

THE ULTIMATE SOURCE FOR PLANT MACHINERY NEWS

PLANT PLANET



ADVERTISING
MEDIA PACK
2025

ABOUT US



PLANT PLANET IS A KIWI MEDIA & PROMOTIONS PUBLICATION

PLANT PLANET IS AN INDEPENDENT MAGAZINE BRINGING THE LATEST NEWS, RELEASES, AND INSIGHTS FROM THE PLANT MACHINERY INDUSTRY TO ONE PLACE. WE COVER NEWS FROM ACROSS THE CONSTRUCTION INDUSTRY. OUR CORE AIM IS TO PROVIDE READERS WITH IMPARTIAL INFORMATION FROM ACROSS THE WORLD OF HEAVY MACHINERY IN A VARIETY OF FORMATS.

From our bi-monthly magazine to our online news platform, we bring the information you need in a way to suit you. Whether it's information about the latest shows in the industry or the details on the latest heavy machinery releases.



DEMOGRAPHICS & REACH

PRINT AND ONLINE



130,000

COMBINED REACH PER MONTH



21,063

SOLUS EMAIL SUBSCRIBERS



84.4%



15.6%

MEDIUM/LARGE
SCALE CONTRACTORS
46%

OWNER
OPERATORS
26%

CIVIL
ENGINEERS
17%

HIRE
COMPANIES
6%

LOCAL
AUTHORITIES
3%

OTHER
2%

18,339

AVERAGE MONTHLY IMPRESSIONS



15%



25%



10%



50%

12,799

FOLLOWERS

EVENT LIST

EXHIBITING



PARTNERSHIPS



ADVERTISING

FEES

Cover Story	POA	Inside Back Cover	£2,499
Company Profile	POA	Back Cover	£2,999
Inside Front Cover	£3,299	Full Page	£1,499
Inside Front Cover DPS	£3,999	Half Page	£999

ARTWORK

Should you need assistance with artwork or design, our in house creative team are here to help. From minor corrections to full adverts – **From £149**

WEBSITE / DIGITAL

WEBSITE

Advert size

Main Banner **£999 per month** 500 x 150 px
Maximum 3 companies at any one time

Home Page Button **£499 per month** 200 x 200 px

Solus Email **£1,249**

Monthly Newsletter Top Banner **£399**

Monthly Newsletter Base Banner **£249**

Sponsored Blog Post Pinned on website for 14 days **£199**

Enhanced Social Media Post All Platforms **£299**

Competitions **£POA**

ADVERTISING

MAGAZINE

AD SPECIFICATION

Advert size

All artwork to be supplied digitally as 300dpi PDF/JPG/PNG with 3mm bleed

Full Single Page

Bleed: 220 x 307mm / Trim: 210 x 297mm

Full Double Page

Bleed: 430 x 307mm / Trim: 420 x 297mm

Half Page

Bleed: 220 x 160mm / Trim: 210 x 150mm

Quarter Page

Bleed: 110 x 160mm / Trim: 100 x 150mm

EDITORIAL SPECIFICATION

Full Page

400-500 words / 2-3 images

Half Page

200-300 words / 1-2 images

Cover Story

TBD

Company Profile

TBD

CONTENT DELIVERY

WeTransfer or Dropbox to editor@plant-planet.co.uk

All files should be checked before sending to Plant Planet Magazine to ensure file and colour integrity. This includes: image resolution of 300dpi, all fonts embedded, colour CMYK and bleed.

Please Note: Plant Planet Magazine cannot be held responsible for misprinting of adverts as a result of advertising files which are supplied incorrectly.

FEATURES LIST

2025

01



FEBRUARY // PEOPLE IN PLANT

Preview: Bauma

02

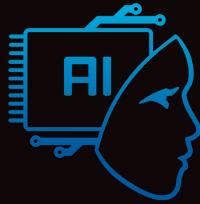


APRIL // CIRCULAR ECONOMY

Preview: UK Construction Week – London

Review: Executive Hire Show

03

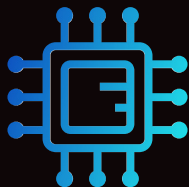


JUNE // AI AND MACHINE CONTROL

Review: Bauma

Review: UK Construction Week – London

04



AUGUST // INNOVATIVE TECH

Preview: UK Construction Week

Preview: Vertikal Days

Previews: Plantworx

05



OCTOBER // HEALTH & SAFETY

Preview: CPA Conference

Preview: National Civils

Review: Vertikal Days

Review: Plantworx

06



DECEMBER // PRACTICAL PROFIT

Preview: Executive Hire Show

Review: CPA Conference

Review: National Civils

TESTIMONIALS



"Witham Group have worked with Plant Planet for a couple of years now as a sound representation of the news of the Off Road machinery industry. We find them friendly, competitive, creative and helpful and look forward to continuing to work with them over the months ahead."



"It's impressive the speed Plant Planet have come onto the scene and the impact they have achieved in promoting our presence in the marketplace. Their abilities in digital are outstanding and they get involved in all the prominent construction topics. I look forward to seeing what they achieve in another 5 years!"



"We have had several features in Plant Planet and Future Waste promoting our products and services. The magazines are very informative, and we are able to reach a wider audience both in print and online."



"In our longstanding relationship, we have continued to maintain a close relationship with all the members of Plant Planet. Over the years they have helped strengthen our industry presence and have shone visibility on all of GGR Group's advancements in specialised plant and across the construction industry. They have played a key part in some of our most recent product launches, including the launch of the world's first Electric Telehandler, working directly with us to produce impartial editorial and coverage. We look forward to many more years of partnership with the team."



Lisa Collins, Communications Consultant to the Construction Plant-hire Association (CPA) said: *"We have worked closely with the Plant Planet team for several years now and the whole team is very supportive of CPA events such as the CPA Conference and the Stars of the Future apprentice and trainee awards. We supply regular feature articles to Plant Planet and this gives us a great opportunity to get our message across to key stakeholders in the plant-hire sector. Thank you Plant Planet and we look forward to continuing to work with you moving forward."*



"Plant Planet is an essential resource for anyone involved with heavy machinery in the construction industry. It is packed with news of the latest events, insights from industry experts, and informative articles. I recommend it to anyone who wants to stay up-to-date with the latest news and trends, learn about new products and services, and connect with other professionals."



"When we looked to launch our Cat® Central app, which allows Finning customers to order parts in the field just by scanning a QR code, Plant Planet was an essential keystone of our media plan. There is simply no better way to reach our target market of plant machinery professionals."



"It has been a pleasure working with Plant Planet, they are professional, accommodating and very flexible. I have no doubt I will continue to work with them in the future."



"We have been collaborating with Plant Planet for the last few years to enhance our marketing campaigns and have been consistently satisfied with the results, but also the high level of customer service they provide to us throughout our campaigns."

CONTACT US

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