

# MEDIA KIT 2025 MIDIA KIT C R A N E B R A Z I L

A MEDIA 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

### HEAVY AND SPECIALIZED TRANSPORT

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

## PLATFORMS

### WORK AT HEIGHT

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

## RIGSAFE

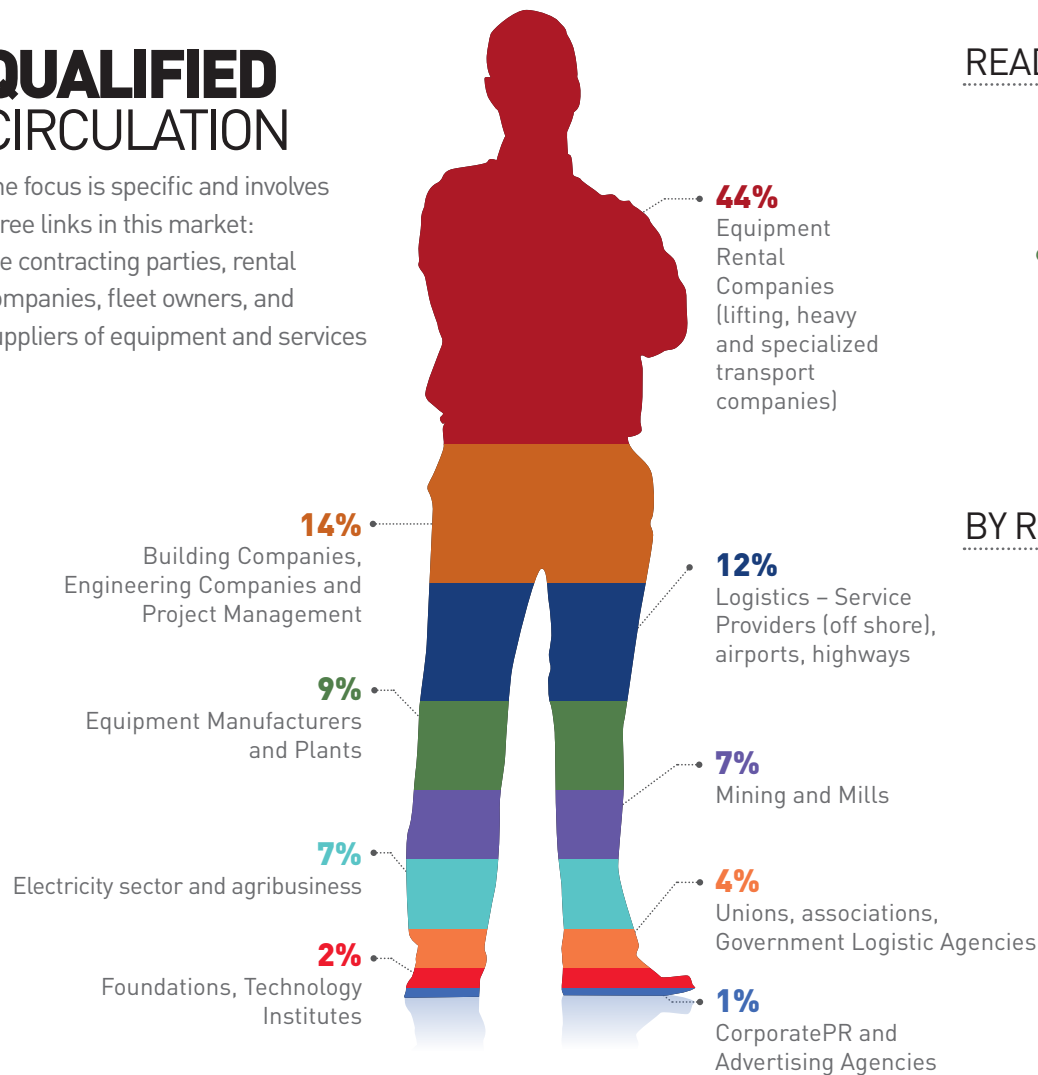
### A GUIDE TO SAFE LIFTING

Special supplement of Crane Brazil dedicated to lifting materials and good practice "below the hook"

