



Comprehensive Coverage for the North American Construction and Rental Markets

For eight years, **Lift and Access** has been a catalyst for positive change for owners and operators of lifting equipment in North America's construction and rental markets. Through internal analysis and input from the industry, we strive to maintain our equipment-centric focus to advance the state of the lifting equipment industry.

As North America's most comprehensive lifting equipment magazine, each issue of **Lift and Access** analyzes new technologies, discusses industry trends, and reviews unique applications. Our coverage goes beyond equipment introductions. It provides an in-depth look at the advanced engineering, components, and ancillary products that further enhance the products' usage and safety.

In addition to construction and equipment rental, **Lift and Access** extends its mission to the overhead utility market and fleet procurement managers respectively through its **Telecom & Utility Construction** and **Components & Consumables** supplements. Both products look deeper into these specific lifting equipment sectors, providing in-depth product information to industry professionals.

Reaching more than 24,000 professionals each regular issue and more than 50,000 additional supplement readers, **Lift and Access'** comprehensive circulation includes skilled workers of various titles, but they have one thing in common: They select and rent equipment for their facilities and jobsites. **Lift and Access** recognizes and understands the needs of these equipment buyers and owners as they set out to comprehend the nuances of each crane, aerial lift, and rough-terrain forklift introduced.

Our editors rely on their extensive experience with lifting equipment—more than 90 years combined—to offer articles that are both timely and practical to help general and specialty contractors, equipment rental centers, and equipment dealers learn how they can benefit from these machines, components, and accessories.

Through the combination of our print magazine, regularly updated website, weekly eNewsletter, digital issues, and live webinars and conferences, there is no faster route to market your products than with **Lift and Access**. The following pages will guide you through our complete offerings that will help you reach North American buyers and users of lifting equipment and their related equipment.

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Reach Readers in Print, Online, and at Industry Events

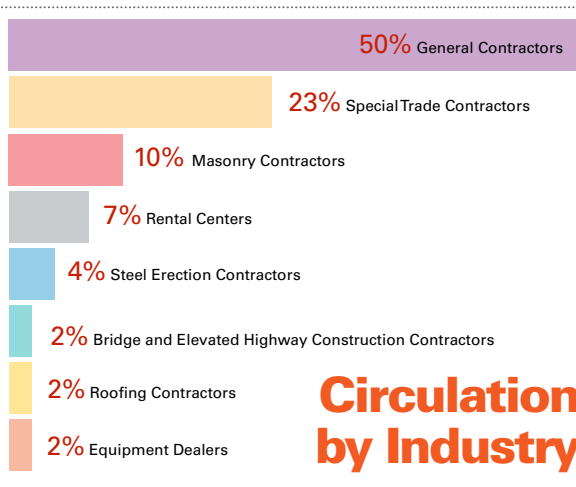
- ▶ **70,000 Magazine Readers**
- ▶ **16,000 Mailed Each Month**
- ▶ **8,000-Plus Monthly Digital Issue Readers**
- ▶ **13,000-Plus Weekly eNewsletter Readers**
- ▶ **2,000-Plus Social Media Followers**
- ▶ **Plus Bonus Distribution at Multiple Industry Events**

90% of circulation serves the construction trades

Industry-Leading Circulation

Our circulation of more than 24,000 recipients is the largest in the lift and access industry. We don't buy business directories or rent mailing lists. Instead, we draw these contacts from a master database of more than 60,000 SIC-coded contacts that has been developed internally over a number of years. These contacts are updated daily and targeted to your market. Our readers are a carefully selected group of professionals in the rental and construction industry who are involved in purchasing and renting aerial lifts, rough-terrain forklifts, cranes, and their components.

+BONUS DISTRIBUTION at Trade Shows & Conferences



Circulation by Industry

Market-Leading Web Presence

Since 2003, **Lift and Access** has made an increased effort to expand its presence on the web. Through its daily updated website, LiftandAccess.com, ZMag-produced digital issues, and SmartPhone-compatible weekly eNewsletters, owners and users of lifting equipment and their related components can make informed purchasing and management decisions from anywhere in the world.

