



*Now reaching more than
1 million professionals monthly*

2022 MEDIA PACK

MAGAZINE

WEBSITES

RETARGETING

SURVEYS



About LECTURA

LECTURA has been the leading provider of machinery intelligence on the market **since 1984**. Our database contains information and data on more than **160,388 heavy machinery models** and provides evaluation of used machines through our online tools and digital solutions.

This extensive database of equipment information attracts hundreds of thousands of professional visitors every month, when researching machinery before their purchase decision. This buyers guide represents the perfect platform to reach buyers and decision makers.

Our web portal LECTURA Press provides the latest news from the heavy machinery industry, exclusive interviews with industry experts and market leaders and publishes the quarterly online magazine the DigiMessenger in order to always bring the most relevant information to our readers.

[MORE ABOUT LECTURA](#)

LECTURA content and performance in a nutshell

160,388
machine models

8,472,857

visitors on LECTURA websites from 10/2020 - 09/2021

11

language variants



LECTURA Audience

The **8,472,857** professional visitors on LECTURA websites fall into 3 main categories based on industry:

CONSTRUCTION AND LIFTING

1. Machine owner/buyer: **40,8%**
2. Engineer: **9,4%**
3. Dealer: **8,6%**
4. Contractor: **7,8%**
5. Repair shop/provider: **5,4%**
6. Rental: **1,7%**

AGRICULTURAL MACHINERY

1. Farmer: **68,1%**
2. Machine owner/buyer: **9,4%**
3. Dealer: **5,6%**
4. Contractor: **3,3%**
5. Service provider: **1,7%**
6. Rental: **1,1%**

MATERIAL HANDLING, TRANSPORTATION & MUNICIPAL

1. Machine owner/buyer: **38,2%**
2. Dealer: **10,3%**
3. Repair shop: **9,9%**
4. Contractor: **8%**
5. Service provider: **6%**
6. Rental: **1,8%**

LECTURA audiences in a nutshell



53,4%
end users

7,7%
dealers

9,2%
service companies

LECTURA Audience

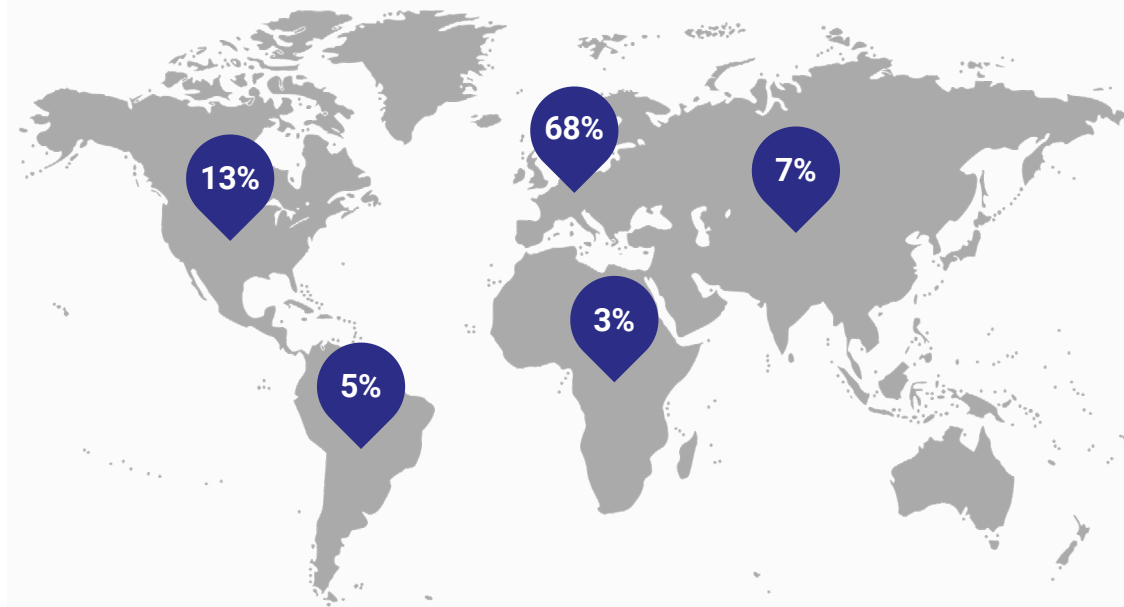
The LECTURA audience represents professional visitors from more than 230 countries, which is counted in millions every year.

