

EXECUTIVE

# HIRE NEWS

THE VOICE OF THE UK HIRE INDUSTRY

## MEDIA PACK

2023



# Welcome to EHN

Executive Hire News resides at the heart of the UK plant and tool hire trade. The magazine is a trusted source of news, reviews and product information in this unique and vibrant sector.

With a heritage dating back more than 50 years, EHN reports on the latest trends and developments to keep readers up to date and to tell them about new equipment and solutions they can add to their operations to meet customer needs and develop their businesses.

One of our strengths is that we focus solely on tool and plant hire, and our readership of 5,684 comprises of only senior managers and budget-holding executives in this industry - NOT end users or other markets.

In short, EHN enjoys an unrivalled role in this exciting industry, and we take pride in our continuing ability to connect enthusiastic hirers with innovative suppliers.

*Andy McVittie*

Editor, Executive Hire News



# OUR COVERAGE

The editorial coverage in EHN is diverse. We keep abreast of new legislation and technological advances, and shape our editorial content accordingly. EHN addresses particular product categories in our series of Market Reports throughout the year, and we regularly add new topics addressing emerging markets which hirers are exploring.



# WHAT IS EHN?

The only publication specifically dedicated to the UK & Ireland hire industry since it was founded in 1972. Articles featured typically include the latest news and a multitude of hirer and supplier topics, highlighting new products and general industry trends. The majority of the magazine is written in-house by our dedicated team ensuring its relevance to our unique readership. Our editorial programme, which details our general product topics covered throughout the year, follows below. If you have a story to tell, a product to announce or a new service targeted at hire companies, there is no better platform for reaching this industry than EHN.

# WHO READS EHN?

5,684 individually named readers, who are either owners or senior managers of hire businesses within the UK & Ireland. EHN is 100% verified on a rolling 12-month basis. This ensures our magazine is read by the most engaged and relevant hirers in the industry. Advertisers can therefore be sure that their adverts are seen by the right people.

The split of our readership is 30% larger national businesses – the likes of Sunbelt, Speedy, HSS etc – and 70% smaller independent hirers.

# WHY ADVERTISE?

If you are a manufacturer, supplier, dealer, or importer of tools, construction equipment or compact plant looking to target the hire industry, there is no better opportunity than within EHN to promote your products and services. Our advertiser base continues to use the magazine to spread their marketing messages throughout the year, every year.

# PRINT AND DIGITAL

While we recognise the importance of digital platforms and are developing our presence in this area, we also understand that the nature of the hire industry means that many executives are hands-on and busy behind the hire counter, rather than seated behind a desk, and they read the printed magazine during a break or whenever their schedule allows to keep themselves updated.



## JANUARY/FEBRUARY EHS Preview

The Executive Hire Show returns to the Coventry Building Society Arena in February 2023. In our biggest edition of the year, we list the many companies attending this unmissable event. A large number of exhibitors are making their show debuts, while many exhibitors will choose to advertise their products in this issue. We also reveal our shortlist for the 'Innovation Trail', which now takes place 'live' on exhibitor stands.

## MARCH/APRIL Show Report

As the dust settles on another successful Executive Hire Show, we select our highlights and we summarise the new equipment launches. We also catch up with show visitors, to find out about their purchases and what they most enjoyed about the event.

## MAY Access Equipment

Working at height is inherently dangerous, but the latest ladders, push-around lifts, powered access machinery and associated products have done much to improve user safety. We aggregate the latest and best equipment, and we are particularly interested to introduce new manufacturers and suppliers in this popular category.

## JUNE Plant Machinery

Construction equipment in the one to three tonne bracket often represents a sweet spot for hirers. At the same time, we are finding that many are also exploring equipment up to ten tonnes, providing customers with a bit more power and potential as required. New power options are also finding favour in this segment, so this Market Report promises to be wide-ranging and forward-looking indeed.

## JULY/AUGUST Surface Preparation and Site Welfare & Equipment

Making surfaces ready for use is a fine art involving precise skills and often quite specialised machinery. We look at planers, scalers, scabblers, shot-blasters, screeds, mixers and myriad other items entailed in this area.

