

THE MAGAZINE FOR THE CRANE, RIGGING
AND SPECIALIZED TRANSPORTATION INDUSTRY

AMERICAN CRANES & TRANSPORT
ACT_{&T}

Official domestic
magazine of the
Specialized Carriers
& Rigging Association



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



MEMBER OF:



2022

MEDIA INFORMATION

www.khl.com

www.americancranesandtransport.com

AMERICAN CRANES & TRANSPORT
ACT_s**T**

With an audited circulation of more than 16,000*, ACT is North America's leading resource for the crane, rigging and specialized transportation industry.

ACT's dynamic circulation assures that it is read by the owners and buyers of cranes, specialized transport systems, rigging gear and related equipment.

ACT provides the most concise and up-to-date news to the industry through its magazine, e-newsletter, website and social media streams – accessible anywhere, at any time in digital, mobile or print format.

As more industry professionals are now working remotely, we've increased digital copies and updated physical mailing addresses to ensure the magazine is delivered to readers in their requested format.



Official magazine of the SC&RA

ACT is the official domestic magazine of the Specialized Carriers & Rigging Association (SC&RA). This strategic partnership gives readers and advertisers access to exclusive news, views and information.



“ Keeps you in touch with the industry and the advertising helps educate about any new products or companies with new innovations.”

“ It creates awareness about the latest products, updates and the industry news.”

MAGAZINE



16,744*

CIRCULATION



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

13

ISSUES PER YEAR

(Including ACT Sourcebook)

53 MINUTES

AVERAGE READ TIME

NOVEMBER 2020 SIGNET ADSTUDY®

WEBSITE



16,989

PAGE VIEWS/MONTH

7,658

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.

ACT IS THE MOST RESPECTED SOURCE OF INFORMATION FOR NORTH AMERICA'S CRANE, RIGGING AND SPECIALIZED TRANSPORTATION SECTOR

NEWSLETTER



17,544
WEEKLY DISTRIBUTION

AVERAGE (JUNE 2020)
PUBLISHER'S OWN DATA

27.33%
OPEN RATE
6 MONTH AVERAGE

13.46%
CLICK RATE
6 MONTH AVERAGE

MARKETPLACE



16,744*
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SOURCEBOOK



ANNUAL NORTH AMERICAN BUYER'S GUIDE

YEARLY DISTRIBUTION

SOCIAL MEDIA



f American Cranes & Transport

@american cranesandtransport

@KHLGroupACT

Crane and Lifting Professionals

EVENTS



I like the articles and advertisements. It is very useful."



ACT REACHES DECISION MAKERS WITH PURCHASING POWER

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ACT reaches ALL levels of a company's decision-making team:

- Owners
- Top level executives
- Equipment directors
- Fleet owners and managers
- Purchasing/equipment managers



84% of ACT's readers are involved with the purchase of one or more products

ACT's multi-level approach ensures your marketing message is reaching the right buyer.



📖 If your company operates worldwide, request a media kit from our sister publication, International Cranes & Specialized Transport, to learn more about global advertising opportunities.



ACT IS THE ONLY BPA AUDITED MAGAZINE IN THE NORTH AMERICAN CRANE SECTOR.

BY BUSINESS TYPE

- 48% Construction & Utility Contractors (heavy, highway, commercial, oil & gas, energy, infrastructure, dockside/offshore, wind power & utility)
- 30% Crane & Heavy Equipment Rental/Specialized Transport/Rigging (includes members of the Specialized Carriers & Rigging Association, Crane Rental Association of Canada and Associated Wire Rope Fabricators)
- 16% Lift Equipment Manufacturer & Distributors
- 4% Power generation, safety/training, insurance/risk, industrial facilities, finance/reg, associations/educations/establishment/research
- 2% Other companies allied to the field

For more information, or to advertise, please contact **Matt Burk:** matt.burk@khl.com | +1 312 496 3314

A MAGAZINE'S CIRCULATION
CAN ONLY BE GUARANTEED
BY AN INDEPENDENT AUDITOR



BPA is renowned as the best audit of business-to-business magazines in the world. BPA provides solid assurance and a guarantee of trust for advertisers and media buyers around the world.

Would your company ever select a supplier without determining the quality of its product? The magazines you advertise in shouldn't be any different.

BPA is our quality audit that guarantees the circulation of American Cranes & Transport.

