


The international factory crane magazine

HOIST

www.hoistmagazine.com

**2010
MEDIA
INFORMATION**



**Promoting
overhead lifting
over all other
forms of material
handling**

Increased end user focus

Ten issues every year: February • March • April • May • June • July/August • September • October • November • December/January

› 2010: THE YEAR THAT SHAPES YOUR FUTURE



Having taken the reins at Hoist in 2006, this is the fourth media information pack I've circulated to industry. And with the world enduring one of the toughest recessions in history, 2010 will no doubt

prove to be the most significant to the future of your company – and the global factory crane market – in living memory. Make sure you give your brands and products the best possible opportunity to thrive in the new marketplace.

With signs that the recession is ready to loosen its grip, 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.

Many geographies and industries are already in the decelerating decline phase of

the latest cyclical pattern, meaning we will soon see green shoots and the return of investment as economies turn the corner.

Hoist remains the only international factory crane magazine, and the only title which truly represents overhead lifting equipment and, above all, promotes it over all other forms of material handling.

hoistmagazine.com is the fastest place on the web to find products related to bridge cranes, jib cranes, chain hoists, wire rope hoists, blocks, end-of-line attachments, components and the installation and maintenance of all factory lifting equipment.

In other words, Hoist gives you unrivaled opportunities to reach existing and potential customers. Can you afford to miss out?

Contact me with all your news, views and opinions. There's no better way to get your message across.

› ONLY THE PEOPLE THAT MATTER READ HOIST

› Circulation profile

HOIST is required reading for end users, crane builders, small volume manufacturers, distributors / dealers and manufacturers who need to know the key developments in the industry across the globe.

A team often makes major purchasing decisions so HOIST enables you to reach those hard-to-access professionals actively involved in the buying chain who are either specifying, recommending or purchasing factory crane equipment and ancillaries.

› Our readers include

- MANAGING DIRECTORS / CEOs
- SALES ENGINEERS
- SUPPORTING ENGINEERS
- BUYERS
- MAINTENANCE / SERVICE ENGINEERS
- RIGGING HIRE SHOPS
- PLANT MANAGERS
- TRAINING SPECIALISTS
- TECHNICAL ENGINEERS
- CHIEF ENGINEERS / DESIGNERS

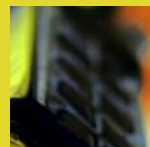
NEW Digital issues

› Cutting-edge technology

HOIST is now available in a digital format. 11,000 qualified readers from our extensive database will have the facility to read their issue online. The digital copies are in addition to our regular 9,000 printed magazines, increasing the total circulation of each issue to 20,000. Every advertiser in the paper issue will receive a free advertisement in the digital issue PLUS a free embedded link for direction to either their company website or email address.

› Every issue counts

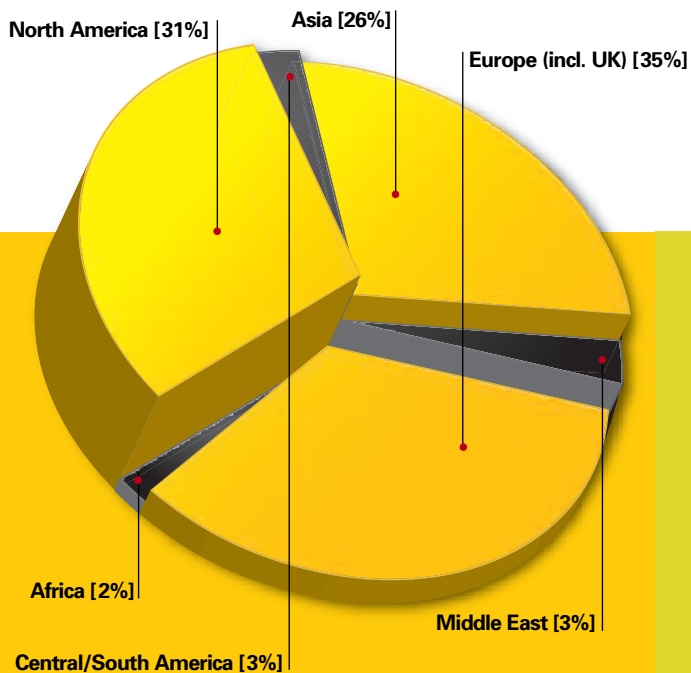
HOIST is circulated to 9,000 qualified, registered readers. By rotating 1,250 copies with each issue HOIST enhances its market penetration and coverage worldwide. With our rotating circulation and new digital issues, an advertisement in all 10 editions in 2009 will market your products and services to over 30,000 buyers and specifiers, all with purchasing authority.



› HOIST serves the following markets

- GENERAL MANUFACTURING
- PRIMARY METALS
- REFUSE HANDLING
- POWER GENERATION / UTILITIES
- AUTOMOTIVE
- ENTERTAINMENT
- PAPER MILLS
- MINING & PETROCHEMICALS
- CRANE BUILDING
- TRANSPORTATION / WAREHOUSING

› Geographical breakdown of HOIST



› Key product groups

HOIST covers all of the products used in through-the-air materials handling, which means that if you are in this business, HOIST should be an integral part of your marketing structure.

