

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

INTERNATIONAL
CRANES
AND SPECIALIZED TRANSPORT

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



International Cranes and
Specialized Transport's
circulation is audited by BPA
Worldwide, the leading auditor
of international business-to-
business magazines.



2022

MEDIA INFORMATION

INTERNATIONAL CRANES AND SPECIALIZED TRANSPORT

International Cranes and Specialized Transport (ICST) is the industry's first choice in business media, offering the very best in news, site reports, new product information, legislation updates and more from this niche global industry.

The experienced editorial team - Alex Dahm has been writing about cranes for more than 20 years - prides itself on supplying timely, relevant and interesting news and features to help inform about the markets, products and the news and trends most useful when making business decisions.

We have faced one of the toughest years to date with Covid-19, which has affected the lifting industry like everything else. The impact will continue to be felt and we have made many changes to offer advertisers new ways to reach the buyers who are readers of ICST. This pandemic has presented many new challenges for us in the media sector and we are actively developing more opportunities to connect advertisers with buyers.



Official magazine of the SC&RA

International Cranes and Specialized Transport is the official international magazine of the Specialized Carriers and Rigging Association (SC&RA). This offers our readers exclusive access to news, views and information from the SC&RA. In addition, all SC&RA members receive a copy of International Cranes and Specialized Transport.

European partner:



Approved media partner for:



MAGAZINE



17,681*

CIRCULATION



*BPA AVERAGE QUALIFIED
+ NON-QUALIFIED: JAN-JUNE 2021

12 ISSUES PER YEAR

56 MINUTES

AVERAGE READ TIME

SIGNET ADSTUDY MAY 2021

WEBSITE



30,417

PAGE VIEWS/MONTH

15,301

UNIQUE VISITORS/MONTH

AVERAGE (MAY-JULY 2021)



SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

CHOOSING THE RIGHT MEDIA PARTNER IS VITAL TO YOUR MARKETING CAMPAIGN

NEWSLETTERS

WORLD CRANE WEEK



20,512

WEEKLY DISTRIBUTION

AVERAGE (JUNE 2020-JUNE 2021)
PUBLISHER'S OWN DATA

15,301

UNIQUE VISTORS/MONTH

19,934

SESSIONS/MONTH

CRANE MARKET



16,308

BI-WEEKLY DISTRIBUTION

AVERAGE (JULY 2021)
PUBLISHER'S OWN DATA

1,595

UNIQUE VISTORS/MONTH

1,989

SESSIONS/MONTH

CRANE GUIDES



20,000

DIGITAL CIRCULATION

1,000

PRINT CIRCULATION

The most comprehensive crane reference guide in the world

www.worldcraneguide.media

SOCIAL MEDIA



internationalcranes

internationalcranes

@KHL_IC

International Cranes & Specialized Transport

Cranes and Lifting Professionals

EVENTS



HIGH QUALITY CIRCULATION IS ESSENTIAL TO THE PERFORMANCE OF YOUR ADVERTISING

MAGAZINE



CIRCULATION



*BPA AVERAGE QUALIFIED
+ NON-QUALIFIED: JAN-JUNE 2021

International Cranes' circulation is audited by BPA Worldwide, the leading auditor of business-to-business magazines.

THE ULTIMATE STRENGTH OF A DYNAMIC CIRCULATION, MOVES WITH THE MARKETS

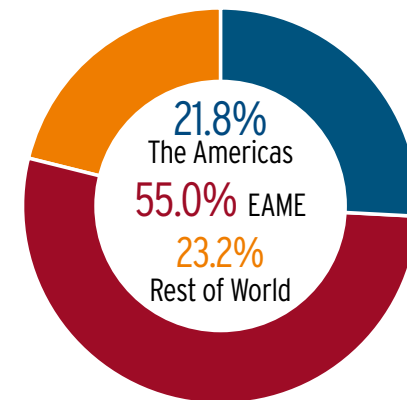
The circulation has been developed and refined over almost 30 years. It also ongoing removing and adding the key personnel that would influence and or specify product buying worldwide. This is critical for your marketing strategy to be assured that we do reach your specialist market. We further add the independent audit from the BPA Worldwide as there is no better validation.

COMPARISON	COMPETITOR	ICST
Total countries reached:	93	164
Asia and Asia Pacific:	22	43
Africa and Middle East:	22	46
Latin America and Caribbean:	13	32
Europe:	34	43
Digital Circulation:	0	12,020

BY REGION:

- 45.2% Europe
- 21.8% North America
- 18.7% Asia and Asia Pacific
- 9.8% Africa and Middle East
- 4.5% Latin America and Caribbean

DISTRIBUTION:



BY BUSINESS TYPE:

- 42.0% Contractors, Consultants and Consulting Engineers
- 25.4% Crane Rental/Distributors
- 10.4% Manufacturers
- 10.3% Specialized/Heavy Transport/Rigging
- 3.3% Mining/Quarrying/Aggregate Production, Associations/ Education/Establishment/Research, Finance/Regulator, Safety/ Training, Permit Services, Petroleum Producer, Inspection/ Testing, Insurance and Software
- 3.2% Industrial Establishment, Public/Private Utilities and Construction Department of Large Industrial/ Commercial Concern
- 2.8% Energy/Petrochemical, Wind power, Power Generation, Airports/Ports/Docks/Offshore, Government/Defence/ International Authority
- 2.6% Other companies allied to the field

