

INTERNATIONAL **CRANES** AND SPECIALIZED TRANSPORT



Chosen as the official
international magazine of
the Specialized Carriers
& Rigging Association

THE LEADING
SOURCE OF
INFORMATION
FOR THE
CRANE AND
TRANSPORT
INDUSTRY
WORLDWIDE

khl

www.khl.com

20
24
MEDIA
INFORMATION

www.internationalcranes.media

THE BRAND



INTERNATIONAL CRANES AND SPECIALIZED TRANSPORT



Official magazine of the SC&RA

ICST is the official international magazine of the Specialized Carriers & Rigging Association (SC&RA). This strategic partnership gives readers and advertisers access to exclusive news, views and information.

INTERNATIONAL CRANES AND SPECIALIZED TRANSPORT (ICST) IS THE INDUSTRY'S FIRST CHOICE IN BUSINESS MEDIA, OFFERING THE LATEST NEWS FROM THIS NICHE GLOBAL INDUSTRY

MAGAZINE

16,107

CIRCULATION

10

ISSUES PER YEAR

51 MINUTES

AVERAGE READ TIME

SIGNET ADSTUDY® REPORT JULY 2021



If your company operates in North America, request a media pack from our sister publication, American Cranes & Transport, to see further advertising opportunities

WEBSITE

46,181

PAGE VIEWS PER
MONTH

NEWSLETTERS

Crane & Transport **BRIEFING**

GLOBAL CRANE & TRANSPORT INSIGHT - EVERY DAY

15,042

DAILY DISTRIBUTION

KHL's **Worldcrane week**

Global news from International Cranes and Specialized Transport and American Cranes & Transport

21,331

WEEKLY DISTRIBUTION

SOURCING GUIDE

5,398

PAGE VIEWS PER
MONTH

SOCIAL MEDIA



International Cranes



@internationalcranes



@KHL_IC



International Cranes and
Specialized Transport



Cranes and Lifting Professionals

EVENTS

WORLD **CRANE**
AND **TRANSPORT**
SUMMIT CONFERENCE AND
NETWORKING

TOWER
CRANES
NORTH AMERICA
CONFERENCE & RECEPTION

INTERNATIONAL
TOWER
CRANES
CONFERENCE & RECEPTION

INTERNATIONAL
CRANES &
TRANSPORT
MIDDLE EAST CONFERENCE

CHOOSING THE RIGHT MEDIA PARTNER IS VITAL TO YOUR MARKETING CAMPAIGN

BY BUSINESS TYPE

45.2%	Crane rental and-or distributors
30.6%	Contractors, consultants and consulting engineers
14.6%	Specialized/Heavy Transport/Rigging
5.1%	Manufacturers
2.1%	Energy/Petrochemical, Wind power, Power Generation, Airports/Ports/Docks/Offshore, Government/Defence/International Authority
1.2%	Industrial Establishment, Public/Private Utilities and Construction Department of Large Industrial/Commercial Concern
1.2%	Mining/Quarrying/Aggregate Production, Associations/Education/Establishment/Research, Finance/Regulator, Safety/Training, Permit Services, Petroleum Producer, Inspection/Testing, Insurance and Software

BY REGION

43.6%	Europe
27.3%	North America
15.1%	Asia and Asia Pacific
9.8%	Africa and Middle East
4.2%	Latin America and Caribbean

WHAT OUR READERS BUY*

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or services.

70%	Cranes
54%	Lifting equipment and accessories
40%	Lift planning
39%	Crane service and repair
38%	Crane inspection, crane testing and regulation
38%	Crane safety products
33%	Wire rope, slings and lashings
31%	Specialized transport, SPMT or equivalent
30%	Replacement parts
14%	Insurance or finance
87%	Involved in one or more: <i>multiple responses permitted</i>

*FROM ICST'S MOST RECENT SIGNET ADSTUDY®

WHEN SHOULD YOU ADVERTISE WITH YOUR STRATEGIC MESSAGE?

We reach your specific audience with every issue, so there is no wrong month for you, which is the most important point. If you are restricted by budget restraints, then select the best feature-related issue to most closely focus your message. Also, make sure our editor has your latest news, updates and project stories.

WHY SHOULD YOU ADVERTISE IN INTERNATIONAL CRANES AND SPECIALIZED TRANSPORT MAGAZINE?

