

EXECUTIVE

# HIRE NEWS

THE VOICE OF THE UK HIRE INDUSTRY

## MEDIA PACK

2021



# 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 40 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?

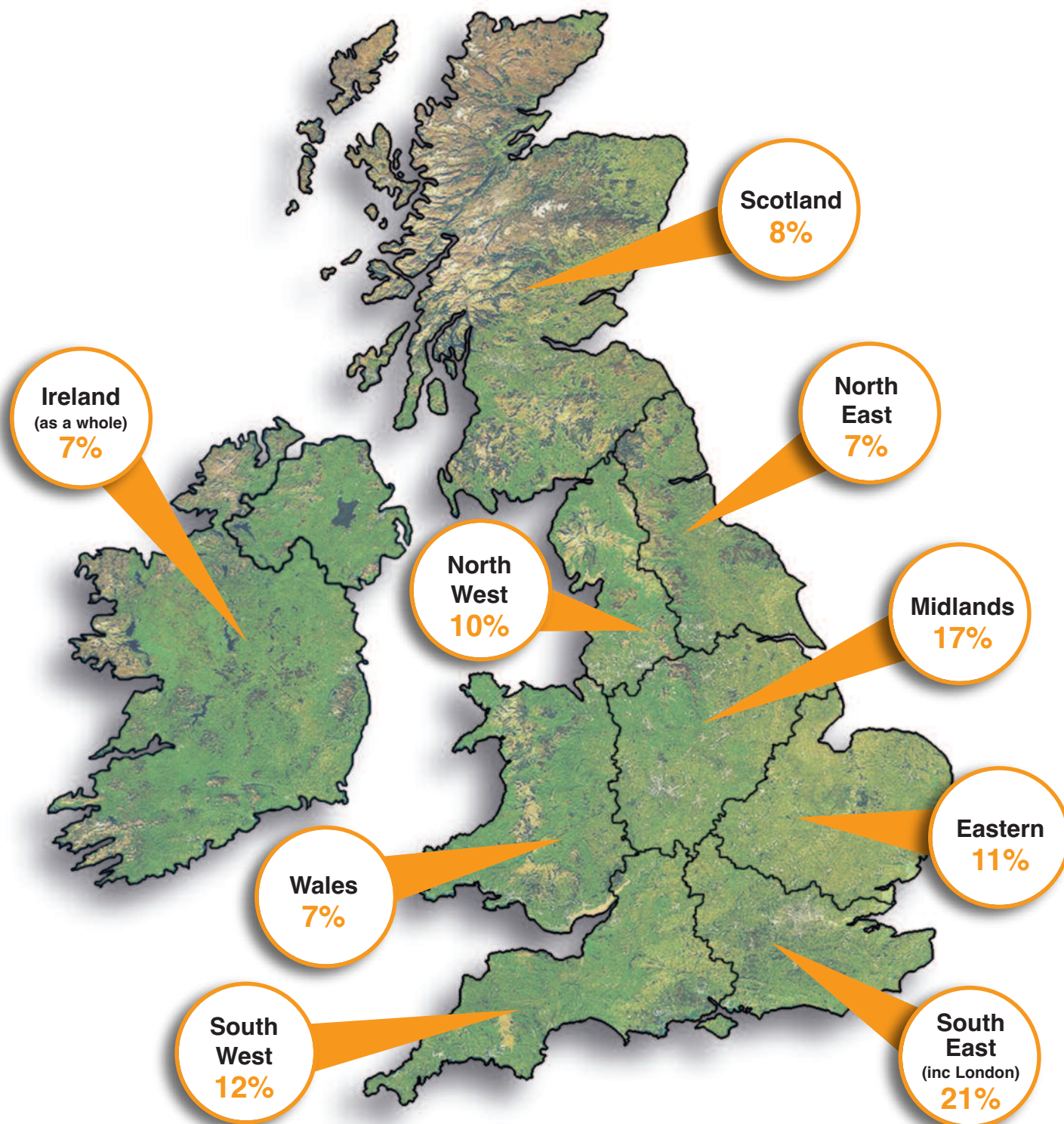
If you are a manufacturer, supplier, dealer, or importer of tools, construction equipment or compact plant looking to target the hire industry, there is no better opportunity than within EHN to promote your products and services. Our advertiser base continues to use the magazine to spread their marketing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







# OUR CIRCULATION

EHN regularly engages with readers to confirm their details for receiving regular copies of the magazine, so we know that it is eagerly read.

