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THE MAGAZINE FOR CRANES AND ACCESS

**Vertikal
Press**

The Vertikal Press Limited

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COMMENT



Anyone reading this who has a child knows that the second birthday is very, very important. It is the first time your child starts to celebrate with you rather than just being the centre of attention. The Vertikal Press is two years old next month and it is a very important milestone for us. In the 24 months since 1st November 1999 we have set up our new offices in Brighton and Freiburg (in Germany's Black Forest), and have firmly established our magazines, *Kran & Bühne* and *Cranes & Access*, as the leaders in their fields. In May this year we launched our third magazine, *Vertikal.net*. If you have not yet had a look at *Vertikal.net*, do so now. It is not the same as the magazine that you are reading, it is a different magazine with different content and style. Other milestones have included the launch of *Vertikal bauma*, our links with the SED Cranes & Access Village, our organisation of The Crane Dinners, the launch of the Vertikal Check programme and our successful Top 10 review of the largest fleets.

Cranes & Access has played a vital role in the success of The Vertikal Press. Its readership has grown consistently, customers have stayed loyal, and we have attracted many new customers. How have we done that? By sticking to the following three principles:

- Reporting in a neutral and unbiased way on all events that affect the lifting industry. The Vertikal Press only publishes magazines for the lifting industry and works hard to reach this specialist industry.
- By investing in the magazine. Our editorial team has been boosted by this month's appointment of Rosie Gordon as Editor and we continue to work with a highly professional team of graphic designers.
- By constantly looking for new readers with a professional interest in the lifting industry. *Cranes & Access* has steadily grown and is now read by professionals working in equipment hire, construction companies, airports, harbours, railways, factories, petro-chemical installations, architects' offices, roofing companies, site maintenance companies etc etc. throughout the United Kingdom and Ireland.

So we will have plenty to celebrate on 1st November. But, as the father of two little boys aged 2.5 and 4 years old, I know that the pace of development is likely to speed up rather than slow down in the coming months – that is no exception at The Vertikal Press where we have a host of plans to make *Cranes & Access*, and its sister magazines, even better value for all our readers and customers.

With many thanks to all the customers, friends, suppliers and subscribers who have made this success possible.

Yours

Vertikal
.net

Tim Whiteman
Publishing Editor

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