BASED ON MAY 2021 ISSUE, BPA BRAND REPORT



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

JANUARY

Rental confidence survey

Repair and refurbishment

Self erecting tower and mobile folding cranes

Specialized transport update

BONUS DISTRIBUTION:

- ✓ Construction contractors
- ✓ SC&RA Specialized Transportation Symposium



FEBRUARY

Rope and winch technology

Pick and carry and yard cranes

PREVIEW



Annual Conference

BIM software and integrating your fleet

Specialized transport update

BONUS DISTRIBUTION:

- ✓ Industrial crane installers
- ✓ ESTA ✓ CATME 2022



MARCH

Operator training and certification

Software for fleet management

ESTA news

Specialized transport update

BONUS DISTRIBUTION:

- ✓ CATME 2022



APRIL

Tower cranes and operator hoists

Mini crawler mounted articulating cranes

Specialized trailers

Specialized transport update

BONUS DISTRIBUTION:

- ✓ SC&RA Annual Conference



MAY

Articulating loader cranes

New technology update

PREVIEW



Industry focus: oil and gas

ESTA update and awards

Specialized transport update

BONUS DISTRIBUTION:

- ✓ Oil and gas contractors



JUNE

TOPLIST



(previously IC50)

The World Crane Report

Renewable energy sector transport

SC&RA Jobs of the year

Specialized transport update

BONUS DISTRIBUTION:

- ✓ Energy sector and transport contractors
- ✓ TCNA



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

JULY

All terrain cranes

Renewable energy lifting technology

Sustainability and other environmental matters

Specialized transport update

PREVIEW



FREE MARKET RESEARCH:

FREE independent advertising research for full pages or larger



AUGUST

TOPLIST



Specialized transport

PREVIEW



BONUS DISTRIBUTION:

- ✓ Bauma
- ✓ Transport contractors

SEPTEMBER

SHOW GUIDE



Tower cranes and operator hoists

Specialized transport update

TOPLIST



TOPLIST (PREVIEW)



BONUS DISTRIBUTION:

- ✓ Bauma
- ✓ Tower crane rental companies

OCTOBER

LAST CALL



Crawler cranes

Offshore lifting, equipment and components

Operator assistance technology

Specialized transport update

BONUS DISTRIBUTION:

- ✓ Offshore lifting contractors
- ✓ Heavy lift specialists
- ✓ Bauma



NOVEMBER

TOPLIST



Below the hook

Specialized transport update

PREVIEW



BONUS DISTRIBUTION:

- ✓ SC&RA 2023 Transport Symposium



DECEMBER

SPECIAL ISSUE:

Heavy lifting, equipment and components

TOPLIST (RESULT)



New technology

Specialized transport update



FREE MARKET RESEARCH

How do you measure recall and readership of your advertisements?

Advertise in the July issue of International Cranes and Specialized Transport with a full page or more and we will provide you with an independent detailed advertising report that not only measures recall and readership but also measures the awareness, familiarity and perception of your brand.



This independent brand feedback from our loyal readership can help you shape the strategic direction of your brand.

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. But if you are restricted by budget restraints, then select the best feature related issue to best focus your message. Also, make sure our editor has your latest news, updates and or project/applications to enhance your presence.

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 RANKING OF EQUIPMENT OWNERS



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

JUNE ISSUE



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

AUGUST ISSUE



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

SEPTEMBER ISSUE



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

SEPTEMBER AND DECEMBER ISSUES



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

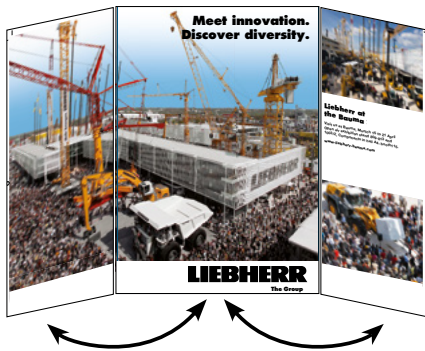
NOVEMBER ISSUE

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



UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR HIGH IMPACT, HIGH VISIBILITY MARKETING

BARN DOOR



A split cover revealing your advert comprising a full page and two half page verticals.

BELLY BAND/WRAPAROUND



Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.

SUPPLEMENT



A supplement bound in the magazine consisting of four, eight, 12 or 16 pages.

For more information, or to advertise, please contact **Mike Posener**: mike.posener@khl.com | M: +353 (0)86 0431219

MAGAZINES GIVE YOU THE SPACE TO TURN YOUR ADVERTISEMENT INTO A VISUAL STORY, NOT JUST A ONE-LINE PRODUCT PITCH

GATEFOLD: COVER OR INSIDE POSITION



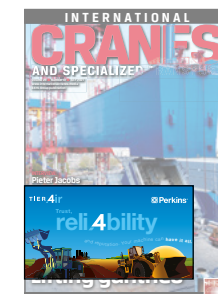
Three pages of advertising opening out as a gatefold from either the front cover or back cover. Or, opening out as a four- or six-page gatefold inside the magazine.