8,472,857

LECTURA audience from last 12 months*

*The number of users on LECTURA websites from October 2020 to September 2021.

EUROPE	5,733,341
NORTH AMERICA	1,105,893
ASIA	638,557
SOUTH AMERICA	454,909
AFRICA	238,765



DigiMessenger Magazine

Latest news, equipment analysis, expert interviews, job reports and guides in one digital magazine.

DigiMessenger is a quarterly publication combining the best of two worlds. Classical magazine format and digital distribution.

LECTURA attracts aprox. **one million industry professionals** sourcing specific product data every month.

We identify their interest based on behaviour and show them contextual information in the relevant issue of DigiMessenger. This means, that individual issues are being delivered specially to end-users and other professionals, that have been sourcing product information around construction, lifting, rental, material handling, transport and other equipment in order to assure the highest relevance of information for them.

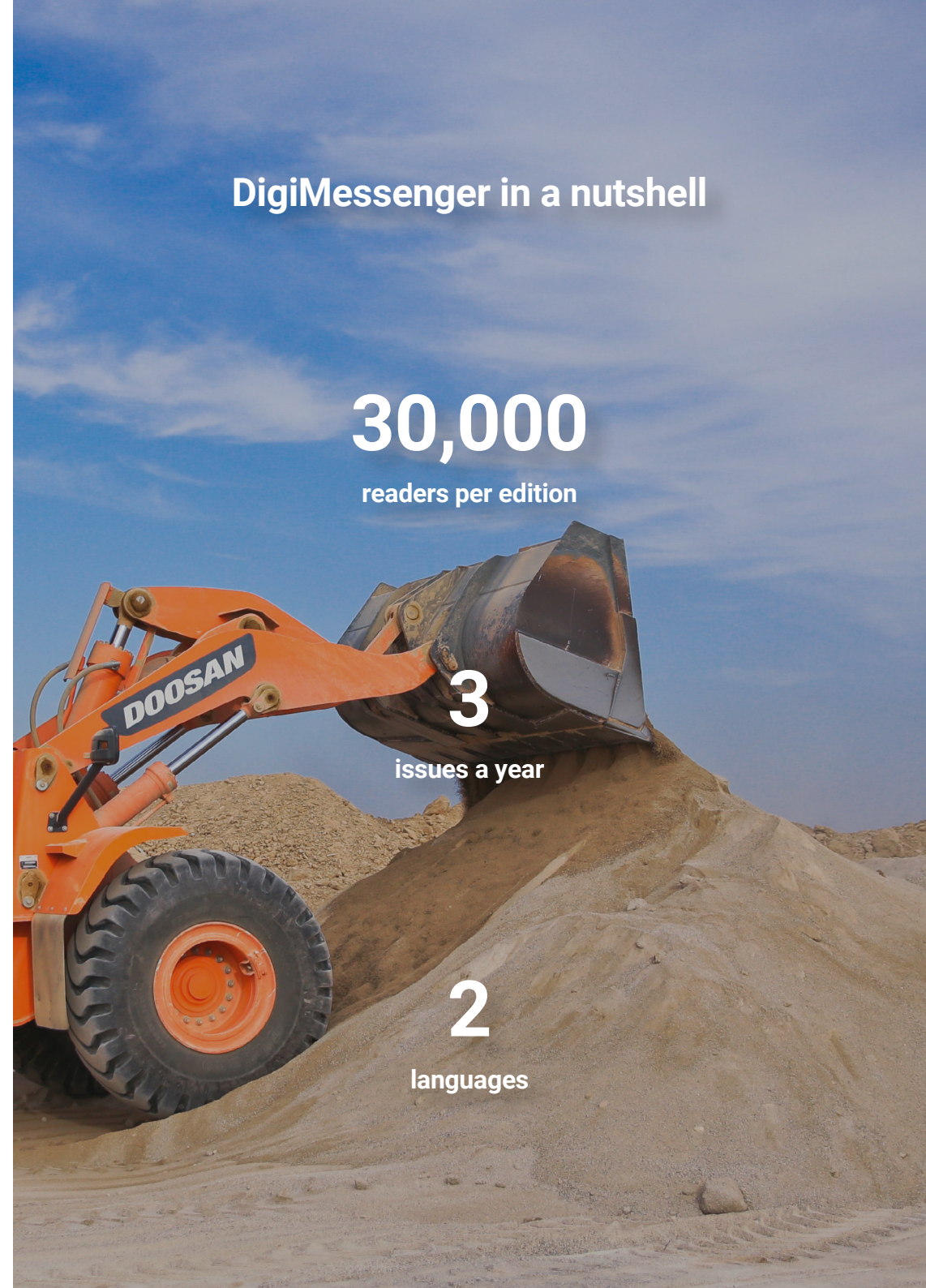
[READ THE LATEST ISSUE](#)