Recognition! Print advertising is still the most recognised route to your market and proven to strengthen your brand awareness to a very specific audience. We now enter a new era, the transition stage of modern business media. Meaning a creative balance of digital and traditional print media is the most successful use of your marketing budget.

SPECIAL FEATURES UNIQUE TO ICST MAGAZINE FOR YOUR PLANNING ARE OUR WORLD RANKINGS OF EQUIPMENT OWNERS AND MANUFACTURERS



The original and best ranking of the world's largest crane-owning companies according to their lifting capability.

JUNE ISSUE



A celebration of favourite lifting jobs completed in the preceding 12 months as voted for by ICST readers.

SEPTEMBER & DECEMBER ISSUES



The global listing of the largest specialized transport equipment company fleets as ranked by their total carrying capacity.

AUGUST ISSUE



The world's 20 largest manufacturers of cranes ranked by the value of their crane-related sales.

NOVEMBER ISSUE



Ranking the largest tower crane fleet-owning companies in the world according to their total fleet lifting capability.

SEPTEMBER ISSUE

These special features offer extended shelf-life and support to your major vendors in this specialist industry sector.

Rank	Company Name	Country	Total Lifting Capacity (t)
1	Wacker Neuson	Austria	1,200,000
2	Manitex	USA	1,100,000
3	Wacker	Germany	1,000,000
4	Manitex	USA	900,000
5	Wacker	Germany	800,000

JANUARY

Tower cranes

Repair and refurbishment

Rental confidence survey

Specialized transport

FEBRUARY

PREVIEW



Annual Conference

Rope and winch technology

**Pick and carry and
industrial yard cranes**

Specialized transport

BONUS DISTRIBUTION:

✓ SC&RA Annual Conference

MARCH

PREVIEW



Mini crawler cranes

**Environment, social and
governance (ESG)**

Truck cranes

Specialized transport

BONUS DISTRIBUTION:

✓ Intermat

APRIL

SHOW GUIDE



**Operator assistance and
new tech**

ESTA news

Crawler cranes

Specialized transport

BONUS DISTRIBUTION:

✓ Intermat

MAY

PREVIEW



Articulating loader cranes

**Tower cranes and operator
hoists**

ESTA update and awards

North America focus

Specialized transport

BONUS DISTRIBUTION:

✓ TCNA ✓ ESTA Awards

EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month.

For details, or to submit material to be considered for publication, please contact **Alex Dahm**:

+44 (0)1892 786206 | alex.dahm@khl.com

JUNE

TOPLIST



All terrain cranes

Energy sector lifting and transport

Crane rental market

SC&RA Jobs of the year

Specialized transport

JULY-AUGUST

TOPLIST



PREVIEWS



SC&RA Crane & Rigging Workshop



Sustainability

Lifting accessories and below the hook

Specialized transport

BONUS DISTRIBUTION:

- ✓ SC&RA Crane & Rigging Workshop
- ✓ CATME

SEPTEMBER

TOPLIFT PREVIEW



Technology and future-proofing your business

Telescopic boom crawler cranes

Alternative lifting

Specialized transport

OCTOBER

TOPLIST



Tower cranes

Lattice boom crawler cranes

Specialized transport

NOV-DEC

TOPLIST



TOPLIFT RESULT



PREVIEW



Specialized Transportation Symposium

Rough terrain cranes

Heavy lifting

Event preview for 2025

Specialized transport and SPMT

BONUS DISTRIBUTION:

- ✓ SC&RA Transportation Symposium

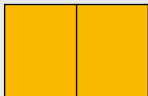
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DOUBLE PAGE SPREAD

400mm W x 273mm H (15.75in W x 10.75in H)



FULL PAGE

200mm W x 273mm H (7.875in W x 10.75in H)



HALF PAGE ISLAND

118mm W x 168mm H (4.625in W x 6.625in H)



HALF PAGE VERTICAL

86mm W x 251mm H (3.375in W x 9.875in H)



HALF PAGE HORIZONTAL

180mm W x 118mm H (7.062in W x 4.625in H)



THIRD PAGE VERTICAL

57mm W x 251mm H (2.250in W x 9.875in H)



THIRD PAGE HORIZONTAL

180mm W x 80mm H (7.062in W x 3.125in H)



QUARTER PAGE

86mm W x 118mm H (3.375in W x 4.625in H)



