

liftandaccess.com

LIFT *and* ACCESS

MEDIA INFORMATION 2016

**RELIABLE,
UP-TO-DATE
INFORMATION**

from the most established
LIFTING EQUIPMENT
PUBLICATION in
NORTH AMERICA



50
Heartland
Communications Group, Inc.

Celebrating 50 years of
publishing excellence

Heartland
Communications Group, Inc.



LIFT & ACCESS

FOLLOWING TRENDS, TECHNOLOGIES, AND NEW PRODUCTS

Since 2004, **Lift and Access** magazine has supplied North American equipment dealers, contractors, rental companies and manufacturers of specialized lifting equipment, with the most reliable, up-to-date information available. Reaching more than 25,000 buyers and decision makers in the marketplace, **Lift and Access** is the most established lifting equipment publication in North America, providing readers with a trusted expert source that informs readers about the industry's latest trends, products, and issues. It also serves as a top resource for buying and selling cranes, forklifts, aerial lifts, components, aftermarket products, and services.

The readers of **Lift and Access** are a carefully selected group of professionals in the rental and construction industry who are involved in renting and purchasing equipment and components. The circulation is culled from a list of 80,000 industry professionals, and it is updated daily by a team of in-house professionals who carefully create the distribution list to target the market's key decision makers.

Lift and Access is published by Heartland Communications Group Inc.,

a media organization with a 50-year history in business-to-business publishing. **Lift and Access** draws on a wealth of industry intelligence and experience from Heartland, which specializes in providing information for the construction, industrial, aviation, and agricultural markets.

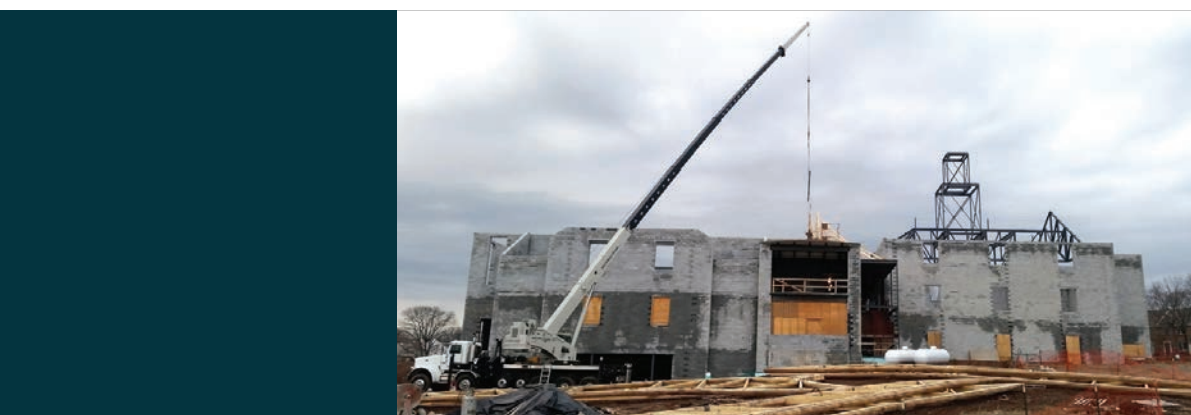
In addition to **Lift and Access**, Heartland produces sister publications **Crane Hot Line** and **Lift & Hoist International**; the **Telecom & Utility Construction** and **Components & Consumables** supplements;

COVERING THE
WORLDWIDE LIFTING
INDUSTRY



guide books like the annual **Hot Line Crane Guide**; live events including the Crane & Rigging Conference, the **Lift and Access** Showcase, and the SAF-T Conference; and recognition programs like the LLEAP product-innovation awards and Top Trainer.

Largely read in print, **Lift and Access** is also available in a digital format. Its route to market is further increased by the daily-updated website, the weekly **Lifting 360** electronic newsletter, and social media.