DigiMessenger in a nutshell

30,000
readers per edition

3
issues a year

2
languages



Editorial Plan

Issue #8 February 2022 – May 2022

Main Topics Lifting & Access, Rental
Issue Focus Compact Earthmoving Equip.,
 Transportation - Construction Trucks

Issue #9 June 2022 – September 2022

Main Topics Material Handling, Transportation
Issue Focus Recycling and waste management,
 Projects, Formwork and scaffolding

Issue #10 October 2022 – January 2023

Main Topics Earthmoving, Roadbuilding
Issue Focus bauma, Energy and Site Equip.,
 Intralogistics, Agri

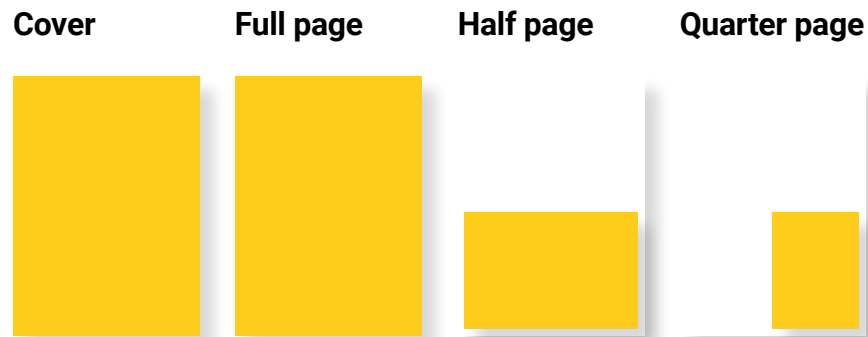


MORE ABOUT THE MAGAZINE

Magazine Rates

Cover + Full page (210×297 mm, EN + DE)	4,900 EUR
Cover (210×297 mm, EN + DE)	4,000 EUR
Full page (210×297 mm, EN + DE)	3,750 EUR
Full page (210×297 mm, 1 language)	2,500 EUR
Half Page (170×100 mm, EN + DE)	2,400 EUR
Half Page (170×100 mm, 1 language)	1,600 EUR
Quarter Page (83×100 mm, EN + DE)	1,350 EUR
Quarter Page (83×100 mm, 1 language)	900 EUR

RGB-format, 300 dpi resolution, png, jpg.