Digital copies of **Lift and Access** and the **Lifting 360 eNewsletter** are sent to more than 58,000 readers each month, giving your digital advertisement a broad reaching effect that gets directly in front of the buyer. Supplemental email blasts and digital banner ads provide a cost-effective marketing outlet for your company's message. Plus, your video message can now be heard by thousands through our YouTube channel and Featured Content sections of the eNewsletters.

On the website, display your message with a banner ad or improve your SEO by purchasing text links within the articles to tie your company's website to a specific editorial topic.



Web Pricing

Website Banner Ads

Leaderboard (468p x 60p): \$595

Middle (468p x 60p)
Position 1: \$495, 2: \$445, 3: \$395

Side (120p x 240p)
Position 1: \$495, 2: \$445, 3: \$395

Side (120p x 180p)
Position 1: \$445, 2: \$395, 3: \$345

Side (120p x 120p)
Position 1: \$395, 2: \$345, 3: \$295

In-Text SEO Links*

\$250 for up to 5 links/year
\$500 for up to 10 links/year
*No discounts on multiple links

Digital Issues

Issue Sponsor \$1,500 per issue
Digital Issue Videos \$595 per issue

eNewsletter Banner Ads (per issue)

Lifting 360 Banner Ad Pricing (per issue)

Leaderboard
(300p x 80p): \$595

Middle (468p x 60p)
Position 1: \$495, 2: \$445, 3: \$395

Right (120p x 240p)
Position 1: \$495, 2: \$445, 3: \$395

YouTube Video and Featured Content

\$400 per video (includes a Featured Content advertisement in one issue of Lifting 360 eNewsletter)

Email Blasts
\$300 per 1,000 addresses

Lift and Access is more than a magazine. Live events and recognition programs also offer unique ways to market your company to industry users.



► Lift and Access Showcase & Symposium

The annual *Lift and Access* Showcase & Symposium allows editors, equipment and component manufacturers, and end users to come together in one location for hands-on equipment operation, demonstration, product walk-arounds, testing, and industry information. Results from the event are published in *Lift and Access* throughout the year. The event allows readers and attendees to make more informed buying decisions on specific product classes of cranes, forklifts, and aerial lifts.



► SAF-T Conference

Each year, the SAF-T Conference webinar series reaches a broad audience to effectively raise aerial lift safety awareness. The web conference focuses on aerial work platform safety topics that are addressed by some of the industry's leading training professionals. Sponsored by leading suppliers, rental companies, and associations, the webinar series allows for attendees to learn from industry experts about the latest trends, regulation updates, and safety information, as well as ask questions in order to increase worksite safety.



► LLEAP Awards

The Leadership in Lifting Equipment and Aerial Platforms (LLEAP) Awards competition evaluates and honors products that are innovative or have advanced the state of the lifting equipment and access industry. Winners are selected by a panel of judges that includes equipment-rental professionals, industry consultants, equipment managers, and other experts. The panel rates each entry based on innovation, leadership, influence, and benefit.



► Crane & Rigging Conference

The Crane & Rigging Conference offers educational sessions that will help crane managers and operators apply new regulations; evaluate and safely prepare the work environment; hone inspection skills; manage and maintain equipment; and learn from colleagues and competitors. CRC is geared toward users of mobile cranes working in construction and heavy industrial environments. A trade show component of the event allows industry vendors provide information directly to those who use cranes and rigging gear.



► Crane Operator Rodeo

The MCM Events Crane Operator Rodeo allows crane operators to become acquainted with the controls of different machines and brings an extra level of safety awareness to the industry. Additionally, qualified operators certified through any of the third-party operator certification programs (NCCCO, CIC, NCCER, or OECF) will have the opportunity to participate in a time and skill test. Operators will be tested on the fundamentals of crane operation, including hand signals, rigging, and practical crane operation. Participants with the best time and score will receive an award.



The Voice of the Lifting Equipment Industry

Lift and Access is considered the authority in the aerial lift, forklift, and lift and access industry on technology, trends, new product introductions, upkeep and maintenance of existing equipment, applications, and safety regulations. Our staff has more than 75 years of experience with construction equipment to bring readers the most informed articles on issues that affect their jobsites and businesses.

