

MEDIA GUIDE

Visible Marketing Made Easy

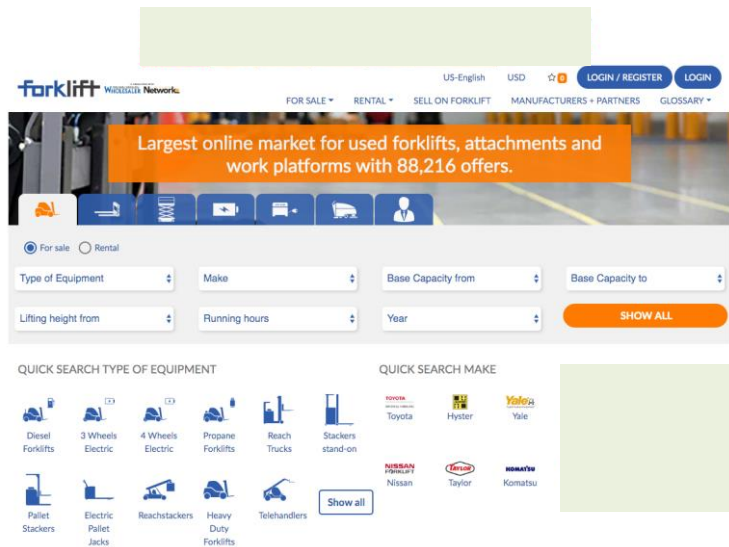


Forklift International

- ✓ is the most recommended online marketplace for forklift trucks and material handling equipment
- ✓ reaches worldwide 1.5 million visitors per year from the material handling industry
- ✓ guarantees international visibility, with 15 languages currently supported
- ✓ offers direct cross-media possibilities to communicate with your targeted audience and generate new sales leads
- ✓ helps strengthen your image and brand recognition due to a high visitor frequency

Visibility and Impact

Banner Spots on our Online Marketplace



The platform for an effective presentation of your products, services and strengths.

A limited amount of large promotion spaces offers maximum visibility, in desktop as well as in mobile views. Your message is able to impress your target audience.

High coverage, a precise selection and address of the targeted audience - the most efficient combination.

Image and Branding

Banner Spots

1. LEADERBOARD

Home Page (Desktop)

Dimensions: 728 x 90 px

Premium pole position for your advertisement.

The best place to publish your promotion in our online market!

2. SQUARE

Home Page (Desktop & Mobile)

Dimensions: 250 x 250 px

Popular. Very popular banner right on our home page! Get maximum exposure near our search button!

3. LEADERBOARD

Detail Pages (Desktop & Mobile)

Dimensions: 728 x 90 px

Service oriented. The banner spot with optimum focus to show your transport, financing or other services!

4. LEADERBOARD

Search Results Pages (Desktop)

Dimensions: 728 x 90 px

Classic. The perfect place for all your advertisements. This banner appears on many pages of our website.

5. MOBILE MEDIUM RECTANGLE

Search Results Pages (Mobile)

Dimensions: 300 x 250 px

Modern. Mobile Visibility with great exposure! Let people know about your digital business!

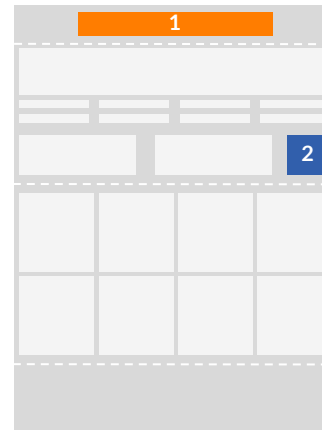
6. LEADERBOARD

Pro Search (Logged In Area)

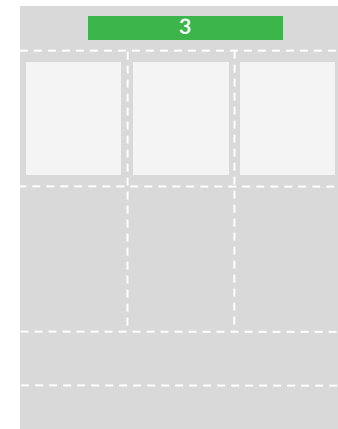
Dimensions: 728 x 90 px

Professional. Reach the decision makers of your target audience with a banner visible for logged in users only