LECTURA

HEAVY MACHINERY MAGAZINE

DigiMessenger

8/2022



LIFTING & ACCESS

RENTAL

7

ESSAY
Top 5 trends that will revolutionize the rental industry

38

INTERVIEWS
Telehandler sector
Rental industry
Software solutions

42

TOP 10 SERIES
World's Top 10 biggest tractors in 2022

PRESS Website & Audience

LECTURA Press brings you daily the freshest heavy machinery news from the construction, material handling, lifting & access, transport, rental and agriculture industries, both in English and German. You can also find interviews with representatives of market leaders, deep analyses, survey reports, thousands of pictures and videos.

Audience by device

Desktop **54%**

Mobile **46%**

[VISIT LECTURA PRESS](#)

LECTURA Press in a nutshell

38,212

articles read per month*

29,432

international visitors per month*

25,776

newsletter recipients*

* September 2021



PRESS Digital Advertising

<p>Desktop Billboard banner (1940x500 px) & Mobile Billboard banner (640x200 px)</p>	<p>CPM (cost per 1K impressions) 75 EUR</p>	<p>Month (10K impressions) 1,000 EUR</p>
<p>Desktop Half Page banner (600x1200 px) & Mobile Big Box Parallax (700x1500 px)</p>	<p>CPM (cost per 1K impressions) 70 EUR</p>	<p>Month (10K impressions) 900 EUR</p>
<p>Desktop Feature banner (1800x600 px) & Mobile Big Box (600x500 px)</p>	<p>CPM (cost per 1K impressions) 65 EUR</p>	<p>Month (10K impressions) 800 EUR</p>

RGB-format, 72 dpi resolution, png, jpg, tiff, psd.

I WOULD LIKE TO KNOW MORE

PRESS Digital Advertising

Press Title Story

750 EUR

Place your Title Story on LECTURA Press and save your article a prominent position for a week with an additional promotion on social media and podcast.

Press Newsletter

Get your machinery news right to your inbox. Join more than 25,000 subscribers and enjoy weekly industry insights in English or German.

750 EUR

Newsletter Top Story

Save your article a top position In LECTURA newsletter and reach thousands of readers.

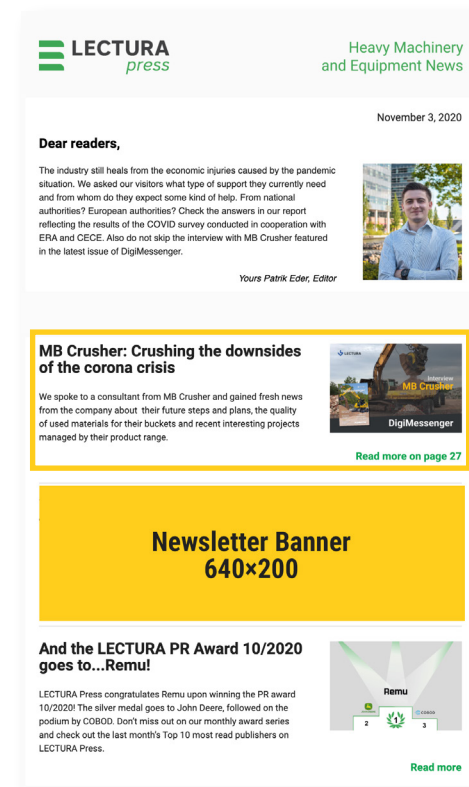
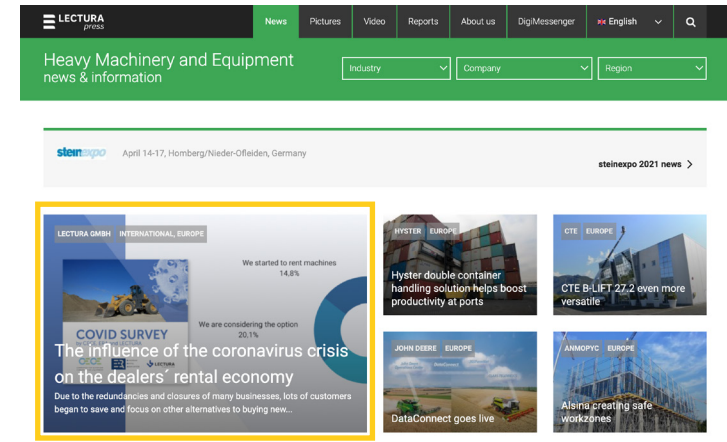
750 EUR

Newsletter Banner (640x200 px)

for a week

RGB-format, 72 dpi resolution, png, jpg, tiff, psd.

