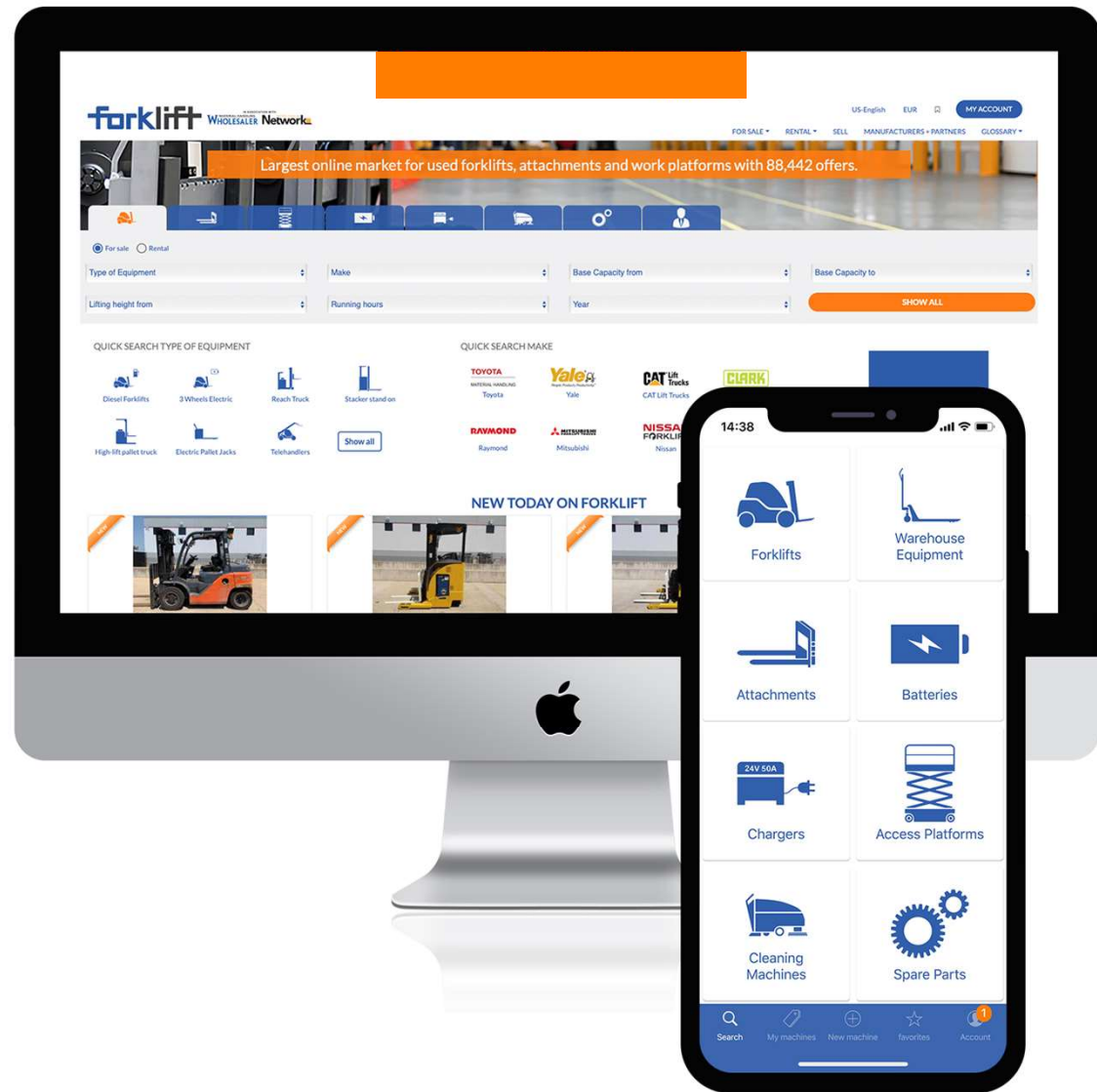


# MEDIA GUIDE

Visible Marketing Made Easy



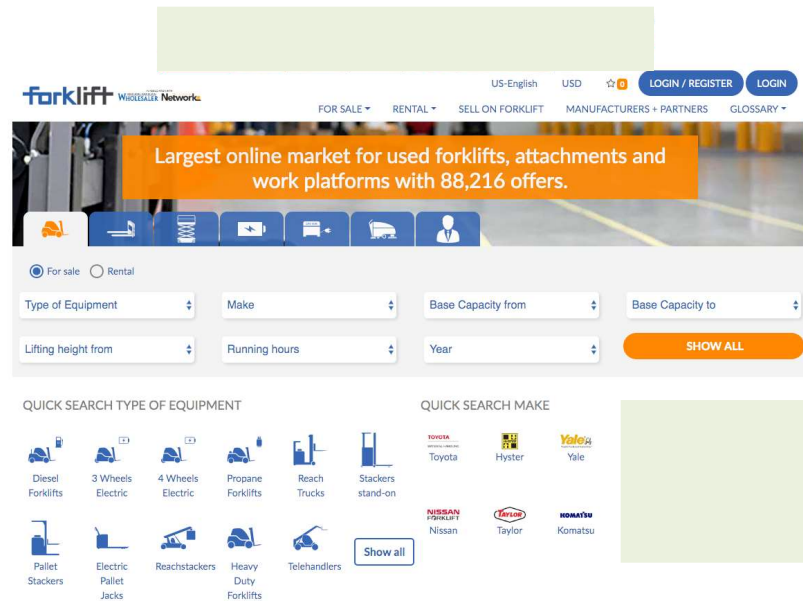
forklift

## 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.

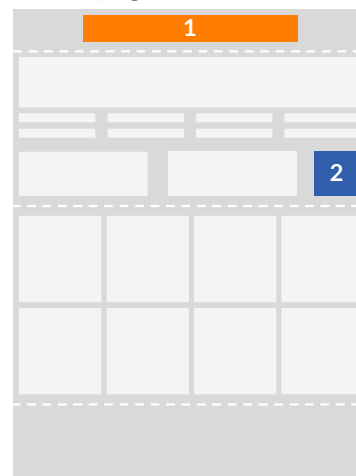
High coverage, a precise selection and address of the targeted audience - the most efficient combination.

## Image and Branding

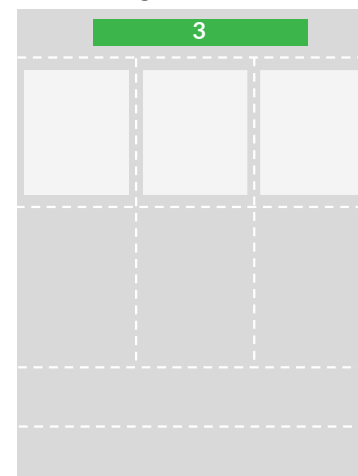
### Banner Spots

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)**  
 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

