

CRANES AND LIFTING

Media partner
& member of:



Media Kit 2012



Aspermont
Information for Industry

T: +61 8 6263 9100

F: +61 8 6263 9148

E: advertising@cranesandlifting.net

www.cranesandlifting.net

About US

Cranes and Lifting is the only independent trade magazine dedicated to the Australasian crane industry.

Each issue contains a proven mix of equipment news, product stories and coverage of industry issues relevant to the multi-billion dollar lifting and carrying industry.

The publication recognises the importance of the lifting and moving sector to the success of just about every industry.

Published bi-monthly, it is the primary vehicle 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

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

2012 FEATURES

March

Cranes in Action – NSW
Cranes in Mining & Engineering Construction
Telehandlers - Non-Crane Lifting
Tower & Self Erect Cranes
Rigging Equipment

May

Cranes in Action – Qld & NT
Crane Maintenance & Inspection
Finance & Insurance
Overhead & Gantry Cranes
Pick & Carry Cranes

July

Cranes in Action – Vic & Tas
Cranes in Tilt-up & Precast Construction
Heavy Lift & Transport
Access Equipment
Vehicle Loading Cranes

September

2012 CICA Conference

Cranes in Action – SA
Cranes in Steel Construction
Crane Tyres & Tracks
Mini Crawlers
Rigging Equipment
Tower & Self Erect Cranes

November

Cranes in Action – WA
Crane Attachments & Accessories
Crawler Cranes
Crane Safety Systems
Rigging Equipment

Why ADVERTISE?

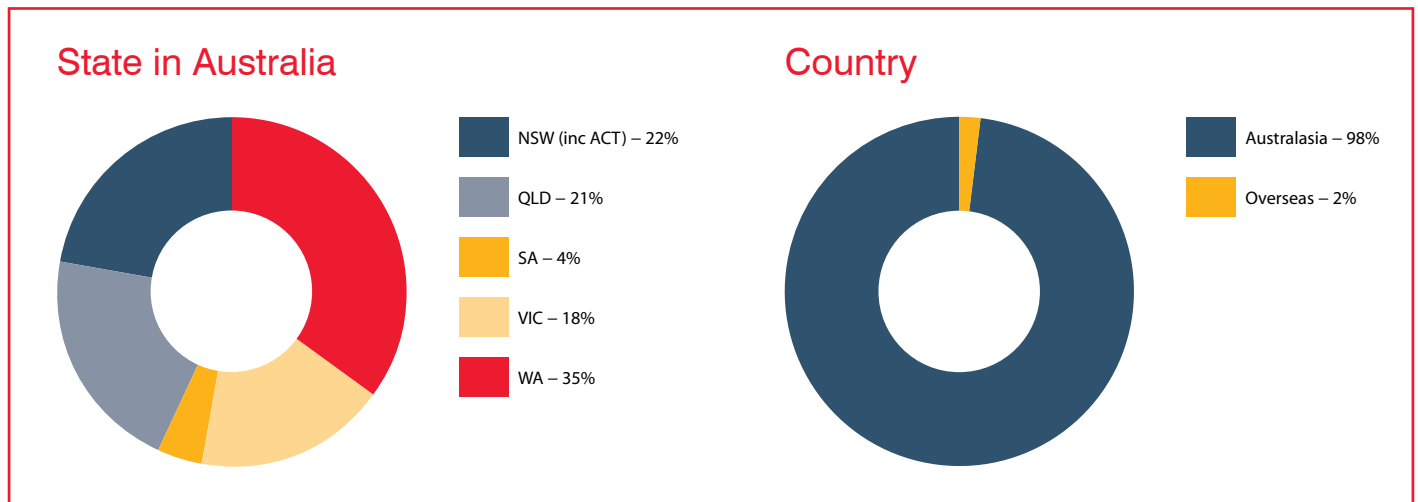
Cranes and Lifting gives you the opportunity to reach decision-makers in the Australasian construction, local government, civil works, resources and transport sectors.

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.

Readership PROFILE

Cranes and Lifting has a distribution of 3,500 copies per issue, with a readership of 14,000.



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

Rates 2012

Size	Casual Rate		Corporate Rate	
	\$ pre GST	\$ (incl GST)	\$ pre GST	\$ (incl GST)
DP	6,870.00	7,557.00	5,950.00	6,545.00
FP	3,775.00	4,152.50	3,275.00	3,602.50
2/3 Page	3,275.00	3,602.50	2,965.00	3,261.50
1/2 Page	2,640.00	2,904.00	2,335.00	2,568.50
1/3 Page	2,170.00	2,387.00	1,855.00	2,040.50
1/4 Page	1,775.00	1,952.50	1,540.00	1,694.00
1/6 Page	1,495.00	1,644.50	1,310.00	1,441.00

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 2012.

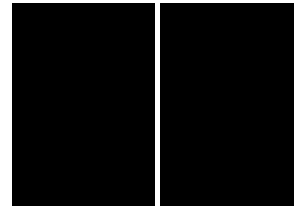
Basic Typsetting Rates

Size	Casual Rate	
	\$ pre GST	\$ (incl GST)
DP	560.00	616.00
FP	465.00	511.50
2/3 Page	265.00	291.50
1/2 Page	240.00	264.00
1/3 Page	220.00	242.50
1/4 Page	205.00	225.50
1/6 Page	185.00	203.50

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

Inserts: 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)



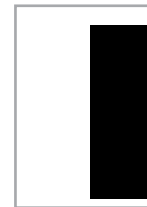
Full Page (FP)
Trim Size: 297mm(d) x 210mm(w)
Bleed: 307mm(d) x 220mm(w)
Image Area: 270mm(d) x 182mm(w)
Safe Area: 285mm(d) x 198mm(w)



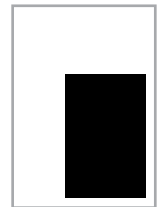
2/3 Page - Vertical
255mm(d) x 119mm(w)



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)



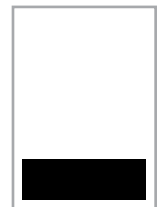
1/3 Page - Horizontal
80mm(d) x 182mm(w)



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)



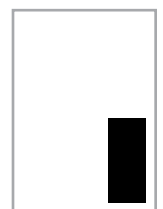
1/4 Page - Vertical
124mm(d) x 86mm(w)



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.

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.