I WOULD LIKE TO KNOW MORE



PRESS Premium

Benefits of Press Premium

Guarantees the publication of **all press releases** that you send

Includes 1x LECTURA **Title Story** (the appearance of one article of your choice in a prominent position on the LECTURA Press portal for 7 days) or 1x LECTURA **Top Story** (LECTURA Press Newsletter – 25,776 recipients)

Social media promotion, integration of your news in LECTURA podcast

LECTURA **Contact Box** in your company profile and in all your articles. Contact box includes: logo, company name, address, contact person, email, website

I WOULD LIKE TO KNOW MORE

Pricing

Press Premium rates start **from 1200 EUR**, specific prices on request.

Kein Verlust dank Rösler

RÖSLER SOFTWARE-TECHNIK GMBH | EUROPA

Mit Rösler Observando die Mietflotte immer im Blick

7. Juli 2020, 16:01 von Rösler Software-Technik GmbH (Europa)

A-Z Baumaschinen nutzt mit großem Erfolg Systeme von Rösler Software Technik – dank Diebstahlschutzsystem Observando jede Maschine wiedergefunden – auch ein gutes Hilfsmittel zur Abrechnung und Standortbestimmung

Kurz vor der Grenze zu Moldawien konnte die Polizei den Bagger beschlagnahmen. Zu verdanken war dies letztendlich dem Diebstahlschutzsystem Observando von Rösler. „Wir haben Rösler-Systeme schon seit vielen Jahren im Einsatz. Der aktive Diebstahlschutz ist es, den wir nutzen. Ganz zu Beginn unserer Zusammenarbeit mit Rösler war das das elektronische Schlüsselssystem minKey. Mittlerweile haben wir auf Observando umgestellt“, sagt Uwe Gietz, Geschäftsführer der A-Z Baumaschinenhandel Hattingen GmbH. Von den Diebstählen, mit den es Gietz zu tun hat, sind fast alle Unterschlagungen. Eine Maschine wird offiziell angemietet und dann ins Ausland gebracht. Um dem einen Riegel vorzuschieben, hat das Rösler Observando-System die Möglichkeit, einen Ruhe- und einen Arbeitsbereich einzurichten. Wenn einer dieser Bereiche verlassen wird, gibt es ein Alarmsignal und der Besitzer muss sich sofort kümmern, d. h. sich mit der Polizei in Verbindung setzen. Dieses System funktioniert ganz ausgezeichnet. Bei A-Z Baumaschinen ist bisher, in den vielen Jahren seit Firmengründung und seit Rösler-Systeme im Einsatz sind, keine Maschine verloren gegangen.

Kontakt Box

SPECS Website & Audience

LECTURA Specs serves as the ultimate buyers' guide, offering thousands of daily updated heavy machinery data such as technical specifications, brochures (datasheets) and pictures from more than 1400 manufacturers. More than **1,000,000 professionals** source specific product data every month. The buyers' guide is currently available in 11 language versions and contains over **160,388 machine models**.

