

# CRAVNE

**HOT LINE**

**NORTH AMERICA'S LEADING  
SOURCE FOR THE CRANE,  
RIGGING, AND SPECIALIZED  
TRANSPORT INDUSTRY**



## CRANE HOT LINE

# AN INSIGHTFUL AND INFORMATIVE PARTNER

Since 1997, **Crane Hot Line** has been North America's leading publication for the crane, rigging, and heavy haul industries. More than 80,000 readers involved in heavy construction, specialty trades, crane and heavy equipment rental, specialized transport, mining, manufacturing, equipment sales, and more, rely on **Crane Hot Line** to stay up to date with the industry.

Available in both hard copy and digital formats, **Crane Hot Line** is devoted to the manufacturers, suppliers, and users of technologies that lift and move materials. It is second to none as an information outlet for the latest trends, products, and issues, as well as a top resource for buying and selling cranes, attachments, parts, and crane services. An up-to-date and accurate mailing list helps ensure **Crane Hot Line's** circulation reaches the most important people in the industry.

**Crane Hot Line** offers its readers a broad mix of topics and information related to cranes, rigging, and specialized transport. Every print edition provides comprehensive coverage with its application stories, business-related feature articles, product concentrations, opinion pieces, event reporting, and more. This essential reading extends to the website, weekly electronic newsletter,

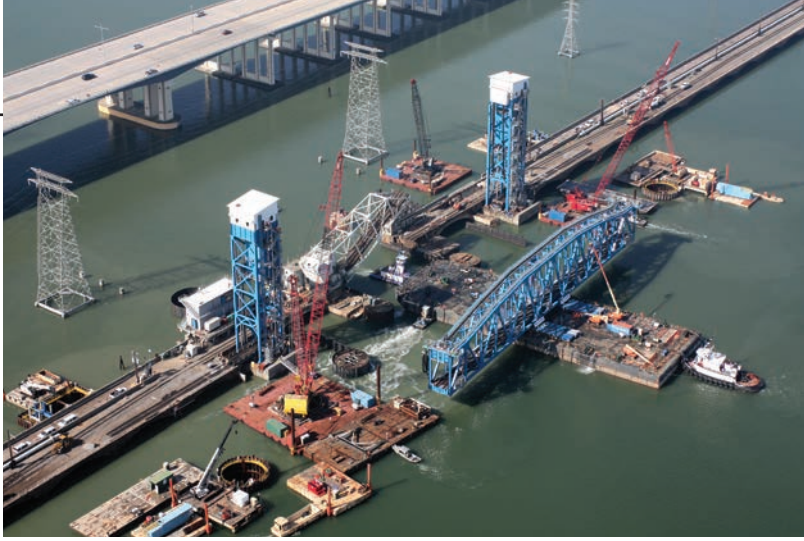
and social media, engaging industry professionals each day and provoking them to voice their thoughts, comments, and questions.

**Crane Hot Line** is published by Heartland Communications Group Inc., a media organization with a 50-year history in business-to-business publishing. Heartland specializes in providing information for the construction, industrial, aviation, and agricultural markets.

In addition to **Crane Hot Line**, Heartland produces sister publications **Lift and Access** and **Lift & Hoist International**; the **Telecom & Utility Construction** and **Components & Consumables** supplements; live events including the Crane & Rigging Conference, the Lift and Access Showcase, and the SAF-T Conference; and recognition programs like the LLEAP Awards and Top Trainer.

COVERING THE  
WORLDWIDE LIFTING  
INDUSTRY





## INDUSTRIES SERVED

Heavy Construction Contractors

Transport & Heavy Haul

Road & Bridge Construction

Rigging Services

Foundation Work

Mining

Commercial Construction

Oil & Gas

Residential Construction

Petrochemical

Pre-Cast Concrete

Marine

# TAKING AN ACTIVE ROLE IN THE INDUSTRY

Supporting the crane, rigging, and specialized transport industry is important to **Crane Hot Line**. You'll find team members at meetings hosted by the Specialized Carriers & Rigging Association, the Association of Crane & Rigging Professionals, and the Crane Rental Association of Canada. Additionally, the staff attends major tradeshows like ICUEE, ConExpo-Con/Agg, and Bauma, covering the new equipment and discovering trends that are important to readers. These trade events provide an opportunity to educate new members of the crane industry, gather new subscribers, and distribute the publication to an even broader audience.

**Crane Hot Line** also supports the industry through charity donations. In 2014, it hosted the ConExpo-Con/Agg 5K Run/Walk, which raised money for the Semper Fi Fund nonprofit organization. In 2015, it donated to the SC&R Foundation for its scholarships and grants program and donated prizes for the ICUEE Benefit Auction, which raised money for military veteran job placement.