ACT is the only BPA audited magazine in the North American crane sector.

THE THREE STEP BPA PROCESS

STEP 1 PRODUCTION/DISTRIBUTION



PRINTER INVOICES
for every issue are reviewed to verify the number of copies printed per issue.



POSTAL/DISTRIBUTION RECEIPTS for every issue are reviewed to verify that sufficient copies have been distributed to cover circulation claims.

STEP 2 AUTHENTICATE RECIPIENTS



DATABASE REPORTS are inspected to verify the publisher's circulation claims for audience demographics e.g.: Business/Industry type; Job title/Function; Qualification is within 3 years



SAMPLE TEST
Auditor will contact a sample of recipients to confirm that they receive the magazine, to further verify data accuracy.

STEP 3 VERIFY UNIQUENESS



GEOGRAPHIC COUNTS analysis is performed to verify subscribers reside in the geographic regions listed.



DUPLICATION is tested by the Auditor to verify that only one copy per recipient is being delivered unless otherwise reported.

JANUARY

PRODUCT FOCUS:

Safety, training & certification plus training directory

Pilot cars

Transport fleet management

Rigging matters

Safety inspections (Top inspection companies)

2022 economic forecast

BONUS CIRCULATION:

✔ International construction contractors



EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

For further details, or to submit material suitable for publication, please contact either:

D. Ann Shiffler, Editor: d.ann.shiffler@khl.com | +1 512 868 7482

Hannah Sundermeyer, Assistant editor:

hannah.sundermeyer@khl.com | +1 913-259-8060

FEBRUARY

SHOW GUIDE



PREVIEW



PRODUCT FOCUS:

Mini cranes

SPMTs

Permitting harmonization

Rigging matters

Super heavy lift cranes

BONUS CIRCULATION:

✔ SC&RA Specialized Transportation Symposium

MARCH

TOPLIST

ACT SPECIALIZED LIFTING 50

PRODUCT FOCUS:

Boom dollies and boom launchers

Cameras and anti-collision technologies

PRODUCT FOCUS:

Rigging matters

PROJECT ROUNDUP:

Tower cranes

BONUS CIRCULATION:

✔ International Construction Contractors



APRIL

SHOW GUIDE



PREVIEW



PRODUCT FOCUS:

Wind power

LMIs/RCLs

Rigging matters

PROJECT ROUNDUP:

Gantries

Port/transport jobs

BONUS CIRCULATION:

✔ SC&RA Annual Conference
✔ AWRP PIE



MAY

EXCLUSIVE



PREVIEWS



PRODUCT FOCUS:

Lift planning software

Boom truck cranes

Truck cranes

Rigging matters

REGIONAL REPORT:

Canada

BONUS CIRCULATION:

✔ Association of Crane & Rigging Professionals
✔ Crane Rental Association of Canada



JUNE

TOPLIST

ACT 100

SHOW GUIDE



PRODUCT FOCUS:

Self erectors

Remote control technologies

All-terrain cranes

Crane rental roundtable

Rigging matters

BONUS CIRCULATION:

✔ Tower Cranes North America
✔ International construction contractors



JULY

SHOW GUIDE



PREVIEW



PRODUCT FOCUS:

Used cranes

Crawler cranes

Rigging matters

Wire rope

PROJECT FOCUS:

Wind power transporters/
blade handlers/specialized
wind power handling

BONUS CIRCULATION:

✔ AWEA

AUGUST

TOPLIST

ACTTOWER
CRANE50

PLANNER



PRODUCT FOCUS:

Special applications:
pile driving, hammers,
lift baskets, awps,
draglines, forks, drilling

Rough terrain cranes

Rigging matters

PROJECT ROUNDUP:

Specialized lifting
& rigging

BONUS CIRCULATION:

✔ bauma

SEPTEMBER

PREVIEW



PRODUCT FOCUS:

Spreader bars and slings

Telescopic crawlers

Rigging matters

PROJECT ROUNDUP:

Bridges

INDUSTRY FOCUS:

Breakbulk

BONUS CIRCULATION:

- ✔ bauma
- ✔ Breakbulk Americas



OCTOBER

SHOW GUIDE



SHOW GUIDES



PRODUCT FOCUS:

Simulator and VR training

Slings and below the hook

Rigging matters

BONUS CIRCULATION:

