



**MEDIA  
INFORMATION  
2023**

**LHA**  
LIFT & HOIST AUSTRALASIA

**DEDICATED TO THE  
MANUFACTURERS,  
SUPPLIERS  
& USERS OF  
INDUSTRIAL LIFTING  
TECHNOLOGY**



[liftandhoistaustralasia.com](http://liftandhoistaustralasia.com)

**3H**  
MEDIA



# VOICE OF AN INDUSTRY

**Lift & Hoist Australasia (LHA)** is a quarterly, regionally targeted publication dedicated to servicing the needs of end-users and decision makers concerned with specialised lifting, rigging and safety solutions routinely used across the industrial, mining, civil, transportation and manufacturing sectors. Reporting on the latest news, trends and innovations in equipment and technology, legislation and policy, as well as health and safety, LHA is the voice of a challenging yet vibrant multi-billion-dollar industry.

## BUILDING A COMMUNITY

Focused on equipment such as overhead cranes, hoists, forklift trucks, cargo handlers and EWP's, and their every-day application, LHA magazine, along with its news-led website and social media network, is at the heart of the Australasian and wider-reaching APAC lifting community. Its editorial independence and impartiality ensure LHA's coverage always presents an even and informed approach to the wide-ranging sector.

LHA is the only magazine to take a comprehensive view of integrated industrial lifting equipment. Presenting a perfect balance of news content, product launches, technical articles and exclusive interviews and comment, it plays a vital role in briefing time-pressed professionals about the latest developments and technologies across the region's unique business ecosystem.



## INDUSTRIES SERVED

- Automotive
- Aerospace
- Oil & Gas Exploration & Services
- Industrial Crane & Rigging Services
- Maritime & Ship Building
- Petro Chemical & Refinery
- Heavy Manufacturing
- Equipment Hire & Rental
- Mining & Mining-related Industries
- Pre-Cast Concrete Products
- Foundries & Mills
- Alternative Energy
- Warehousing
- Docks & Harbours & Marine Cargo Handling
- Construction & Civil Engineering
- Transportation Engineering & Manufacturing



# EDITORIAL PROGRAMME 2023

## CRANES & HOISTS

## ELEVATED WORK PLATFORMS

## FORKLIFT TRUCKS

## OTHER

**AUTUMN**  
PRESS DATE 24/02/23

- Heavy and specialist industrial lifting

- Towable work platforms

- Warehouse efficiency

- Below-the-hook

**WINTER**  
PRESS DATE 26/05/23

- Minicranes and pick-and-carry cranes

- Scissors in the industrial environment

- Telehandlers

- Crane Maintenance & monitoring

**SPRING**  
PRESS DATE 18/08/23

- RTG cranes and shuttle carriers

- Low-level access

- Automation of forklift trucks

- Ropes and rigging

**SUMMER**  
PRESS DATE 01/12/23

- Lightweight and workshop cranes

- Telematics
- Spiders

- Safety and training

- Inspection and certification

### Other regular features to include:

- Latest news
- Face Time – exclusive interviews with industry figureheads and thought leaders
- Independent reports and coverage
- Site Visits
- Case Studies
- *The Insider* report



## ABOUT THE EDITOR

Editor and head of content Maria Hadlow is a qualified engineer with 30 years' experience writing about engineering technologies and lifting equipment. Her 'hands-on' experience ensures intelligent information is delivered to the hands of our readers – your customers – helping them to succeed in their specific fields. Heading up a team of independent writers, her expertise and connections to leading industry associations and manufacturers, experience and relationships, has helped to cement *LHA's* reputation as the foremost publication focused on this vital industry.

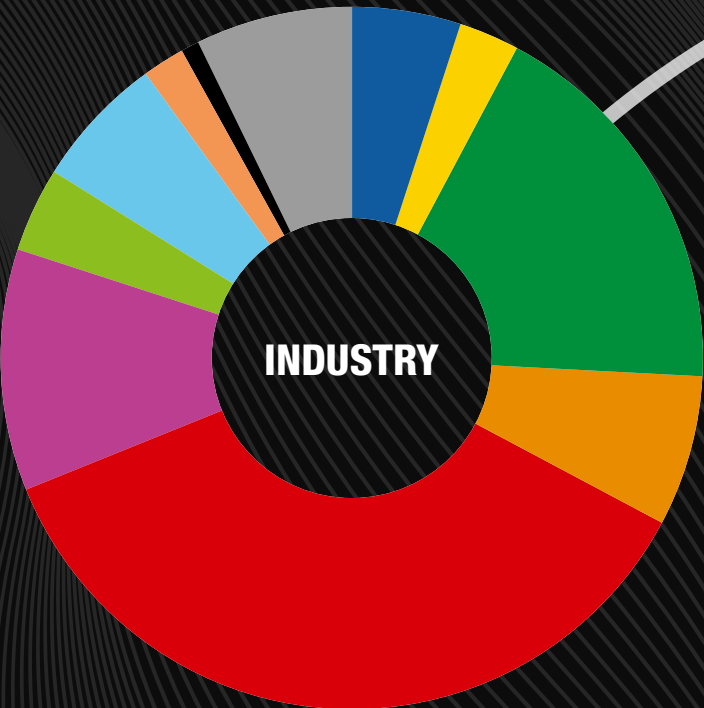
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● Tel: (UK): +44 (0)1435 515054 ● Email: [maria.hadlow@liftandhoist.com](mailto:maria.hadlow@liftandhoist.com)

