



**MEDIA  
INFORMATION  
2024**



**DEDICATED TO THE  
MANUFACTURERS,  
SUPPLIERS  
& USERS OF  
INDUSTRIAL LIFTING  
TECHNOLOGY**



[int-liftandhoist.com](http://int-liftandhoist.com)





# YOUR PARTNER IN LIFTING TECHNOLOGIES

**International Lift & Hoist (ILH)** is the forthright, authoritative news service informing professionals working in the global industrial lifting sector.

ILH's independent and impartial coverage, as well as its route to market, make every edition essential reading – delivering the latest news and insight on all types of industrial lifting equipment including overhead cranes, hoists, MEWPs, lift trucks, rigging and all related drives, controls and ancillary components.

Not only does ILH introduce its readers to the latest technologies that will impact their businesses in future but, provides information on products and processes they rely on today.

- Delivered to 28,000 named buyers and key decision makers worldwide
- Read in over 100 countries
- The only magazine covering all integrated, industrial lifting technologies across multiple industries
- Every issue features the latest news, and technical, product and business reports
- Exclusive Face Time interviews with leading industry figureheads
- The Insider Report: industry thought leaders write exclusively for ILH
- Regular dedicated articles from leading global trade associations



**ILH is the lifting professionals' publication of choice and the trusted media partner serving a robust multi-billion-dollar marketplace.**