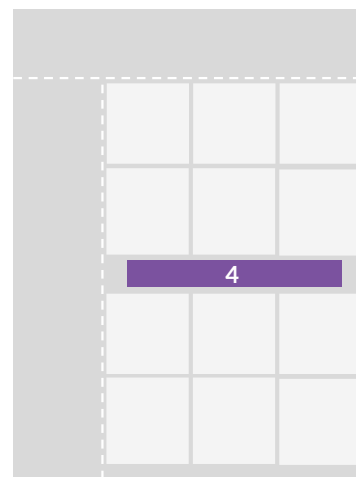
Homepage



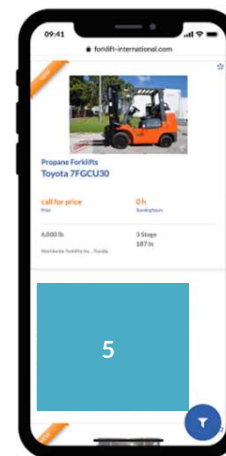
Detail Page



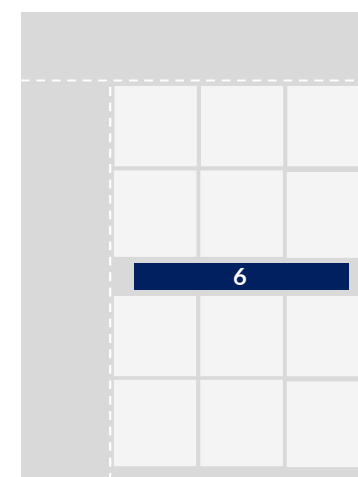
Search Results (Desktop)



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.