Every issue contains articles on hire companies that are developing their businesses, and on suppliers bringing new products to market.

We report on key industry exhibitions and events that are relevant to industry professionals, and our news pages keep people informed, updated and motivated.

## TOTAL DISTRIBUTION

**5,684** Executives with  
management  
responsibilities

## JANUARY/FEBRUARY 'Future Tech' and Key Trends

Equipment technology is evolving at a dizzying rate, with innovative software and equipment developed to track and monitor business metrics, fleet logistics, site safety and security. The first of our market reports looks at the latest kit in this fast-moving sector and speaks with some of the cutting-edge providers within.

As the first edition of 2021, our second report looks ahead to developments that are likely to impact the hire sector over the next 12 months, and we explore ideas with some of the movers and shakers in the industry.

## MARCH/APRIL Small Plant

New Market Report for 2021. Following the success of our compact plant Market Report, we decided to widen the remit with a look at machinery in what might be termed the 'small' range – nominally, equipment between two and six tonnes. Certainly, we are seeing a lot more small excavators, dumpers and such at the many hirers we visit – and there's no shortage of manufacturers thereof. These machines might not fit on a small trailer or in the back of a van, but there's plainly a growing appetite for them.

## MAY Materials Handling Equipment and Commercial Vehicles

Our main report considers materials handling equipment, exploring the latest innovations for lifting and manoeuvring such construction staples as glass, pipes, plasterboard, paving slabs and manhole covers. We will also include machines such as compact telescopic handlers, tracked lifters and mini cranes.

New to EHN our second Market Report will look at commercial vehicles designed to transport machinery and equipment of all sizes, or that is sufficiently robust for site visits.

## JUNE/JULY Power tools and Access Equipment

In this issue we look at new power tools and hand-held equipment, and we see how battery technology is advancing within the hire sector. We will also include consumables such as diamond blades, cores, drill bits and abrasives.

Our second Market Report looks at ladders, scissor lifts, PAVs, cherry pickers and other equipment enabling safe work at height.

## AUGUST Surface Preparation & Finishing and Site Welfare

The first of our Market Reports aggregates the latest products for preparing and maintaining floors and surfaces in domestic and industrial environments. We will include equipment ranging from planers, scabblers, shot-blasters and polishers, as well as consumables such as diamond blades and abrasives.

With autumn on the horizon, the second report looks at cabins and other site accommodations promoting comfort and safety in the workplace.



# EDITORIAL PROGRAMME 2021

## ONWARDS AND UPWARDS

Hirers are nothing if not resilient. Beset by lockdown restrictions, it was not long before most were back on their feet, responding to rising customer demand and exploring new business avenues. Many have since reported year-on-year improvements in trading, which has been truly heartening to hear about.

To further underline this buoyant spirit, the Executive Hire Show goes from strength to strength and will make a confident return to the Ricoh Arena in 2021. Also, we have an enthusiastic new team at EHN who are keen to meet the challenges and opportunities of the year ahead.

As ever, our coverage shows that the hire industry is in rude health and ready to do business. As a trusted source of news and information at the centre of this vibrant sector, there is no better platform than Executive Hire News and the Executive Hire Show for ardent hirers to forge links with innovative suppliers.





## SEPTEMBER Power Generation and Air Filtration

With a greater focus on noise and emission standards, and considering of solar, battery and hybrid technologies, our first report assesses the latest machinery designed for commercial purposes and event hire. We will also consider smaller models for home and leisure applications.

