

# Crane & Hoist



The Business Of Heavy Lifting

CANADA

## MEDIA KIT

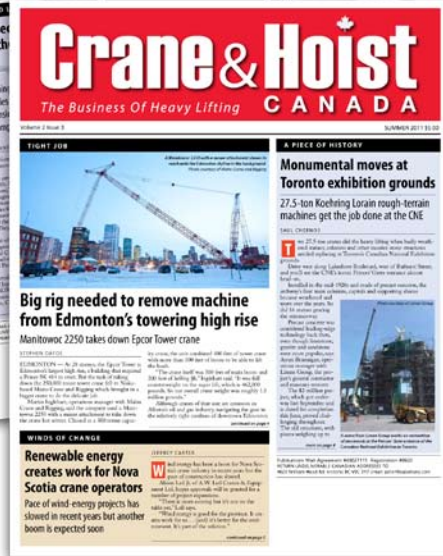


**Crane & Hoist CANADA**  
The Business Of Heavy Lifting

**MONUMENTAL MOVES AT**  
Toronto exhibition grounds  
27.5-ton Koehring Lorain rough-terrain machines get the job done at the CNE

**Big rig needed to remove machine from Edmonton's towering high rise**  
Manitowoc 2250 takes down Epcor Tower crane

**Renewable energy creates work for Nova Scotia crane operators**



### WHAT IS CRANE & HOIST CANADA?

It's the only magazine focused exclusively on Canada's crane and hoist sectors. It provides essential news and information that Canadian crane and hoist professionals need in order to operate successfully and profitably.

Each issue is packed with articles on a variety of topics, including:

- Profiles of top-performing companies
- Practical crane & rigging information
- New product news
- Industry trends
- Policy & regulations
- Safety/Training/Certification
- Risk management



ISSUES & PUBLICATION DEADLINES		
	ADVERTISING	TO READERS
WINTER 2011 ISSUE:	NOV 12TH	DECEMBER
SPRING 2012 ISSUE:	FEB 24TH	MARCH
SUMMER 2012 ISSUE:	MAY 18TH	JUNE
FALL 2012 ISSUE:	AUG 24TH	SEPTEMBER
WINTER 2012 ISSUE:	NOV 9TH	DECEMBER

### WHO READS CRANE & HOIST CANADA?

#### TARGET AUDIENCE IN CANADA:

Crane rental companies	Crane and hoist suppliers
Engineers & operators	Crane associations
Crane and hoist repair companies	Heavy construction contractors
Heavy equipment auctioneers	Oil exploration companies
Shipyards	Wind energy contractors
Road and bridge contractors	General contractors
Aerospace & military	Government agencies
Mining operators	Training institutes

Total Circulation: 3,500  
Readership (average pass on rate of 3 persons): 10,500

### OUR READERS:

The key to the success of *Crane & Hoist Canada* is a highly targeted circulation to industry professionals in all ten provinces and three territories throughout Canada. We are constantly making improvements to circulation adding more qualified industry readers who use, buy or rent crane and hoist equipment as part of their business. Our aim is to reach fleet managers and equipment buying/renting decision makers of such companies rather than simply flood the country with our trade publication – *we are more interested in the quality of readers as opposed to the quantity.*



### ADVERTISING

Current rates available on request:  
[jeremy@capamara.com](mailto:jeremy@capamara.com)

#### TYPICAL ADVERTISERS INCLUDE SUPPLIERS & RENTALS OF:

- Industrial cranes, hoists & mini cranes
  - Boom trucks/articulating cranes
  - Crawler cranes
  - Tower cranes
  - Self erecting tower cranes
  - All terrain cranes
  - Hydraulic gantry cranes & jacks
  - Knucklebooms
  - Used crane sales/auctions
  - Specialized hauling/rigging equipment
  - Wire rope
  - Remote controls
- ...and many more crane and hoist products and accessories!

*Extra bonus distribution at various industry events over 2012*



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#### ADVERTISING:

Jeremy Thain, Advertising Manager  
Tel. 1-250-474-3982  
Fax. 1-250-478-3979  
[jeremy@capamara.com](mailto:jeremy@capamara.com)

#### EDITORIAL:

Keith Norbury, Editor  
Tel. 1-250-383-5038  
Fax. 1-250-478-3979  
[editor@craneandhoistcanada.com](mailto:editor@craneandhoistcanada.com)

#### DESIGN & PRODUCTION:

James Lewis, Art Director  
Tel. 1-709-754-5059  
Fax. 1-709-754-5067  
[james@capamara.com](mailto:james@capamara.com)

*Always a Canadian Perspective*

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