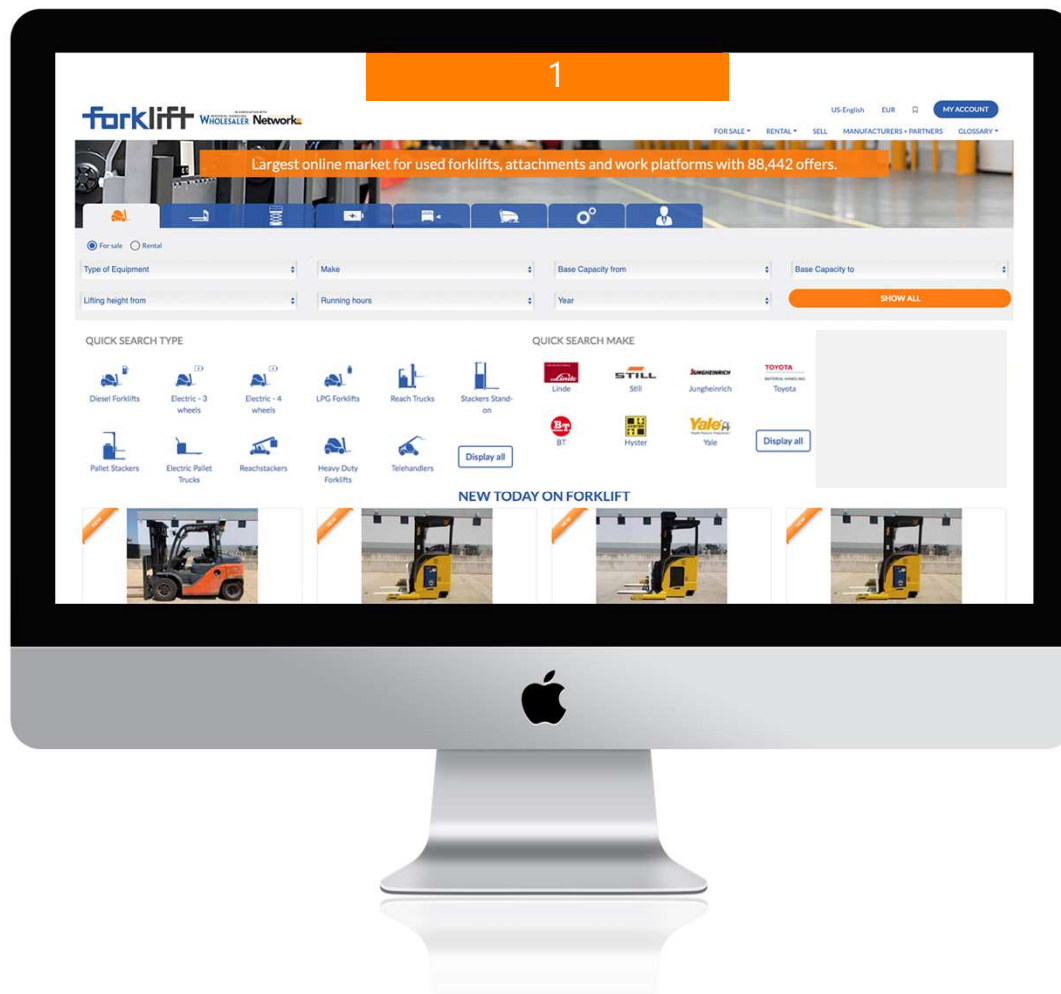
**Dimensions** 728 x 90 px

**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!

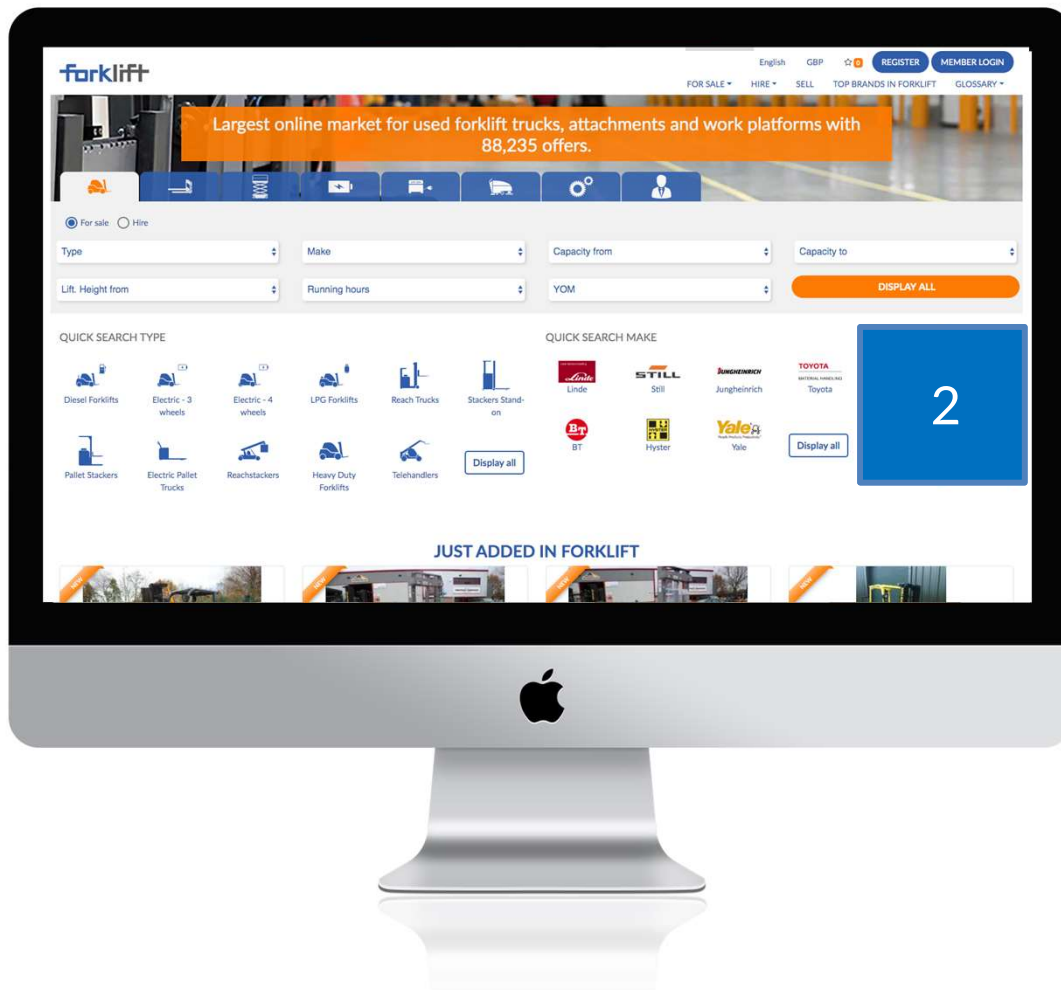
**Dimensions** 250 x 250 px

**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!

