

MEDIA KIT 2018 MIDIA KIT C R A N E B R A Z I L

A MEDIUM FOR THOSE WHO VALUE
SAFETY IN THEIR MOVEMENTS.



crane

Crane Brasil is the only Brazilian magazine focused on crane and lifting industries. The magazine is distributed bi-monthly to leaders within transport and rental companies, manufacturers, distributors, construction companies, local government, as well as many industries which demands such services. Our mission is to create a qualified channel to connect equipment users and those involved in the production and management, in this market segment.

hd
plata-
formas

Heavy and specialized transport

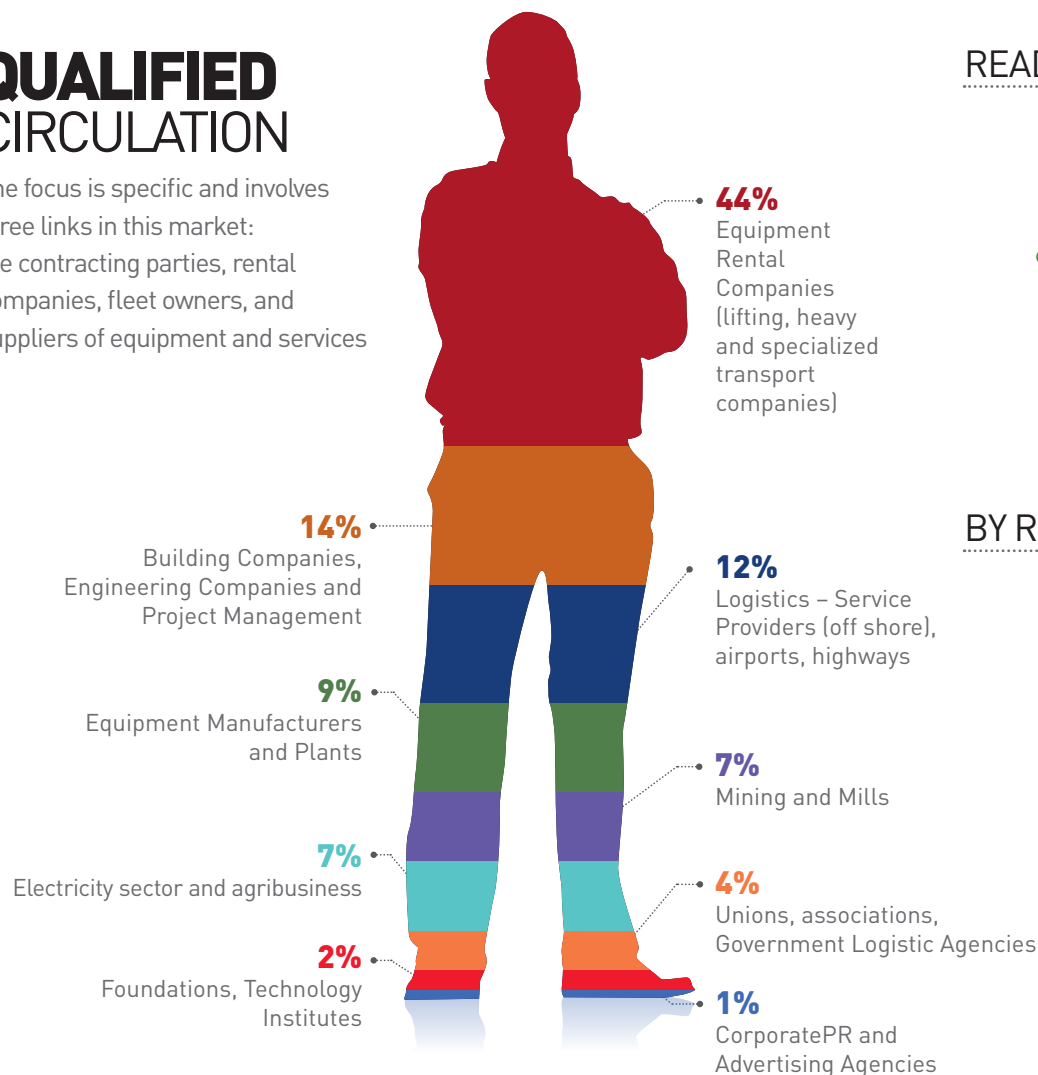
Special part of Crane Brasil dedicated to transporting operations in different segments of the market, which demand the maximum of the fleet, in planning, logistics, technology and qualified personnel.