- ✔ SC&RA Crane & Rigging Workshop
- ✔ bauma
- ✔ AWRF



NOVEMBER

SIGNET ADSTUDY[©]

FREE MARKET RESEARCH:



FREE independent advertising research for full pages or larger

PRODUCT FOCUS:

Synthetic rope in place of wire rope

Tower cranes market

Ground stabilization

Rigging matters

INDUSTRY FORUM:

Finance

PROJECT DIGEST:

Specialized transportation

BONUS CIRCULATION:

- ✔ International construction contractors



DECEMBER

TOPLIST

ACTTRANSPORT50

PREVIEW



PRODUCT FOCUS:

Rigger trucks and machinery movers

Rigging matters

HEAVY HAUL TRAILER TECHNOLOGIES:

Schnablers, dampners, suspensions, drop downs

INDUSTRY FORUM:

Crane maintenance, restoration and repair

REGIONAL REPORT:

Mexico

BONUS CIRCULATION:

- ✔ International specialized transportation providers



FREE MARKET RESEARCH

How do you measure recall and readership of your advertisements?

Advertise in the November issue of American Cranes & Transport with a full page or greater and we will provide you with an independent, detailed advertising report that not only measures recall and readership but also 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.



ACT'S ANNUAL 13TH ISSUE COMPILES THE MOST IMPORTANT INFORMATION FROM ACT EACH YEAR, PLUS SPECS FOR ALL THE CRANES AND TRANSPORT EQUIPMENT DISTRIBUTED IN NORTH AMERICA

SOURCEBOOK



ANNUAL NORTH AMERICAN BUYER'S GUIDE

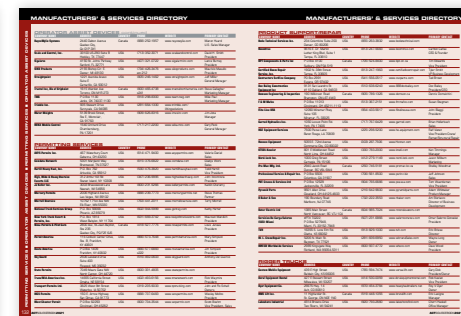
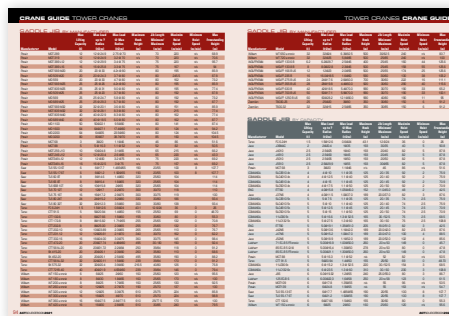
The ACT Sourcebook is the most respected reference guide for the crane, rigging and specialized transportation sector. It is available in hard copy, tablet and digital formats – easily accessible from the office or in the field.

WHAT'S INSIDE:

- North American Crane Guide, cross referenced by manufacturer and crane capacity
- Transportation OEM Directory
- Manufacturers & Services Directory
- S&RA Job of the Year Winners
- Top Lists: **ACT 100**, **ACTSPECIALIZEDLIFTING50**, **ACTTOWERCRANE50**, **ACTTRANSPORT50**

BONUS DISTRIBUTION:

- SC&RA Membership
- SC&RA Specialized Transportation Symposium, Annual Conference, Crane & Rigging Workshop
- Breakbulk Americas
- AWRF PIE
- ACRP
- AWEA
- All KHL events
- International construction contractors
- International crane rental companies and specialized transportation providers



For more information contact **Matt Burk**: matt.burk@khl.com | +1 312 496 3314 or **Bev O'Dell**: bev.odell@khl.com | +1 816 886 1858

ACT DEALER LOCATOR

Our Dealer Locator program offers excellent value and high visibility on our OEM/Manufacturers' page.

The cost-effective program includes:

- Listing on OEM/Manufacturer page in all 13 issues of ACT.
- Monthly e-blast sent to crane buyers and users in North America
- Exposure on **www.americancranesandtransport.com** with a Dealer Locator portal that brings the reader to your location with phone number and website access.

