

EXECUTIVE

# HIRE NEWS

THE VOICE OF THE UK HIRE INDUSTRY

## MEDIA PACK

2022



# 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.



## JANUARY/FEBRUARY EHS Preview

The Executive Hire Show is back on the agenda for 2022. In our biggest issue of the year, we list and detail the many exhibitors attending this headline event. A large number are making their show debuts this year and many exhibitors will choose to advertise their products in this edition. We also reveal our shortlist for the 'Innovation Trail', which celebrates recently launched equipment and technologies that help to 'move the needle'.

## MARCH Show Report

As the dust settles from another Executive Hire Show, we look at the highlights, the new equipment launches and the talking points. We also catch up with show visitors, to find out about their purchases and what they most enjoyed about the event.

## APRIL/MAY Access Equipment and Future Tech

Working at height is inherently dangerous, but the latest ladders, push-around lifts and powered access machinery have taken great strides towards improving user safety. We collect the latest and best.

Meanwhile, hi-tech and software solutions not only streamline the hire process, but can track equipment, improve security, boost fuel economy and enhance workplace safety. It's a fast moving category, as we discover in this wide-ranging report.

## JUNE/JULY Plant Machinery and Power Tools

So-called 'micro' plant machinery is useful up to a point, but sometimes a bit more power and weight is required to get the job done. In our review of plant machinery we aggregate the best equipment that can fit on a standard trailer, and also between three and eight tonnes.

Thanks to the advances of battery technologies, power tools are stronger, sturdier and more adaptable than ever. Our selection is bound to be a hit with your customers.

## AUGUST Surface Preparation and Site Welfare

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

Keeping workers warm and sheltered is a necessary requirement – particularly during the cooler months. Contemporary welfare cabins are cosier, better equipped and a far cry from the poorly-specced boxes of old. We pick some of the best.



# EDITORIAL PROGRAMME 2022

## ONWARDS AND UPWARDS

Hirers are nothing if not resilient. Beseated 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 Coventry Arena in 2022. 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 fine 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 Eco Tech

The days of noisy and polluting site generators are over, thanks to the adoption of Stage 5 emission standards. Our first report also looks at the advance of battery and hybrid equipment in this fast-moving sector.

In a similar vein, our second report examines how alternative and sustainable power sources, and advanced technologies are impacting the plant and tool hire sector.

## OCTOBER Lighting & Heating and Groundscare

In the first of this month's reports we look at equipment that brightens and warms the workplace. New technologies are surely making an impact in this category.

The latter months are also the right time to mow, trim, chip and generally tidy up parks, lawns, bushes, trees and green spaces. Also to plan equipment purchases and prepare for the following year ahead.

## NOVEMBER/DECEMBER Material handling and 'stormforce'

2022 draws to a close, but equipment that lifts, manages and manoeuvres construction materials is pertinent at any time of the year. Tracked carriers, compact cranes and telehandlers are also considered.

Even more relevant as the weather worsens, 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.