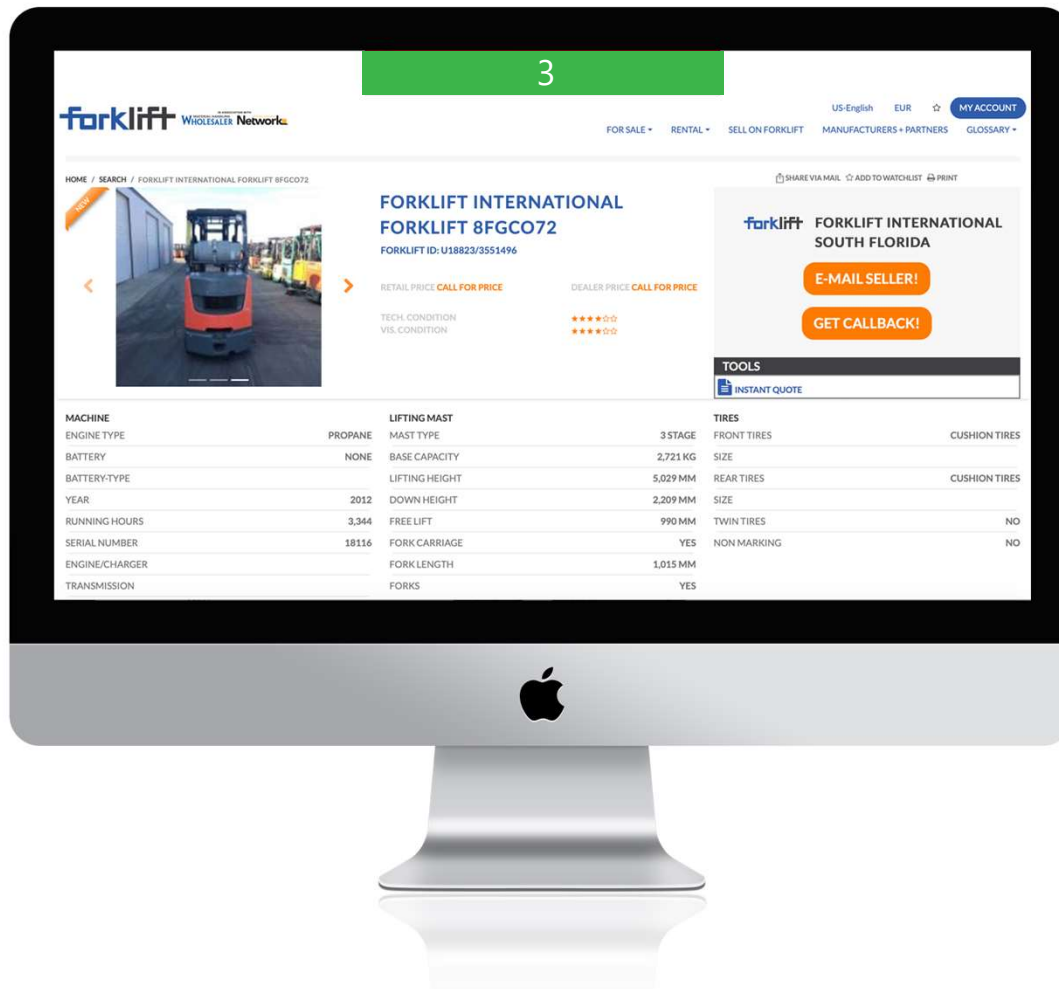
**Dimensions** 728 x 90 px

**File Size** max. 100 KB

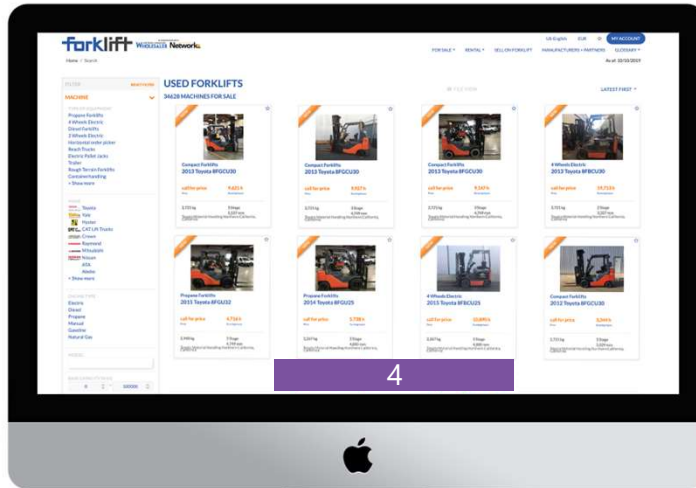
**Impressions** > 13.000 per month

**Available Slots** max. 