For more information, or to advertise, please contact **Mike Posener**: mike.posener@khl.com | M: +353 (0)86 0431219

POSTCARD

Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.



BOOKMARK OR TABBED AD



You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.

MAGAZINE



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CIRCULATION



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AVERAGE READ TIME

SIGNET ADSTUDY MAY 2021

€ EURO RATES

NUMBER OF INSERTIONS:	1	6	12	24
FULL PAGE	€6,900	€6,200	€5,520	€4,950
HALF PAGE ISLAND	€4,750	€4,270	€3,800	€3,450
HALF PAGE	€4,170	€3,760	€3,340	€3,050
THIRD PAGE	€3,090	€2,780	€2,470	€2,150
QUARTER PAGE	€2,320	€2,080	€1,850	€1,550

30% surcharge for cover positions

\$ US\$ RATES

NUMBER OF INSERTIONS:	1	6	12	24
FULL PAGE	\$7,700	\$6,950	\$6,180	\$5,544
HALF PAGE ISLAND	\$5,150	\$4,630	\$4,120	\$3,864
HALF PAGE	\$4,530	\$4,080	\$3,620	\$3,416
THIRD PAGE	\$3,300	\$2,970	\$2,640	\$2,408
QUARTER PAGE	\$2,420	\$2,160	\$1,940	\$1,736

30% surcharge for cover positions

MARKETPLACE

Dedicated section for auctions, cranes and equipment for sale, recruitment, rental companies and dealers, parts and services

NUMBER OF INSERTIONS:	1	6	12	24	1	6	12	24
FULL PAGE	€2,250	€2,000	€1,850	€1,720	\$3,050	\$2,600	\$2,450	\$2,270
HALF PAGE	€1,500	€1,350	€1,200	€1,110	\$2,000	\$1,800	\$1,600	\$1,470
QUARTER PAGE	€1,125	€975	€850	€830	\$1,500	\$1,350	\$1,200	\$1,100

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SIGNET ADSTUDY MAY 2021

BLEED SIZE

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

COLOUR

● CMYK only - do not use RGB or spot colour.

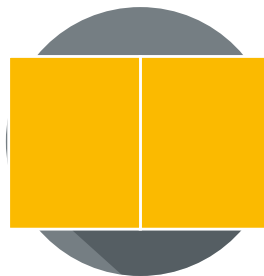
BONUS DIGITAL ISSUE

● All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

RICH MEDIA

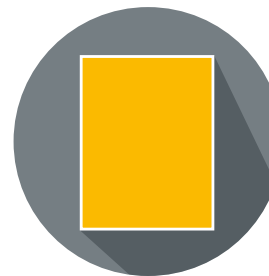
● Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the International Cranes and Specialized Transport App. Please talk to your local sales contact.

DOUBLE PAGE SPREAD



420mm x 297mm
(16.5in W x 11.75in H)

FULL PAGE



210mm x 297mm
(8.25in W x 11.75in H)

HALF PAGE ISLAND



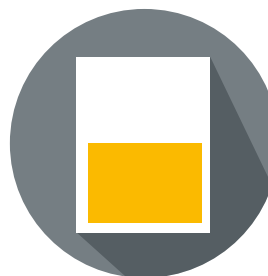
117mm x 184mm
(4.625in W x 7.25in H)

HALF PAGE VERTICAL



86mm x 268mm
(3.375in W x 10.5in H)

HALF PAGE HORIZONTAL



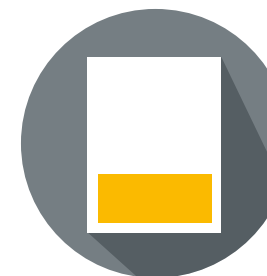
184mm x 124mm
(7.25in W x 4.875in H)

THIRD PAGE VERTICAL



57mm x 268mm
(2.25in W x 10.5in H)

THIRD PAGE HORIZONTAL



184mm x 85mm
(7.25in W x 3.35in H)

QUARTER PAGE



86mm x 124mm
(3.375in W x 4.875in H)

For more information contact: production@khl.com | +44 (0)1892 786262

Direct traffic from ICST's website straight to yours

Measure your campaign's success

Promote your message for a month or more

WEBSITE



30,417

PAGE VIEWS/MONTH

15,301

UNIQUE VISTORS/MONTH

AVERAGE (MAY-JULY 2021)



SOURCE: GOOGLE ANALYTICS
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

SOLUS WALLPAPER

BRAND NEW for 2022, wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

Desktop: 1260 x 1500 pixels
1024px centre gap not visible

\$ 4,200

SPONSORED CONTENT 1 & 2

Demonstrate that you are a market leader and expert in your field by expanding on a key subject via a longer article or video. Run of site.

Headline: Max 40 characters including spaces
Standfirst: Max 250 characters including spaces
Button Text: Max 20 characters including spaces
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.