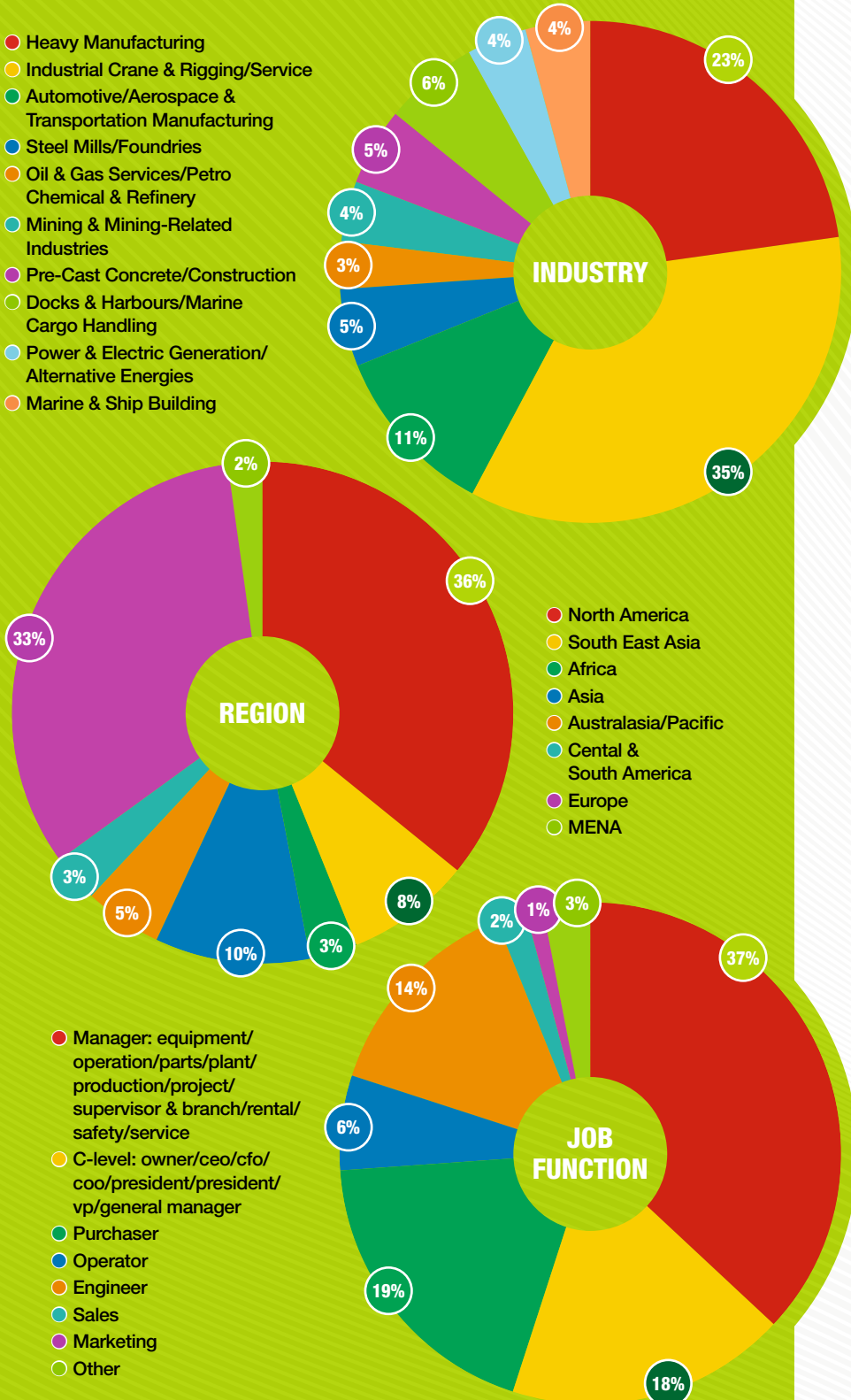
## INDUSTRIES SERVED

- Automotive
- Aerospace
- Oil & Gas Exploration & Services
- Industrial Crane & Rigging Services
- Maritime & Ship Building
- Petro Chemical & Refinery
- Heavy Manufacturing
- Light Construction
- Mining & Mining-related Industries
- Pre-Cast Concrete Products
- Foundries & Mills
- Alternative Energy (Turbines, Generators)
- Warehousing
- Docks & Harbours
- Marine Cargo Handling
- Transportation Engineering & Manufacturing



# CIRCULATION BREAKDOWN

ILH delivers **28,000** copies to named readers worldwide. Our controlled circulation excludes pass along readership and additional readers through company intranet exposure. Therefore, ILH reaches more than 98,000 C - level influencers and end users every issue.



## INFORMING AND INFLUENCING YOUR CUSTOMERS

### DIGITAL MAGAZINES

ILH's digital issues allow companies to integrate video, white papers and image galleries into their adverts. Our e-magazine also links your advert to a specific URL. Presented in HTML5 format, its functionality offers an enhanced reading experience across all devices. Contact us to explore rich media opportunities.

### NEWS-LED WEBSITE

The industry's demand for up-to-date information drives repeated visits to ILH's website maximising views of supporting advertiser's brands and messaging. Liftandhoist.com also features archived news, exclusive opinions, back-dated issues and video content.

### BI-WEEKLY E-NEWSLETTER

ILH's e-newsletter rounds up the latest leading stories and mails to approximately 18,000 named individuals. The editor's top picks keep our audience – your buyers – informed at a glance.

### SOCIAL MEDIA

ILH further engages a broad audience through its Facebook, Twitter and Instagram feeds, plus its YouTube channel and active LinkedIn group, provide additional, exclusive content inviting debate.

# EDITORIAL PROGRAMME 2024

## TECHNICAL FOCUS

## PRODUCT FOCUS

## BUSINESS FOCUS

## SPECIAL FEATURES

**JAN/FEB**  
PRESS DATE  
26/01/24

- Ropes & Rigging

- FLT – side loaders
- Hoists - off the shelf or specials

- Lifting components
- MEWPs – development trends

**MARCH**  
PRESS DATE  
01/03/24

- Under-the-hook
- Pick-and-carry and minicranes

- Remote controls
- Telehandlers

- OHC beam structure and fabrication
- Compact and push-around MEWPs

- Additive manufacture (3D printing) its role in lifting technology.