ALL OF THIS FOR:

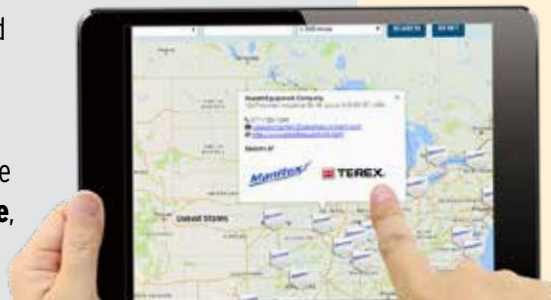
\$1,995 for a year, **\$1,050** bi-annually, **\$555** quarterly (three billing choices)

The Dealer Locator connects buyers with local dealers.

To take advantage of this unique advertising opportunity please contact **Bev O'Dell**: 816-886-1858 | bev.odell@khl.com

If you are an OEM/Manufacturer and want to give your dealers the same opportunity, please contact us also.

You can also list your cranes for sale on our **KHL Crane Market website**, www.khlcranemarket.com



COST-EFFECTIVE OPPORTUNITIES FOR YOUR TARGETED ADVERTISING

ACT's Marketplace section is split into several convenient categories to assist your targeted marketing campaigns and maximize the exposure of your advertisement.

MARKETPLACE CATEGORIES:

- Training Directory
- Dealer Locator
- Products, Parts and Accessories
- Equipment for Sale or Rent
- Safety, Training & Industry Service
- Career Opportunities
- Transport - Heavy Haul

A RANGE OF INSERTION SIZES:

- Double page spread
- Full page
- Half page
- Quarter page
- Eighth page

Readers turn to the Marketplace for the information, machines, services and equipment they need to run their businesses.

Please contact **Bev O'Dell**: bev.odell@khl.com | +1 816 886 1858

MARKETPLACE



16,744*

CIRCULATION



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NOVEMBER 2020 SIGNET ADSTUDY®

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 **Matt Burk**: matt.burk@khl.com | +1 312 496 3314

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
Bev O'Dell: bev.odell@khl.com | +1 816 886 1858

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.

AMERICAN CRANES & TRANSPORT **ACT**

MAGAZINE



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\$ DISPLAY ADVERTISING RATES

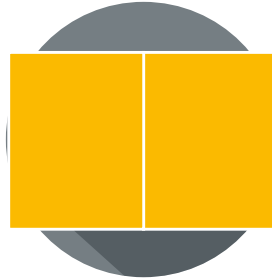
NUMBER OF INSERTIONS:	1	3	6	12
FULL PAGE	\$4,800	\$4,580	\$4,350	\$4,050
HALF PAGE ISLAND	\$4,150	\$3,970	\$3,580	\$3,390
HALF PAGE STANDARD	\$3,630	\$3,390	\$2,980	\$2,790
THIRD PAGE	\$3,170	\$3,120	\$2,730	\$2,590
QUARTER PAGE	\$2,030	\$1,970	\$1,750	\$1,620
20% extra on page rates				

\$ MARKETPLACE ADVERTISING RATES

NUMBER OF INSERTIONS:	1	3	6	12
FULL PAGE	\$1,570	\$1,480	\$1,380	\$1,230
HALF PAGE	\$890	\$840	\$780	\$700
QUARTER PAGE	\$540	\$490	\$470	\$430
EIGHTH PAGE	\$390	\$370	\$350	\$330

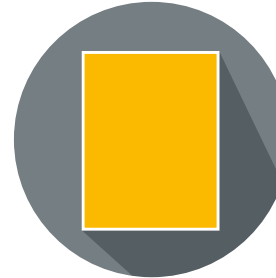


DOUBLE PAGE SPREAD



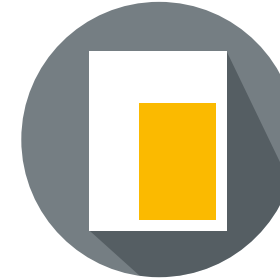
15.75in W x 10.75in H
(400mm W x 273mm H)

FULL PAGE



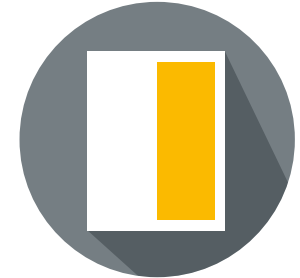
7.875in W x 10.75in H
(200mm W x 273mm H)

HALF PAGE ISLAND



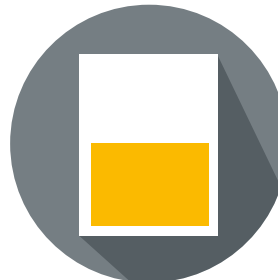
4.625in W x 6.625in H
(118mm W x 168mm H)