Work at height

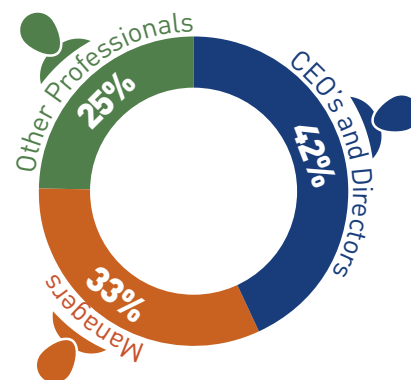
"Plataformas" is another part of Crane Brasil that reports all kind of work at height with focus in methodologies, technologies and safe

QUALIFIED CIRCULATION

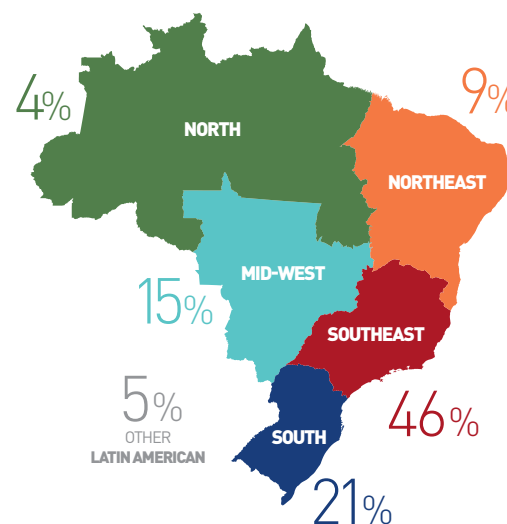
The focus is specific and involves three links in this market: the contracting parties, rental companies, fleet owners, and suppliers of equipment and services



READERSHIP PROFILE



BY REGION



3-IN-ONE: LIFTING LOADS, WORK AT HEIGHT AND SPECIALIZED TRANSPORT





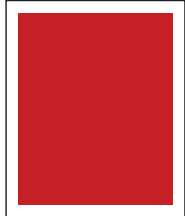
MONTH	ISSUE CRANE HD PLATAFORMAS	MAIN SUBJECTS	RESERVE ADVERTISING DEADLINE	DELIVERY OF MATERIAL DEADLINE	CIRCULATION
SEP/OCT	55	SPECIAL ISSUE TOP CRANE-HEAVYDUTY'2017 Winning cases in lifting heavy loads, work at height and specialized transport	25 OCT	31 OCT	FIRST HALF NOVEMBER
NOV/DEC	56	OUTLOOK 2018 <ul style="list-style-type: none"> • TOP CRANE'2017 - Awards Ceremony • HD Magazine - Fenatran 2017 News • SERVICES – Aftermarket support Options • RIGGING - Training and Softwares • EQUIPMENT The versatility of AT cranes 	25 NOV	02 DEC	FIRST HALF DECEMBER
JAN/FEB	57	NEW PROJECTS AND WORKS <ul style="list-style-type: none"> • Special Port Operations • SERVICES - Remote controls • HD Magazine - Trailers and semi-trailers • EQUIPMENT - Forklifts • CASE STUDY Petrochemical industry • CRANE GUIDE - Handling Accessories 	20 JAN	27 JAN	FIRST HALF FEBRUARY
MAR/APR	58	URBAN OPERATIONS <ul style="list-style-type: none"> • PROFILE - Crane Rental Company • Aerial Work Platforms' operations • HD Magazine - Transport in Mercosur • CASE STUDY - CIVIL CONSTRUCTION • CRANE GUIDE - Preview Intermat'2018 • EQUIPMENT - RT Crane's applications 	24 MAR	31 MAR	FIRST HALF APRIL
MAI/JUN	59	SPECIAL ISSUE - M & T EXPO'2018 <ul style="list-style-type: none"> • HD Magazine - Transport Company Profile • SERVICES – Aftermarket support • Technical removal of loads • EQUIPMENT - Telescopic cranes • CASE - Onshore and offshore lifts • GUIDE CRANE - Preview M & T Expo'2018 	19 MAY	26 MAY	FIRST HALF JUNE EXTRA CIRCULATION M&T EXPO'2018
JUL/AUG	60	SPECIAL - CIVIL CONSTRUCTION <ul style="list-style-type: none"> • Highlights of M & T Expo'2018 • PROFILE - Crane Rental Company • HD Magazine - Transport Company Profile • CASE STUDY - Petrochemical Industry • FINANCING: New options • CRANE GUIDE - Santos Offshore'2018 	21 JUL	28 JUL	FIRST HALF AUGUST
SEP/OCT	61	SPECIAL ISSUE TOP CRANE-HEAVYDUTY'2018 Winning cases in lifting heavy loads, work at height and specialized transport	22 SEP	29 SEP	FIRST HALF OCTOBER
NOV/DEC	62	INFRASTRUCTURE PROJECTS <ul style="list-style-type: none"> • TOP CRANE'2018 - Awards Ceremony • PROFILE - Crane Rental Company • Special - Port Operations • HD Magazine - Transport Company Profile • EQUIPMENT – Crawler cranes • GUIA CRANE - After Market Parts & Services 	24 NOV	01 DEC	FIRST HALF DECEMBER