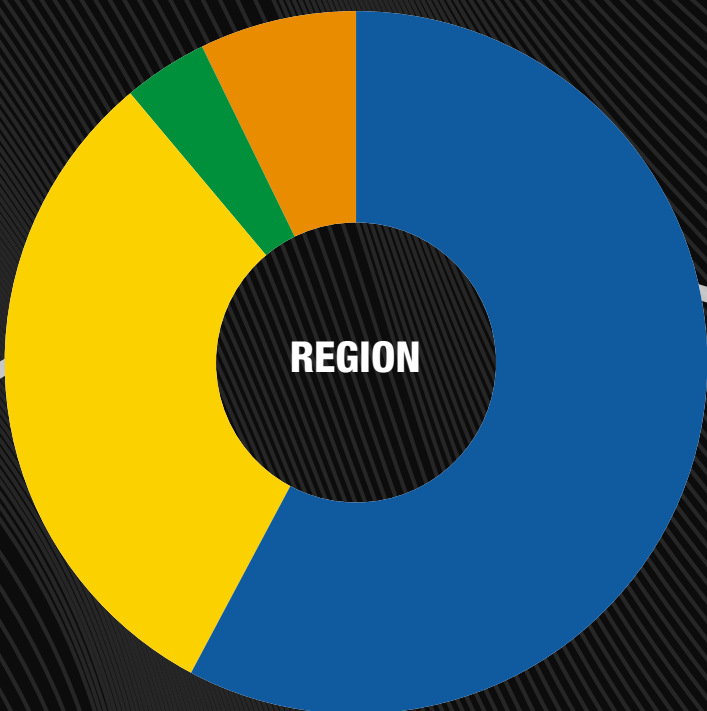


# CIRCULATION BREAKDOWN

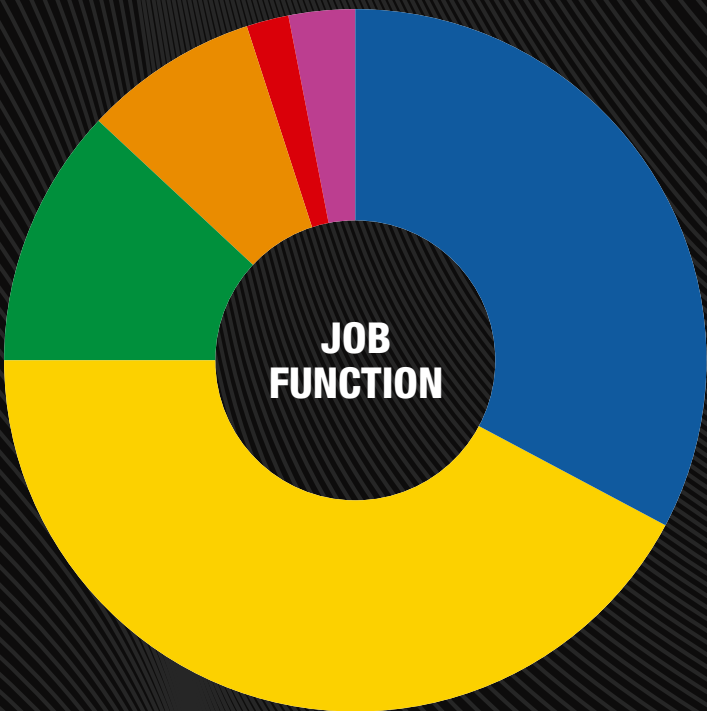
LHA distributes every edition to approximately **25,000** named readers across the region. This figure represents our controlled circulation and excludes pass along readership and additional readers through company intranet exposure. Therefore, conservatively, LHA's audience is closer to 87,000.



- Automotive, Aerospace, Transport Manufacturing & MRO
- Oil & Gas Services/ Petrochemical & Refinery
- Foundries & Steel Mills
- Mining & Mining-related
- Industrial Crane & Rigging
- Hire & Rental
- Maritime & Shipbuilding
- Pre-Cast Concrete/Civil Engineering
- Power & Electric Generation/ Alternative Energies
- Docks & Harbours/Marine Cargo Handling
- Heavy Manufacturing



- Australia
- New Zealand
- Papau New Guinea
- Other including China, Japan, Philippines, Thailand, Singapore



- C-Level: owner/CEO/CFO/COO/ president/VP/general manager
- Manager: equipment/operation/parts/ plant/production/project/supervisor & branch/rental/safety/service
- Engineer
- Machine operator & Rigger
- Sales
- Other





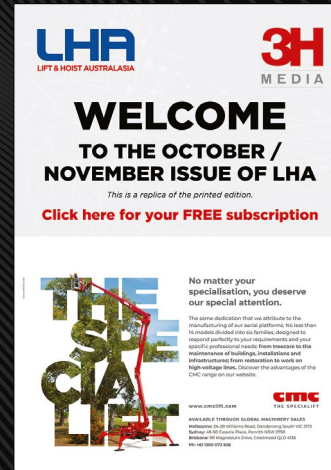
# DIGITAL ADVERTISING

**Lift & Hoist Australasia** reaches and informs readers through its continuously updated news-led website featuring current developments, technical reports and unique blog content, as well as HTML5 digital issues and bi-weekly e-newsletters. Give your company the edge and a broader, interactive reach direct to industry professionals seeking the latest news, advice and information on products, technology and safety issues.