HALF PAGE VERTICAL



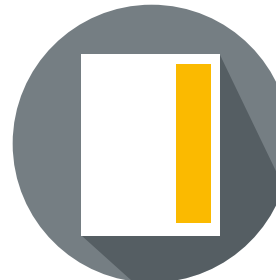
3.375in W x 9.875in H
(86mm W x 251mm H)

HALF PAGE HORIZONTAL



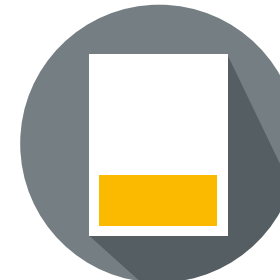
7.062in W x 4.625in H
(180mm W x 118mm H)

THIRD PAGE VERTICAL



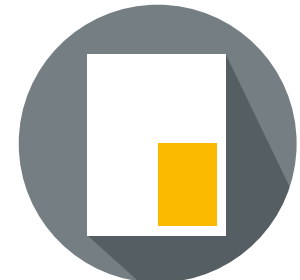
2.250in W x 9.875in H
(57mm W x 251mm H)

THIRD PAGE HORIZONTAL



7.062in W x 3.125in H
(180mm W x 80mm H)

QUARTER PAGE



3.375in W x 4.625in H
(86mm W x 118mm H)

BLEED SIZE

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

COLOR

- CMYK only - do not use RGB or spot color.

BONUS DIGITAL ISSUE

- All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

For more information contact: production@khl.com | +44 1892 786262 | +1 262 754 4130

Direct traffic from ACT's website straight to yours

Measure your campaign's success

Promote your message for a month or more

WEBSITE



16,989

PAGE VIEWS/MONTH

7,658

UNIQUE VISTORS/MONTH

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

EXCLUSIVE 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

\$ 3,500 per month

SPONSORED CONTENT

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.

Learn more here

- 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.

\$ 3,400 per month



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

\$ 3,100 per month

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 per month

MPU 2, MPU 3

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

Desktop, Tablet & Mobile: 300 x 250 pixels

\$ 2,200 per month

\$ 1,900 per month

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

\$ 2,275 per month

KHL's Worldcraneweek

Global news from International Cranes and Specialized Transport and American Cranes & Transport

NEWSLETTER



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6 MONTH AVERAGE

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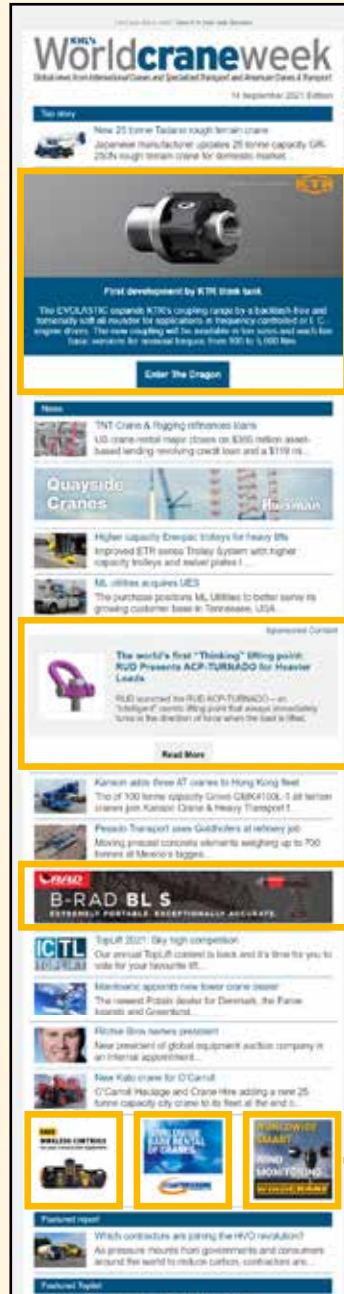
CLICK RATE
6 MONTH AVERAGE

World Crane Week keeps the industry informed of breaking news from the global market – focusing on people, equipment and high profile projects.

- Distributed every Tuesday to over 17,000 key industry professionals' inbox
- High impact banner ads and sponsored content opportunities available
- Maximum brand exposure with immediate results
- Opportunities to place sponsored content within flow of newsletter stories which includes image, headline and client supplied copy

Materials are due one week prior to mail date. Send all materials and link to production@khl.com

Two weeks after mail date a report is sent that includes: Send Total | Opens | Open Rate | Ad Click



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.