● *ARA Review; LogiMat Preview*

**APRIL**  
PRESS DATE  
29/03/24

- Intelligent Cranes

- MEWPs – Latin America
- RTG & Shuttle Carriers

- Training
- AGV & Automation in FLT

- Events & Entertainment

● *LogiMat Review; IPAF Summit and IAPA Review; InterMat Preview*

**MAY**  
PRESS DATE  
03/05/24

- LEADERSHIP ISSUE: AI, automation and connectivity

● *InterMat Review*

**JUNE**  
PRESS DATE  
07/06/24

- Minicranes and pick-and-carry
- MEWPs spiders

- Manual hoists & winches
- Ropes & Rigging
- Telehandlers

- Under-the-hook

● *Looking forward to Global Lifting Awareness Day #GLAD2024*

**JULY/AUG**  
PRESS DATE  
26/07/24

- Crane & hoist safety systems
- FLT Narrow aisle

- Lifting components
- Specialist lift solutions

- Hoist & cranes for explosive environments
- MEWPs – Parts & Service

- Alternative fuels

**SEPTEMBER**  
PRESS DATE  
30/08/24

- Lightweight workshop cranes
- MEWPs Regional Focus – Middle East.

- Remote controls
- FLT maintenance

- RTG cranes and shuttle carriers
- Port Equipment

- Offshore

**OCTOBER**  
PRESS DATE  
04/10/24

- Hoists
- FLT safety

- Pick-and-carry and minicranes
- MEWPs Electric Booms

- Cranes & hoists for explosive environments
- Ropes & rigging

- Events & Entertainment

● *LiftEx Preview; Vertikal Days Review*

**NOV/DEC**  
PRESS DATE  
06/12/24

- OHC & Hoists – Heavy and specialist lifting

- MEWP – Scissors
- Under-the hook

- FLT
- Portable crane systems

● *LiftEx Review; LEEA Award report*



# DIGITAL ADVERTISING

**International Lift & Hoist** reaches and informs readers through its daily updated, news-led website, digital issues and bi-weekly e-newsletters. With thousands of monthly visits to our site, and our digital magazines generating thousands of views per issue, give your company a broader, interactive reach direct to industry professionals seeking the latest news, information on products, technology and safety issues.



Digital issues are optimised for all devices to maximise reader experience. The latest digital



edition is featured on our homepage, monthly e-newsletters and via the digital issue announcement. Sponsors receive a half page horizontal advert facing the front cover and an exclusive half page advert on the digital issue alert sent to over 18,000 named readers. ILH's digital issues also remain available through our website archive increasing brand visibility and ROI.



**DIGITAL ISSUE SPONSORSHIP (\$790 PER ISSUE)**

## WEB BANNER ADVERTS

<ul style="list-style-type: none"> <li>● <b>HOMEPAGE TAKEOVER</b> Takeover Banner: 1300px x 200px (animated or static) Takeover Background: 1920px x 800px+ (solid background)</li> </ul>	<p><b>\$2,625 p/month:</b> Crowd out the competition with major presence on the home page.</p>
<ul style="list-style-type: none"> <li>● <b>TOP LEADERBOARD</b> (728px x 90px)</li> </ul>	<p><b>\$475 p/month:</b> Rotating with up to three adverts run of site</p> <ul style="list-style-type: none"> <li>● 12 month discount \$5,040 (\$420 p/month)</li> </ul>
<ul style="list-style-type: none"> <li>● <b>MIDDLE LEADERBOARD</b> (728px x 90px)</li> </ul>	<p><b>\$405 p/month:</b> Rotating with up to three adverts run of site</p> <ul style="list-style-type: none"> <li>● 12 month discount \$4,410 (\$367 p/month)</li> </ul>
<ul style="list-style-type: none"> <li>● <b>MPU BANNER</b> (300px x 250px)</li> </ul>	<p><b>\$360 p/month:</b> Premium position on right hand of page run of site</p> <ul style="list-style-type: none"> <li>● 12 month discount \$3,780 (\$315 p/month)</li> </ul>