\$ 4,450

\$ 3,850

The screenshot shows the website layout with several advertising opportunities highlighted:

- Top Billboard:** A large banner at the top right for the '1 & 2 DECEMBER 2021' event in Nice, France.
- Solus Wallpaper:** A large banner on the left side of the main content area featuring a Cargotec crane.
- Sponsored Content 1 & 2:** Two content blocks at the bottom of the page, one for a '16 t telescopic crawler crane' and another for a 'Must-Attend Keynote' by Larry Bleser.
- MPU 1:** A 'Most Read' section on the right side of the page.
- MPU 2, MPU 3:** A 'True satisfaction for all.' advertisement on the right side of the page.
- In-Content Leaderboard:** A 'Off-Highway Global Briefing Webinar' advertisement on the right side of the page.

TOP BILLBOARD

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

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

\$ 3,300

MPU 1

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

Desktop, Tablet & Mobile: 300 x 250 pixels

\$ 2,750

MPU 2, MPU 3

Run of site branding to promote your brand, exhibition or product lines.

Desktop, Tablet & Mobile: 300 x 250 pixels

\$ 1,900

\$ 1,650

IN-CONTENT LEADERBOARD

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Desktop: 598 x 100 pixels | Tablet: 468 x 60 pixels
Mobile: 300 x 75 pixels

\$ 2,150

World Crane Week delivers the latest in global industry news direct to your customers' inboxes. Immediate advertising results are provided through this high-visibility advertising opportunity.

NEWSLETTER WORLD CRANE WEEK



20,512

**OPT-IN WEEKLY
DISTRIBUTION**

AVERAGE (JUNE 2020-JUNE 2021)
PUBLISHER'S OWN DATA

15,301
UNIQUE VISTORS/MONTH

19,934
SESSIONS/MONTH

SPONSORED CONTENT 1 & 2

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

Headline: Max 60 characters including spaces
Standfirst: Max 400 characters including spaces
Button Text: Max 20 characters including spaces
Image: 570 x 190 pixels high res image
Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

\$ 4,450

Text: Max 308 characters including spaces
Button Text: Max 20 characters including spaces
Image: (3:2) high res image
Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

\$ 3,850

BUTTON

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

\$ 1,250

Can't see this e-mail? View it in your web browser

KHL's Worldcraneweek
Global news from International Cranes and Specialized Transport and American Cranes & Transport
14 September 2021 Edition

Top story

New 25 tonne Tadano rough terrain crane
Japanese manufacturer updates 25 tonne capacity GR-250N rough terrain crane for domestic market...

First development by KTR think tank

The EVOLASTIC expands KTR's coupling range by a backlash-free and torsionally soft all rounder for applications in frequency controlled or I C - engine drives. The new coupling will be available in ten sizes and each ten basic versions for nominal torques from 100 to 5,600 Nm.

Enter The Dragon

News

TNT Crane & Rigging refinances loans
US crane rental major closes on \$385 million asset-based lending revolving credit loan and a \$119 million...

Quayside Cranes

Higher capacity Enerpac trolleys for heavy lifts
Improved ETR series Trolley System with higher capacity trolleys and swivel plates t....

ML utilities acquires UES
The purchase positions ML Utilities to better serve its growing customer base in Tennessee, USA...

Sponsored Content

The world's first "Thinking" lifting point: RUD Presents ACP-TURNADO for Heavier Loads

RUD launched the RUD ACP-TURNADO - an "intelligent" centric lifting point that always immediately turns in the direction of force when the load is lifted.

Read More

Nanson adds three AT cranes to Hong Kong fleet
Trio of 100 tonne capacity Grove GMK4100L-1 all terrain cranes join Kanson Crane & Heavy Transport f...

- Promote your products to a dedicated audience
- Weekly distribution allows messages to be changed or updated from week to week with each new issue
- Receive statistical data on advert performance
- Now with embedded links to help direct you to further details

SPONSOR BANNER

Excellent brand building position within high quality editorial content.

Desktop, Tablet & Mobile: 570 x 100 pixels

\$ 2,500

ICTL TOPLIFT

Moving p...
tonnes a...

TopLift 2

Our ann...
vote for y...

Manitow...

The newest Potain dealer for Denmark, the Faroe Islands and Greenland...

B-RAD BL S

EXTREMELY PORTABLE. EXCEPTIONALLY ACCURATE.

Ritchie Bros names president

New president of global equipment auction company is an internal appointment...

Feature of the week

Fagioli's Goliath shipyard challenge in Venice
Ambitious project to install a Goliath gantry crane in Italy...

Featured report

Which contractors are joining the HVO revolution?
As pressure mounts from governments and consumers around the world to reduce carbon, contractors are...

Featured Toplist

Top 10 tower crane companies 2021
Who are the new entrants and which firms head up International Cranes and Specialized Transport maga...

Featured video

Video interview: Matt Ackley, Ritchie Bros.
Matt Ackley, chief marketing officer, Ritchie Bros. gives more detail on the company's US\$1 billion ...