Beyond the Print Magazine

Not only is **Lift and Access** the most widely read North American-based lift and access industry magazine, but its weekly eNewsletter, **Lifting 360**, makes the perfect supplement for readers looking for the most up-to-date information on the lift and access industry. Delivered directly to readers, the eNewsletter provides concise details on the latest happenings in the lift and access industry.



Following Trends, Technology and New Products

2012 EDITORIAL CALENDAR						Send press releases and job stories to mlarson@maxcapmedia.com
Issue	Ad Close	Mail Date	Product Focus	Special Features	Show Distribution	
January/February	12/05/11	01/02/11	Boom Lifts	Market Outlook	World of Concrete / The Rental Show	
March/April	01/30/12	02/27/12	Compact Telehandler Attachments/Compact Aerials	Telematics	SC&RA Annual Conference	
Telecom & Utility Construction Supplement	03/05/12	04/30/12	Safety / Fleet Management New Utility Technologies		Electric Utility Fleet Managers Conference	
May/June (Includes TUC Supplement)	04/2/12	04/30/12	Boom Trucks	Engine Updates	CRC New Orleans / ACRP / EUFMC	
Components & Consumables Supplement	04/30/12	07/02/12	Maintenance Tips / Product Trends			
July/August (Includes C&C Supplement)	06/04/12	07/02/12	Heavy Telehandlers	Rigging		
Telecom & Utility Construction Supplement	07/02/12	09/03/12	Safety / Fleet Management New Utility Technologies		SC&RA Crane & Rigging Workshop Lift and Access Showcase & Symposium	
September/October (Includes TUC Supplement)	08/06/12	09/03/12	Industrial Self-Propelled Cranes	Technology Updates	SC&RA Crane & Rigging Workshop Lift and Access Showcase & Symposium	
Equipment Guide	09/03/12	10/01/12	Comprehensive Spec Listings from Each Major Category of Lifting Equipment			
November/December	10/01/12	10/29/12	Scissor Lifts	LLEAP Awards		

EQUIPMENT, PRODUCTS AND SERVICES COVERED THROUGHOUT THE YEAR

Equipment	Products and Services				
All-Terrain Cranes Boom Trucks Industrial Cranes Knucklebooms Lattice-Boom Crawler Cranes Mini Cranes Rough-Terrain Cranes Self-Erectors	Telescopic-Boom Crawlers Tower Cranes Truck Cranes Electric Articulating Boom Lifts Electric Scissor Lifts IC Articulating Boom Lifts IC Scissor Lifts Manually Propelled Vertical Lifts	Self-Propelled Vertical Lifts Specialty Lifts Straight Boom Lifts Trailer-Mounted Aerial Lifts Truck-Mounted Aerial Lifts Straight Mast Forklifts Telescopic Handlers Truck-Mounted Forklifts	Attachments Batteries/Chargers Brakes Brokers/Dealers Certification Communication Systems Components Controls Crane Accessories Engines	Fall Protection Financing Forklift Accessories Hydraulics Insurance LMIs Lubricants Maintenance/Repair Parts Suppliers Professional Associations	Rigging Gear Scales/Weighing Devices Software Telematics Tires Trailers Training Transmissions Wire Rope
Editorial calendar is subject to change. Ads placed based on the planner content must be confirmed prior to ad close.					

LIFT and ACCESS Rates & Specifications

UPFRONT RATES (Editorial Section)

Ad Size	1x	3x	6x	Equipment Guide
Two-Page Spread	\$7,635	\$6,940	\$6,425	\$7,685
Full Page	\$4,885	\$4,400	\$4,160	\$4,925
2/3 Vertical	\$4,345	\$3,950	\$3,530	\$4,370
1/2 Page Island	\$4,085	\$3,685	\$3,350	\$4,170
1/2 Page Horiz/Vert	\$3,800	\$3,475	\$3,140	\$3,760
1/3 Page Vertical	\$3,415	\$3,075	\$2,825	\$3,455
1/4 Page	\$2,720	\$2,480	\$2,300	\$2,790

