

lhi

LIFT & HOIST
INTERNATIONAL

BRIDGING TWO MARKETS

Combining
ILH and LHI
into 8 Issues
in 2015!

2015 Media Information

FOR THE PAST SEVEN YEARS *Industrial Lift & Hoist (ILH)* has served the North American industrial lifting community as the oldest and most widely read publication covering the entire industry. Similarly *Lift & Hoist International (LHI)* has served the Pan European market. These two publications have provided industry-leading coverage for overhead and pedestal cranes, rigging gear, heavy lift material handlers, access equipment, maritime cranes, controls and components, and allied products and services.

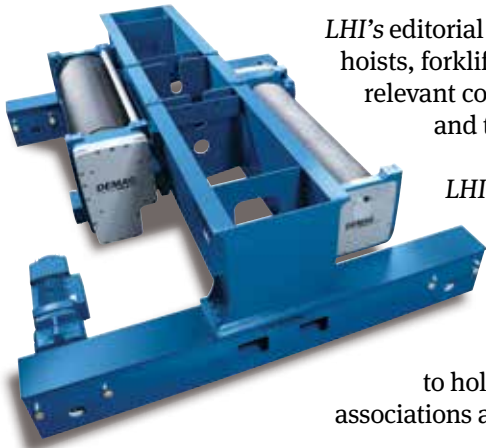
As your markets and our readers continue to become more global we have determined that the worldwide market could be better served with one single publication. Combining the strengths of these two magazines and their unique databases will allow you to reach a larger, more global market, as well as leverage your reach and marketing dollars.

We are pleased to announce the merger of *Industrial Lift & Hoist* with *Lift & Hoist International*.

**COMBINED
CIRCULATION
NEARLY
30,000
IN 2015**

EVERY ISSUE: OVERHEAD CRANES AND HOISTS • FORKLIFTS • ACCESS PLATFORMS • SAFETY EQUIPMENT • CONTROLS AND COMPONENTS

REACHING END USERS



LHI's editorial team will cover overhead cranes, hoists, forklifts, access equipment, and relevant controls, components, standards, and trade associations.

LHI was launched in response to demand from end users of industrial lifting equipment—most notably overhead cranes, hoists and associated rigging gear—for a trade journal to hold manufacturers, suppliers, trade associations and standards bodies to account.

LIFTANDHOIST.COM ONLINE AND DIGITAL MARKETING

Put your brand with the digital products end users look for.

- Newsletters
- Digital Editions
- www.liftandhoist.com

BRIDGING TWO MARKETS IN 2015

Lift & Hoist EDITORIAL CALENDAR

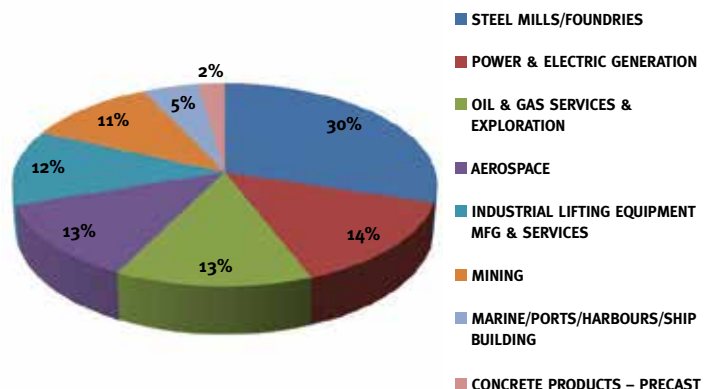
ISSUE	AD CLOSE	MAIL DATE	PRODUCT	COMPONENT/TECHNOLOGY	SHOW DISTRIBUTION
Jan/Feb	1/7/2015	1/22/2015	Aerial Lifts / ProMat Preview	Rigging Equipment	
March	2/15/2015	3/5/2015	Overhead Cranes	Safety	ProMat
April	3/18/2015	4/2/2015	Forklifts	Electronics & Controls	SC&RA Annual Conference
May/June	4/22/2015	5/7/2015	Hoists	Attachments	
July/August*	6/17/2015	7/2/2015	Mini Cranes & Compact Aerials	Rigging Equipment	
September	8/19/2015	9/3/2015	Port Equipment	Service & Maintenance	SC&RA Crane & Rigging Workshop
October	9/16/2015	10/1/2015	Forklifts	Electronics & Controls	
Nov/Dec	10/21/2015	11/5/2015	Hoists	Lifting Devices	
*2015 Supplement	5/4/2015	7/2/2015	Components & Consumables		

COLLECTIVE READERSHIP ACROSS THE GLOBE

Lift & Hoist International (LHI) magazine's strategic decision to consolidate the databases of *Industrial Lift & Hoist*, and *Lift & Hoist International* has created the broadest circulation of any magazine of its type. Offering unrivalled benefits to its readers and advertisers the industrial lifting equipment community can count on in depth reporting to almost 30,000 named end-users worldwide.

LHI magazine and its website www.liftandhoist.com are the industry standard for excellence.