Digital issues are optimised for all devices to maximise reader experience. The latest digital edition is featured on our homepage, bi-weekly e-newsletters and via the digital issue announcement. Sponsors receive a half page horizontal advert facing the front cover and an exclusive half page advert on the digital issue alert sent to over 25,000 named readers. LHA digital issues also remain available through our website archive increasing brand visibility and ROI.

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



## WEB BANNER ADVERTS

• **TOP LEADERBOARD** (728px x 90px)

**\$450 p/month:** Rotating with up to three adverts run of site  
• **12 month discount \$4800 (\$400 p/month)**

• **MIDDLE LEADERBOARD** (728px x 90px)

**\$400 p/month:** Rotating with up to three adverts run of site  
• **12 month discount \$4,200 (\$350 p/month)**

• **MPU BANNER** (300px x 250px)

**\$350 p/month:** Premium position on right hand of page run of site  
• **12 month discount \$3,600 (\$300 p/month)**

## SPONSORED VIDEO

**\$400 p/month:** YouTube-linked videos limited to two positions on home page

## LHI e-NEWSLETTER BANNER ADVERTS

• **LEADERBOARD** (300px x 80px)

**\$450** per monthly edition  
**\$400** per edition (three months' exposure)  
**\$350** per edition (six months' plus exposure)

• **MIDDLE LEADERBOARD** (468 px x 60px)

**\$400** per monthly edition  
**\$350** per edition (three months' exposure)  
**\$399** per edition (six months' plus exposure)

• **MIDDLE BANNER** (120px x 180px)

**\$375** per monthly edition  
**\$325** per edition (three months' exposure)  
**\$275** per edition (six months' plus exposure)

Three MPU positions available – placement on first-come, first-served basis



# CONTACTS

## ADVERTISING

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# LHA PRINT RATES\*

## NUMBER OF INSERTIONS

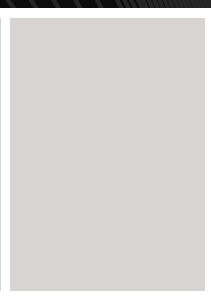
	1X (AUS \$)	3X (AUS \$)	6X (AUS \$)	9X (AUS \$)
Double Page Spread	\$6380	\$7996	\$7551	\$7107
Full Page	\$4158	\$4202	\$3967	\$3735
Half Page Island (Solus)	\$2910	\$3570	\$3355	\$3102
Half Page	\$2425	\$2940	\$2777	\$2613
Third of a Page	\$2145	\$2358	\$2215	\$2080
Quarter Page	\$1732	\$1765	\$1665	\$1568
Cover Positions	30% extra on Page Rates			
Inserts, Bellybands, Tip-Ons, Spot Colour	Rates on application			

\*All rates listed are NET / Invoice payments are due on receipt

# LHA PRINT DIMENSIONS



**DOUBLE PAGE SPREAD**  
420mm W x 297mm H



**FULL PAGE**  
210mm W x 297mm H



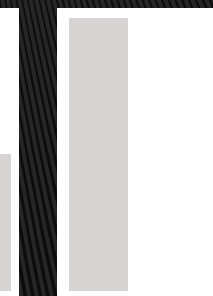
**HALF PAGE ISLAND**  
117mm W x 184mm H



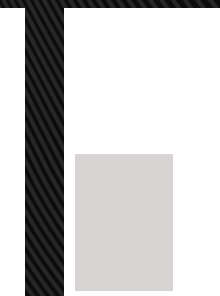
**HALF PAGE (VERTICAL)**  
86mm W x 268mm H



**HALF PAGE (HORIZONTAL)**  
184mm W x 124mm H



**THIRD OF PAGE (VERTICAL)**  
56mm W x 268mm H



**QUARTER PAGE**  
86mm W x 124mm H

## BLEED SIZE

Please add 3mm of bleed to all edges of the Full Page and Double Page Spread advert sizes. All images 300 dpi and CMYK format

## PRODUCTS & SERVICES DIRECTORY

List your company, products and services under a specific category heading to appear in the magazine six issues a year as well as receive an on-line stand-alone profile page on [www.liftandhoistaustralasia.com](http://www.liftandhoistaustralasia.com) including logo, company description, full contact details with active links, image gallery and video.

**\$1,000**  
PER ANNUM

**\$100**  
PER ADDITIONAL LISTING