12

**Position** detail page (Desktop + Mobile)  
rotating



# MEDIA DATA



## 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.

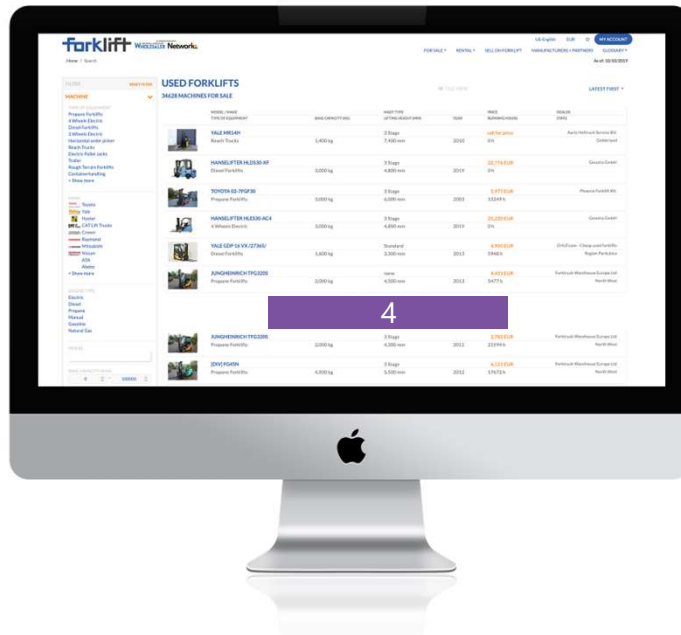
**Dimensions** 728 x 90 px

**File Size** max. 100 