

JANUARY

Compact cranes

Operator assistance devices

- EN 12999: stability devices for knuckleboom cranes

Regional focus:

Asia (Cranes Asia conference report)

FEBRUARY

Tower cranes

Wire rope

Regional focus: North America

Bonus distribution:

Middle East Cranes conference

MARCH

Rough terrain cranes

Rigging

Show preview: Bauma

Regional focus: Western Europe

APRIL

Derricks

Heavy lifting

Regional focus:

Middle East (MEC conference report)

Bonus distribution:

Bauma and SC&RA Annual Conference

MAY

Crawler cranes

Remote controls

Regional focus: Eastern Europe

Show preview: M&T

Show preview: CTT/ConExpo Russia

JUNE

Tower cranes

Rigging

Fleet File

Regional focus: South America

JULY

Knuckleboom cranes

Safety, certification and training

- Crane simulators
- Certification requirements around the world

Regional focus: Southern Europe

AUGUST

All terrain cranes

Wire rope

Regional focus: Australia/New Zealand

SEPTEMBER

Gantry & dockside cranes

Special transport

Show preview: SAIE preview

Regional focus: North America

Bonus distribution:

SC&RA Crane & Rigging Conference

OCTOBER

Tower cranes

Ancillary equipment

Show preview: Bauma China

Regional focus: Russia and Central Asia

Bonus distribution: SAIE

NOVEMBER

Crawler cranes

Alternative lifting

Regional focus: Africa

DECEMBER

Offshore lifting and lowering

Remote controls

Regional focus: Northern Europe

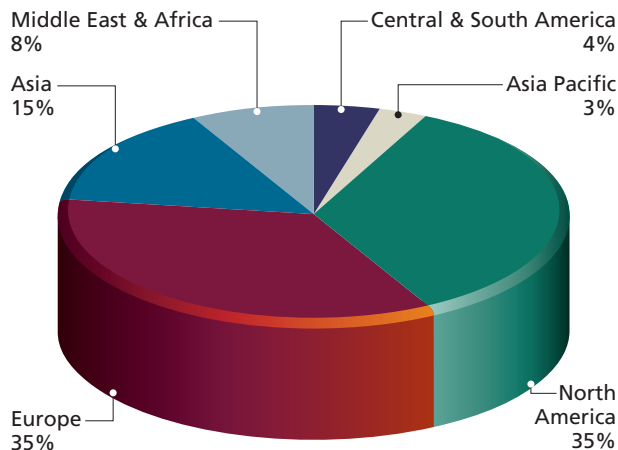
Bonus distribution: Cranes Asia

Editorial deadline: Six weeks before the first day of the month of publication.

Cranes Today is a news-led publication. To ensure that we retain the flexibility to respond to emerging trends, this editorial list is for guidance only.

Circulation Profile

Geographical distribution



Highest audited circulation
18,417

Highest requested readership
68%

Why you should advertise in *Cranes Today* – the market leader

Cranes Today not only has the largest circulation; more importantly the quality of our data is second to none. Don't just take our word for it; our latest ABC audit certifies this statement. You can be assured that your marketing budget is being spent wisely as *Cranes Today* guarantees that 98% of its magazines are delivered to named readers and 68% of our readers have requested their own personal copy. These facts clarify that our readership is of the highest quality and it is the most current and up to date with no wasted copies.

We can tell you exactly who is reading our magazine and by advertising you can rest assured that your budget is being spent wisely and your marketing message is being delivered to the industry professionals responsible for making, authorising or recommending purchasing decisions.

Most number of subscribers

Highest number of named readers
98%

Most up to date readership

Some of our other products.