CIRCULATION BREAKDOWN



BONUS DISTRIBUTION AT TRADESHOWS AND CONFERENCES

PLUS: MARKET REPORTS • FEATURES • COMMENTARY AND OPINION • IN-DEPTH ANALYSIS • PRODUCT NEWS • INTERVIEWS • CASE STUDIES

lhi Lift & Hoist

COVERING OVERHEAD CRANES, FORKLIFTS, AND ACCESS EQUIPMENT AND COMPLEMENTARY TECHNOLOGIES

CRANES

- Bridge Cranes
- Hoists
- Jib Cranes
- Mini-Cranes
- Monorail Cranes
- Overhead Cranes
- Pedestal Cranes
- Rubber-Tyred Gantries
- Rail-Mounted Gantries
- Ship-to-Shore Cranes

FORKLIFTS

- Electric Lift Trucks
- Heavy Lift Trucks
- IC Lift Trucks
- Pallet Jacks
- Pneumatic Lift Trucks
- Reach Stackers
- Rigging Trucks
- Rough-Terrain Forklifts
- Sideloaders
- Telescopic Handlers

PERSONNEL LIFTS

- Electric Scissor Lifts
- Narrow Access Articulating Booms
- Order Pickers
- Push-Around Vertical Lifts
- Self-Propelled Electric Articulating Booms
- Self-Propelled Vertical Lifts

COMPONENTS & TECHNOLOGY

- Attachments/Accessories
- Batteries/Chargers
- Controls
- Hand Hoists
- Jacks/Rollers
- Rigging Gear
- Safety/Training
- Winches
- Wire Rope



Industries Served

FOUNDRIES AND MILLS

ALTERNATIVE ENERGY
(TURBINES, GENERATORS)

AUTOMOTIVE

AEROSPACE

OIL AND GAS EXPLORATION AND SERVICES

MINING AND MINING RELATED

INDUSTRIAL CRANE AND RIGGING SERVICES

MARINE CARGO HANDLING

PRE-CAST CONCRETE PRODUCTS

SHIPBUILDING

DOCKS AND HARBOURS

OTHER (REFINERY AND PETRO CHEMICAL, HEAVY MANUFACTURING)



8 ISSUES IN 2015

SISTER PUBLICATIONS JOINING TOGETHER TO PROVIDE LEADING COVERAGE

ADVERTISING

Lift & Hoist

MAGAZINE ADVERT PRICES

UPFRONT RATES IN \$ USD			
Number of Insertions	1x	3x	8x
Double page spread	\$8216	\$7368	\$6881
Full page	\$4318	\$3885	\$3356
Half page	\$3022	\$2886	\$2550
Quarter page	\$1814	\$1632	\$1532
Covers (extra)	\$1005		

MARKETPLACE SECTION - NEW IN 2015!

MARKETPLACE RATES IN \$ USD			
Number of Insertions	1x	4x	8x
Double page spread	\$3165	\$2865	\$2595
Full page	\$1990	\$1810	\$1645
Half page	\$1215	\$1125	\$1035
Quarter page	\$645	\$610	\$560

- All Rates are NET
- Invoices Are Payable in US Funds ONLY

- Invoices Rendered on Mail Date
- Invoices are Due Upon Receipt



JANUARY/FEBRUARY • MARCH • APRIL
MAY/JUNE • JULY/AUGUST • SEPTEMBER
OCTOBER • NOVEMBER/DECEMBER

LIFTANDHOIST.COM BANNER ADVERT PRICES

HOME PAGE*

LEADERBOARD (728P X 90P)

- \$400/month, rotating with up to three other ads
- 12-month discount \$4200 (\$350/month)

MIDDLE (728P X 90P)

- \$350/month, rotating with up to three other ads
- 12-month discount \$3600 (\$300/month)

MEDIUM RECTANGLE (300P X 250P)

- \$300/month, rotating with up to three other ads
- 12-month discount \$3000 (\$250/month)

RIGHT POSITION 1 (120P X 180P)

- \$350/month, premium position (reserved for time-sensitive banners)
- 12-month discount \$3600 (\$300/month)

RIGHT POSITION 2-10 (120P X 120P)

- \$225/month, positions assigned on a first-come, first-served basis
- 12-month discount \$2400 (\$200/month)

*Other sizes are available – call for rates.

Lift & Hoist MAGAZINE ARTWORK DIMENSIONS

FORMAT	TYPE	TRIM	BLEED
DPS	254mm x 386mm (15.1969" x 10")	297mm x 420mm (16.5354" x 11.6929")	303mm x 426mm (16.7717" x 11.9291")
Full page	270mm x 180mm (7.0866" x 10.6299")	297mm x 210mm (8.2677" x 11.6929")	303mm x 216mm (8.5039" x 11.9291")
Half page (vertical)	254mm x 86mm (3.3858" x 10")	297mm x 110mm (4.3307" x 11.6929")	303mm x 113mm (4.4488" x 11.9291")
Half page (horizontal)	124mm x 178mm (7.0079" x 4.8819")	145mm x 210mm (8.2677" x 5.7087")	148mm x 215mm (8.4646" x 5.8268")
Quarter page	124mm x 86mm (3.3858" x 4.8819")	N/A	N/A

All images 300 dpi and CMYK format.

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