Programs like Top Trainer and the Crane Operator & Rigger Championship are another way **Crane Hot Line** educates and recognizes people in this industry. Through Top Trainer, we are able to shine the spotlight on an often overlooked group of people who work behind the scenes to create a safer, more productive industry.

The Crane Operator & Rigger Championship is designed to shed a positive light on the crane and rigging industry and educates outsiders on the exceptional skills required to effectively run a crane.

Team members explore the industry...  
**COVERING NEW EQUIPMENT AND DISCOVERING TRENDS**



# COMMITTED TO YOUR SUCCESS

The nice thing about teamwork is that you always have others on your side. **Crane Hot Line** is dedicated to being your information partner. The magazine has grown over the last 18 years because of its commitment to providing readers with the best possible content and advertisers with circulation that reaches their market.

At **Crane Hot Line**, our dedicated staff of editors keeps readers in touch with everything significant to the industry, including news coverage, jobsite reports, business topics, and new and used products. With regular contributions from industry experts and reports on regulations, legal, financial, and business matters, readers find a

well-balanced variety of information to apply to their businesses.

Our editorial team is dedicated to seeking out stories and information to ensure that our coverage is interesting and relevant. We also welcome your input.

Tell us if you have a new crane 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 our readers—not on the size of the company or media budget.



## WE'D LIKE TO HEAR FROM YOU!

- Do you have an interesting, knowledgeable person in your organization who might like to share their perspectives?
- Is there an important issue affecting the industry that you think has been overlooked?
- Would you like to take part in our planned editorial features?
- Do you have company news you'd like to share?
- Are you planning to be on an interesting jobsite and want to share your story?

Contact our editorial team to discuss your views, opinions, and company news.

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# 2016 EDITORIAL CALENDAR

ISSUE	UPFRONT AD CLOSE	MARKET PLACE AD CLOSE	MAIL DATE	PRODUCT FOCUS	BUSINESS ISSUES	EVENTS BONUS DISTRIBUTION
JANUARY	12/02/15	12/11/15	12/23/15	KNUCKLEBOOM CRANES	INDUSTRY OUTLOOK	WORLD OF CONCRETE
FEBRUARY	01/06/16	01/15/16	01/27/16	TOWER CRANES	CRANE ASSEMBLY / DISASSEMBLY	
MARCH	02/03/16	02/12/16	02/24/16	SPMT / SPECIALIZED TRANSPORT	FLEET MANAGEMENT	SC&RA TRANSPORTATION
APRIL	03/02/16	03/11/16	03/23/16	ALL-TERRAIN CRANES	OPERATOR ISSUES	BAUMA / SC&RA ANNUAL CONFERENCE
MAY	04/06/16	04/15/16	04/27/16	SLINGS & RIGGING GEAR	TRAINING DIRECTORY	ACRP GENERAL ASSEMBLY
JUNE	05/04/16	05/13/16	05/25/16	USED EQUIPMENT / AUCTIONS	STANDARDS / LEGISLATION	CRAC / VERTIKAL DAYS
JULY	06/01/16	06/10/16	06/22/16	MEGA CRANES	EQUIPMENT INSPECTIONS	
AUGUST	07/06/16	07/15/16	07/27/16	TELESCOPIC-BOOM CRAWLER CRANES	INSURANCE	
SEPTEMBER	08/03/16	08/12/16	08/24/16	BOOM TRUCKS	TRANSPORT TOPICS	SC&RA CRANE & RIGGING WORKSHOP
OCTOBER	09/07/16	09/16/16	09/28/16	CRANE ACCESSORIES	EQUIPMENT MAINTENANCE	
NOVEMBER	10/05/16	10/14/16	10/26/16	ROUGH-TERRAIN, MINI-CARRY-DECK, AND OTHER SMALL CRANES	TOP TRAINER	
DECEMBER	11/02/16	11/11/16	11/23/16	CRAWLER CRANES	JOBSITE SAFETY (ELECTRONICS, COMMUNICATION DEVICES, PPE)	

\* 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	04/27/16	KNUCKLEBOOM CRANES / EUFMC PREVIEW	SAFETY GEAR
COMPONENTS & CONSUMABLES ANNUAL DIRECTORY	05/06/16	06/22/16		ACCESSORIES, BATTERIES, ENGINES, POWER TRAINS, COMPONENTS, ELECTRONICS, FLUID POWER, RIGGING
TELECOM & UTILITY CONSTRUCTION (Fall Edition)	06/23/16	08/24/16	TRACK-MOUNTED CRANES & AERIAL LIFTS	LIFTING ACCESSORIES