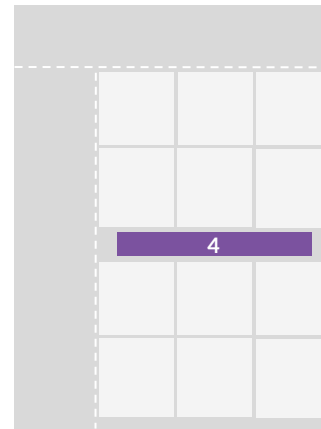
Homepage



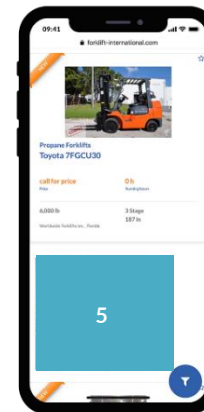
Detail Page



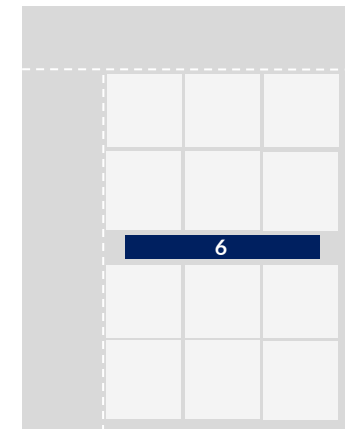
Search Results (Desktop)



Search Results (Mobile)



Search Results (Desktop)



MEDIA DATA

1. LEADERBOARD Homepage

On Top. Premium pole position for your advertisement. Be visible on every single homepage visit. Because of the large size and high frequency, our Leaderboard Banner is a perfect opportunity for your image and marketing campaigns worldwide.