AD FORMATS 2018

> CRANE BRASIL

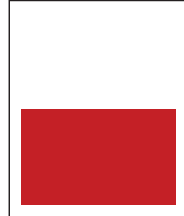
Closed format: **202x 266 mm** | Circulation: **5,000 copies** | Frequency: **bimonthly**

20,2 x 26,6 cm



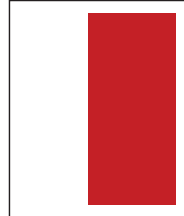
FULL PAGE

20,2 x 13,3 cm



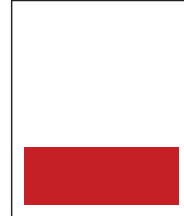
1/2 HORIZONTAL

10,1 x 26,6 cm



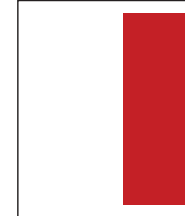
1/2 VERTICAL

20,2 x 8,85 cm



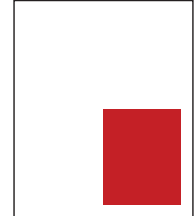
1/3 HORIZONTAL

6,7 x 26,6 cm



1/3 VERTICAL

10,1 x 13,3 cm



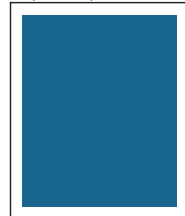
1/4 PAGE

40,4 x 26,6 cm



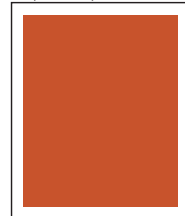
DOUBLE PAGE

20,2 x 26,6 cm



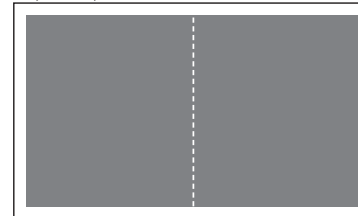
COVER

20,2 x 26,6 cm



2ND AND
3RD COVER

40,4 x 26,6 cm



CENTRAL POSTER

20,2 x 26,6 cm



ADVERTORIAL
FULL PAGE

IMPORTANT

- Particular page, add 10%
- Digital file (TIFF, JPG or PDF - Color Standard - CMYK, 300 dpi, scale 1:1) with trial print-outs. Trim size Exceed by 5 mm the size of the advertisement (in all sides)

> AWARDS | TOP CRANE E HEAVY DUTY



SPONSORSHIP TOP CRANE & HEAVY DUTY'2018

The best rental and specialized transport companies from brazilian market



QUOTAS

PLATINUM

GOLD

SILVER

> **BRANDING** | **BRAND MANAGEMENT**

Strategic action targeting to increase the customer perception of the company in a positive way. It is about linking the company's identity directly to the interests and needs of your target audience. Enhancing the brand, by repeating the same icon or symbol, associated with a great customer experience, creates reputation and recognition from end to end of company's business

BRANDING OPPORTUNITIES



COVER STORY: Insert logo and slogan of the company at the top or at bottom on every page of the Cover Story. There is also the option of inserting a footer. Both up to 5 cm height.