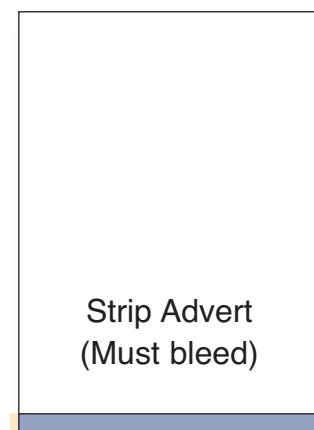
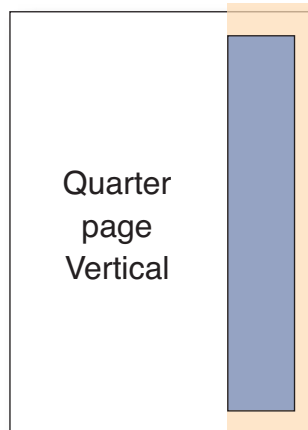
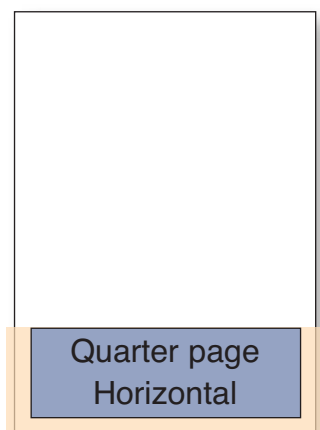
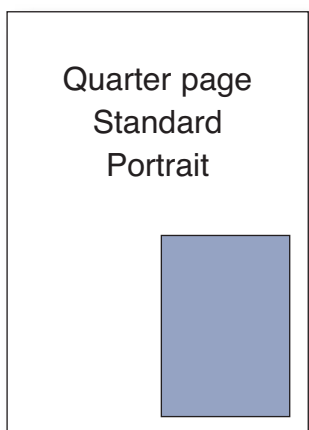
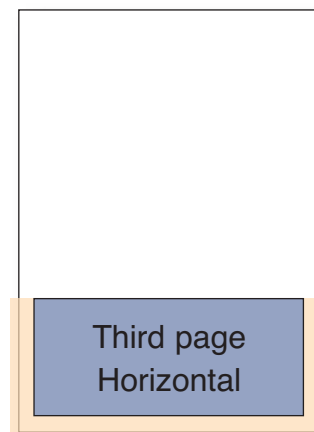
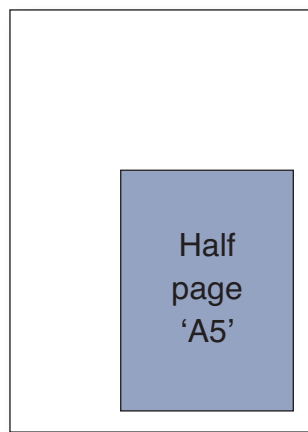
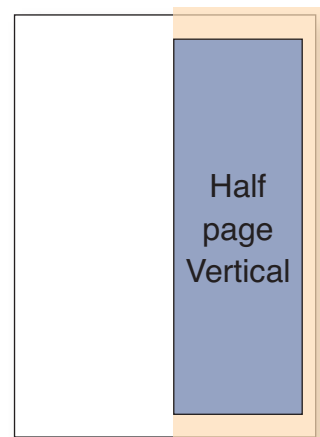
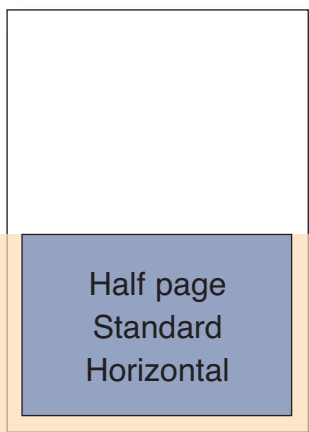
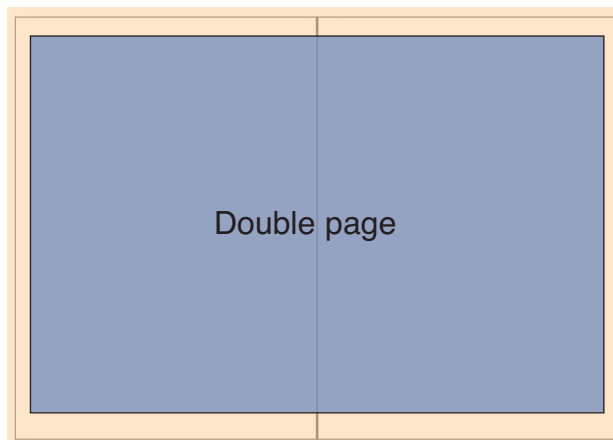
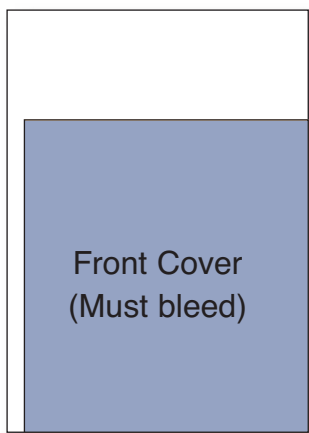
# EDITORIAL PROGRAMME 2022

## PRODUCTION SCHEDULE

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

Issue	Copy date	Mailed
Jan/Feb	7 Jan	17 Jan
Mar/Apr	11 Mar	21 Mar
May	14 Apr	27 Apr
Jun	27 May	6 Jun
Jul/Aug	8 Jul	18 Jul
Sep	31 Aug	12 Sep
Oct	30 Sep	10 Oct
Nov/Dec	11 Nov	21 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

## Video Enhancement

From £250

\* 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:**

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, enabling readers to stay up to date, 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

**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 Hire Show**



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