

# OOH

Overhead Crane & Hoist

**NEW**

A PUBLICATION  
DEDICATED TO YOU  
AND YOUR INDUSTRY

6 ISSUES

JAN-FEB

MAR-APRIL



MAY-JUNE

JULY-AUG

SEPT-OCT

NOV-DEC

**2008 MEDIA INFORMATION**

# THE DAWN OF A NEW ERA

# TARGETED AT END USERS, DEDICATED TO YOU



Welcome to the first media information pack for OCH, the brand new 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 at the Material Handling Industry of America (MHIA) fall meeting in Savannah, Georgia, in September 2007, OCH will be published six times, bimonthly, in 2008. 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), the Monorail Manufacturers Association (MMA) and the Overhead Alliance (OA).

For the first time, these product sections and their member companies have an American-focused magazine to advance knowledge of the technologies they represent to the markets they serve and the customers they value with greater frequency and focus than ever delivered before.

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 this geography demands a published voice of its own. Having received tremendous encouragement from the MHIA and the industry in a broader sense, we're confident that we've positioned this product in the best possible place for the end user community and the companies which serve it.

It's the volume of dealers and end users that we will reach through OCH that make this must-read publication a priceless marketing tool and voice for manufacturers and crane builders alike.

Featuring in-depth, technology-led articles written by a hand-picked, dedicated, experienced editorial team, OCH provides an unrivaled viewpoint. There really is no better place to get your message across.

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"We look forward to working with OCH."

John Paxton  
President - HMI



## OCH SERVES THE FOLLOWING MARKETS

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

10,000  
CIRCULATION

## CIRCULATION PROFILE

- Distributors 22%
- Manufacturers 5%
- Industrial End-users 73%



I am delighted to welcome the launch of a US-based publication dedicated to informing the end user community about the overhead crane and hoist industry, its key participants, and the products and services they offer. CMAA, HMI and MMA member companies are excited about having a publication in this country to help advance knowledge of the technologies they represent to the markets they serve. They very much look forward to your success.



**Hal Vandiver**  
 Managing Director  
 Crane Manufacturers Association of America (CMAA)  
 Hoist Manufacturers Institute (HMI)  
 Monorail Manufacturers Association (MMA)



## OCH AT NA08

In April 2008, tens of thousands of supply chain and logistics professionals from more than 80 countries will attend Cleveland's I-X Center for NA08. There, OCH will be among over 450 exhibits covering 150,000 net square feet on one show floor - exhibits that feature manufacturing, warehousing, distribution, logistics and IT solutions for the supply chain. Make sure your business is seen by the people that matter.

**"It will be great to have a periodical directly associated with our industry. We look forward to working with OCH to promote our industry. You have our very best wishes for what I know will be a successful endeavor."**

Oddvar Norheim  
 President - CMAA



## CIRCULATION AT MHIA MEETINGS

OCH will be distributed at the two major meetings of the Material Handling Industry of America (MHIA). As a member company through parent title, Hoist, additional copies of the magazine will be circulated at the Spring meeting, at the Hilton, Charlotte Center, in March, and at the Fall meeting, Scottsdale, Arizona, in September.

Every six months, the key product sections within the association such as the Crane Manufacturers Association of America (CMAA), the Hoist Manufacturers Institute (HMI), the Monorail Manufacturers Association (MMA) and the Overhead Alliance (OA) discuss strategies to advance knowledge of the technologies they represent to the markets they serve.

Now, for the first time, these product sections and their member companies have an American-focused magazine to drive their initiatives into the marketplace.

## 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		
	1X	3X	6X
Number of insertions			
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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