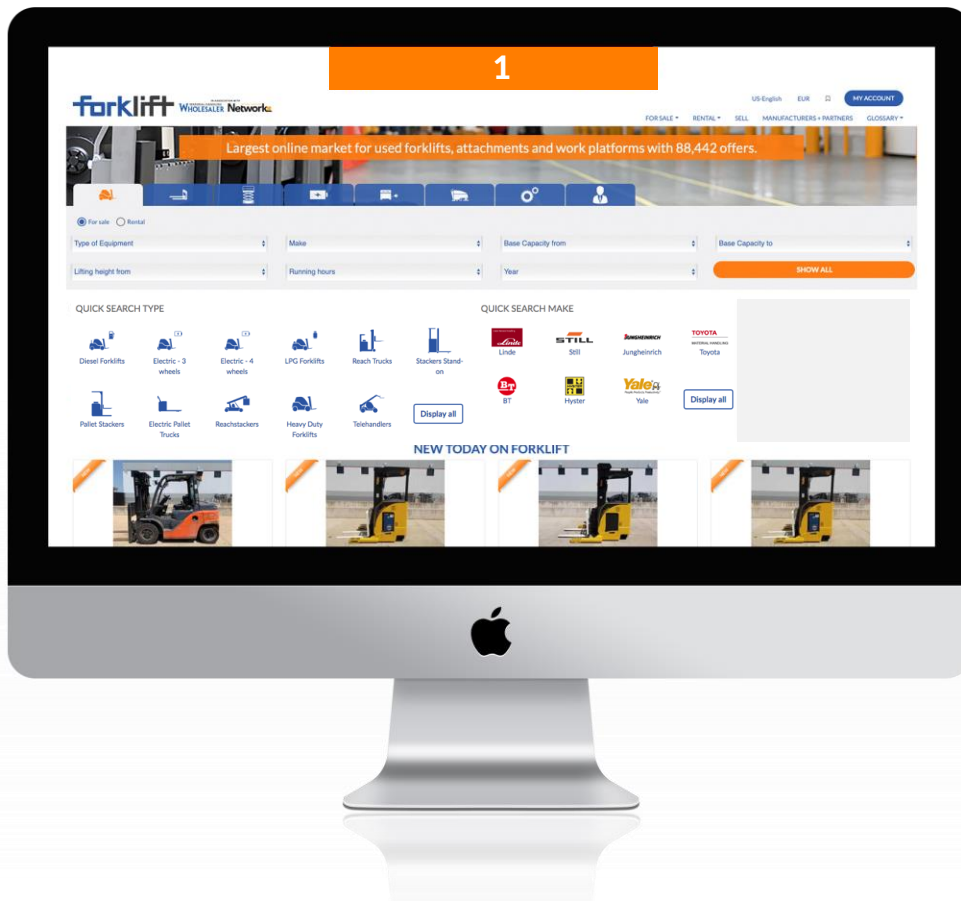
Dimensions 728 x 90 px

File Size max. 50 KB

Impressions > 6.000 per month

Available Slots max. 8

Position homepage (Desktop)
rotating



MEDIA DATA

2. SQUARE Homepage

Most popular:

Very popular banner right on our home page!
Get maximum exposure near our search button!

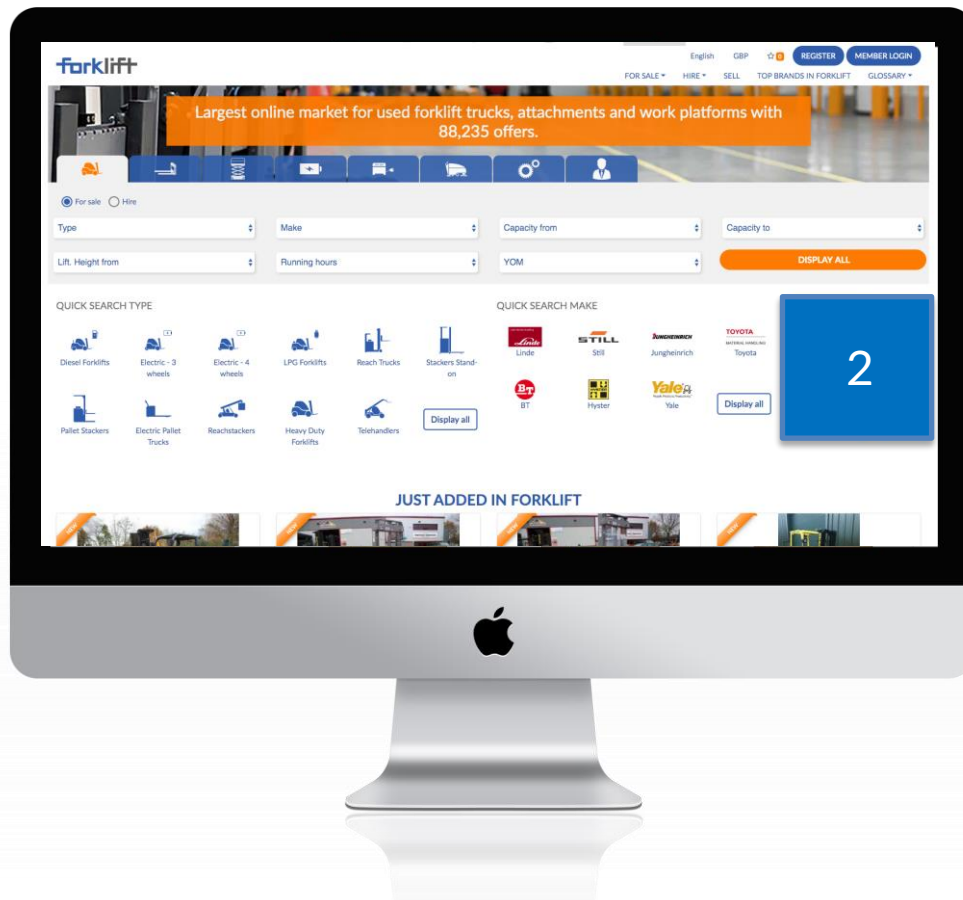
Dimensions 250 x 250 px

File Size max. 50 KB

Impressions > 5.000 per month

Available Slots max. 10

Position homepage (Desktop + Mobile)
rotating



MEDIA DATA

3. LEADERBOARD Detail pages

Service oriented. The banner spot with optimum focus to show your transport, financing, or other services! You and your portfolio are visible on the detail pages!