INDUSTRIES SERVED

Residential & Commercial
Building Contractors

Mining, Oil & Gas

Light & Heavy Construction

Industrial & Special Trades

Highway & Municipal Construction

Docks, Harbors & Marine

Crane & Rigging Services

Foundries & Mills

Equipment Rental

Alternative Energy
(Turbines & Generators)

Utilities

Tree Trimming & Logging

Heavy Manufacturing

Aviation & Defense

Concrete Products

Transportation Infrastructure,
Engineering & Manufacturing

Wrecking & Demolition

Lift and Access readers are interested in a broad mix of topics and equipment, as evidenced by their responses in a readership survey conducted in October 2015.

Survey respondents were asked about the type of content they like to read in **Lift and Access**. They reported their top five favorite types of articles are new equipment introductions, industry news, safety information, product reviews and comparisons, and application stories.

When survey respondents said what types of equipment they like to read about most, 68% said cranes, 57% read about forklifts, and 55% liked to

read about aerial lifts. They also like to learn about components (35%) and aftermarket products (32%).

When readers have finished with their issue of **Lift and Access**, respondents give or loan their copy to another industry professional (43%), place the issue in a public area (31%), or clip articles and advertisements of interest (24%).



WHAT OUR READERS SAY ABOUT LIFT AND ACCESS



The safety information is used during meetings with staff and crew.

How applications benefit other sites helps us decide whether to use new kinds of equipment.

It's a very well-rounded magazine not focused on one sole area.

I get to read about my industry, my profession, my vocation, my life from an expanded perspective, encompassing issues that I would either never hear about or many months late.

Good magazine with great editorial talent. Mike really knows the industry and does a great job putting out relevant content month after month.

Relevant information for the industry and content that is concise and informative.

It's very informative for those of us who are passionate about this type of work.

It is a great magazine, providing information to users on how to safely operate and what is available to use and buy.



YOUR TRUSTED MEDIA PARTNER

With more than 40 years of combined experience, the editors devoted to **Lift and Access** not only make a highly experienced team but also ensure that your latest company announcement is fully understood, broken down, and presented in a way that readers understand.

Editor Mike Larson has been writing about heavy equipment and construction for more than 25 years. He joined Heartland Communications Group, Inc. in 2011 as editor of **Lift and Access**. During his career, he has edited national and regional construction publications. He also managed the marketing communications for Manitowoc Cranes. He holds a bachelor's degree in journalism from the University of Wisconsin-Madison.

Editorial Director Katie Parrish was part of the launch team of **Lift and Access** and has been working on the publication since 2004. She has been writing about lifting equipment since 2001. Currently, she is the editorial director for the Heartland Construction Division and editor of Crane Hot Line. She holds a bachelor's degree in journalism from the University of Central Florida.

Lift and Access also benefits from the insights of independent contributors and senior writers from its sister publications.

The editorial team is dedicated to seeking out stories and information that are interesting and relevant. We also welcome your input.

Tell us if you have a new machine on an interesting jobsite, opened a new facility, or made changes to your management team. The editors can help you present information in an appealing way. All stories are judged on their own merit and how interesting they will be to readers—not on the size of the company or media budget.