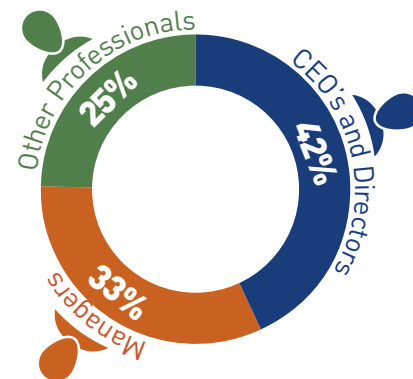


# QUALIFIED CIRCULATION

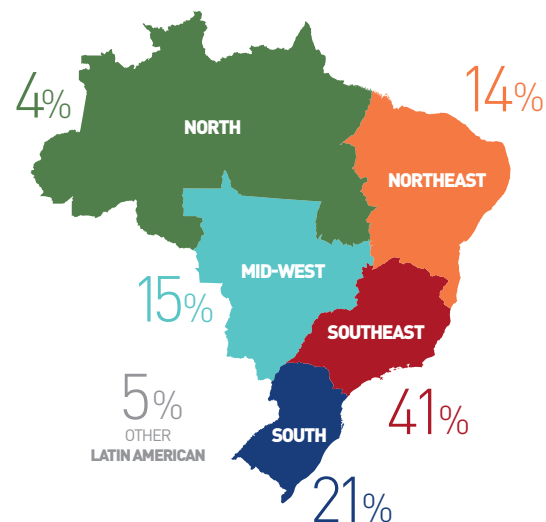
The focus is specific and involves three links in this market: the contracting parties, rental companies, fleet owners, and suppliers of equipment and services



# READERSHIP PROFILE



# BY REGION




# 4-IN-ONE: LIFTING LOADS, RIGSAFE, WORK AT HEIGHT AND SPECIALIZED TRANSPORT





# EDITORIAL PROGRAMME 2025 | CRANE BRAZIL

Content produced by the sight of those who live day-to-day industry.

MONTH	ISSUE CRANE   HD PLATAFORMAS	MAIN SUBJECTS	RESERVE ADVERTISING DEADLINE	DELIVERY OF MATERIAL DEADLINE	CIRCULAÇÃO
JAN/FEB	99	<b>CRANE BRAZIL 99 (JANUARY-FEBRUARY)</b> <b>SPECIAL – INFRASTRUCTURE PROJECTS IN 2025</b> <b>HD MAGAZINE</b> – Axle lines and flatbeds <b>RIGSAFE</b> – Chains and steel cables <b>PLATFORMS</b> – Use in heavy construction <b>CRANE GUIDE</b> – Sensors and telematics	20 JAN	27 JAN	FIRST HALF FEBRUARY
MAR/APR	100	<b>CRANE BRAZIL 100 (MARCH-APRIL)</b> <b>SPECIAL – OIL AND GAS</b> <b>Pick and Carry and Industrial Cranes</b> <b>RIGSAFE</b> – Drones and security cameras <b>PLATFORMS</b> – Hybrid vs Electric <b>HD MAGAZINE</b> – Alternative fuels <b>CRANE GUIDE</b> – BAUMA 2025 Preview	24 MAR	31 MAR	FIRST HALF APRIL CIRCULATES IN M&T EXPO
MAY/JUN	101	<b>CRANE BRAZIL 101 (MAY-JUNE)</b> <b>SPECIAL – WIND ENERGY PROJECTS</b> <b>Telescopic crawler cranes</b> <b>RIGSAFE</b> – Anemometer options <b>PLATFORMS</b> – Articulated vs Telescopic <b>HD MAGAZINE</b> – Trailers for wind blades <b>CRANE GUIDE</b> – BAUMA 2025 Launches	19 MAY	26 MAY	FIRST HALF JUNE
JUL/AUG	102	<b>CRANE BRAZIL 102 (JULY-AUGUST)</b> <b>SPECIAL – MINING AND STEEL INDUSTRY</b> <b>Articulated cranes and aerial baskets</b> <b>RIGSAFE</b> – Certification and Inspection <b>PLATFORMS</b> – Industrial construction sites <b>HD MAGAZINE</b> – Load removal and lifting	10 JUL	28 JUL	FIRST HALF AUGUST CIRCULATES IN EXPOSIBRAM
SEP/OCT	103	<b>CRANE BRAZIL 103 (SEPTEMBER-OCTOBER)</b> <b>TOP CRANE 2025 WINNING CASES</b> <b>PLATFORMS</b> – Working at Height <b>HD MAGAZINE</b> – Technical Removal and Special Transport Project Management and Innovation <b>RIGSAFE</b> – Safety and Training	15 SEP	29 SEP	FIRST HALF OCTOBER 
NOV/DEC	104	<b>CRANE BRAZIL 104 (NOVEMBER-DECEMBER)</b> <b>SPECIAL – INDUSTRIAL ASSEMBLIES</b> <b>EQUIPMENT</b> – All-terrain cranes <b>TOP CRANE</b> – Awards Ceremony Coverage <b>PLATFORMS</b> – Hybrid and electric models <b>HD MAGAZINE</b> – Self-propelled modules <b>RIGSAFE</b> – Material Certification	24 NOV	01 DEC	FIRST HALF DECEMBER
JAN/FEB	105	<b>CRANE BRAZIL 105 (JANUARY-FEBRUARY)</b> <b>SPECIAL – INFRASTRUCTURE PROJECTS IN 2026</b> <b>EQUIPMENT</b> – Articulated cranes <b>PLATFORMS</b> – Applications in industrial projects <b>RIGSAFE</b> – Insurance and risk management <b>HD MAGAZINE</b> – Load fastening <b>CRANE GUIDE</b> – Operational simulators	20 JAN	27 JAN	FIRST HALF FEBRUARY

