

KRAN MAGAZIN

www.kranmagazin.de

115

Das internationale Fachmagazin
für Kran- und Hebertechnik

Mit Poster



Raupenkran hebt Hafenkran



Markt & Märkte:
Eine ganz besondere Übung



In Aktion:
Brückentage auf Zürcher Nordring



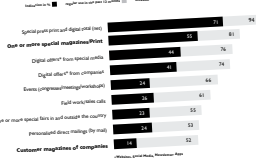
KM Mini:
Maßstabgerecht



B2B Decider analysis 2015/2016 Special media are the perfect B2B central source of information

Special media are one of the information sources used by professional deciders and a central source for B2B content creation. This is shown in the B2B Decider analysis 2015/2016. The deciders use special media for their work. Special media means, when used by deciders, anything from print advertising to personal advice on location for a particular project or site.

Use of B2B Information by professional deciders within the past 12 months



DEUTSCHE
FACHPRESSE
des B2B-netzwerk

94 % of the B2B professional deciders use special media.

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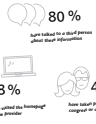
Reading duration of special magazines



42% less than 10 minutes
more than 10 minutes

Professional deciders are investing a complete pulse generator: a month in reading of printed special magazines.

Special magazines are read carefully and they are viewed at a lot of times in the reading time. In the context of professional deciders, a printed special magazine is a central source of information. The deciders use special media for their work. Special media means, when used by deciders, anything from print advertising to personal advice on location for a particular project or site.



Special media mobilize. After use of special media:



Special media are an important pulse generator: They mobilize further action on a high degree.

The reading of special magazines causes additional activities on a high degree. 66% request for more information, 44% visit a provider on a job, 49% request for literature. The deciders use special media for their work. Special media means, when used by deciders, anything from print advertising to personal advice on location for a particular project or site.

KranMagazin offers the following columns regularly: Mobile cranes, loading cranes, tower cranes, current news, duty reports, fair reports, accessories and components, safety, financing and insurance, model building.

The following stresses are planned for 2018:

Issue No.	Date of Issue In sales points (earlier for subscribers)	Hard copy deadline	Specials
		Copy deadline	
		Closing Date	
118	23.02.2018	08.02.2018 05.02.2018 02.02.2018	<ul style="list-style-type: none"> Market view: City – Midi and Mini cranes Solutions for the crane transport
119	20.04.2018	05.04.2018 29.03.2018 28.03.2018	<ul style="list-style-type: none"> Intermat 2018: Who, what, where. The big fair guide Trends in crane technique: alternative material, Planning software and solutions for telematics
120	22.06.2018	07.06.2018 04.06.2018 01.06.2018	<ul style="list-style-type: none"> Intermat 2018: The review Insurance & Financing
121	24.08.2018	09.08.2018 06.08.2018 03.08.2018	<ul style="list-style-type: none"> Duties and no end: Peak season in crane branch Safe work on the site
122	19.10.2018	28.09.2018 26.09.2018 24.09.2018	<ul style="list-style-type: none"> The KM at the BSK AGM Cranes in Hannover: First impressions of IAA Nutzfahrzeuge 2018
123	21.12.2018	06.12.2018 03.12.2018 30.11.2018	<ul style="list-style-type: none"> The big KM annual review Report from the BSK AGM Focal point: loading cranes

Further topics can be included on demand.

Fair data in 2018

ARA / The Rental Show
18 to 21 February
New Orleans, U. S. A.

bbi Arbeitsbühnenforum
22 to 23 February
Friedewald, Germany

IPAF Summit/IAPA Awards
7 to 8 March
Miami, U. S. A.

MAWEV-Show
14 to 17 March
St. Pölten/Wörth, Austria

Intermat
23 to 28 April
Paris, France

Cemat
23 to 27 April
Hannover, Germany

Galabau
12 to 15 September
Nürnberg, Germany

Platformers' Days
14 to 15 September
Hohenroda, Germany

IAA Nutzfahrzeuge
20 to 27 September
Hannover, Germany

BSK General Meeting
12 to 13 October
Düsseldorf, Germany