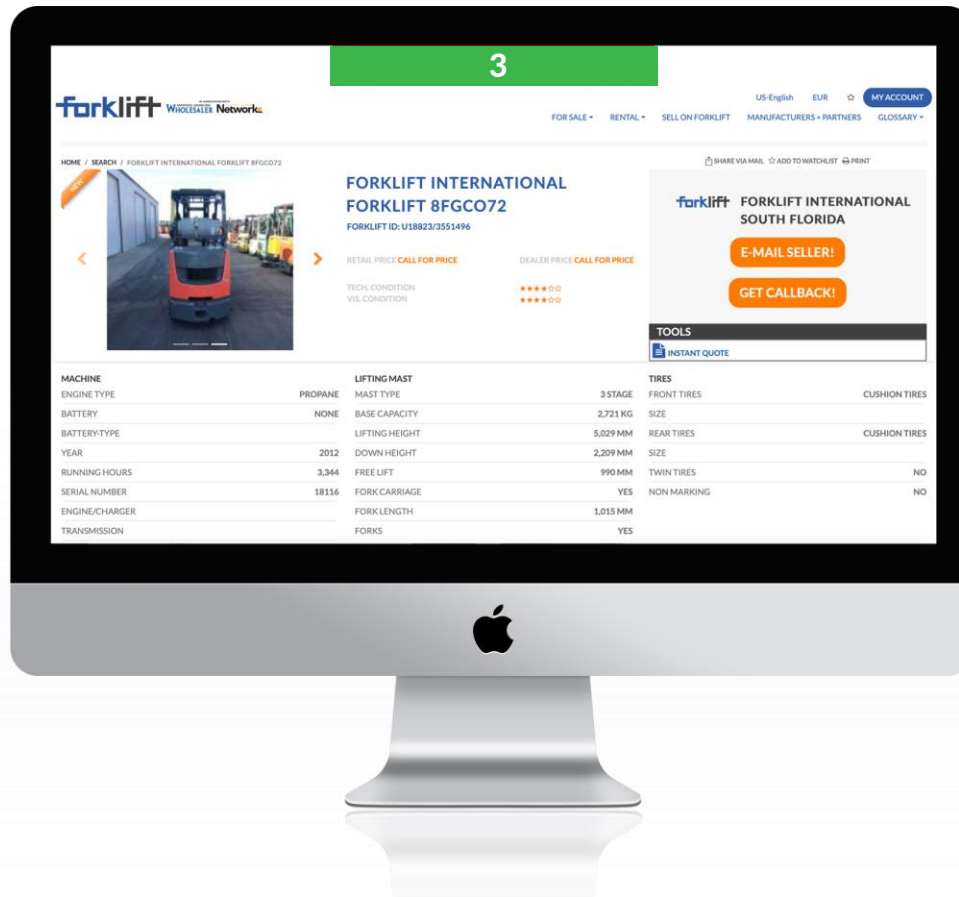
Dimensions 728 x 90 px

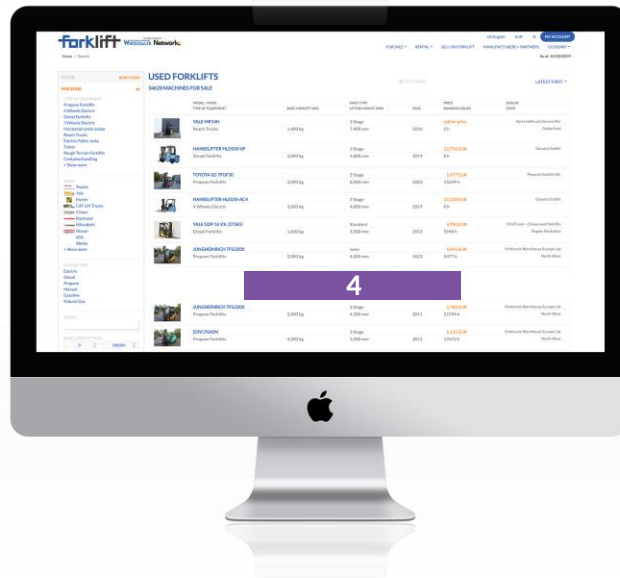
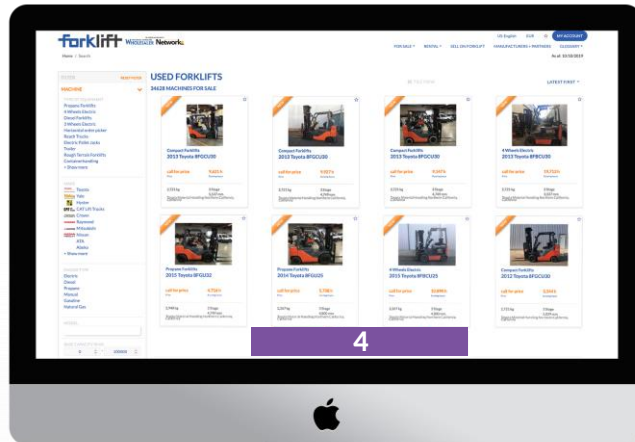
File Size max. 100 KB

Impressions > 15.000 per month

Available Slots max. 12

Position detail page (Desktop + Mobile)
rotating





4. LEADERBOARD STICK Search Results Pages

Classic. The perfect place for all your advertisements. When scrolling through offers visitors will notice your ad. A lot of time is spent on the search results pages.