**WE HAVE
A HIGHLY
EXPERIENCED
TEAM DEVOTED
TO LIFT AND
ACCESS**

LIFT *and* **ACCESS**

Mike Larson - Editor

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EDITORIAL CALENDAR

ISSUE	AD CLOSE	MAIL DATE	PRODUCT FOCUS	COMPONENTS/ TECHNOLOGY	SPECIAL FEATURES	EVENTS
JAN/FEB	01/04/16	01/25/16	Boom Lifts	Batteries, Chargers, Generators	World of Concrete and The Rental Show Previews	World of Concrete, The Rental Show
MAR/APR	02/08/16	02/29/16	Scissor Lifts and Rough-Terrain Cranes	Wheels, Tires, Tracks, Suspension, Steering,	Bauma Preview	IPAF Summit, Bauma, SC&RA
MAY/JUN	04/11/16	05/02/16	Truck-Mounted Aerial Lifts	Engines, Power Trains, and Travel Components	The Rental Show Roundup	ACRP, EUFMC
JUL/AUG	06/06/16	06/27/16	Self-Erecting Cranes and Rough-Terrain Forklifts	Training, Service, Maintenance, and Safety Gear	Bauma Roundup	
SEPT/OCT	08/08/16	08/29/16	Compact Tracked Lifts and Telehandlers	Electronics, Telematics, Controls		SC&RA Workshop
EQUIPMENT GUIDE	09/01/16	09/26/16	Aerial Lifts, Cranes, and Forklifts			
NOV/DEC	10/24/16	11/14/16	Boom Trucks	Accessories and Hydraulics	LLEAP Results	

* Editorial calendar is subject to change. Ads placed based on the planner content must be confirmed prior to ad close.

2016 SUPPLEMENTS

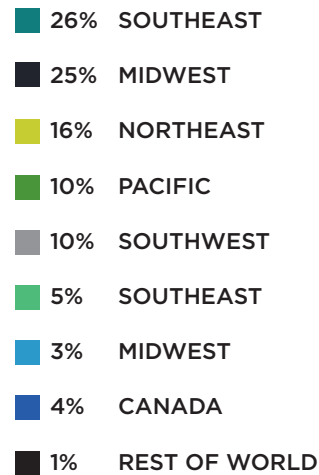
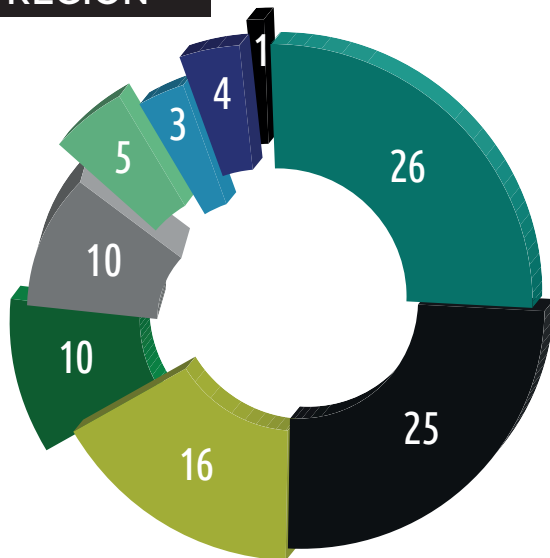
ISSUE	AD CLOSE	MAIL DATE	PRODUCT FOCUS	COMPONENT FEATURE
TELECOM & UTILITY CONSTRUCTION (SPRING EDITION)	03/03/16	05/02/16	Knuckleboom Cranes / EUFMC Preview	Safety Gear
COMPONENTS & CONSUMABLES ANNUAL DIRECTORY	05/06/16	06/27/16		Accessories, Batteries, Engines, Power Trains, Components, Electronics, Fluid Power, Rigging
TELECOM & UTILITY CONSTRUCTION (FALL EDITION)	06/23/16	08/29/16	Track-Mounted Cranes & Aerial Lifts	Lifting Accessories