Expanding on the urgent theme of workplace dust, our second report rounds up equipment which captures or suppresses dust at source, along with standalone vacuum systems, air scrubbers and filtration products.

## OCTOBER Lighting & Heating and Groundscare

As the days shorten and cooler weather returns, it is particularly important to provide a safe and comfortable working environment. Our first Market Report reviews the latest lighting towers and work lights designed for high performance, efficiency and low running costs. We will also look at new heating equipment for use at construction sites, events and other workplaces.

Our Groundscare report focuses on new products targeted at homeowners and landscape contractors making and maintaining lawn areas, trees, hedges, floral displays and other green spaces. We will also consider machinery for hard landscaping tasks such as laying paving and constructing patios.

## NOVEMBER/DECEMBER Compact Plant and 'Stormforce'

Our popular Compact Plant Market Report will discuss new equipment designed for power, performance and eco-friendly operation, including micro excavators, compact dumpers and carriers, skid steers and small wheel loaders. Attachments, wear parts, tracks and consumables will also be covered. As climate change continues to disrupt weather patterns, we are retaining our 'Stormforce' Market Report. This timely feature will focus on equipment that can be hired to combat extreme climatic conditions, including pumps to tackle flooding or snow events, and apparatus for property protection and restoration.



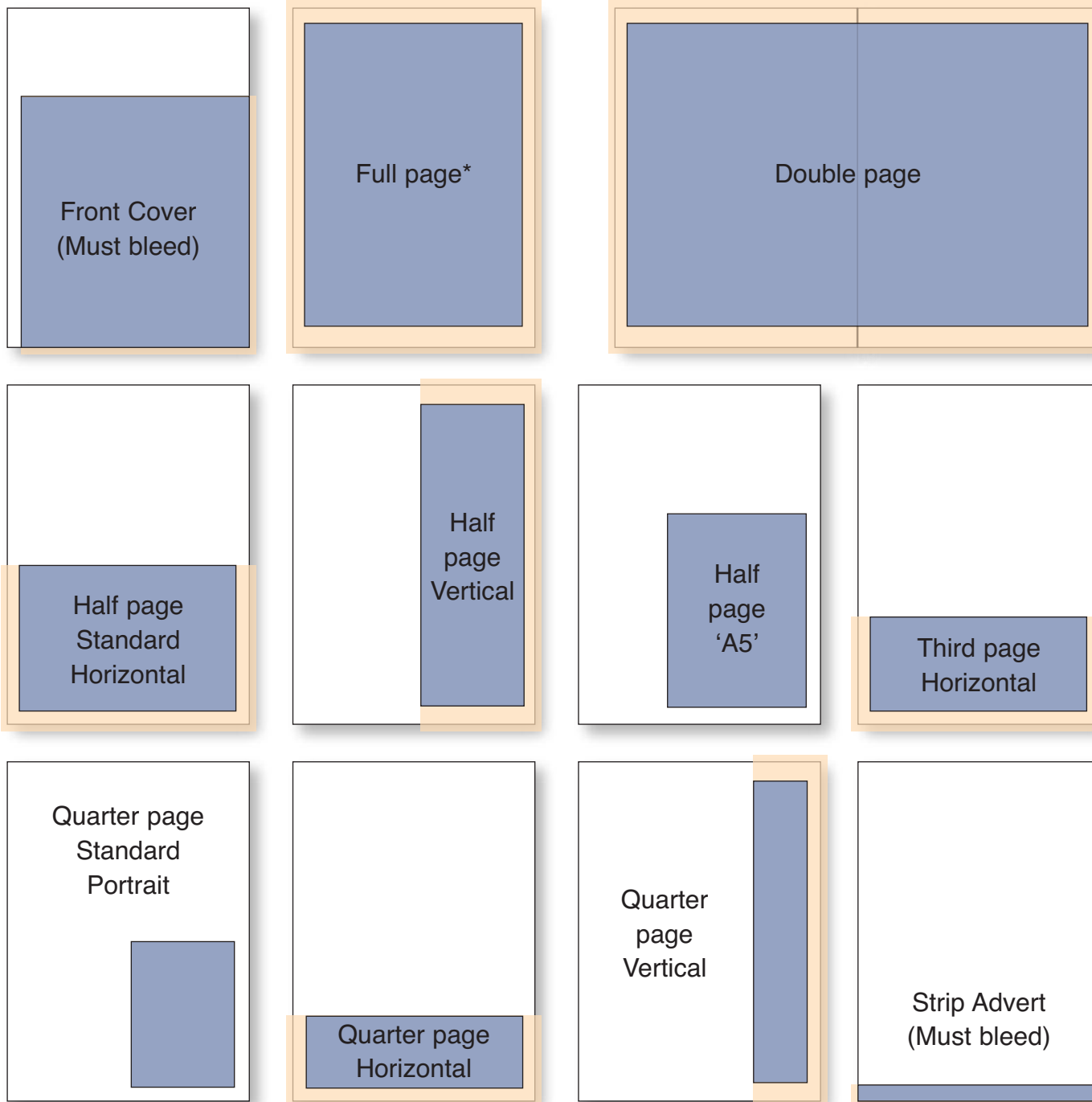
# EDITORIAL PROGRAMME 2021

## PRODUCTION SCHEDULE

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

Issue	Copy date	Mailed
Jan/Feb	15 Jan	25 Jan
Mar/Apr	12 Mar	22 Mar
May	14 May	24 May
Jun/July	18 Jun	28 Jun
Aug	23 Jul	2 Aug
Sep	27 Aug	7 Sep
Oct	1 Oct	11 Oct
Nov/Dec	12 Nov	22 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
Strip	£600	£550	£500

## Recruitment

Single Insertion Rate	
Full	£1940
Half	£1290
Quarter	£870

## Loose Inserts

From	£1550
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## Video Enhancement

From	£250