SPECIAL POSITIONING

Ad Size	1x	3x	6x	Equipment Guide
Full Page Opposite Contents Page	\$5,260	\$4,895	\$4,535	\$5,280
Inside Front Cover	\$5,545	\$5,165	\$4,820	\$5,410
Inside Back Cover	\$5,115	\$4,620	\$4,410	\$4,580
Back Cover	\$6,355	\$5,870	\$5,385	\$6,670

MARKETPLACE RATES

Ad Size	1x	3x	6x
Two-Page Spread	\$3,025	\$2,760	\$2,500
Full Page	\$1,890	\$1,735	\$1,585
1/2 Page (Horiz. or Vert.)	\$1,145	\$1,060	\$980
1/4 page	\$620	\$565	\$530

Dealer Opportunities

In addition to the *Lift and Access* Marketplace, equipment dealers have the opportunity to promote their business and align themselves with the participating manufacturing lines they carry. Each manufacturer has an advertisement that includes dealer locations. Dealers are able to list their locations for a marginal fee: \$150 for the main location (per issue) and \$20 per line (per issue) for each branch location.

Reach even more equipment buyers

Target fleet procurement managers with the *Components & Consumables* supplement and the overhead utility industry with *Telecom & Utility Construction*, special bonus sections paired with *Lift and Access* throughout the year. These unique ready-reference guides provide timeless articles and product information for equipment managers to refer to all year long.



ONLINE RATES AND SPECIFICATIONS - visit LiftandAccess.com or call 800-231-8953

GET INTERACTIVE WITH CREATIVE DIGITAL MEDIA

Lift and Access offers more than just ink on a page. Our sales representatives can help you expand your message in unique ways. • Send email blasts to our database. • Conduct electronic surveys of specific target groups. • Promote your message online or in our e-newsletters with banner ads. • Get extra mileage out of corporate videos by linking them to our digital issues and website. • Stage a tailored web conference for a targeted audience.



Design Services | Custom Publishing | Email Blasts | Interactive Publishing

Phone: 515-574-2312
Toll-Free: 800-231-8953

Fax: 515-574-2361
Email: info@maxcapmedia.com

maxcapmedia.com
liftandaccess.com

UPFRONT SPECIFICATIONS

	Two-Page Spread 16.25" x 10.875" *
	Full Page 8.125" x 10.875" *
	2/3 Page Vertical 4.625" x 10"
	1/2 Island 4.625" x 7.25"
	1/2 Page Horizontal 7" x 4.875"
	1/2 Page Vertical 3.375" x 10"
	1/3 Page Vertical 2.25" x 10"
	1/4 Page 3.375" x 4.875"

MARKETPLACE SPECIFICATIONS

	Two-Page Spread 15" x 10.875" *
	Full Page 7.5" x 10.875" *
	1/2 Page Horizontal 7" x 4.875"
	1/2 Page Vertical 3.375" x 10"
	1/4 Page 3.375" x 4.875"
	2 x 3 column 3.375" x 2.833"
	2 x 2 column 3.375" x 1.833"

Technical Requirements

Preferred: PDF (high-resolution - 300dpi, CMYK, all fonts included)

If sending application files:

- Adobe InDesign CS3 (Macintosh preferred)
 - TIFF or JPEG (PC or Macintosh)
 - EPS (Adobe Illustrator)
- Photos:** 300dpi in JPEG, TIFF or EPS format - CMYK color mode
Fonts: Include screen and printer fonts used in your layout.
 Compress with .zip or Stuffit (.sit)
Acceptable Media: CD-R, DVD, FTP

Do you need help designing an online or print ad to fit your company's needs? Contact us for ad development assistance at (515) 574-2312, (800) 231-8953, fax (515) 574-2361 or email sales@maxcapmedia.com

Terms of Payment

All Rates are Net. All invoices are payable upon receipt. Payments not made within 30 days may result in loss of discounts. Ad cancellations must be received in writing 2 weeks prior to ad close.

Send materials to:

Maximum Capacity Media LLC
design@maxcapmedia.com

* Trim size. To bleed, add .125" all around (If bleed short, ad will be centered on page)