Audience by device

Mobile **60%**

Desktop **40%**

[VISIT LECTURA SPECS](#)

LECTURA Specs in a nutshell

1,001,924
monthly visitors*

160,388
machine models*

1,774,780
viewed machines per month*

* October 2021

SPECS Digital Advertising

<p>Desktop Billboard banner (1940x500 px) & Mobile Billboard banner (640x200 px)</p>	<p>CPM (cost per 1K impressions*) 75 EUR</p>	<p>Month (10K impressions) 1,000 EUR</p>
<p>Desktop Half Page banner (600x1200 px) & Mobile Category Highlight (716x448 px)</p>	<p>CPM (cost per 1K impressions*) 70 EUR</p>	<p>Month (10K impressions) 900 EUR</p>
<p>Desktop Feature banner (1800x600 px) & Mobile Big Box (600x500 px)</p>	<p>CPM (cost per 1K impressions*) 65 EUR</p>	<p>Month (10K impressions) 800 EUR</p>

The prices include targeting for industry & language. Detailed targeting prices (category, country etc.) on request. *Minimum order value is 10,000 Impressions RGB-format, 72 dpi resolution, png, jpg.

I WOULD LIKE TO KNOW MORE

SPECS Premium

Ideal for manufacturers to reach as many potential customers as possible. With a direct link to:

- 1) New machines
- 2) Used machines
- 3) Spare parts / components
- 4) Services, etc.

Price on request

I WOULD LIKE TO KNOW MORE

Bedienungsanleitung bei Wacker Neuson anfragen

[Bedienungsanleitung anfragen](#)

Buy & Rent

[EW 65 bei Wacker Neuson kaufen](#) | [EW 65 bei Wacker Neuson mieten](#)

Buy EW 65 Wacker Neuson

Kaufen Sie Ihre Maschine direkt vom Hersteller. Bestellen Sie eine neue Maschine oder wählen Sie eine Gebrauchsmaschine aus dem Wacker Neuson Mietpark. Alle Gebrauchsmaschinen sind 100% lückenlos von Wacker Neuson eigenen Fachkräften gewartet.



[Buy a machine directly from Wacker Neuson](#)

Rent EW 65 Wacker Neuson

Müssen Sie eine auftragsintensive Periode überbrücken, ein Projekt schnell bearbeiten oder möchten Sie einfach unverbindlich ein Produkt testen? Mieten Sie Ihre Maschine online rund um die Uhr direkt bei Wacker Neuson und nutzen Sie die volle Flexibilität in der Mietdauer!



[Rent a machine directly from Wacker Neuson](#)

Spare parts & Components

[Ersatzteile](#) | [Kontaktformular](#)

Buy spare parts for Wacker Neuson EW 65 simply from our partners

Fragen Sie in wenigen Schritten das Ersatzteil das Sie brauchen bei unseren Partnern an und wählen Sie das Beste Angebot. Ob Sie Händler oder Eigentümer sind, LECTURA navigiert Sie in die richtige Richtung. Bestellen Sie noch heute ganz einfach Ersatzteile für Mobilbagger - weltweit.



Spare parts from WACKER NEUSON

[Spare parts from our partners](#)

Contact the manufacturer WACKER NEUSON

Senden Sie Ihre Fragen direkt an Wacker Neuson.

[Ask now](#)

Retargeting

Retargeting attempts to bring visitors back to buy via display or native ads on other sites. It is a form of online advertising that helps you keep your brand in front of bounced traffic after they leave your web.

LECTURA has a retargeting audience of **9,767,806** professionals, which can be targeted by country, industry and machine type. In 2020 we have delivered more than **18,000,000 ad impressions** in addition to the regular website traffic.

Retargeting consists of 4 simple steps:

- 1) Users come to LECTURA website and we mark their interest
- 2) Users leave LECTURA website and continue their browsing
- 3) Marked users are retargeted on 3rd party websites
- 4) Users get to your website or your video



LECTURA Retargeting in a nutshell

18,803,703

ad impressions in 2020

8,472,857

visitors on LECTURA websites from 10/2020 to 09/2021

9,767,806

LECTURA retargeting audience (October 2021)

Retargeting

Retargeting Packages

Essentials 1,000 clicks OR 5,000 video views guaranteed	1,500 EUR
Premium 2,500 clicks OR 15,000 video views guaranteed	4,000 EUR
Pro 5,000 clicks OR 25,000 video views guaranteed	6,500 EUR

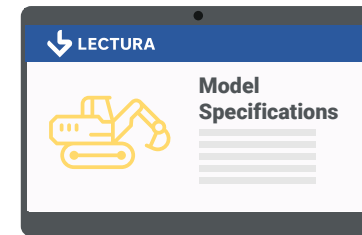
Targeting prices for specific region and industry.
 Detailed targeting prices (category, country etc.) on request.

