

OCH

Overhead Crane & Hoist

Promoting
overhead
lifting over all
other forms of
materials handling

6 ISSUES

JAN-FEB



MAR-APRIL

MAY-JUNE

JULY-AUG

SEPT-OCT

NOV-DEC

2009 MEDIA INFORMATION

TARGETED AT END USERS, DEDICATED TO YOU



Welcome to the second media information pack for OCH, the only overhead lifting magazine for the USA, Mexico and Canada, dedicated to informing the end user community about

the overhead crane and hoist industry, its key participants, and the products and services they offer.

Following the pilot issue, which was launched in September 2007, OCH was published bimonthly in 2008. Following a hugely successful debut year, we will again publish six issues in 2009. Fellow cofounder Mark Bridger and I were introduced to this fascinating marketplace as the editor and group sales manager of parent title Hoist, an international factory crane publication which already enjoyed a healthy readership in the USA (around 30% in fact). But it became clear to us that this market warranted a publication of its own, and the past 12 months or so has proved us, and those that welcomed it so whole-heartedly, absolutely right.

The magazine provides a unique published voice for the MHIA and its key overhead lifting product sections, such as the Crane Manufacturers Association of America (CMAA), the Hoist Manufacturers Institute (HMI), and the Monorail Manufacturers Association (MMA), and preaches the integral message of the newly formed Overhead Alliance (OA), an ad hoc committee formed to promote the collective interests of these product groups. The volume of dealers and end users that we reach make this must-read publication a priceless marketing tool and voice for manufacturers, crane builders and distributors alike. Featuring in-depth, technology-led articles, written by a hand-picked, dedicated, experienced editorial team, OCH provides an unrivaled viewpoint.

Richard Howes, Editor
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"I would like to congratulate you for the successful completion of OCH magazine's first year. The magazine editors have done a nice job highlighting the manufacturers, their products and capabilities, and providing useful content as well as case studies for the end user community. As president of the Monorail Manufacturers Association, I can add that our members have appreciated the insight that you have provided to our industry and the outreach to the end users.

John Paxton
President • MMA



OCH SERVES THE FOLLOWING MARKETS

- steel processing
- energy/oil/gas
- theatre production
- timber
- heavy equipment
- mining
- primary metals
- steel warehousing
- shipbuilding
- military
- transportation
- aviation
- pulp and paper
- public utilities
- motor vehicles
- paper production



Bonus distribution:

ProMat 2009
January 12-15
McCormick Place South
Chicago, IL

**MHIA 2009
Spring Meeting**
April 6-8
The Hilton Charlotte
Center City
Charlotte, NC

**MHIA 2009 Annual
Membership Meeting**
October 4-8
The Ritz-Carlton,
Amelia Island
Amelia Island, FL

10,000
CIRCULATION

CIRCULATION PROFILE

- Distributors 17%
- Manufacturers 5%
- Industrial End-users 78%





Congratulations on your first full year of publication of OCH. Our Associations and the Overhead Industry we represent have greatly benefited from having a trade publication reach directly our important channel partners and end user communities. Our collaboration with OCH through CMAA, HMI, MMA and now the Overhead Alliance has certainly advanced the knowledge of lifting and moving technologies, in particular, their safe use and potential for improving productivity over other competing technologies.

F. Hal Vandiver • Executive Vice President
 Material Handling Industry of America (MHIA)
 Managing Director
 Crane Manufacturers Association of America (CMAA),
 Hoist Manufacturers Institute (HMI)
 Monorail Manufacturers Association (MMA)



The Hoist Manufacturers Institute (HMI) is pleased to have such a healthy and close relationship with OCH. It has been very exciting to witness its evolution. As a stakeholder within the overhead material handling industry, I am very appreciative of the initiative that you have taken in creating such a high quality publication focused on the Hoist, Crane and Monorail sectors within the North American markets. Your publication offers a level of access, promotion, awareness and information relating to our technologies that is not offered through any other print medium. HMI's mission of delivering exceptional value to its members, channel partners, consumers, end users and industry associates is enhanced by our partnership with OCH.

Jim Vandegrift
 President • HMI



CIRCULATION AT MHIA MEETINGS

OCH will be distributed at the two major meetings - Spring and Fall - of the Material Handling Industry of America (MHIA).

Every six months, the key product sections within the association discuss strategies to advance knowledge of the technologies they represent to the markets they serve. OCH provides them an American-focused magazine to drive their initiatives into the marketplace.



As president of the Crane Manufacturers Association of America and on behalf of its members, I would like to congratulate you and your staff on the one year anniversary of OCH. We appreciate your continued support of our organization and industry. Your magazine is both informative and professional, providing an added value through reaching our audience via print media. We look forward to seeing your magazine further develop and to the growing relationship between CMAA and OCH.

Oddvar Norheim
 President
 CMAA



GEOGRAPHICAL PROFILE

- Canada 4%
- Mexico 5%
- United States 91%



DISTRIBUTION BY STATE

ALASKA	30	KENTUCKY	193	NEW YORK	351
ALABAMA	215	LOUISIANA	153	OHIO	739
ARKANSAS	104	MASSACHUSETTS	109	OKLAHOMA	94
ARIZONA	101	MARYLAND	111	OREGON	116
CALIFORNIA	448	MAINE	32	PENNSYLVANIA	717
COLORADO	108	MICHIGAN	369	RHODE ISLAND	16
CONNECTICUT	92	MINNESOTA	206	SOUTH CAROLINA	133
DIST OF COLUMBIA	9	MISSOURI	197	SOUTH DAKOTA	29
DELAWARE	18	MISSISSIPPI	65	TENNESSEE	182
FLORIDA	273	MONTANA	40	TEXAS	514
GEORGIA	254	NORTH CAROLINA	180	UTAH	60
HAWAII	10	NORTH DAKOTA	40	VIRGINIA	203
IOWA	245	NEBRASKA	111	VERMONT	21
IDAHO	42	NEW HAMPSHIRE	44	WASHINGTON	223
ILLINOIS	678	NEW JERSEY	155	WISCONSIN	278
INDIANA	416	NEW MEXICO	33	WEST VIRGINIA	97
KANSAS	107	NEVADA	47	WYOMING	21

ADVERTISING WITH **OCH** RATES AND MECHANICAL DATA

MAGAZINE RATES	\$ US Dollars		
Number of insertions	1X	3X	6X
Full page	\$4050	\$3750	\$3450
Half page	\$2350	\$2050	\$1850
Quarter page	\$1400	\$1200	\$1000
Rates apply to 4-col, 2-col & b/w			
Covers & special positions	\$800 extra		
10% discount to MHIA members			

Publication Technical Specifications

OCH is produced digitally. We accept high resolution composite PDFs – all screen and printer fonts must be embedded. Graphics should be CMYK 300dpi. Please note we do not accept PDFs created in Pagemaker, Corel Draw, Publisher or Freehand. Cancellation – six weeks prior to publication. If you are in any doubt about our requirements please check with our production department before supplying any material and they will be happy to send you more information.

MAGAZINE ARTWORK DIMENSIONS			
FORMAT	TYPE	TRIM	BLEED
DPS	254mm x 386mm	297mm x 420mm	303mm x 426mm
Full page	254mm x 178mm	297mm x 210mm	303mm x 215mm
Half page (vertical)	254mm x 86mm	297mm x 110mm	303mm x 113mm
Half page (horizontal)	124mm x 178mm	145mm x 210mm	148mm x 215mm
Quarter page	124mm x 86mm	N/A	N/A



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