KB

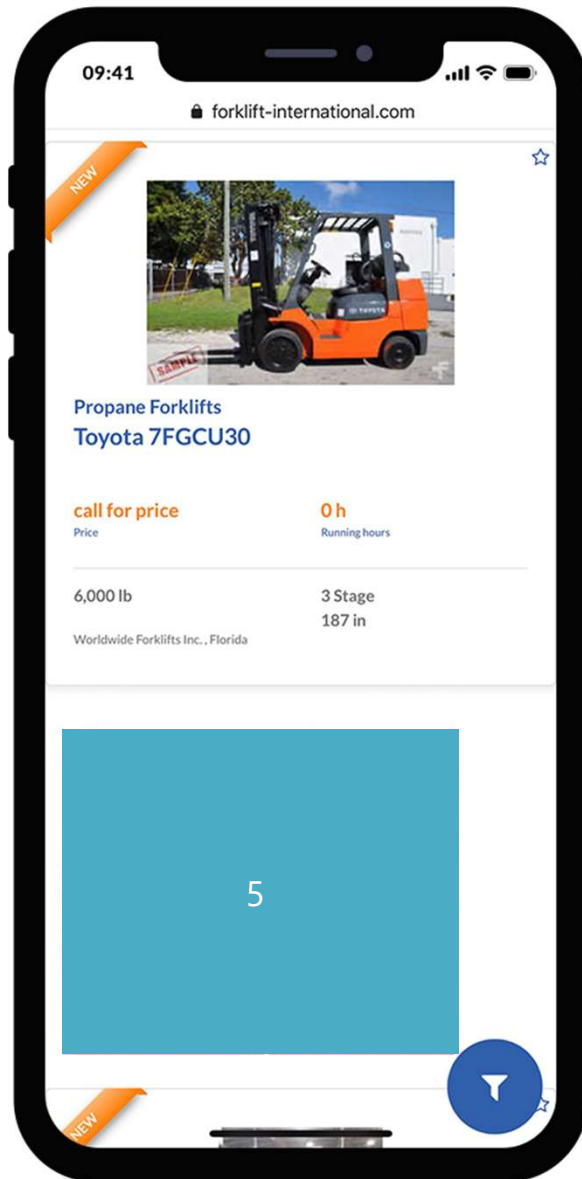
**Impressions** > 13.000 per month

**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.

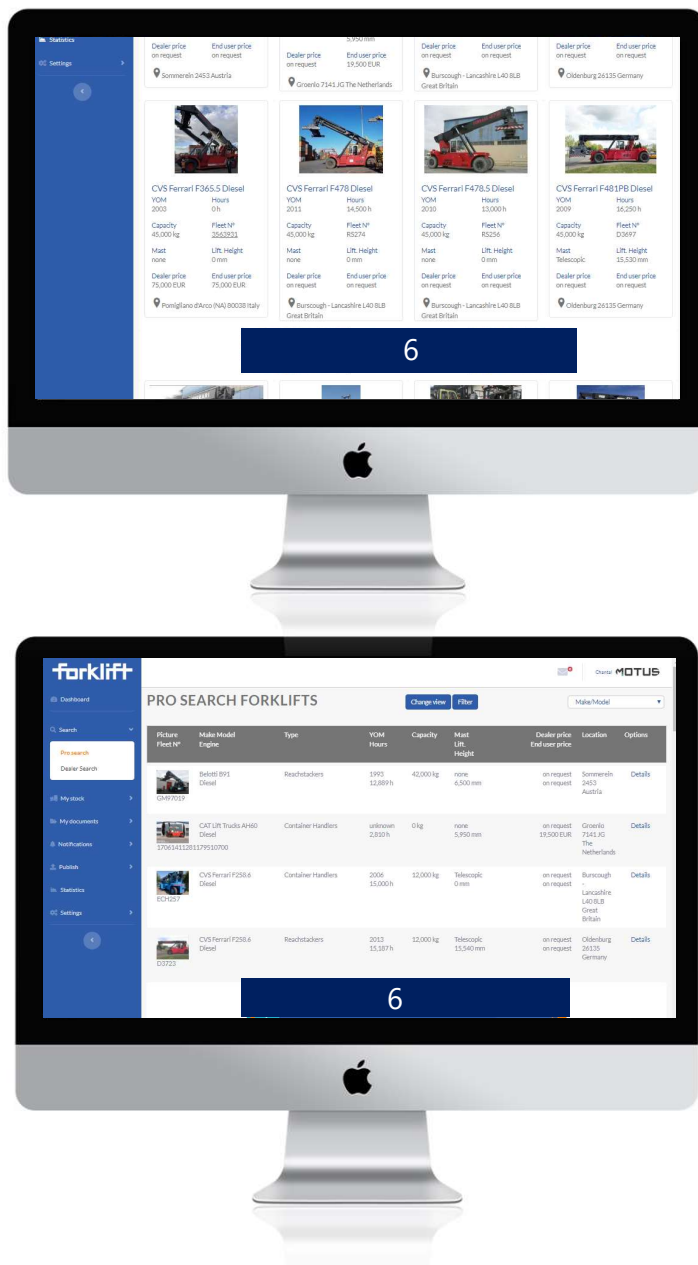
**Dimensions** 728 x 90 px

**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



# MEDIA DATA

## 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	> 13.000 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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