

# CRANES AND LIFTING

Media Kit 2010



**Aspermont**  
*Information for Industry*

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[www.cranesandlifting.net](http://www.cranesandlifting.net) ABN: 66 00 375 048

**Bookings:** 8th of the month prior **Content for design or alteration:** 11th of the month prior **Final artwork:** 18th of the month prior

# CRANES AND LIFTING

## About US

*Cranes and Lifting* is the only independent trade magazine dedicated to the Australasian cranes and lifting industry. It covers all classes of cranes and lifting equipment, as well as the growing field of alternative lifting and positioning systems.

The publication recognises the importance of the lifting and moving sector to the success of just about every industry. Published quarterly, it is a vital tool for communicating important equipment developments to the construction, resources and transport industries.



*Cranes and Lifting* is a subscription service.  
For a complimentary sample or subscription enquiries:

T: +61 8 6263 9100 F: +61 8 6263 9186  
E: [subscriptions@cranesandlifting.net](mailto:subscriptions@cranesandlifting.net)

## Regular Reports

- Sophisticated business and financial news of the sector's leading companies
- Informed coverage of industry trends and events
- Up-to-date reports of significant lifting projects
- In-depth reviews of new products, equipment and technology
- Committed attention to safety issues

## 2010 FEATURES

### March

Crane Maintenance & Inspection  
Cranes in Action – NSW  
Cranes in Mining & Engineering Construction  
Lifting Systems  
Pick & Carry Cranes  
Rigging Equipment  
Tower & Self-erecting Cranes

### June

Cranes in Action – VIC/SA  
Cranes in Tilt-up & Precast Construction  
Finance & Insurance  
Heavy Lift & Transport  
Overhead & Gantry Cranes  
Rigging Equipment  
Vehicle Loading Cranes

### September

Crane Attachments & Accessories  
Crane Tyres & Tracks  
Cranes in Action – WA  
Cranes in Steel Construction  
Mini Crawlers  
Rigging Equipment

### December

Crane Safety Systems  
Cranes in Action – Qld  
Cranes in Manufacturing  
Crawler Cranes  
Rigging Equipment  
Telehandlers

# CRANES AND LIFTING

## Why ADVERTISE?

*Cranes and Lifting* gives you the opportunity to reach decision-makers in the Australasian construction, local government, civil works, resources and transport sectors.

Our unique range of advertising and sponsorship options will ensure your campaign reaches your target audience and creates a positive and lasting impression of your business.

*Cranes and Lifting* is published by *Aspermont Limited*, Australia's largest resources and construction industry media group. We offer cost-effective packages across our leading industry publications, providing you with maximum coverage of your target audience. For more information, visit [www.aspermont.com](http://www.aspermont.com).

## Readership PROFILE

*Cranes and Lifting* has a distribution of 3500 copies per issue, with a readership of 14,000.

### Geographic Distribution



26%	New South Wales/ACT	6%	South Australia
22%	Victoria/Tasmania	1%	Overseas
16%	Queensland	28%	Western Australia
1%	Northern Territory		

## Contact US

**For more information or to book your advertising campaign, contact:**

T: +61 8 6263 9100 F: + 61 8 6263 9148 E: [advertising@cranesandlifting.net](mailto:advertising@cranesandlifting.net)

# CRANES AND LIFTING

## Rates 2010

Size	Casual Rate		Corporate Rate	
	\$ pre GST	\$ (incl GST)	\$ pre GST	\$ (incl GST)
DP	6,175.00	6,792.50	5,350.00	5,885.00
FP	3,395.00	3,734.50	2,945.00	3,239.50
2/3 Page	2,945.00	3,239.50	2,665.00	2,931.50
1/2 Page	2,375.00	2,612.50	2,095.00	2,304.50
1/3 Page	1,950.00	2,145.00	1,675.00	1,842.50
1/4 Page	1,595.00	1,754.50	1,385.00	1,523.50
1/6 Page	1,345.00	1,479.50	1,175.00	1,292.50

### Key Positions

- 20% loading applies to covers (IFC, IBC, BC)
- 15% loading applies up to page 15
- 10% loading applies to all other specified locations

### Corporate Rates:

Corporate rates are available to clients who book two or more ads in the calendar year 2010.