SAFE WIRELESS CONTROLS
For your Construction Equipment

WORLDWIDE BARE RENTAL OF CRANES
SCORANT RENTALS

WORLDWIDE SMART WIND MONITORING
WINGCRANE

Featured event

Albert Galoy added to ITC conference programme

The unique Crane Market package offers you three ways to sell used cranes in one simple turnkey solution.

NEWSLETTER CRANE MARKET



16,308

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\$ 2,500

Text: Max 308 characters including spaces
Button Text: Max 20 characters including spaces
Image: 570 x 380 pixels (3:2) high res image
Article: Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

\$ 2,200

BUTTON

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels


\$ 750

Best viewed in a web browser


KHL CraneMarket

The online market place for buyers and sellers of used cranes

FEATURED CRANE



Demag AC 55 City
 Year - 2004 | Lift Capacity - 55 | Germany
 Capacity 55 t, main boom 40.00 m and 20.20 m boom extension, 1 winch, 1 x 3 sheave (32 t) hook block and 1 ball hook (5 t), LMI Torax-Demag MPC 5, Carrier 6x4x6, Engine Mercedes Benz OM 926 LA 6 Cyl.
[View details >](#)




First development by KTR think tank


The EVOLASTIC expands KTR's coupling range by a backlash free and torsionally soft all-rounder for applications in frequency-controlled or I. C.-engine drives. The new coupling will be available in ten sizes and each ten basic versions for nominal torques from 100 to 5,600 Nm.

Enter The Dragon

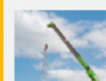
LATEST CRANES FOR SALE



Unic URW-295
 Year - 2008 | Lift Capacity - 3 | United Kingdom
 The UNIC URW-295 is extremely compact with a slender chassis at just 0.6 metres wide and an over all width of just 600mm. With a maximum lifting height of 8.8 metres and a narrow build, this used mini
[View details >](#)



Liebherr LTM 1045-3.1
 Year - 2006 | Lift Capacity - 45 | Netherlands
 Max. capacity: 45 t/Delivery: direct Good working condition Talma brake 7 t counterweight CARRIER Make: Liebherr Engine Liebherr D 936 LAG Axles: 3 Drive / steering: 6 x 6 Tires: 16.00
[View details >](#)




Sennebogen S 613 R
 Year - 2010 | Lift Capacity - 16 | Germany
 crawler telescopic crane
[View details >](#)


Precast concrete assembly with 120 t telescopic crawler crane: Construction of a new logistics hall

MSG Krandienst GmbH from Kehl in Baden is now making SENNEBOGEN's 120 t 6113 E telescopic crawler crane available for the construction of a logistics center, providing the perfect tool for use in precast concrete assembly.

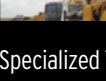
Read more here




Grove GMK 3050
 Year - 1999 | Lift Capacity - 35 | Germany
 Capacity 35 t, Main boom 29.00 m, Hook blocks 1 x 3 sheave (20 t), 1 x Ball hook (5 t), LMI EKS 4, Counterweight 6 t and 1 winch, Carrier 4x4x4, engine Daimler Benz OM 366LA 6 Cyl. 279 HP, mileage 17
[View details >](#)



Liebherr 200 EC-H 10 Ltronic
 Year - 2002 | Lift Capacity - 10 | Germany
 jib 60m, undercarriage 170HC 4.5x4.5m, HH 37m
[View details >](#)



Liebherr 132 EC-H 8 FR, tronic
 Year - 2013 | Lift Capacity - 8 | Germany



Liebherr LTM 11200
 Year - 2014 | Lift Capacity - 1200 | Germany


- **ONLINE:**
Unlimited crane listings, pictures, detailed descriptions, contact details and company logo.
- **DIGITAL:**
e-mail marketing in the KHL Crane Market e-Newsletter. Your featured cranes sent bimonthly to more than **18,000** potential buyers worldwide.
- **PRINT:**
A quarter page advertisement in the Marketplace section of ICST magazine.

SPONSOR BANNER


Excellent brand building position within high quality editorial content.

Desktop, Tablet & Mobile: 570 x 100 pixels


\$ 1,550



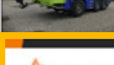
Year - 2003 | Lift Capacity - 45 | Netherlands
 Max. capacity: 45 t/Delivery: direct Good working condition Talma brake 7 t counterweight CARRIER Make: Liebherr Engine Liebherr D 936 LAG Axles: 3 Drive / steering: 6 x 6 Tires: 16.00
[View details >](#)




Grove GMK 3050
 Year - 1999 | Lift Capacity - 35 | Germany
 Capacity 35 t, Main boom 29.00 m, Hook blocks 1 x 3 sheave (20 t), 1 x Ball hook (5 t), LMI EKS 4, Counterweight 6 t and 1 winch, Carrier 4x4x4, engine Daimler Benz OM 366LA 6 Cyl. 279 HP, mileage 17
[View details >](#)




Liebherr LTM 1045-3.1
 Year - 2006 | Lift Capacity - 45 | Netherlands
 Max. capacity: 45 t/Delivery: direct Good working condition Talma brake 7 t counterweight CARRIER Make: Liebherr Engine Liebherr D 936 LAG Axles: 3 Drive / steering: 6 x 6 Tires: 16.00
[View details >](#)