Dimensions 728 x 90 px

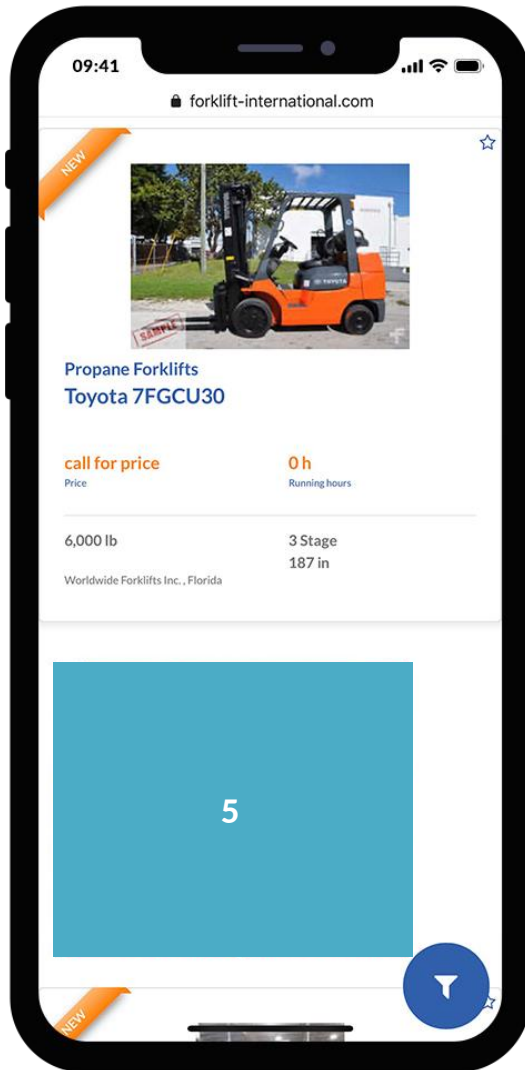
File Size max. 100 KB

Impressions > 13.000 per month

Available Slots max. 20

Position search results pages (Desktop)
rotating and alternating
after the 6th offer

MEDIA DATA



5. MOBILE MEDIUM RECTANGLE Search Results Page

Effective. Mobile visitors spend most of their time on the search results pages.