### EQUIPMENT, PRODUCTS, AND SERVICES COVERED THROUGHOUT THE YEAR

CRANES	PRODUCTS	SERVICES
All-Terrain Cranes Boom Trucks Crawler Cranes Knucklebooms Mini-Cranes Rough-Terrain Cranes Self-Erectors Taxi Cranes Tele-Crawlers Tower Cranes Truck Cranes	Crane Accessories Cribbing Communications Systems Controls LMIs Lubricants Outrigger Pads Rigging Gear Slings Software Telematics Transport Equipment Wire Rope And More...	Auctions Certifiers Financing Insurance Maintenance / Repair Providers Parts / Service Professional Associations Rebuilders Training



Crane Hot Line



CraneandRigging



Heartland Media Connection



Heartland Construction Division

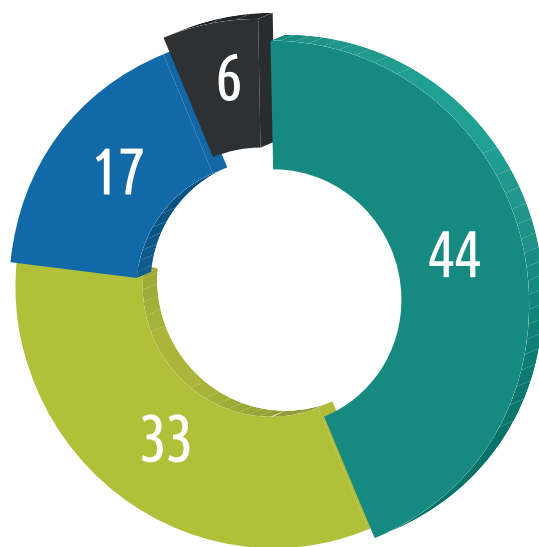
# CIRCULATION AND READERSHIP

**Crane Hot Line's** database is industry leading in its size and market focus. Built from one of the largest databases of contractors in the world, the magazine's readership has grown to more than 80,000.

Each print edition of **Crane Hot Line** mails to 20,000 professionals in the United States and Canada. The magazine's comprehensive readership includes skilled workers, heavy equipment contractors, crane rental companies, specialized transport and rigging operations, equipment dealers, financial services, insurance providers, and more. Also included in the monthly readership of **Crane Hot Line** are the members of the Specialized Carriers & Rigging Association, the Crane Rental Association of Canada, and the Association of Crane & Rigging Professionals. These associations represent a large portion of crane, rigging, and heavy haul companies in North America that rent and purchase heavy equipment and their associated support products.

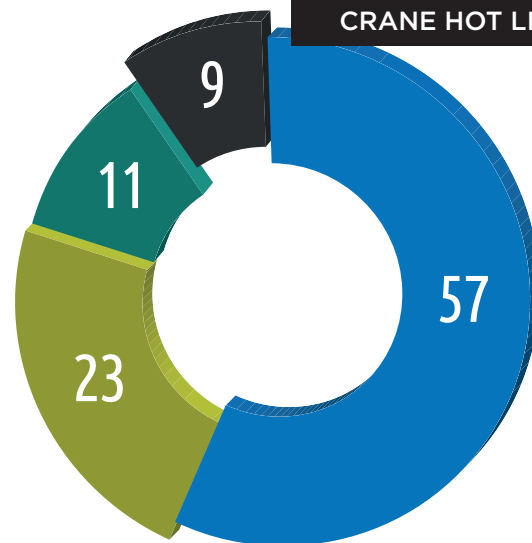
Below, you'll find a breakdown of **Crane Hot Line's** circulation. A Publisher's Statement can be provided upon request by calling Pat Sharkey, publisher, at **515-574-2117** or [pat.sharkey@hcgj.media](mailto:pat.sharkey@hcgj.media).

## CRANE HOT LINE'S CIRCULATION



- 44% CONTRACTORS**  
(Includes Heavy, Highway/Bridge, Oil & Gas and Marine)
- 33% EQUIPMENT RENTAL/SPECIALIZED TRANSPORT & RIGGING**  
(Includes members of SC&RA, CRAC, ACRP, and AWRP)
- 17% LIFTING EQUIPMENT MANUFACTURERS & DEALERS**
- 6% AFFILIATED BUSINESSES & OTHER COMPANIES**  
(Schools/Training, Associations, Engineering, Consulting, Government, Banks, Financial Services, and Insurance)

## CONTRACTORS RECEIVING CRANE HOT LINE



- 57% HEAVY CONSTRUCTION CONTRACTORS**
- 23% ROAD & BRIDGE CONTRACTORS**
- 11% GENERAL CONTRACTORS**
- 9% SPECIALTY TRADE CONTRACTORS**  
(Mining, Oil & Gas, Marine, Etc.)