30% surcharge for cover positions

(INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

Please send all ad materials to: production@khl.com

MAGAZINE

	NUMBER OF INSERTIONS			
	1	3	6	12*
Full Page	€7,250	€6,510	€5,800	€5,200
	\$8,080	\$7,300	\$6,490	\$5,820
Half Page (Island)	€4,990	€4,480	€3,990	€3,620
	\$5,400	\$4,860	\$4,320	\$4,060
Half Page (Standard)	€4,380	€3,950	€3,500	€3,200
	\$4,760	\$4,280	\$3,810	\$3,590
Third Page	€3,250	€2,950	€2,590	€2,260
	\$3,460	\$3,120	\$2,770	\$2,530
Quarter Page	€2,440	€2,180	€1,940	€1,630
	\$2,540	\$2,270	\$2,040	\$1,820

*Rate is subject to an additional 5% discount with a full 12x commitment

MARKETPLACE

	NUMBER OF INSERTIONS			
	1	3	6	12*
Full Page	€2,360	€2,100	€1,940	€1,800
	\$3,200	\$2,730	\$2,570	\$2,380
Half Page (Standard)	€1,570	€1,420	€1,260	€1,160
	\$2,100	\$1,890	\$1,680	\$1,540
Quarter Page	€1,180	€1,020	€890	€870
	\$1,570	\$1,420	\$1,260	\$1,160

*Rate is subject to an additional 5% discount with a full 12x commitment

BLEED SIZE: Please add 0.125in (3mm) bleed to all edges of full page and DPS ad sizes.

COLOR: CMYK only - do not use RGB or spot color

BONUS DIGITAL ISSUE: All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

CRANE & TRANSPORT WEBSITE

WEBSITE

46,181
PAGE VIEWS/MONTH

26,658
UNIQUE VISITORS

3:23
SESSION TIME



SOURCE: GOOGLE ANALYTICS

PLEASE NOTE:

All advertising positions can be shared with two other companies

Materials are due one week prior to mail date. Send all materials and links to: production@khl.com

TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 INDIA
- 4 GERMANY
- 5 FRANCE

NEW FOR
2024
GEOTARGETING
AVAILABLE

WALLPAPER

Desktop wallpaper: 1260px width by 1500px height with 1024px centre gap not visible
Visible area: On most monitors 118px by 700px either side of centre gap

€ 4,280 \$ 4,720

IN-CONTENT LEADERBOARD

Desktop: 598px width by 100px height
Mobile: 468px width by 60px height
Tablet: 300px width by 75px height

€ 2,430 \$ 2,550



TOP BILLBOARD

Desktop: 728px width by 90px height
Mobile: 468px width by 60px height
Tablet: 300px width by 75px height

€ 3,370 \$ 3,710

MPUs

Banner: 300px width by 250px height

MPU1

€ 2,810 \$ 3,090

MPU2

€ €2,250 \$ \$2,470

MPU3

€ 1,660 \$ 1,830

MPU4

€ 1,270 \$ 1,470

PARTNER CONTENT

Headline: Max 90 characters including spaces

Standfirst: Max 190 characters including spaces

Website Image: 3:2 ratio image

Article: Max 3000 characters including spaces, five JPEG or PNG images or a link to an article hosted on your website

€ 4,490 \$ 5,000

NEWSLETTER

21,331
WEEKLY
DISTRIBUTION

29.57%
OPEN RATE

13.04%
CLICK THROUGH
RATE

Materials are due one week prior to
mail date. Send all materials and
links to: production@khl.com

TOP 10 COUNTRIES

UNITED STATES
GERMANY
UNITED KINGDOM
ITALY
INDIA

CANADA
AUSTRALIA
NETHERLANDS
SPAIN
FRANCE

TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

€ 3,990 \$ 4,200

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

€ 2,580 \$ 2,800

KHL's Worldcraneweek
Global news from International Cranes and Specialized Transport and American Cranes & Transport
16 August 2022 Edition

Top story

Construction at Expo 2020 Dubai
Jacobs Mace is official programme delivery management provider for six month-long show...

An engine for all your needs **Perkins**

Australia budgets US\$4.3 billion for Metro
NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...

CAT
CAT® GRADE: LESS REWORK. MORE REWARD.
The benefits of built-in technology
A surprising amount of easy-to-use operator assistance technology is being built into the latest construction equipment and it can really make a difference

Vinci
Vinci focuses on 3D printing
A subsidiary of Vinci has launched a 3D printing company...