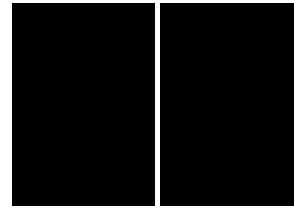
## Basic Typsetting Rates

Size	Casual Rate	
	\$ pre GST	\$ (incl GST)
DP	495.00	544.50
FP	395.00	434.50
2/3 Page	230.00	253.00
1/2 Page	195.00	214.50
1/3 Page	185.00	203.50
1/4 Page	165.00	181.50
1/6 Page	140.00	154.00

**Please Note:** Typesetting rates do not include the cost of scans, photo manipulation or drawing requirements.

**Inserts:** Full or partial run available upon request. Loose max size 290mm (d) x 200mm (w)

## Artwork Size SPECIFICATIONS



Double Page (DP)  
Trim Size: 297mm(d) x 420mm(w)  
Bleed: 307mm(d) x 430mm(w)  
Image Area: 270mm(d) x 384mm(w)  
Safe Area: 285mm(d) x 408mm(w)



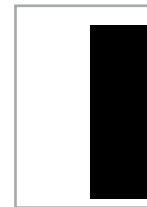
Full Page (FP)  
Trim Size: 297mm(d) x 210mm(w)  
Bleed: 307mm(d) x 220mm(w)  
Image Area: 270mm(d) x 182mm(w)  
Safe Area: 285mm(d) x 198mm(w)



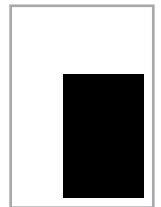
2/3 Page - Vertical  
255mm(d) x 119mm(w)



1/2 Page - Horizontal  
124mm(d) x 182mm(w)



1/2 Page - Vertical  
255mm(d) x 86mm(w)



1/2 Page - Double Column  
182mm(d) x 119mm(w)



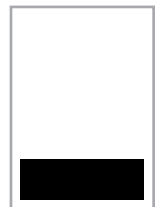
1/3 Page - Horizontal  
80mm(d) x 182mm(w)



1/3 Page - Vertical  
255mm(d) x 55mm(w)



1/3 Page - Double Column  
124mm(d) x 119mm(w)



1/4 Page - Horizontal  
60mm(d) x 182mm(w)



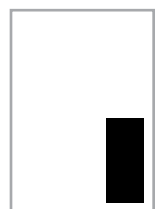
1/4 Page - Vertical  
124mm(d) x 86mm(w)



1/4 Page - Double Column  
92mm(d) x 119mm(w)



1/6 Page - Horizontal  
40mm(d) x 182mm(w)



1/6 Page - Vertical  
124mm(d) x 55mm(w)

### Cancellation Fees:

- A cancellation fee of 25% will apply if your print booking is cancelled 14 days or less before the scheduled booking deadline (refer note 1)
- A cancellation fee of 50% will apply if your print booking is cancelled after the nominated booking deadline and before the scheduled production deadline (refer note 1)
- A cancellation fee of 100% will apply if your print booking is cancelled after the scheduled production deadline (refer note 1)
- A cancellation fee of 25% will apply if your online booking is cancelled 30 days prior to the "go live" date (loading of ad) for the online advertising.

For the Aspermont Full Terms & Conditions, please see the 'Advertise' Tab on the website or call your Aspermont Sales Executive.

Note 1 - All scheduled booking and production deadlines as supplied by your Aspermont Sales Executive. Please feel free to contact your representative for further information and clarification.

# CRANES AND LIFTING

## Artwork SPECIFICATIONS

### Complete Artwork

#### Preferred File Type:

PDF - press-quality, 300DPI optimisation, CMYK, transparencies flattened to high resolution. Ink profile US Web Coated (SWOP) V2.

#### Material Requirements:

Advertisers are to supply completed artwork in digital form. Advertisers will not incur any production charges for digital artwork supplied complete to our specifications. Costs may apply to any material supplied outside our specifications.

All material is to be with the production department (Aspermont Limited, Production Department, 613-619 Wellington Street, Perth WA 6000, Australia) by the material deadline. The material deadline is supplied on your booking confirmation sheet when a space reservation is made.

#### Supplying Digital Artwork:

Utilise CD, DVD or via email to **adproduction@aspermont.com** (10MB size limit). FTP details are available on request. Aspermont accepts no responsibility for colour reproduction where colour guides are not supplied.

#### Accepted Programs:

Photoshop, Illustrator CS2, Pagemaker 6.0 and InDesign CS2. We cannot use as final artwork: Powerpoint, Word, Excel, Corel Draw, Publisher or any other software not on the accepted list above.

#### Colours:

PMS colours must be supplied out of 4-colour process to avoid the extra \$300 charge per PMS colour. The ink profile should be set to US Web Coated (SWOP) V2.

### Providing artwork for make-up:

#### Text:

To be provided by the client in "text only" format, either on disk or via email.

#### Images:

To be provided as: slides or chemical photos for scanning or digital photos (TIFF, JPEG, RAW or EPS). Electronic scans and digital photos to be 300 DPI or better at 100% of the required size.

#### Logos:

To be provided as: EPS file format (preferably vector) or large size jpeg.

#### Proofing:

A proof of your advertisement will be emailed for your approval before publication.

For more information, please contact your advertising sales representative.

