



## Media Information

*North America's  
industrial lifting  
equipment magazine*

[ochmagazine.com](http://ochmagazine.com)



# INTRODUCTION

**OCH Magazine** is targeted on reaching crane builders, distributors and end-users specific to the lifting industry. Our exclusively US- focused magazine reaches more than 18,000 readers. The readership consists of the key influencers and decision-makers at precisely these companies, those who need to source lifting equipment, material handling solutions and service providers.

Every issue includes profiles of key business leaders; case studies and job stories; new products and technologies; plus training opportunities to keep everyone safe at work; and more.

OCH has bonus distribution at key industry conferences and exhibitions; events targeting the end-user sectors where lifting equipment is utilized.

As the only North American magazine dedicated to the overhead crane and hoist market, there is no better platform to showcase your business.

In 2023, OCH returns with two issues, Fall & Winter, and in 2024 we will increase the frequency to 4 issues; Spring, Summer, Fall & Winter.

## OCH SERVES THE FOLLOWING MARKETS:

- Mining
  - Foundries and Mills
  - Metal Forming & Fabrication
  - Engineering and Manufacturing
  - Oil and Gas
  - Renewable Energy
  - Entertainment Industry
  - Shipbuilding, Ports and Maritime
  - Marine
  - Military
  - Aerospace
  - Pulp and Paper
  - Warehousing and Distribution
  - Public Utilities
  - Automotive
  - Heavy Manufacturing
  - Nuclear
  - Petro Chemical & Refinery
- And many more...

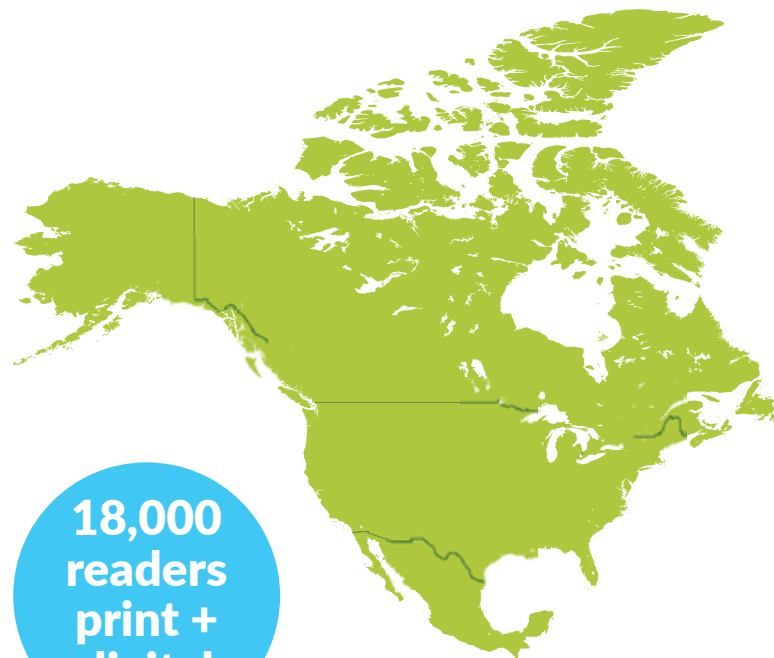


# CIRCULATION

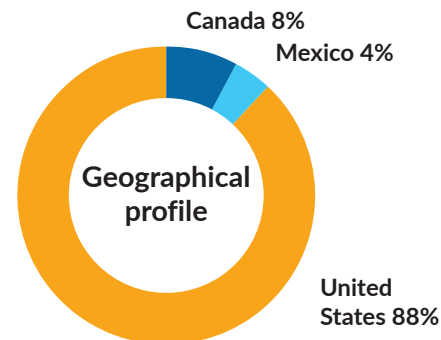
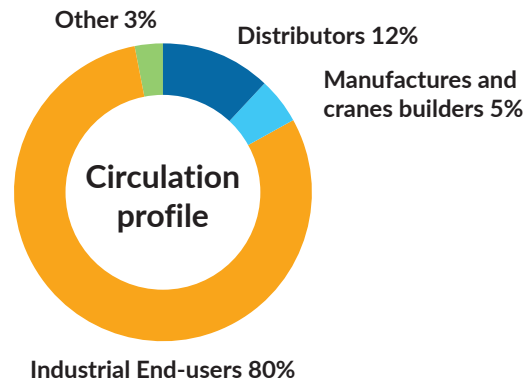
## SCHEDULE