\$ 2,900 per month

- 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.

\$ 2,600 per month

SPONSOR BANNER

Excellent brand building position within high quality editorial content.

Desktop, Tablet & Mobile: 570 x 100 pixels

\$ 2,350 per month

BUTTON

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

\$ 1,150 per month

DIGITAL APP



The digital issue is the preferred format many of ACT's readers, especially those who are now working remotely.

BENEFITS:

- Includes additional rich media opportunities allowing advertisers to include live links, photos and videos for no additional charge
- Delivered to readers on the day of publication
- Easy 'word search' facility
- Issues can be archived
- Accessible at any time



NEWSLETTER



**IN EXCESS OF
25,000
RECIPIENTS PER
NEWSLETTER**

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

American Cranes and Transport together with International Cranes and Specialized 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
- 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.

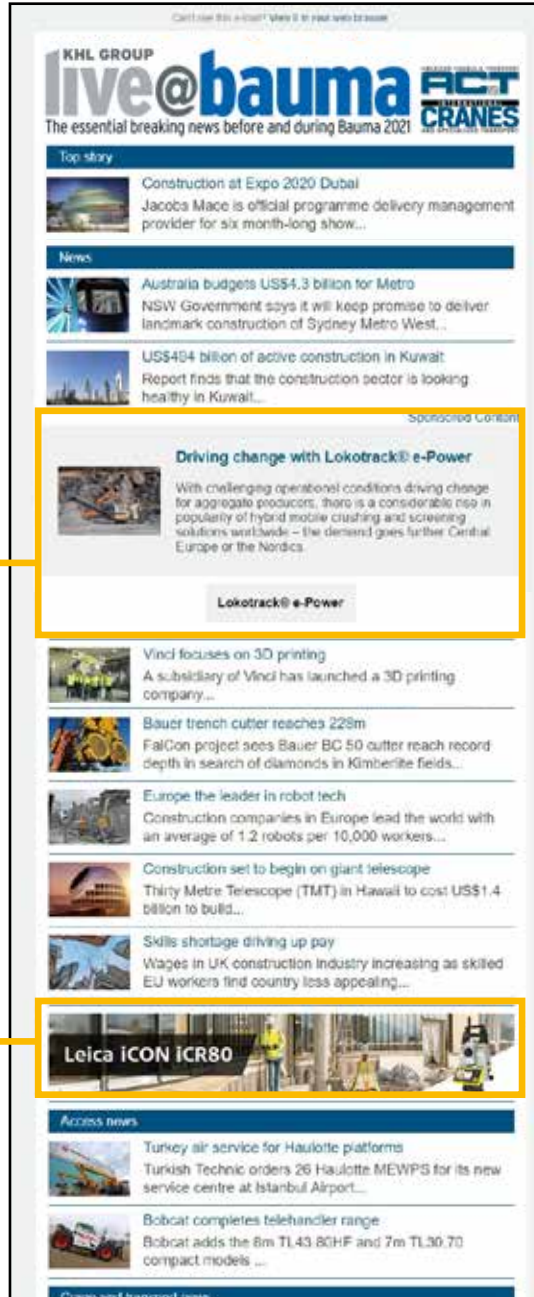
\$ 4,025 € 3,500

SPONSOR BANNERS

Branding opportunity, drive leads to your website. All sponsor banners rotated after each issue.

Desktop, Tablet & Mobile: 570 x 100 pixels

\$ 3,450 € 3,000



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 American Cranes & Transport and International Cranes and Specialized 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 American Cranes & Transport and International Cranes and Specialized 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



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

SPONSORED NEWSLETTERS



Supply content and artwork and our production team will design a branded newsletter to send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

CLIENT LEAD WEBINARS



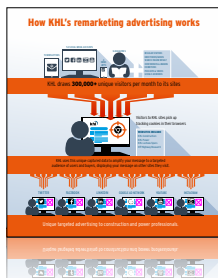
Engage with a global audience to promote your brand, new products, technical topics and more. We can offer a full package including hosting, moderating, promotion, recording and all other elements.