Leica ICON ICR80

Huge interchange project to feature at WDS
Simon Hebert, civils work manager of Deisan-ATM, to discuss challenges of Turcot demolition...

Great Autonomy & Lighting footprint
The highest lighting footprint of the market thanks to cleaning system
HYBRID H-BOX
HIMOINSA
HBOX+ HYBRID, new HIMOINSA lighting tower
Reduce emissions, noise and operating costs with HIMOINSA's new lighting tower, which combines a battery and diesel engine (Stage V) system

Alseas lifts 25,000 tonne platform
25,000 tonne Brent Bravo oil and gas field platform topside lifted by Alsea's Pioneering Spirit...

Your visions succeed

2019 DDP CONFERENCE AND AWARDS
SEPTEMBER 30, 2019
LONDON, U.K.

PARTNER CONTENT 1

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces
Standfirst: Max 140 characters including spaces
Newsletter Image: 570px width by 190px height image
Article: Max 3,000 characters including spaces, five images or a link to an article hosted on your website

€ 4,550 \$ 4,990

PARTNER CONTENT 2

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces
Standfirst: Max 140 characters including spaces
Newsletter Image: 570px width by 190px height image
Article: Max 3,000 characters including spaces, five images or a link to an article hosted on your website

€ 3,940 \$ 4,320

BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

€ 1,290 \$ 1,400

NEWSLETTER

60,536
DISTRIBUTION

363,215
COMBINED VIEWS

6
NEWSLETTERS

3 X CAMPAIGNS PRE-SHOW

2 X CAMPAIGNS DURING THE
SHOW

1 X REVIEW POST-SHOW



SPONSORED CONTENT

Limited to 1 advertiser

Headline: Max 45 characters, including spaces
Standfirst: Max 140 characters, including spaces
Newsletter Image: 570px width by 190px height image
Article: Max 3,000 characters, including spaces, five images or a link to an article hosted on your website

€ 14,000 \$ 15,500



TOP BANNER

Limited to 1 advertiser

Banner: 570px width by 200px height

€ 11,000 \$ 12,000

SPONSOR BANNERS

Limited to 4 advertisers

Banner: 570px width by 100px height

€ 9,250 \$ 10,200

BUTTON BANNERS

Limited to 3 advertisers

Banner: 150px width by 150px height

€ 3,600 \$ 4,000

Crane & Transport **BRIEFING**

GLOBAL CRANE & TRANSPORT INSIGHT - EVERY DAY

BRIEFING

15,042

OPT-IN READERS PER DAY

UNIQUE

Crane & Transport Briefing is the only industry email providing a truly global perspective on the crane and transport industries, sharing best practices from around the world and giving an international context to key issues. Every working day.

VALUE

The advanced software that underpins the Crane & Transport Briefing enables us to deliver content based on an individual's previous content consumption. This results in high engagement, a loyal readership and focused targeting for your campaigns.

EXCLUSIVE

Limited to one company per day for 100% share of voice.



YOUR COMPANY CONTENT

As our daily partner in the Crane & Transport Briefing your sponsored content or banner will have priority after our main feature story. The reader will be able to click through from your content to the website/page of your choice.

\$ 2,500

EDITORIAL TOPICS

- Rigging and lift planning methods and techniques
- Statistics and analysis of crane and specialized transport markets
- Specialized lifting and rigging challenges and how they were overcome
- Regional market trends and analysis
- Innovations in safety and training policy and technology
- Crane, rigging and specialized transport equipment product trends
- Crane and specialized transport owner business strategies
- New market opportunities
- Financial news and economic indicators
- Crane and transport digitalization and technology breakthroughs
- The crane and transport industry's road to net zero

DAILY ANALYSIS | INSIGHT | OPINION | ENGAGEMENT

Crane & Transport **BRIEFING**
GLOBAL CRANE & TRANSPORT INSIGHT - EVERY DAY

10 July 2023 Edition



Renovations drive construction growth in Europe...but is the pace fast enough?

Neil Gerrard

Renovation of existing buildings is key in the battle against global warming and new research has predicted that the repair and maintenance sector is set to grow as a result.

But is that growth going to be rapid enough to help the European Union (EU) attain its climate goals?

A new report has warned that progress in the built environment is 'far too slow'.