Cranes Today China



Hoist and OCH magazines



Digital issues

MiddleEastCranes
DRIVING CONSTRUCTION 2010



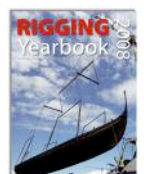
Conferences



Website and email newsletter



Buyer's Guide



Rigging Yearbook

› ADVERTISING WITH CRANES TODAY RATES AND MECHANICAL DATA 2010

MAGAZINE RATES	£ Sterling			€ Euros			\$ US Dollars		
Number of insertions	1X	6X	12X	1X	6X	12X	1X	6X	12X
Double page spread	£6815	£6540	£6205	€10225	€9810	€9305	\$13630	\$13080	\$12410
Full page 4 colour	£3405	£3270	£3100	€5105	€4905	€4650	\$6810	\$6540	\$6200
Full page 2 colour	£2890	£2795	£2680	€4335	€4190	€4020	\$5780	\$5590	\$5360
Full page b/w	£2480	£2395	£2290	€3720	€3595	€3435	\$4960	\$4790	\$4580
Half page 4 colour	£2400	£2310	£2215	€3600	€3465	€3325	\$4800	\$4620	\$4430
Half page 2 colour	£1760	£1680	£1600	€2640	€2520	€2400	\$3520	\$3360	\$3200
Half page b/w	£1350	£1320	£1220	€2025	€1980	€1830	\$2700	\$2640	\$2440
Quarter page 4 colour	£1400	£1300	£1200	€2100	€1950	€1800	\$2800	\$2600	\$2400
Quarter page 2 colour	£1050	£950	£850	€1575	€1425	€1275	\$2100	\$1900	\$1700
Quarter page b/w	£780	£735	£680	€1170	€1100	€1020	\$1560	\$1470	\$1360
Bleed (Extra)	£225	£225	£225	€335	€335	€335	\$450	\$450	\$450
Special positions	5% extra								
Covers: (extra)	£575			€860			\$1150		
Inserts	Prices on application								
Classified rates	Full page, half page and quarter pages: display rates apply.								
Eighth page b/w	£440	£385	£340	€660	€575	€510	\$880	\$770	\$680
Sixteenth page b/w	£255	£235	£210	€380	€350	€315	\$510	\$470	\$420
Catalogue digest: per insert	£530			€795			\$1060		

WEBSITE RATES	£ Sterling			€ Euros			\$ US Dollars		
Duration	3 months	6 months	12 months	3 months	6 months	12 months	3 months	6 months	12 months
Home page banner	£1500	£3000	£5600	€2250	€4500	€7900	\$3000	\$6000	\$11200
Spot advertisements	£1300	£2600	£5200	€1950	€3900	€7800	\$2600	\$5200	\$10400
Skyscrapers	£1500	£3000	£5600	€2250	€4500	€7900	\$3000	\$6000	\$11200

MAGAZINE ARTWORK DIMENSIONS			
FORMAT	TYPE	TRIM	BLEED
DPS	264mm x 393mm	287mm x 420mm	293mm x 428mm
Full page	264mm x 184mm	287mm x 210mm	293mm x 214mm
Half page (vertical)	264mm x 90mm	call for sizes	call for sizes
Half page (horizontal)	130mm x 184mm	call for sizes	call for sizes
Quarter page	130mm x 90mm	N/A	N/A

NB: Please note that classified rates are inclusive of production charges

› Technical Specifications

PUBLICATION

All Progressive Media 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: 728 x 90 pixels

Spot advert: 125 x 125 pixels and 180 (high) x 125 (wide) pixels

Skyscraper: 120 x 600 pixels

› Contacts

EDITOR

RICHARD HOWES

T. +44 (0) 208 269 7861

rhowes@progressivemediagroup.com

PRODUCTION

STEVE BUCHANAN

T. +44 (0) 207 936 6756

sbuchanan@globaltrademedia.com

F. +44 (0) 207 936 6777

CRANES TODAY MAGAZINE

Progressive House, 2 Maidstone Road,
Foots Cray, Sidcup, Kent DA14 5HZ UK

ADVERTISING

Group Sales Manager

MARTIN MCCARTHY

T. +44 (0) 208 269 7848

mmccarthy@progressivemediagroup.com

Classified Manager

KATE HEARN

T. +44 (0) 208 269 7743

khearn@progressivemediagroup.com

Web Sales

EMMA HEATH

T. +44 (0)208 269 7746

eheath@progressivemediagroup.com