Sennebogen S 613 R
 Year - 2010 | Lift Capacity - 16 | Germany
 crawler telescopic crane
[View details >](#)




Liebherr climbing unit 600HC
 Year - 2003 | Lift Capacity - 1 | Germany
 Liebherr climbing unit for 500/550HC tower, complete 2 pieces available
[View details >](#)




Demag AC 40 City
 Year - 2008 | Lift Capacity - 40 | Germany
 Capacity 40 t, Main boom 31.20 m with 13.00 Fly jib, 1.20 m Runner, 1 winch, 1 x 5-sheave Hook block (30 t), LMI Demag AC-1, Carrier 6x4x6, Engine Daimler Benz OM 906LA, 6 Cyl. 279 HP, Mileage 132.82
[View details >](#)




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Liebherr LTM 11200
 Year - 2014 | Lift Capacity - 1200 | Germany



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THE DISTRIBUTION WILL BE MADE UP OF THE OPT-IN WORLD CRANE WEEK AUDIENCE COMBINED WITH DIGITAL SUBSCRIBERS IN THE GLOBAL CRANE SECTOR

5 ISSUES

International Cranes and Specialized Transport together with American Cranes and Transport will present dedicated e-Newsletters for BAUMA 2022. Offering the latest news, videos and new product launches before, during and after the exhibition.

SPONSORED CONTENT

Highly prominent position to dominate newsletter with space to expand your message. **Limited to 3 advertisers.**

- Headline:** Max 40 characters including spaces
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KHL GROUP live@bauma ACT CRANES
The essential breaking news before and during Bauma 2021

Top story

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

News

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

US\$494 billion of active construction in Kuwait
Report finds that the construction sector is looking healthy in Kuwait...

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Driving change with Lokotrack® e-Power

With challenging operational conditions driving change for aggregate producers, there is a considerable rise in popularity of hybrid mobile crushing and screening solutions worldwide – the demand goes further Central Europe or the Nordics.

Lokotrack® e-Power

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

Bauer trench cutter reaches 228m
FalCon project sees Bauer BC 50 cutter reach record depth in search of diamonds in Kimberlite fields...

Europe the leader in robot tech
Construction companies in Europe lead the world with an average of 1.2 robots per 10,000 workers...

Construction set to begin on giant telescope
Thirty Metre Telescope (TMT) in Hawaii to cost US\$1.4 billion to build...

Skills shortage driving up pay
Wages in UK construction industry increasing as skilled EU workers find country less appealing...

Access news

Turkey air service for Haulotte platforms
Turkish Technic orders 26 Haulotte MEWPS for its new service centre at Istanbul Airport...

Bobcat completes telehandler range
Bobcat adds the 8m TL43.80HF and 7m TL30.70 compact models

LIVE REPORTING:

During the event, editors will report live news from the show to be sent out in two daily newsletters. Visitors regularly monitor these on their mobile devices during the event to get the latest information and news. The newsletters also provide a rich source of information for those not attending bauma.

GLOBAL COVERAGE:

Written by International Cranes and Specialized Transport and American Cranes & Transport's team of renowned editors, the five newsletters will be distributed prior, during and post the show.

- 2 show previews
- 2 daily newsletters distributed from the show itself
- 1 extended post show review

GLOBAL AUDIENCE:

The newsletter will be circulated to the combined opt-in readers of International Cranes and Specialized Transport and American Cranes and Transport, with a potential **17,000+** views per day.

BUTTON

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

\$ 1,380 € 1,200

Rental news

Carbon footprint of construction equipment
Efficient use of equipment can lead to carbon footprint reductions of between 30 and 50%...

ERA Convention 2020: venue announced
The next ERA Convention will be held in Maastricht, the Netherlands, on 10 and 11 June 2020...

Feature of the week

Regional Report, Latin America
Political change and a push for international investment could see the region flourish...

Featured video

Simulator operator training

CROSS-CHANNEL ADVERTISING - REMARKETING, E-CASTS, SPONSORED E-NEWSLETTERS AND DEDICATED WEBINARS

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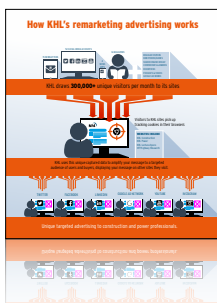
Promote your company's products, services or announcements through e-mail sent directly to International Cranes and Specialized Transport readers.

Target by business type and-or specific regions and countries.

REMARKETING

BASE COST
 € 6,500
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 2. Buy a pre-determined tag and benefit from your wallpaper appearing alongside every story where a reader searches for that term.

**TOWER
CRANES**
NORTH AMERICA
CONFERENCE & RECEPTION

www.khl-tcna.com

The must-attend event for the North American tower crane community will once again be held in person, on June 21st and 22nd in Miami, FL.

The conference will address key issues facing tower crane owners and users in North America and present multiple networking opportunities with opening night reception on the evening of the 21st followed by a full day conference on the 22nd.