So how can the construction industry speed up its response to the climate challenge?

And will incoming regulations help?

Read more about how renovations are driving construction growth in Europe.

Got a comment on today's Construction Briefing? Contact editor Neil Gerrard

From Our Partners



Cummins Fuel-Agnostic Engine Delivers Low-To-Zero Carbon Fuel Capability

Throughout its 103-year history, Cummins has driven advancements in power solution technology. The results of multiple developments can be seen in the wide-ranging portfolio of Cummins products, from advanced diesel engines to hydrogen fuel cells, available for a massive variety of applications.

Cummins' latest fuel-agnostic 15-liter engine platform with hydrogen, natural gas and advanced diesel engines offers low-to-zero carbon fuel capability. It's designed to do one thing - accelerate the decarbonisation of heavy-duty applications.

MORE CONSTRUCTION INSIGHT

Fluor JV wins \$5.87bn uranium enrichment plant decommissioning deal

Liebherr and Leica Geosystems expand semi-automatic controls

Danfoss white paper urges swift action on equipment emissions

THE CRANE SOURCING GUIDE

THE ULTIMATE CRANE REFERENCE TOOL IN STYLISH DIGITAL FORM. SEARCH FOR YOUR IDEAL CRANE, BY TYPE OR CAPACITY AND COMPARE BRANDS AT THE SAME TIME

www.worldcraneguide.media

SOURCING GUIDE

3,541
PAGE VIEWS PER
MONTH

Easy to use search
function is split into the
following categories:

- Wheeled mobile cranes
- Crawler cranes
- Loader cranes
- Industrial mobile cranes
- Tower cranes
- Overhead cranes
- Dockside cranes
- Offshore cranes

ADVERTISING OPPORTUNITIES:

TOP BILLBOARD

- ✓ Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

ADVERTISE FROM € 2,700 \$ 3,250 PER MONTH

Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels | Mobile: 300 x 75 pixels

MPU 1, 2 & 3

- ✓ High profile position to promote your brand, exhibition or product lines. Run of site.

ADVERTISE FROM € 2,000 \$ 2,300 PER MONTH

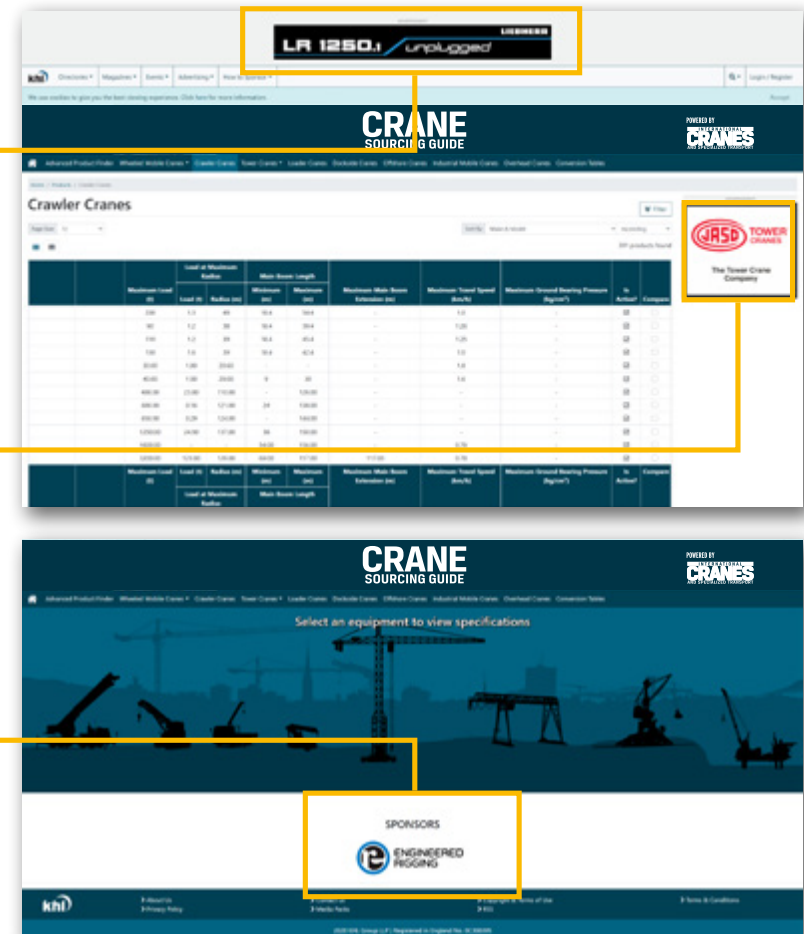
Desktop, Tablet & Mobile: 300 x 250 pixels

BECOME A SOURCING GUIDE SPONSOR

- ✓ Benefit from your logo on every page of the site, driving brand recognition.