ECASTS



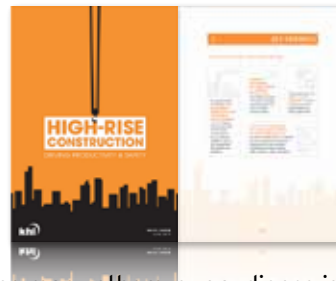
Gain access to a database of over **22,000** active decision makers in the global crane sector. Rent this list to drive leads, promote your event, increase sales.

REMARKETING



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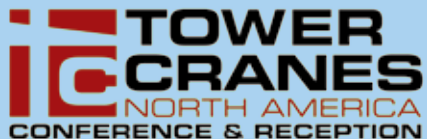


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June 21st and 22nd, 2022



Miami, FL



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Matt Burk: matt.burk@khl.com | +1 312 496 3314,
Mike Posener: mike.posener@khl.com | +353 86 0431219
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KHL OFFICES

USA HEAD OFFICE

KHL Group Americas LLC
3726 East Ember Glow Way,
Phoenix, AZ 85050, USA
Tel: +1 480 659 0578

USA CHICAGO OFFICE

KHL Group Americas LLC
205 W. Randolph Street,
Suite 1320,
Chicago, IL 60606, USA
Tel: +1 312 496 3314

USA WAUKESHA OFFICE

20855 Watertown Road,
Suite 220,
Waukesha, WI 53186-1873, USA
Tel: +1 262 754 4100

UNITED KINGDOM (Head Office)

KHL Group LLP
Southfields, Southview Road,
Wadhurst, East Sussex, TN5 6TP, UK
Tel: +44 (0)1892 784 088

GERMANY OFFICE

KHL Group, Niemöllerstr. 9
73760 Ostfildern (Stuttgart), Germany.
Tel: +49 (0)711 3416 7471

CHINA OFFICE

KHL Group China
Room 769, Poly Plaza, No.14, South Dong
Zhi Men Street, Dong Cheng District,
Beijing 100027, P.R. China
Tel: +86 (0)10 6553 6676

SOUTH AMERICA OFFICE

KHL Group Américas LLC
Av. Manquehue 151, of 1108, Las Condes,
Santiago, Chile
Tel: +56 2 2885 0321



INTERNATIONAL SALES AND EDITORIAL TEAM



MATT BURK
Vice President Sales
Tel: +1 312 496 3314
e-mail: matt.burk@khl.com



BEV O'DELL
National Account Manager
Tel: +1 816 886 1858
e-mail: bev.odell@khl.com



ALISTER WILLIAMS
Global Vice President of Sales
Tel: +1 843 637 4127
e-mail: alister.williams@khl.com



D. ANN SHIFFLER
Editor
Tel: +1 512 868 7482
e-mail: d.ann.shiffler@khl.com



HANNAH SUNDERMEYER
Assistant Editor
Tel: +1 913-259-8060
e-mail: hannah.sundermeyer@khl.com



MIKE POSENER
International Sales Manager
Tel: +353 86 0431219
e-mail: mike.posener@khl.com



ALEX DAHM
International Editor
Tel: +44 1892 786206
e-mail: alex.dahm@khl.com



NIAMH MARRIOTT
International Deputy Editor
Tel: +44 1892 786208
e-mail: niamh.marriott@khl.com



JOHN AUSTIN
International Sales Executive
Tel: +44 1892 786245
e-mail: john.austin@khl.com

GLOBAL SALES REPRESENTATIVES

GERMANY, SWITZERLAND, AUSTRIA, UAE, SPAIN, EASTERN EUROPE, RUSSIA AND IRELAND

Mike Posener
Tel: +353 86 0431219
e-mail: mike.posener@khl.com

UK/SCANDINAVIA

John Austin
Tel: +44 1892 786245
e-mail: john.austin@khl.com

THE NETHERLANDS/ LUXEMBOURG

Arthur Schavemaker
Tel: +31 547 275005
e-mail: arthur@kenter.nl

FRANCE/BELGIUM

Hamilton Pearman
Tel: +33 1 4593 0858
e-mail: hpearman@wanadoo.fr

ITALY

Fabio Potestà
Tel: +39 010 570 4948
e-mail: info@mediapointsrl.it

JAPAN

Michihiro Kawahara
Tel: +81 3 3212 3671
e-mail: kawahara@rayden.jp

CHINA

Cathy Yao
Tel: +86 10 6553 6676
e-mail: cathy.yao@khl.com