HOISTS

Our core market is vertical lifting. Whether you supply or service the basic lever hoist or the most sophisticated electric or air-powered chain or wire rope hoists, you will find these products in HOIST.

CRANES

Of course we also cover lifting and carrying, at the workstation with jib cranes or manipulators, or across the factory with overhead travelling cranes.

COMPONENTS

Do you supply integrators with add-ons like remote controls, or do you tap into the after market with brakes and wire rope? Our readers are looking to purchase all types of components.

ATTACHMENTS

We go below the hook to examine grabs, powered attachments such as vacuum lifting equipment, and rigging gear such as slings and shackles.

SERVICES

For us, the product is just the beginning. Often, the biggest revenue streams come from services: training, planning services, and the repair and maintenance of lifting equipment.

Whether you manufacture industrial lifting equipment, sell it or service it, you need to promote your business with HOIST.

› The online resource your customers rely on

HOIST magazine's partner is its web site, www.hoistmagazine.com, which expands on the information in the printed magazine. The site has unique content not found in the printed magazine and attracts its own group of dedicated readers.

THE WEB SITE HAS:

- Product and supplier search functions
- Tenders for public service business opportunities from around the world, updated throughout the week
- Breaking news from across the hoist and rigging industries
- Exclusive web-only content and reference material
- Digital issues to view and download
- Free fortnightly email newsletter
- Article finder
- Rigging advice
- Events calendar
- Surveys and competitions



› ADVERTISING WITH HOIST RATES AND MECHANICAL DATA

| MAGAZINE RATES | £ Sterling | | | € Euros | | | \$ US Dollars | | |
|---------------------------|--|-------|-------|---------|-------|-------|---------------|--------|--------|
| Number of insertions | 1X | 5X | 10X | 1X | 5X | 10X | 1X | 5X | 10X |
| Double page spread | £4050 | £3645 | £3443 | €6480 | €5832 | €5509 | \$7695 | \$6926 | \$6542 |
| Full page 4 colour | £2125 | £1913 | £1806 | €3400 | €3060 | €2890 | \$4038 | \$3635 | \$3431 |
| Full page 2 colour | £1875 | £1688 | £1593 | €3000 | €2700 | €2549 | \$3563 | \$3207 | \$3027 |
| Half page 4 colour | £1475 | £1328 | £1254 | €2360 | €2125 | €2007 | \$2803 | \$2523 | \$2383 |
| Half page 2 colour | £1225 | £1103 | £1042 | €1960 | €1765 | €1668 | \$2328 | \$2096 | \$1980 |
| Half page b/w | £975 | £878 | £829 | €1560 | €1405 | €1326 | \$1853 | \$1668 | \$1575 |
| Quarter page 4 colour | £900 | £810 | £765 | €1440 | €1296 | €1224 | \$1710 | \$1539 | \$1454 |
| Quarter page 2 colour | £725 | £653 | £616 | €1160 | €1045 | €986 | \$1378 | \$1241 | \$1170 |
| Quarter page b/w | £550 | £495 | £468 | €880 | €792 | €748 | \$1045 | \$940 | \$889 |
| Bleed (extra) | £210 | | | €336 | | | \$399 | | |
| Special positions | 5% extra | | | | | | | | |
| Covers: (extra) | £495 | | | €792 | | | \$940 | | |
| Inserts | Prices and specifications on application | | | | | | | | |
| Classified rates | Full page, half page and quarter pages: display rates apply. | | | | | | | | |
| Catalogue digest | £295 | | | €472 | | | \$560 | | |
| Buyer's Guide (12 months) | £300 | | | €450 | | | \$600 | | |

| WEBSITE RATES | £ Sterling | | | Euros | | | \$ US Dollars | | |
|------------------------------------|------------|----------|-----------|----------|----------|-----------|---------------|----------|-----------|
| Number of insertions | 3 months | 6 months | 12 months | 3 months | 6 months | 12 months | 3 months | 6 months | 12 months |
| Home page banner | £1500 | £3000 | £5600 | €2000 | €4000 | €7000 | \$2625 | \$5250 | \$9800 |
| Spot advertisements | £1300 | £2600 | £5200 | €1750 | €3500 | €6950 | \$2275 | \$4550 | \$9100 |
| Company profiles: (Hybrid page) | £1675 | £3350 | £6000 | €2500 | €5000 | €8950 | \$3120 | \$6240 | \$11400 |

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 215mm |
| Half page (vertical) | 254mm x 86mm | 297mm x 110mm | 303mm x 113mm |
| Half page (horizontal) | 124mm x 178mm | 145mm x 210mm | 148mm x 215mm |
| Quarter page | 124mm x 86mm | N/A | N/A |

› Technical Specifications

PUBLICATION

All Progressive Media Publishing 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: 120 pixels wide by x (height) Max height is 180 pixels

› Contacts

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