

# OOH

Overhead Crane & Hoist

**PROMOTING  
OVERHEAD LIFTING  
WITHIN MATERIAL  
HANDLING**



6 ISSUES

JAN-FEB

MAR-APRIL



**PROMAT** 2011

AN MHIA INTERNATIONAL EXPO  
McCORMICK PLACE CHICAGO MARCH 21-24  
[www.ProMatShow.com](http://www.ProMatShow.com)

MAY-JUN

JUL-AUG

SEP-OCT

NOV-DEC

# 2011 MEDIA INFORMATION

# THE TOOL FOR A TOUGH JOB



It's been a hard couple of years, and it is still too early to say the US or global economy is set for a rapid recovery. It's going to be a tough job building your business in 2011. You need to keep informed, and you need to speak to your customers. OCH gives you the tools to do both.

With a new editorial team, including a dedicated US-based correspondent, OCH in 2011 will be emphasizing its focus on market and technical intelligence. In each issue, we will look in detail at a different region, a different end users sector, and a different segment of the process lifting industry. We'll accompany our leading market intelligence features with case studies and profiles that highlight all that is great about this industry.

OCH will again be published six times, bimonthly, in 2010. The magazine provides a 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). It also shares synergies with the Electrification & Controls Manufacturers Association (ECMA).

This American-focused magazine advances 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.

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

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## OCH SERVES THE FOLLOWING MARKETS

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



On behalf of the Monorail Manufacturers Association, I would like to welcome you and your team to the editorial staff of Overhead Crane and Hoist magazine. We look forward to your market insight, editorials, case studies and additional product feature articles. We appreciate your end user outreach programs as you feature the leading overhead cranes, hoists and monorail companies and their solutions. In addition, the MMA members also appreciate the coverage of the Monorail Manufacturers Association's new product guide and member case studies. They can be viewed at [www.MHIA.org/MMA](http://www.MHIA.org/MMA). We wish you and the staff of OCH much success in 2011.

John Paxton  
President - MMA



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## OCH AT PROMAT 2011

From March 21 - 24, 2011 the material handling and logistics industry will showcase the latest supply chain solutions at ProMat 2011, the Industry's premier trade show and educational conference.

OCH will be one among 700 exhibitors on the 300,000 square foot show floor, feature manufacturing, warehousing, distribution, assembly, logistics and IT solutions for the supply chain. It's a priceless opportunity to market your overhead lifting solutions within material handling.

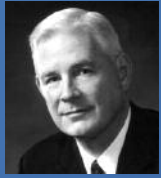
10,000  
CIRCULATION

## CIRCULATION PROFILE

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



OCH has been a wonderful success in advancing the message for overhead lifting and moving. On behalf of the Crane Manufacturers Association of America, the Hoist Manufacturers Institute, the Monorail Manufacturers Association and the Overhead Alliance, let me extend to you and your editorial staff our sincerest congratulations and thanks for jobs well done. We look forward to our on-going collaboration in helping to advance the knowledge of overhead lifting and moving technologies as our markets strengthen in 2011.



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



## THE ONLINE RESOURCE YOUR CUSTOMERS RELY ON

- ochmagazine.com not only expands on the information in the magazine; the site has unique content not found in the printed product and attracts its own group of dedicated readers.
- Here you will find the latest on bridge cranes, jib cranes, chain hoists, wire rope hoists, blocks, end-of-line attachments, components and the installation, maintenance, training and consultancy surrounding this equipment.
- OCH also circulates a fortnightly email newsletter.
- Direct customers straight to your websites and marketing material through a range of online and digital commercial packages.



## CIRCULATION AT MHIA MEETINGS

OCH will be distributed at the MHIA Spring Meeting in March (Charlotte, NC) and the Annual Meeting in October (Indian Wells, CA).

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

## 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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