INTERNATIONAL
**CRANES &
TRANSPORT**
MIDDLE EAST CONFERENCE

Full day conference followed by networking reception to be held in Dubai, UAE, focused on the Middle Eastern crane and specialized transportation sector.

As governments continue to invest heavily in construction, infrastructure, transport, utilities and ports, the Middle East is once again establishing itself as one of the world's most active markets.

INTERNATIONAL
**CRANES
TRANSPORT**
MIDDLE EAST CONFERENCE



www.khl-catme.com



EVENT DATE: Tuesday 21st and Wednesday 22nd June, 2022



LOCATION: Miami, FL



EVENT DATE: March, 2022



LOCATION: Dubai

WORLD CRANE AND TRANSPORT SUMMIT CONFERENCE AND NETWORKING

The World Crane and Transport Summit (WCTS) is firmly established as a key meeting place for users and buyers of cranes and transport equipment as well as manufacturers, distributors and service providers from all over the world.

The event attracts international audiences in excess of 250 people, including many of the largest crane and transport equipment-owning companies in the world. WCTS has been running since 2009 with the next two-day conference planned to be held in 2023, in Asia.



www.khl-wcts.com



EVENT DATE: 2023



LOCATION: Singapore



EVENT DATE: 2023



LOCATION: Netherlands



EVENT DATE: TBC



LOCATION: Spain

ESTA AWARDS OF EXCELLENCE

The ESTA Awards brings together hundreds of leading crane, lifting and heavy transport industry professionals from across Europe.

The annual ESTA Awards of Excellence is the most prestigious European event for the heavy haulage, transport and lifting industry. Cranes covered include wheeled mobiles, crawlers, knuckle boom loader and other specialist cranes.

The ESTA Awards are announced and presented in the various categories during the Awards evening. This unique occasion offers opportunities to meet and network with fellow professionals throughout the evening and after the dinner. The day ends with a hosted and sponsored drinks reception.



www.khl.com/esta

INTERNATIONAL
ITC TOWER CRANES
CONFERENCE & RECEPTION

International Tower Cranes 2021 is the must-visit event for the tower crane community, providing a unique networking and learning opportunity.

ITC will focus on new tower crane technology, safety, rental operations and market trends, building on the success of the previous events held regularly since 2012 in London, Berlin and Vienna.

An informal reception will be held in the evening of the day before the main programme. More than 275 delegates attended the last ITC in Vienna in 2019.



www.khl-itc.com

THE WORLD CRANE GUIDE IS THE MOST COMPREHENSIVE CRANE REFERENCE PUBLICATION IN THE WORLD

WORLD CRANE GUIDE

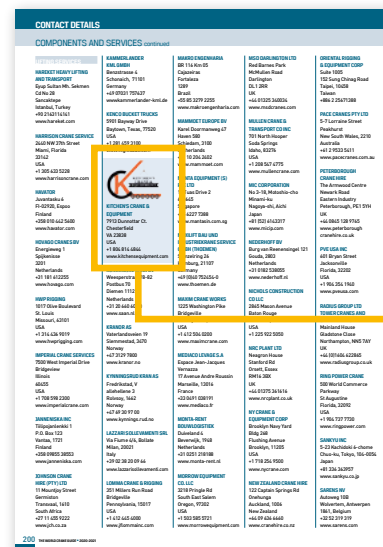


International Cranes and Specialized Transport's World Crane Guide is an extensive listing of cranes by type, model and specification manufactured around the world.

The World Crane Guide has built its reputation over many years of publication. Its primary content is the detailed listing of crane specifications by product category and model, including a full range of parameters, for example, boom length, capacity, tonne-metre rating and so on, for each crane model manufactured.

Additional directory listings include contact details for manufacturers of cranes, components and accessories, from radio remote controls to replacement ropes and everything in between.

The product listings are arranged by crane capacity and are a practical guide to what is available from a series of manufacturers in a certain capacity range. It should be useful when buyers are researching potential product purchases to help determine suitable candidates.



CONTENT:

- About KHL and ICST
- Equipment listings
- Wheeled mobile cranes
- Crawler cranes
- Tower cranes
- Loader cranes
- Dockside cranes
- Offshore cranes
- Industrial mobile cranes
- Overhead cranes
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- Components & services listings

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WHEELED MOBILE CRANES

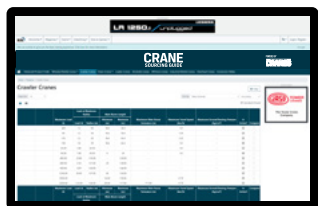
ROUGH TERRAINS

Manufacturer	Model	Max Load @ 3m (t)	Load at Max Radius (t@ m)	Max Main Boom (m)	Max Main Boom Extension (m)	Max Hook Height (m)	Number of Axles (#)	Max Travel Speed (km/h)	Onroad Axle Loading (t/axle)	Engine Power (kW)	Tipping Load (%)
Kobelco	RK70	7	0.35@19.8	21.2	n/s	22.6	2	49	5.96	103	n/s
Locatelli	GRIL 13.12	12.5	0.5@16	20	n/s	n/s	2	38	n/s	83	n/s
Kato	CR 130 Ri	13	n/s	24	5.5	30.3	2	55	6.96	129	n/s
Kato	CR 130 Rf	13	n/s	24	5.5	30.3	2	55	6.95	129	n/s
Tadano	GR-130EX	13	0.23@22.3	23.8	5.5	30	2	49	n/s	129	n/s
Broderson	RT-300	13.6	n/s@24.38	18.29	n/s	21.82	2	n/s	10.31	125	n/s
Tadano	GR-150XL-3	15	0.41@21.3	23.99	5.5	29.3	2	41	n/s	129	n/s

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

CRANE SOURCING GUIDE



3,541
DIGITAL CIRCULATION

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- We will also update with new crane models as they become available.