Dimensions 300 x 250 px

File Size max. 50 KB

Ø Impressions > 25.000 per month

Available Slots max. 10

Position search result pages (Mobile)
rotating

4. LEADERBOARD Pro Search

Professional. Target the design makers within the industry with this banner visible to logged in users only.

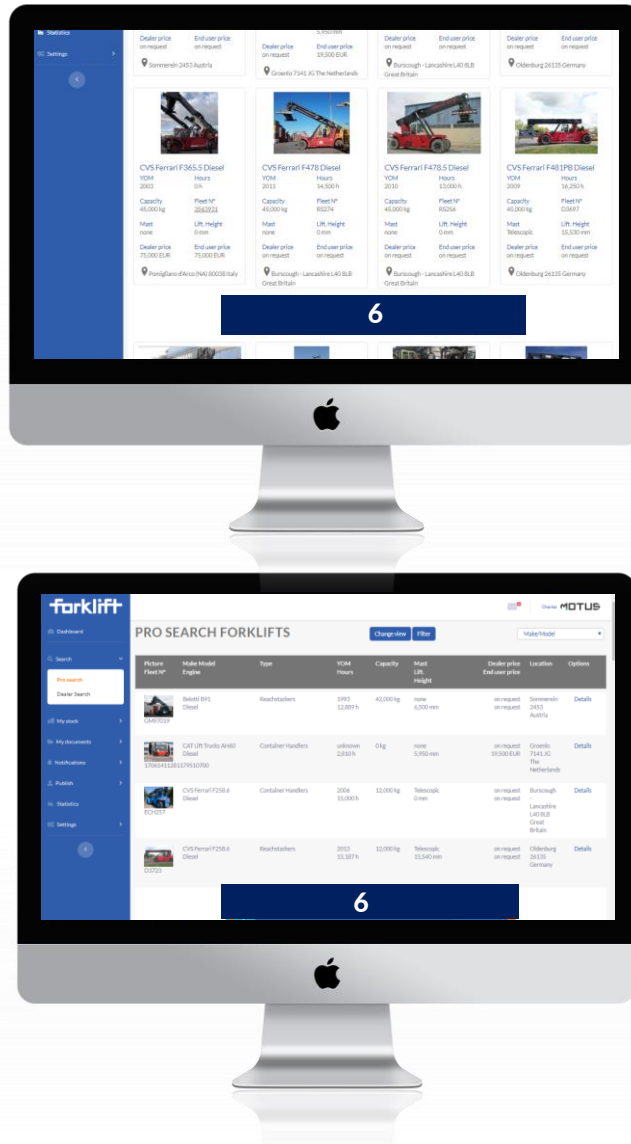
Dimensions 728 x 90 px

File Size max. 100 KB

Impressions > 4.000 per month

Available Slots max. 10

Position search results pages (Desktop)
rotating and alternating
after the 6th offer



OVERVIEW

Banner Spots

	Banner national /international	Device	Impressions per advertiser	Max. spots	Dimensions	File Size	Format	Duration
1	LEADERBOARD Homepage	Desktop	> 6.000 monthly	8	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
2	SQUARE Homepage	Desktop + Mobile	> 5.000 monthly	10	250 x 250 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
3	LEADERBOARD Detail Pages	Desktop + Mobile	> 15.000 monthly	12	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
4	LEADERBOARD Search Results Pages	Desktop	> 13.000 monthly	20	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
5	MEDIUM RECTANGLE Search Result Pages	Mobile	> 25.000 monthly	10	300 x 250 px	max. 100 KB	gif, jpg, png	3,6,9,12 months
6	LEADERBOARD Pro Search	Desktop (Logged In Users)	> 4.000 monthly	10	728 x 90 px	max. 100 KB	gif, jpg, png	3,6,9,12 months

- National Banner: visible in the language of your choice
- International Banner: Visible in all language versions currently supported
- Banner is visible whenever a single device is displayed (transport or financial services, spare parts,...)

* For our advertising banners we will offer you a link to the website of your choice, as well as help you design your banner.



Contact us!

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