Keeping workers warm and sheltered is a necessary requirement, but we now expand this report to encompass other site-related equipment, such as tool safes, charging stations, portable shelters, sanitation facilities, drying rooms and associated welfare accoutrements.



# EDITORIAL PROGRAMME 2023

## BACK TO BUSINESS

Two years of lockdown restrictions, residual supply chain issues, ongoing raw material shortages and unseasonable weather patterns have all done little to dampen spirits in the plant and tool hire sector. Put simply, the industry bounced back with a bang in 2022, but 2023 looks like exceeding it, with product launch schedules back on track, manufacturers back to full strength and stand sales for the next Executive Hire Show already surpassing previous totals.

As ever, Executive Hire News covers the latest news and product announcements, and profiles key suppliers supporting this diverse and vigorous industry. Our hirer profiles feature companies of all sizes and specialisms, while our themed market reports focus on the most popular equipment categories, now rationalised ensuring that we hit the right targets at the most appropriate time.

Between Executive Hire News, our website and the annual Executive Hire Show, we can proudly proclaim to be the absolute **Home of Hire**.





## SEPTEMBER Power Generation

The days of noisy and polluting site generators are long gone, thanks to the adoption of Stage 5 emission standards. Our report will certainly include hybrid machinery, battery storage options and power distribution equipment. Meanwhile, we examine how telematic solutions and advanced technologies are impacting this fast-moving sector.

## OCTOBER Lighting & Heating and Groundscare

We look at equipment that brightens and warms the workplace. With recent hikes in energy prices, we will look to focus on equipment that offers better economy or employs alternative power sources.

Late autumn is an ideal time to mow, trim and tidy up parks, lawns, bushes, trees and other green spaces. It is also when arborists and groundscare professionals plan their purchases for the year ahead. Battery power is making headway here, so we are keen to explore the options.

## NOVEMBER/DECEMBER Stormforce and Power Tools

Unseasonable weather patterns may yet have an effect, but as the temperatures begin to tumble we round-up pumps to mitigate standing water and flood damage. Also equipment to deal with snow events, or that helps to protect or restore buildings after inclement climatic events.

Meanwhile, powered hand-tools are the bread and butter of many hirers. Battery equipment is rightfully popular with domestic and professional users, facilitating powerful performance and enhanced flexibility. We list the latest and best kit.