# AD FORMATS 2025

## > CRANE BRASIL

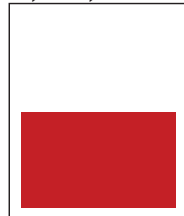
Closed format: **202x 266 mm** | Circulation: **5,000 copies** | Frequency: **bimonthly**

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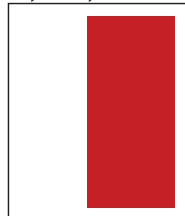
FULL PAGE

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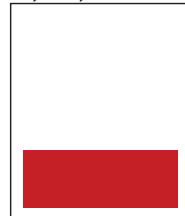
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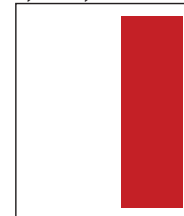
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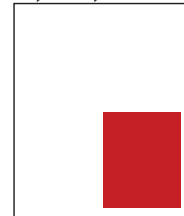
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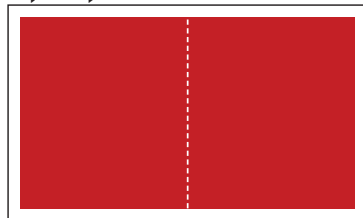
1/3 VERTICAL

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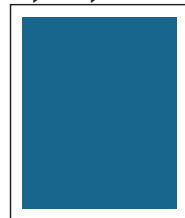
1/4 PAGE

40,4 x 26,6 cm



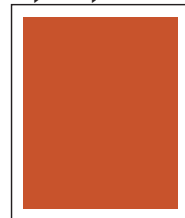
DOUBLE PAGE

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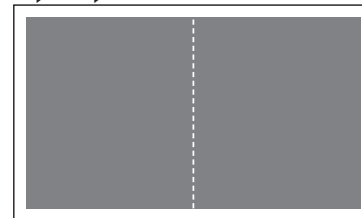
COVER

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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