## SPONSORED VIDEO

**\$420 p/month:** YouTube-linked videos limited to two positions on home page

## LHI e-NEWSLETTER BANNER ADVERTS

<ul style="list-style-type: none"> <li>● <b>LEADERBOARD</b> (300px x 80px)</li> </ul>	<p><b>\$475 p/month</b> (2 x issues) - exclusive placement top of email</p> <p><b>\$425 p/month</b> (6 x issues/3 months' exposure)</p> <p><b>\$375 p/month</b> (12 x issues/6 months'+ exposure)</p>
<ul style="list-style-type: none"> <li>● <b>MIDDLE LEADERBOARD</b> (468 px x 60px)</li> </ul>	<p><b>\$425 p/month</b> (2 x issues)</p> <p><b>\$375 p/month</b> (6 x issues/3 months' exposure)</p> <p><b>\$325 p/month</b> (12 x issues/6 months'+ exposure)</p>
<ul style="list-style-type: none"> <li>● <b>MIDDLE BANNER</b> (120px x 180px)</li> </ul>	<p><b>\$375 p/month</b> (2 x issues)</p> <p><b>\$325 p/month</b> (6 x issues/3 months' exposure)</p> <p><b>\$275 p/month</b> (12 x issues/6 months'+ exposure)</p>

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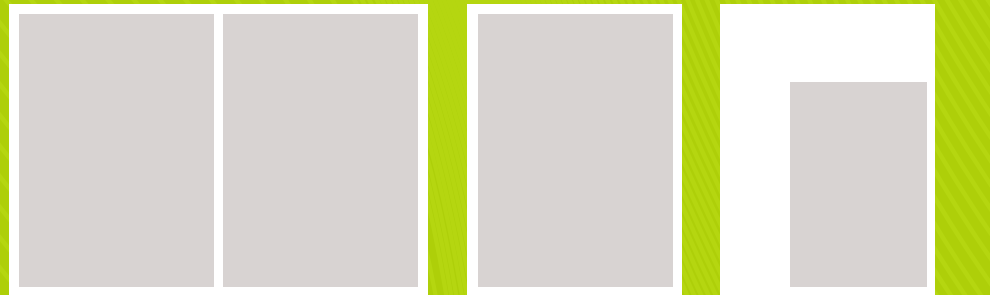
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# ILH PRINT RATES\*

NUMBER OF INSERTIONS	1X	3X	6X	9X
Double Page Spread	\$8675	\$7996	\$7551	\$7107
Full Page	\$4669	\$4202	\$3967	\$3735
Half Page Island	\$3937	\$3570	\$3355	\$3102
Half Page	\$3267	\$2940	\$2777	\$2613
Third of a Page	\$2650	\$2358	\$2215	\$2080
Quarter Page	\$1961	\$1765	\$1665	\$1568
Advertorial Double Page Spread	\$10662	\$9595	\$9062	\$8530
Advertorial Page (Left Hand Page Position)	\$5140	\$4625	\$4368	\$4112
Cover Positions	<i>30% extra on Page Rates</i>			
Inserts, Bellybands, Tip-Ons, Spot Colour	<i>Rates on application</i>			

\* All rates quoted and paid in US\$ only. All rates are NET. Invoices are due upon receipt of invoice and digital issue

# ILH PRINT DIMENSIONS



## DOUBLE PAGE SPREAD

420mm W x 297mm H

## FULL PAGE

210mm W x 297mm H

## HALF PAGE ISLAND

117mm W x 184mm H



## HALF PAGE (VERTICAL)

86mm W x 268mm H

## HALF PAGE (HORIZONTAL)

184mm W x 124mm H

## THIRD OF PAGE (VERTICAL)

56mm W x 268mm H

## QUARTER PAGE

86mm W x 124mm H

## BLEED SIZE

Please add 3mm of bleed to all edges of the Full Page and Double Page Spread advert sizes. All images 300 dpi and CMYK format

## PRODUCTS & SERVICES DIRECTORY

List your company, products and services under a specific category heading to appear in the magazine nine issues a year as well as with an on-line stand-alone profile page on [int-liftandhoist.com](http://int-liftandhoist.com) including logo, company description, full contact details with active links, image gallery and video.

**\$1,050**  
PER ANNUM

**\$105**  
PER ADDITIONAL LISTING