Special Editions	Common Issues
(logo or footer)	(logo or footer)

SECTIONS: Insert logo and slogan at the top or at bottom on every page of one of the following sections: **Perfil Crane**, **Operadores**, **Perfil Heavy Duty** ou **InfoCrane**. There is also the option of inserting a footer. Both up to 5 cm height.

Perfil Crane	Operadores	Perfil Heavy Duty	InfoCrane
Profile of a rental company of cranes in the Brazilian market	Interview with a crane operator to talk about highlights in his career	Profile of a special transport company of the Brazilian market	Curiosities and amazing facts in lifting operations and special transport
(logo or footer on 3-4 pages of content)	(logo or footer on the first page of content)	(logo or footer on 3-4 pages of content)	(logo or footer on the first page of content)



Case Story: report from magazine editorial staff with a customer indicated by sponsor. This work will be done by phone, email or in the field (with costs in this case assumed by sponsor). The special report will be published in size of 1/2 or 1/3 page with an observation in the footer: "Sponsored by" and the name of the sponsor. The sponsor will have a time previously established to check story details before publication.

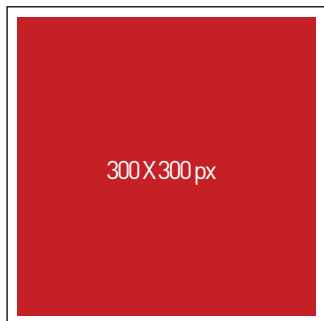
Em 6 issues

Em 3 issues

IMPORTANT The values does not include agency commission.

> SITE BANNERS | SPECIFICATIONS AND VALUES

> MEGA BANNER | max 80kb



1 MONTH | 2 MONTHS
6 MONTHS | ONE YEAR

> TOP FULL BANNER | max 45kb



1 MONTH | 2 MONTHS
6 MONTHS | ONE YEAR

> FULL BANNER | max 30kb



1 MONTH | 2 MONTHS
6 MONTHS | ONE YEAR

> BANNER DOUBLE | max 45kb



1 MONTH | 2 MONTHS
6 MONTHS | ONE YEAR

> BANNER SIMPLE | max 15kb



1 MONTH | 2 MONTHS
6 MONTHS | ONE YEAR

> SOCIAL MEDIA | SPONSORED CONTENT



Space created especially for the sponsor to promote concepts and new technologies related to the work of lifting and carrying of excess loads. Each sponsor will have their individual and personalized page within the website Crane Brazil – with logo and direct links to their own website. These information (texts and videos) will be posted on specific sections of the website of the magazine Crane Brazil (eg, Rigging, Equipment, Training, Case Stories and Security), and shared in the channels of the Crane Brazil on social networks (Facebook, Instagram, LinkedIn, Google+, Youtube, Twitter).

2 months	4 months	6 months	One year
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TEXTS



PHOTOS



VIDEOS



TEXT POST, PHOTOS AND VIDEOS | Text threads inserts, photos and video of the company in magazine profiles Crane Brazil on social networks (Facebook, Instagram, LinkedIn, Google+, Twitter and Youtube)

IMPORTANT The values does not include agency commission.

+ SPECIAL RATES TO AD CAMPAIGN



Rua Pereira Stéfano, 114 - conjuntos 911/912 - São Paulo - SP - Brasil - 04144-070

55 (11) **3477.6768**

editor@cranebrasil.com.br

tais@cranebrasil.com.br

www.**cranebrasil**.com.br

www.**revistahd**.com.br