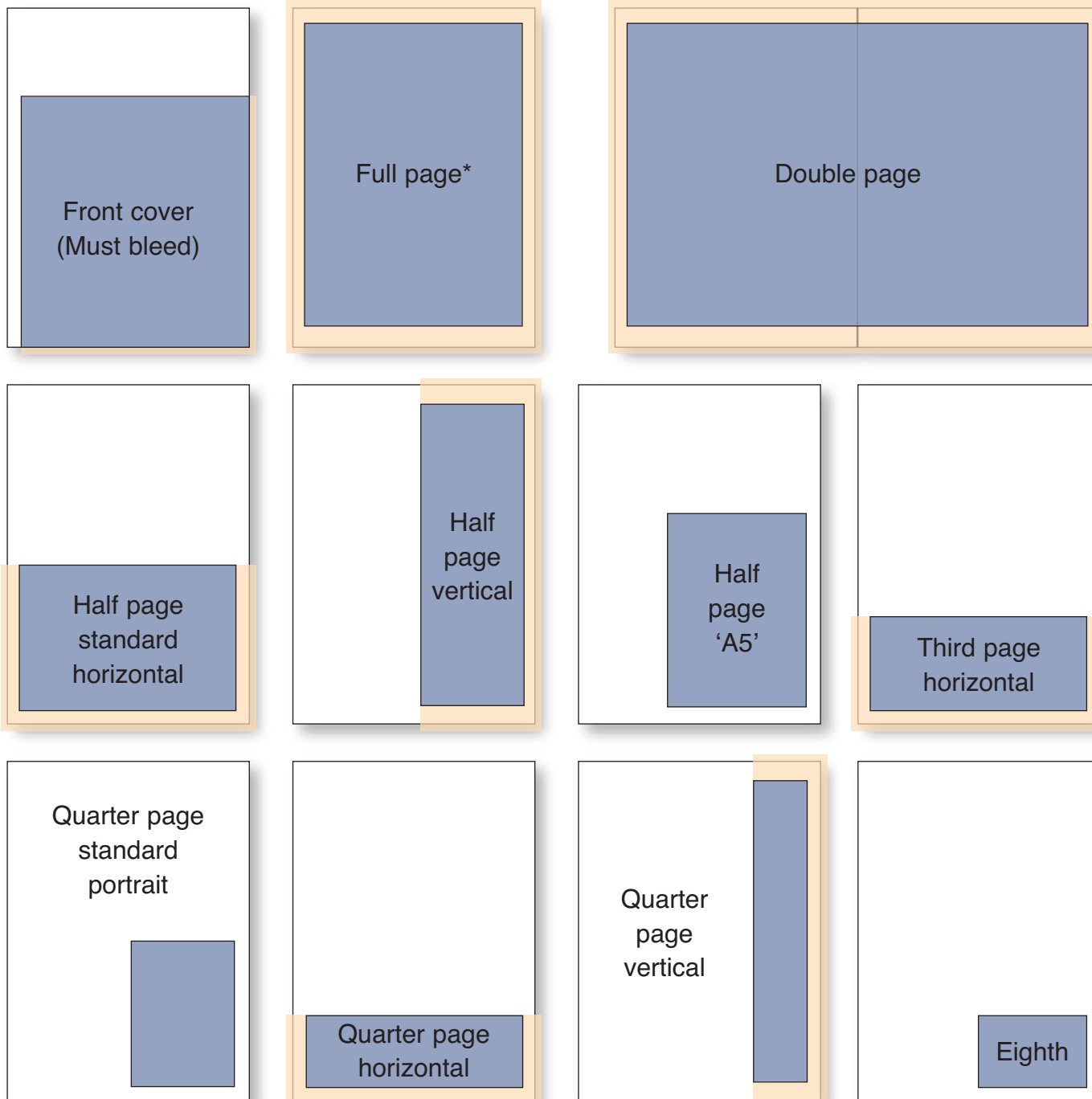
# EDITORIAL PROGRAMME 2023

## PRODUCTION SCHEDULE

The **copy dates** indicated below are deadlines for advertisers to supply approved completed artwork.

Issue	Copy date	Mailed
Jan/Feb	13 Jan	23 Jan
Mar/Apr	17 Mar	27 Mar
May	21 Apr	1 May
Jun	26 May	5 Jun
Jul/Aug	14 Jul	24 Jul
Sep	25 Aug	4 Sep
Oct	29 Sep	9 Oct
Nov/Dec	10 Nov	20 Nov

Without page bleed    With page bleed



# PRINTED ADVERT RATES

## Four Colour Display

Front Cover	£3200
Back Cover	£2050
Inside Front Cover	£2010
Inside Back Cover	£2010

## Number of Insertions

	1	5	8
Full*	£1690	£1640	£1600
Half	£1120	£1090	£1060
Third	£950	£910	£880
Quarter	£690	£670	£650
Eighth	£400	£375	£350

## Recruitment

Quarter	£690
Eighth	£400

## Loose Inserts

From	£1550
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## Video Enhancement

From	£250
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All above pricing is subject to standard VAT

\*There will be an additional charge of £100.00 on top of the booked advertisement price if you require a guaranteed Right Hand position.

## MECHANICAL DATA (sizes in mm)

### FRONT COVER

Width x Height

Trimmed size ..... 200w..... 220h

Bleed size ..... 206w..... 226h

### FULL PAGE

Width x Height

Ads with keyline (within the page margins)..... 190w..... 264h

Trim size (full magazine page)..... 210w..... 297h

Bleed size (page + 3mm on all four sides)..... 216w..... 303h

### HALF PAGE

Width x Height

#### Standard (horizontal)

Ads with keyline (within the page margins)..... 190w..... 128h

Bleed size (inc 3mm on all four sides)..... 216w..... 150h

PLEASE NOTE: Bleed adverts are trimmed to:..... 210w..... 144h

#### Vertical

Ads with keyline (within the page margins)..... 91w..... 264h

Bleed size (inc 3mm on all four sides)..... 107w..... 303h

PLEASE NOTE: Bleed adverts are trimmed to:..... 101w..... 297h

#### Half Page 'A5 proportions'

Adverts with keyline (portrait orientation)..... 122w..... 170h

### THIRD PAGE

(HORIZONTAL)