EQUIPMENT, PRODUCTS, AND SERVICES COVERED THROUGHOUT THE YEAR

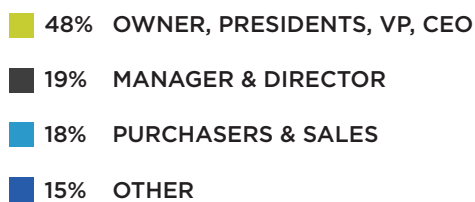
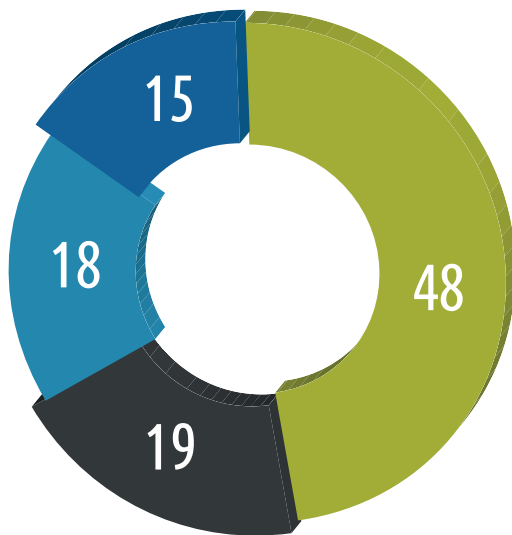
EQUIPMENT		PRODUCTS AND SERVICES	
All-Terrain Cranes	IC Articulating Boom Lifts	Attachments	LMIs
Boom Trucks	IC Scissor Lifts	Batteries/Chargers	Lubricants
Industrial Cranes	Manually Propelled Vertical Lifts	Brakes	Maintenance/Repair
Knuckleboom Cranes	Mast Climbers	Brokers/Dealers	Parts Suppliers
Lattice-Boom Crawler Cranes	Self-Propelled Vertical Lifts	Certification	Professional Associations
Mini Cranes	Specialty Lifts	Communication Systems	Rigging Gear
Rough-Terrain Cranes	Telescopic Boom Lifts	Components	Scales/Weighing Devices
Self-Erectors	Trailer-Mounted Aerial Lifts	Controls	Software
Telescopic-Boom Crawlers	Truck-Mounted Aerial Lifts	Crane Accessories	Telematics
Tower Cranes	Straight Mast Forklifts	Engines	Tires
Truck Cranes	Telescopic Handlers	Fall Protection	Trailers
Electric Articulating Boom Lifts	Truck-Mounted Forklifts	Financing	Training
Electric Scissor Lifts		Forklift Accessories	Transmissions
		Hydraulics	Wire Rope
		Insurance	

CIRCULATION BREAKDOWN

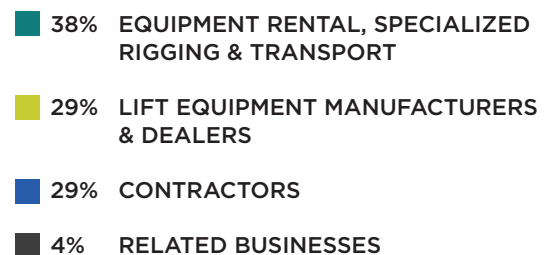
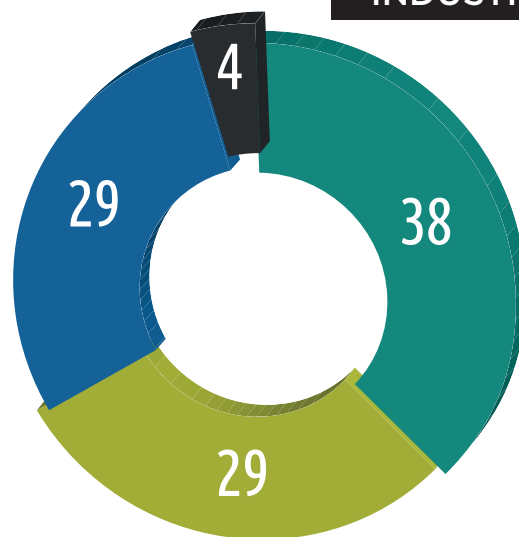
REGION



JOB FUNCTION



INDUSTRY TYPE



PRINT RATES*

UPFRONT RATES (EDITORIAL SECTION)