We bring the validated LECTURA audience to you through these channels:

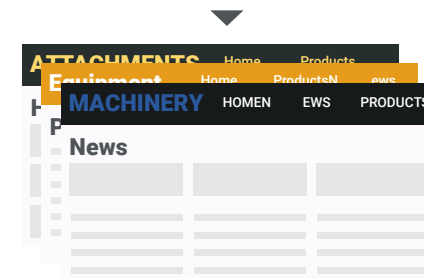
 **Google Ads** – traffic to your site

 **Youtube** – views of videos to your channel

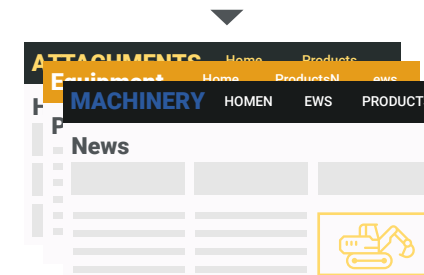
We can also retarget audience on social media platforms such as **Facebook**, **Instagram** and **LinkedIn** on request.



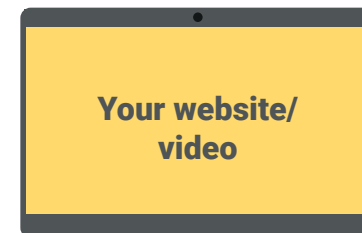
1. We “mark” user interest on LECTURA



2. Users continue their daily business



3. Retarget “marked” users on 3rd party sites



4. Keep addressing our audience - everywhere

Surveys

Whenever you want to improve and grow your business conducting a survey may help you. Despite the fact that there are plenty of research methods or strategies to understand your customers' behaviour, the easiest way to get information about people is to simply ask them. Understanding your customers' perspective and needs provides you with the most important information about the future development of your business and therefore determining priorities of its direction.

Moreover, ongoing communication with your customers and demonstration of the interest in their needs helps maintain their loyalty. LECTURA can get your survey in front of hundreds of thousands of industry professionals – the engagement is about 4% which results in about up to **1,200 daily replies** (*depending on category and language settings).

[MORE ABOUT SURVEYS](#)

LECTURA Surveys in a nutshell

22

surveys ran in 2021

203,972

respondents engaged

11

language variants



Surveys

When wondering about the targeting, LECTURA can select your respondents' sample based on some predefined criteria:

- 1) region/country of origin
- 2) industry and type of business
- 3) company size/fleet size/

To reach the criteria we are able to target to place your survey on specific web pages only or provide you with 11 language versions.

[Read the latest LECTURA Surveys](#)

SURVEYS

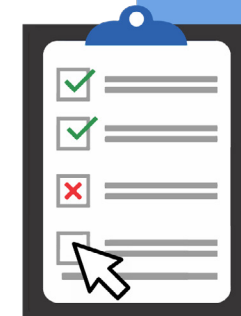
Pricing

Survey rates start from 5,000 EUR.



LECTURA SURVEYS

raw data • analysis • comprehensive report



1,000,000 professionals on LECTURA Specs every month

1,200 replies every day

11 language variants

Are We Building a Greener Future?

The Role of Sustainability in Construction



We know everything about heavy machinery

For over 35 years LECTURA

Our content makes us king in the digital business. The extensive data, detailed information and continuous growth makes LECTURA a unique hub for millions of professionals searching for reliable information all around the world. LECTURA delivers not only equipment data, but through it access to decision makers in this industry.

We are happy to talk digital marketing with you, anytime.

GET IN TOUCH

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