### SPONSORSHIP TOP CRANE 2025

Lifting, Rigging, Working at Height, Removal and Transport

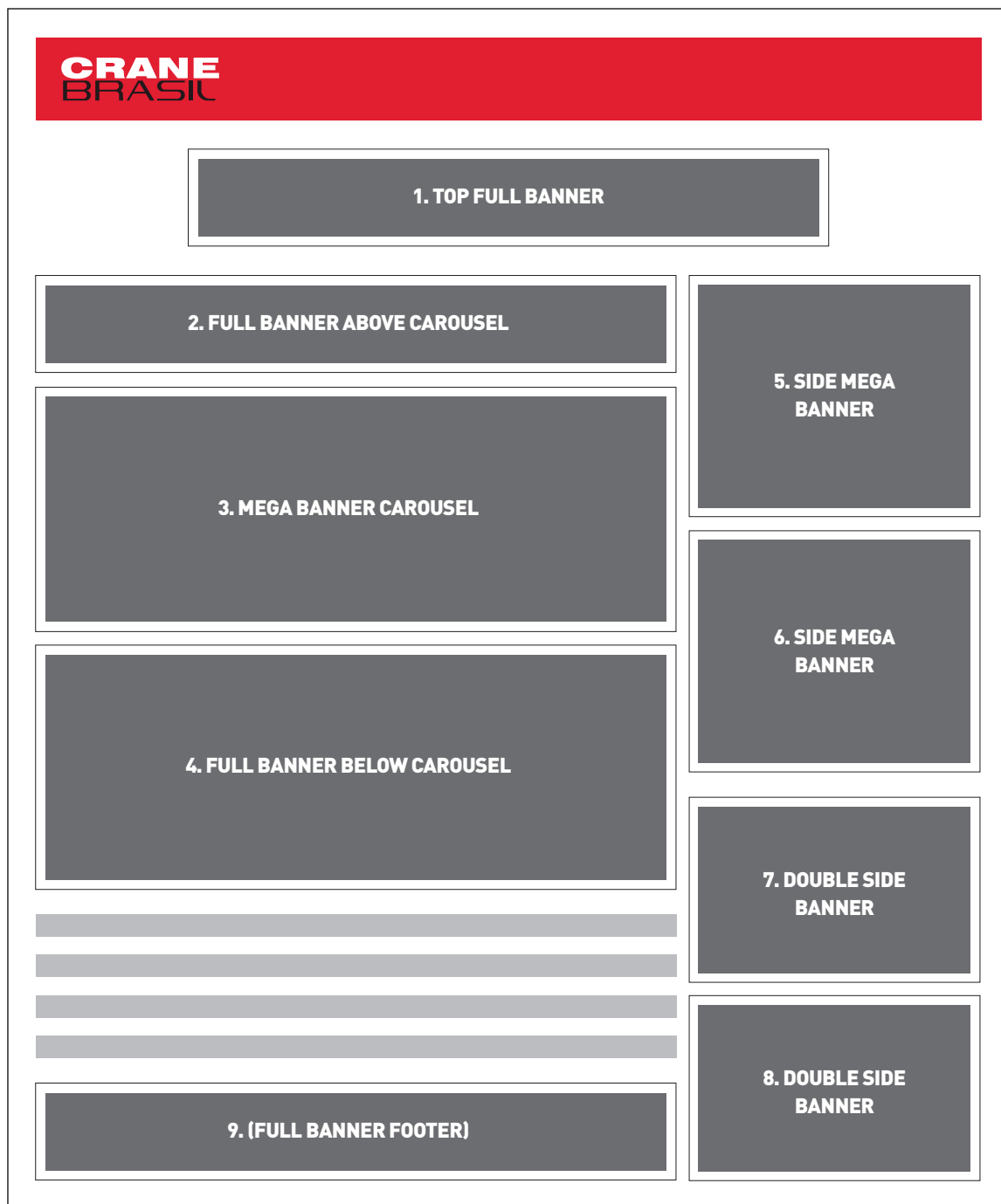
#### QUOTAS

DIAMOND

GOLD

SILVER

NOVEMBER  
2025



1. TOP FULL BANNER  
**(620X80 PX)**
2. FULL BANNER ABOVE CAROUSEL  
**(620X80 PX)**
3. MEGA BANNER CAROUSEL  
**(620X400 PX)**
4. FULL BANNER BELOW CAROUSEL  
**(800X512 PX)**
5. SIDE MEGA BANNER  
**(300X300 PX)**
6. SIDE MEGA BANNER  
(WITH EXCLUSIVE CONTENT AREA)  
**(300X300 PX)**
7. DOUBLE SIDE BANNER  
**(300X200 PX)**
8. DOUBLE SIDE BANNER  
(WITH EXCLUSIVE CONTENT AREA)  
**(300X200 PX)**
9. (FULL BANNER FOOTER)  
**(620X80 PX)**



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