ADVERT SIZE	1x	3x	6x	EQUIPMENT GUIDE
DOUBLE PAGE SPREAD	\$8,592	\$7,809	\$7,231	\$8,649
FULL PAGE	\$5,500	\$4,953	\$4,680	\$5,541
2/3 VERTICAL	\$4,891	\$4,443	\$3,974	\$4,917
1/2 PAGE ISLAND	\$4,592	\$4,144	\$3,773	\$4,960
1/2 PAGE HORIZ/VERT	\$4,273	\$3,912	\$3,536	\$4,231
1/3 PAGE VERTICAL	\$3,845	\$3,458	\$3,180	\$3,886
1/4 PAGE	\$3,061	\$2,793	\$2,587	\$3,139

SPECIAL POSITION

ADVERT SIZE	1x	3x	6x	EQUIPMENT GUIDE
FULL PAGE OPPOSITE CONTENTS PAGE	\$5,922	\$5,510	\$5,103	\$5,943
INSIDE FRONT COVER	\$6,242	\$5,814	\$5,427	\$6,087
INSIDE BACK COVER	\$5,757	\$5,201	\$4,963	\$5,154
OUTSIDE BACK COVER	\$7,154	\$6,608	\$6,061	\$7,505

MARKETPLACE

ADVERT SIZE	1x	3x	6x
DOUBLE PAGE SPREAD	\$3,572	\$3,262	\$2,953
FULL PAGE	\$2,237	\$2,051	\$1,865
HALF PAGE HORIZ/VERT	\$1,355	\$1,252	\$1,159
1/4 PAGE	\$732	\$665	\$629

***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.

PRINT DIMENSIONS

UPFRONT SPECIFICATIONS

FORMAT	TRIM
DPS	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	.375" x 10"
1/3 PAGE VERTICAL	2.25" x 10"
1/4 PAGE	3.375" x 4.875"

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

MARKETPLACE SPECIFICATIONS

FORMAT	TRIM
DPS	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	7" x 4.875"

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

TECHNICAL REQUIREMENTS

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

Send Materials to julie.stark@hcgmedia.com

DIGITAL ADVERTISING

Lift and Access continuously reaches and informs its readers through its daily updated website www.liftandaccess.com, ZMag-produced digital issues, mobile-compatible weekly eNewsletter, and social media. With thousands of monthly visits to www.liftandaccess.com and digital magazines generating more than 30,000 page views per issue, you can give your company or advertisement a broader, interactive reach directly to industry professionals seeking the latest news, information on products, technology, and safety issues.

DIGITAL ISSUE SPONSORSHIP (\$750 PER ISSUE)

All digital versions of the print magazine are optimized for mobile devices, including smartphones and tablets, to maximize the reader experience. Digital editions are featured on the website homepage and each week in the eNewsletter. Additionally, an eCast of the digital issue is sent out as its own announcement to the entire **Lift and Access** digital database. All issues are archived, increasing your brand visibility for years.

WEB BANNER ADVERTS

POSITION AND SIZE	1 MONTH	12 MONTHS
LEADERBOARD (728 X 90 PIXELS)	\$400	\$400
MIDDLE (728 X 90 PIXELS)	\$350	\$3,600
MEDIUM RECTANGLE (300 X 250 PIXELS)	\$250	\$3,000
RIGHT POSITION (120 X 180 PIXELS)	\$350	\$3,600
RIGHT POSITION (120 X 120 PIXELS)	\$225	\$2,400

LIFTING 360 eNEWSLETTER BANNER ADVERTISEMENTS

POSITION AND SIZE	1x	4x	12x
LEADERBOARD (300 X 80 PIXELS)	\$400	\$1,300	\$3,300
MIDDLE (468 X 60 PIXELS)	\$300	\$1,100	\$2,700
SIDE COLUMN (120 X 120 PIXELS)	\$250	\$900	\$2,100

For additional and full digital marketing opportunities including:

Featured Content, eBlasts, Webinars, Featured YouTube Videos, Classified Text Advertisements, and Penta Content Marketing/SEO Programs, request our dedicated **Digital Marketing Media Kit**.

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