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 \$ 3,250 € 2,700 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.

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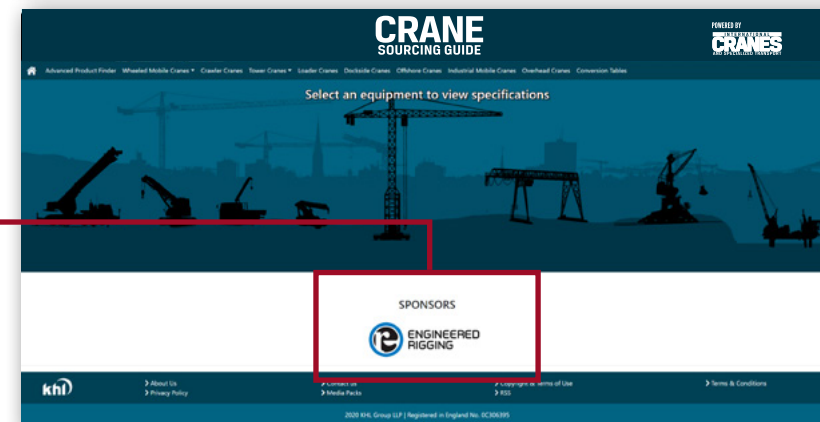
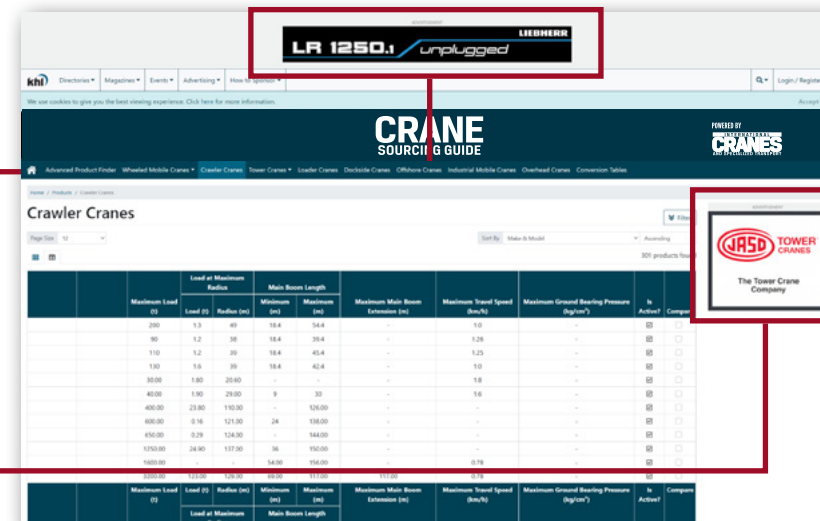
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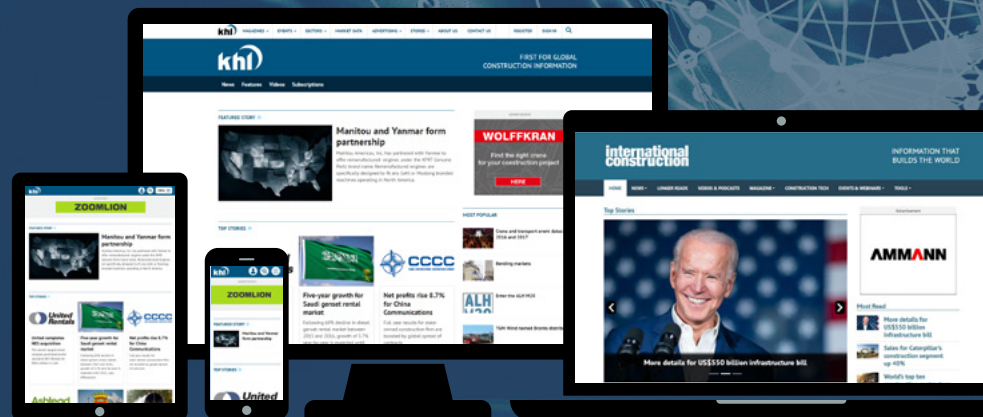
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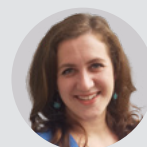
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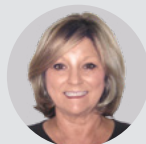
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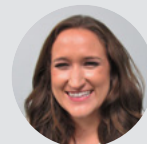
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