Width x Height

Adverts with keyline ..... 190w..... 83h

### QUARTER PAGE

Width x Height

#### Standard (portrait)

Adverts with keyline ..... 91w..... 128h

#### Horizontal

Adverts with keyline ..... 190w..... 63h

#### Vertical

Adverts with keyline ..... 48w..... 264h

Bleed size (including 3mm on all four sides)..... 69w..... 303h

PLEASE NOTE: Bleed adverts are trimmed to:..... 63w..... 297h

### EIGHTH PAGE

Width x Height

Adverts with keyline..... 91w..... 64h

### DOUBLE PAGE

Width x Height

Trim size (each page of DPS)..... 210w..... 297h

Bleed size (including 3mm on all four sides)..... 216w..... 303h

Trimmed size of the combined DPS advert is:..... 420w..... 297h

PLEASE NOTE: (supply DPS adverts as TWO single pages)

# PRODUCTION REQUIREMENTS

#### Please supply PDF/X-1a certified files.

(We cannot be held responsible for printing discrepancies if your files do not adhere to this specification required by our printers.)

#### Native applications are NOT accepted.

Images must be high-res (minimum 300 dpi), process CMYK or greyscale colour ONLY.

#### Please flatten all transparencies using the high-res transparency flattener setting.

All text content should be at least 5mm from page trims. Provide 3mm beyond trims on all sides for page bleed.

Please include www. in all web addresses to ensure hyperlinks work on our digital edition. Make sure it is in type form, not rasterised.

#### Label your files clearly with the following:

ADVERTISER name, MAGAZINE name, ISSUE DATE e.g. Advertiser\_EHN\_Apr19.pdf

#### Please send digital files by email to:

[martin@weblinksadvertising.co.uk](mailto:martin@weblinksadvertising.co.uk)

Larger files can be sent via WeTransfer.

Production Costs - Artwork alterations and conversion to print ready PDF will be charged.

#### PLEASE NOTE:

We cannot accept any artwork using 5 or more colours. 4 colour process (CMYK) only.

# WEBSITE

The EHN website is specifically designed to allow readers easy access to industry news, technical articles, insights, market report and new product launches. The hire industry is fast moving, with regulations and technologies constantly evolving. EHN is the reliable companion that readers can trust wherever they go.

The website has been completely revamped, allowing readers to stay up to date with their industry. In an increasingly digital world, EHN breaks stories for the hire industry online first. It provides the latest news for an ever-growing online audience, alongside a wealth of technical articles including case studies, technical insight and more.

The website is fully functional from desktop to mobile, allowing EHN readers to access all of our content out on site and on the road, whenever they need it.



## Advert sizes on the website

Leaderboard  
728 x 90px

Vertical rectangles  
120 x 240px

MPU  
300 x 250px

# ADVERT RATES

Tenancy monthly advertising rates

**Leaderboard (run of site)**  
728(w) x 90(h) pixels

- One month £600pcm
- Three months £575pcm
- Six months £550pcm

**Vertical Rectangles**  
320(w) x 50(h) pixels

- One month £550pcm
- Three months £525pcm
- Six months £500pcm

**MPU (run of site)**  
300(w) x 250(h) pixels

- One month £550pcm
- Three months £525pcm
- Six months £500pcm

The Executive Hire News Website is a great way to deliver your message to hire industry managers and budget-holding executives.

*All above pricing is subject to standard VAT*





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# OUR PEOPLE

Our dedicated team at EHN is part of the Hemming Group. With over 100 years of experience to draw from, Hemming Group is a highly respected media owner in the B2B arena.

From exhibitions, conferences and awards to magazines, directories, data and digital publishing, we strive to find innovative ways to connect businesses while providing insightful news, analysis and comment.

Ask us about the  **EXECUTIVE  
HIRESHOW**  
WHERE PASSIONATE HIRERS MEET INNOVATIVE SUPPLIERS



Executive Hire News is published by Hemming Media, a division of Hemming Group Ltd, Fourth Floor, 3 Dorset Rise, London, EC4Y 8EN