

EXECUTIVE

HIRENEWS

THE VOICE OF THE UK TOOL AND PLANT HIRE INDUSTRY

MEDIA PACK

2024



Welcome to EHN

The UK hire sector is nothing if not resilient, with many businesses reporting best ever trading as they emerged from lockdown. A tangible passion for the industry, its people and the equipment are characteristics that have always prevailed, and Executive Hire News strives to reflect these traits in its reporting.

Our media has resided at the very heart of UK plant and tool hire for over 50 years, reporting on key trends and developments, with industry comment, useful business information and regular roundups of the latest equipment, ensuring that our readers are fully informed and ready to meet the demands of their customers.

One of our strengths is that we focus solely on the UK tool and plant hire sector. The print edition is mailed out to our readership of 5,650 UK & Ireland hire professionals, and our digital edition is sent to a further 6,000 industry contacts, business owners, hire managers and budget-holding executives. We do not reach out to end-users or other markets.

Executive Hire News is the only printed publication serving this brilliant sector, buoyed by the unmissable annual event – the **Executive Hire Show**. We take pride in our unrivalled position, and in our continuing ability to connect enthusiastic hirers with innovative suppliers.

Andy McVittie



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?

Executive Hire News is the only printed publication specifically serving the UK & Ireland plant and tool hire industry. Among an array of regular features, typical content includes the latest news, industry insights and market reports about the latest equipment and manufacturers. The magazine is written by our dedicated team, ensuring its relevance to our unique readership. Our editorial programme, which details the product sectors 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?

5,650 individually named readers, who are the owners, managers and budget-holding executives of UK and Ireland plant and tool hire businesses. 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% national plant and tool hire companies – the likes of Sunbelt, Speedy, HSS etc – and 70% are independent hire businesses.

WHY ADVERTISE?

If you are a manufacturer, supplier, dealer, or an 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 2024. In our biggest edition of the year, we list all the companies attending this unmissable event. A large number of companies are making their show debuts, with the majority of exhibitors choosing to promote their products ahead of the Show. We will also reveal our shortlist for the 'Innovation Trail 2024', which takes place 'live' on exhibitor stands at the show.

MARCH/APRIL Show Report – 'MADE IN UK' Special

The Executive Hire Show gets bigger and better every year, breaking the all-time attendance record in 2023. Our team select their personal highlights from the Show, and we catch up with hirers who attended the show and ask about their purchases and what they most enjoyed about the event.

New for 2024 - Following the popularity of our monthly 'Made in the UK' reports, this issue will celebrate the very best UK tool and small plant manufacturers exhibiting at EHS 2024.

MAY Access Equipment

Working at height requires risk management and safety awareness. In this issue we look at the latest ladders, push-around lifts, powered access machinery and associated products which help ensure user safety. We will present the latest and best equipment available and are very keen to introduce new manufacturers and suppliers in this essential sector.

JUNE Plant Machinery

Although construction machinery in the one to three tonne bracket fulfills most hirers' needs, many are finding that equipment up to ten tonnes has more power, greater potential and better residuals. Our popular Market Report will help readers decide what's best for their fleets.

JULY/AUGUST Surface Preparation and Site Welfare & Equipment

Making surfaces ready for use is a fine art involving precise skills and specialised machinery. We will feature floor planers, polishers, grinders, scabblers, screeders and shot-blasters, as well as tools for cutting, mixing and dust control.

Keeping workers warm and sheltered is a essential requirement. We highlight the very best in this field and encompass other site-related equipment, such as tool safes, charging stations, portable shelters, sanitation facilities, drying rooms, clothing and all manner of associated welfare kit.



EDITORIAL PROGRAMME 2024

PRODUCTION SCHEDULE

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

Issue	Copy date	Mailed
Jan/Feb	19 Jan	29 Jan
Mar/Apr	15 Mar	25 Mar
May	23 Apr	1 May
Jun	24 May	3 Jun
Jul/Aug	12 Jul	22 Jul
Sep	30 Aug	9 Sep
Oct	4 Oct	14 Oct
Nov/Dec	15 Nov	25 Nov



SEPTEMBER Power Generation

With Stage 5 emission standards having been adopted throughout the industry, manufacturers are now looking at energy storage systems, telematic options and power management technologies. Our comprehensive report will include hybrid machinery, battery storage devices, solar generation and energy management equipment. Meanwhile, we examine how software solutions are impacting this fast-moving and growing sector.

OCTOBER Lighting & Heating and Groundscare

We look at equipment that illuminates and warms the workplace. With energy prices at record levels there is a growing need to focus on equipment that offers better economy or employs alternative power sources. This issue will highlight the equipment and solutions available to hirers from leading manufacturers in this sector.

Late autumn is the time to mow, trim and landscape parks, lawns, bushes, trees and other green spaces. It is also when arborists and groundscare professionals plan their new equipment purchases for the following year. Battery power is increasingly making headway in this sector, so in this market report we are keen to explore the options available.

NOVEMBER/DECEMBER Stormforce and Power Tools

As the temperatures begin to tumble our report highlights equipment that can mitigate standing water and flood damage, as well as the latest equipment to deal with snow. We will also feature equipment that helps to protect or restore buildings after damaging weather incidents.

Powered hand-tools are the bread and butter of many hirers. With both domestic and professional users moving towards battery powered solutions, our report will focus on the latest options and new technology available.



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

Without page bleed With bleed (Before trimming) Note: All sizes are in millimetres

Front cover

Full Bleed Size
216w x 236h

Trimmed to
210w x 230h

Full page*

With keyline
190w x 264h

or Full Bleed
216w x 303h

Trimmed to
210w x 297h

Double page spreads

Must be supplied as two single pages

Combined Bleed size
426w x 303h

Trimmed to
420w x 297h

(See Full page size for individual dimensions)

NOTE:
3mm of bleed
needed if your
advert prints to
the edge of the
page

ALSO:
Please include
trim marks if your
advert prints to
the edge of the
page

BUT:
No trim marks
or bleed required
if your advert will
print within the
page margins

**IF YOUR
advert contains
extra spot colours
we will convert it
into a CMYK
image**

Half page
horizontal
(within page
margins)

190w x 128h

Half page
horizontal
(Full Bleed)

Bleed size
216w x 150h

Trimmed to
210w x 144h

91w x 264h
(within
margins)

or

Bleed
107w
x 303

Trimmed
101w
x 297h

Half
page
vertical

Portrait
122w x 170h
(within page
margins)

Half
page
'A5'

Landscape
190w x 83h
(within page margins)

Third page
horizontal

Quarter page
horizontal
(within page margins)

190w x 63h

Quarter page
'standard'
portrait

91w
x 128h

Quarter
page vertical

48w x 264h
(within page
margins)

Full Bleed
69w x 303h
Trimmed to
63w x 297h

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.

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

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

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_Apr_2024.pdf

Please send digital files by email to:

martin@weblinksadvertising.co.uk
And CC to: s.obrien@hgluk.com

Larger files can be sent via WeTransfer.
Production Costs - Artwork alterations and conversion to print ready PDF will be charged.

PLEASE NOTE:

Artwork supplied using 5 or more colours will be converted to a CMYK image file.

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

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



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