# DIGITAL OPPORTUNITIES

**Crane Hot Line** informs readers through its daily updated website, ZMag-produced digital issues, mobile-compatible electronic newsletter, and social media sites. Thousands of monthly visits to [www.cranehotline.com](http://www.cranehotline.com) and digital versions of the monthly print magazines generate more than 30,000 page views per issue.

## DIGITAL ISSUE SPONSORSHIP (\$750 PER ISSUE)

As a digital advertiser, your message reaches a broad audience of industry professionals who are seeking the latest news, product information, technology updates, and safety issues.



## WEBSITE BANNER ADVERTISEMENTS

POSITION & SIZE	1 MONTH	12 MONTHS
LEADERBOARD (468 X 60 PIXELS)	\$600	\$6,000
MIDDLE (468 X 60 PIXELS)	\$550	\$6,000
RIGHT POSITION (120 X 180 PIXELS)	\$500	\$5,400
RIGHT POSITION (120 X 120 PIXELS)	\$400	\$4,200

## ELECTRONIC NEWSLETTER ADVERTISEMENTS

POSITION & SIZE	1 x	4 x	12 x
LEADERBOARD (300 X 80 PIXELS)	\$400	\$1,300	\$3,300
MIDDLE (468 X 60 PIXELS)	\$300	\$1,100	\$2,700
SIDE COLUMN (120 X 180 PIXELS)	\$250	\$900	\$2,100

## EMAIL MARKETING THAT REACHES YOUR CLIENTS

ECAST	Crane Hot Line can deliver your marketing message to the inbox of 15,000-plus opted-in subscribers who have agreed to receive third-party promotional email.	\$300/1,000 NAMES	\$3,500 ENTIRE LIST
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For a full list of digital marketing opportunities, including Featured Content, eCasts, Webinars, Featured YouTube Videos, Classified Text Advertisements, and Penta Content Marketing/SEO Programs, request the dedicated Digital Marketing Media Kit.

## CRANE HOT LINE: UPFRONT RATES & SPECIFICATIONS

AD SIZES	1x	3x	6x	12x	Dimensions
TWO-PAGE SPREAD	\$7,975	\$7,360	\$6,970	\$6,170	16.25" x 10.875" (Trim) 16.5" x 11.125" (Bleed) 15.5" x 10.125" (Live Area)
FULL PAGE	\$5,005	\$4,400	\$4,085	\$3,775	8.125" x 10.875" (Trim) 8.375" x 11.125" (Bleed) 7.375" x 10.125" (Live Area)
2/3 PAGE VERTICAL	\$4,495	\$3,960	\$3,690	\$3,395	4.625" x 10"
1/2 PAGE ISLAND	\$4,230	\$3,760	\$3,480	\$3,205	4.625" x 7.25"
1/2 PAGE HORIZONTAL / VERTICAL	\$4,000	\$3,535	\$3,275	\$3,025	7" x 4.875" (Horizontal) / 3.375" x 10" (Vertical)
1/3 PAGE VERTICAL	\$3,485	\$3,060	\$2,865	\$2,635	2.25" x 10"
1/4 PAGE	\$2,740	\$2,430	\$2,245	\$2,075	3.375" x 4.875"

## MARKETPLACE RATES (CRANES FOR SALE, PARTS, ACCESSORIES & SERVICES)

AD SIZES	1x	3x	6x	12x	Dimensions
TWO-PAGE SPREAD	\$3,465	\$3,165	\$2,865	\$2,595	15" X 10.875" (Trim) 15.25" X 11.125" (Bleed) 14.5" X 10" (Live Area)
FULL PAGE	\$2,170	\$1,990	\$1,810	\$1,645	7.5" x 10.875" (Trim) 7.75" x 11.125" (Bleed) 7" x 10" (Live Area)
1/2 PAGE HORIZONTAL / VERTICAL	\$1,315	\$1,215	\$1,125	\$1,035	7" x 4.875" (Horizontal) / 3.375" x 10" (Vertical)
1/4 PAGE	\$710	\$645	\$610	\$560	3.375" x 4.875"
2 X 3 COLUMN	\$545	\$490	\$445	\$400	3.375" x 2.833"
2 X 2 COLUMN	\$380	\$340	\$305	\$265	3.375" x 1.833"

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