## CIRCULATION IN NORTH AMERICA



**18,000**  
readers  
print +  
digital



## DISTRIBUTION IN THE USA

Alaska .....	70	Montana .....	75
Alabama .....	630	North Carolina .....	305
Arkansas .....	260	North Dakota .....	85
Arizona .....	398	Nebraska .....	91
California .....	866	New Hampshire .....	94
Colorado .....	223	New Jersey .....	295
Connecticut .....	152	New Mexico .....	105
DC .....	55	Nevada .....	156
Delaware .....	28	New York .....	475
Florida .....	493	Ohio .....	821
Georgia .....	567	Oklahoma .....	134
Hawaii .....	28	Oregon .....	186
Iowa .....	275	Pennsylvania .....	777
Idaho .....	92	Rhode Island .....	36
Illinois .....	890	South Carolina .....	193
Indiana .....	486	South Dakota .....	49
Kansas .....	185	Tennessee .....	382
Kentucky .....	324	Texas .....	978
Louisiana .....	367	Utah .....	650
Massachusetts .....	249	Virginia .....	398
Maryland .....	241	Vermont .....	41
Maine .....	42	Washington .....	374
Michigan .....	723	Wisconsin .....	435
Minnesota .....	376	West Virginia .....	162
Missouri .....	337	Wyoming .....	91
Mississippi .....	95		

# DIGITAL INFORMATION AND SPECIFICATIONS

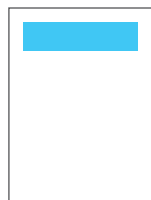
Direct customers straight to your website and marketing materials through a range of online and digital commercial packages.

**ochmagazine.com** has a news lead website where readers will find information on products, projects, industry news and a continuation of features from the magazine.

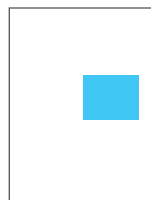
The website generates unique content such as interviews, company profiles, technical information and white papers. As a result ochmagazine.com will attract its own dedicated readers.

OCH distributes an email newsletter every two weeks to 14,000 subscribers.

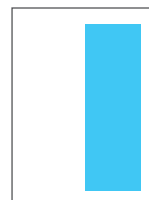
## DIGITAL RATES



**Leaderboard**  
728 x 90  
pixels



**MPU**  
300 x 250  
pixels



**Skyscraper**  
600 x 120  
pixels

## PRICES PER MONTH

Leaderboard banner \$1,995 | MPU Banner \$1,600



### WEBSITE TAKE OVER

Through this offering an advertiser takes over all the advertising spaces on the homepage and can run different campaigns. This option could work well for promotion of new products.

### GUIDELINES

File formats: JPEG, GIF, animated GIF and Flash. File size: Should not exceed 30kb.



### NEWSLETTER

OCH sends a newsletter 25 weeks a year. Newsletter Banner (per week) \$500

[ochmagazine.com](http://ochmagazine.com)



## MEET THE TEAM



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# PRINT INFORMATION AND SPECIFICATIONS



## RATES

MAGAZINE RATES	US DOLLARS		
	2x	4x	6x
Number of insertions			
Double page spread	\$8,425	\$7,675	\$5,600
Full page	\$5,250	\$4,425	\$3,300
Half page	\$3,075	\$2,925	\$2,475
Quarter page	\$1,875	\$1,775	\$1,550
Covers:	10% extra		

**'One time only' special offer on 6x rates**

## DIMENSIONS

MAGAZINE ARTWORK DIMENSIONS <small>All measurements are depth x width</small>			
FORMAT	TYPE	TRIM	BLEED
DPS	254mm x 386mm	297mm x 420mm	303mm x 426mm
Full page	254mm x 178mm	297mm x 210mm	303mm x 216mm
Half page (vertical)	254mm x 86mm	N/A	N/A
Half page (horizontal)	124mm x 178mm	N/A	N/A
Quarter page	124mm x 86mm	N/A	N/A

## TECHNICAL SPECIFICATIONS

### PUBLICATION

All Progressive Media International magazines are 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 is 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.

### WEBSITE

- File formats: JPEG, GIF, animated GIF and Flash
- File Size: Should not exceed 30kb
- Leaderboard Banner: 728 x 90 pixels
- MPU Banner: 300 x 250 pixels