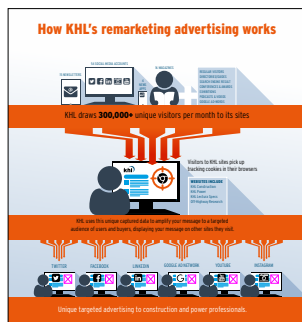
SPONSOR FROM € 2,190 \$ 2,625 PER MONTH

Minimum width: 600 pixels. File type: PNG or JPG or EPS (transparent background). GIFs are not supported. Logos are optimised during the upload process and will not display at full size.



PLACE YOUR MESSAGE IN FRONT OF KEY BUYERS WHO ARE CURRENTLY SOURCING NEW EQUIPMENT

REMARKETING AND PROGRAMMATIC



Amplify your message and engage with a targeted audience that is interested in your products and services.

BASE COST \$ 7,500 € 7,000

Includes project setup, brand safety, 250,000 impressions and optimization.

ADDITIONAL IMPRESSIONS \$ 3,000 € 2,700

Per 250,000 impressions.

RESEARCH PROJECTS & WHITE PAPER



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

EMAIL AND NEWSLETTER MARKETING



International Cranes and Specialized Transport has a database of approximately **32,231** active decision makers. Rent this list to drive leads, promote your event, increase sales. *Please allow a 15% reduction to accommodate data permissions.*

Prices start at \$ 900 € 750 per 1,000

WEBINARS AND EVENTS



Use KHL's events and content studio to deliver high quality events that generate brand awareness, showcase thought leadership and consistently drive sales leads.

Prices start at \$ 6,500 € 6,000



Partner with a team of expert journalists, designers, and marketers to create compelling content tailored to your audience's interests.

For more than 30 years, industry decision-makers have come to KHL's market-leading brands to access information necessary for running their businesses. You can leverage this vast knowledge to create content that resonates with your audience. We understand industry buyers' mindsets and can ignite their passion through compelling storytelling via multiple channels.

The network of communication channels includes websites, newsletters, daily briefings, social media, magazines, and events.

With a half a million audience at our fingertips, we know exactly what makes buyers and users tick. We amplify your message and position you at the center of the industry. Through the latest AI technology we connect you with the audiences that matter the most to you at a time that is relevant to them.

CONTENT FUELLED BY EXPERTISE

CONTENT MENU

ADVERTORIALS

BLOGS

BROCHURES

COMMERCIAL FEATURES

EVENT HOSTING

INTERVIEWS (Q&AS)

PRESS RELEASES

PODCASTS

PRODUCT LAUNCHES

SPONSORED CONTENT

THOUGHT LEADERSHIP

WEBINAR TRANSCRIPTS

WHITE PAPERS

TAILORED CONTENT | TAILORED AUDIENCE

For more information contact **contentstudio@khl.com**
or your local sales representative

SPONSORSHIP

The benefits:

- **PROMOTE YOUR BRAND**
to key decision makers in the global crane, rigging and specialized transportation industry
- **RAISE AWARENESS OF YOUR COMPANY**
and its products and services to significant buyers and end users from the global sector
- **SUSTAINED EXPOSURE**
in KHL's global media channels before, during and after the conference
- **NUMEROUS NETWORKING OPPORTUNITIES**
with existing and potential customers



The must-attend event for the North American tower community.

The conference will address key issues facing tower crane owners and end users in North America and present multiple networking opportunities including opening night reception, followed by full day conference the next day.

 June 11-12, 2024  Nashville, KY  www.khl-tcna.com



Full day conference focused on the Middle Eastern crane and specialized transportation.

As investment continues to grow in construction, infrastructure, transport, utilities and ports, the Middle East continues to be one of the most active construction markets in the world. An opening night reception, followed by full day conference and closing reception will offer multiple opportunities for companies learn, network and meet with construction executives throughout the region.

 October, 2024  Dubai  www.khl-catme.com

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