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\*There will be an additional charge of £100.00 on top of the booked advertisement price if you require a guaranteed Right Hand position.

All above pricing is subject to standard VAT

## 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

### 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

### THIRD PAGE

(HORIZONTAL)

Width x Height

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

### DOUBLE PAGE

Width x Height

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

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

### STRIP ADS

(HORIZONTAL)

Width x Height

Bleed size (including 3mm on three sides)..... 216w..... 18h

**PLEASE NOTE:** Trimmed size..... 210w..... 15h

# 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:

production@weblinksadvertising.co.uk

Larger files can be sent via We Transfer.

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 readers can trust wherever they go.

The website is completely mobile responsive, 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

# WEBSITE ADVERT RATES

Tenancy monthly advertising rates

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

- One month £875pcm
- Three months £850pcm
- Six Months £800pcm

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

- One month £850pcm
- Three months £825pcm
- Six Months £800pcm

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

- One month £775pcm
- Three months £7250pcm
- Six Months £700pcm

The Executive Hire News Website is a great way to deliver your message to the hire industry executives.

*All above pricing is subject to standard VAT*



Lee Westney

**Sales Manager**

[l.westney@hgluk.com](mailto:l.westney@hgluk.com)

Mob: 07813 346217

DDI: 0207 9734632



Sally O'Brien

**Administration, Circulation  
and Marketing Coordinator**

[s.obrien@hgluk.com](mailto:s.obrien@hgluk.com)

DDI: 0207 9734630



Andy McVittie

**Editor**

[a.mcvittie@hgluk.com](mailto:a.mcvittie@hgluk.com)

Mob: 07766 704460

DDI: 0207 9734629



Chris Moore

**Publishing & Events Director**

[c.moore@hgluk.com](mailto:c.moore@hgluk.com)

Mob: 07772 993023

DDI: 0207 9734631

# 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 Hire Show**



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