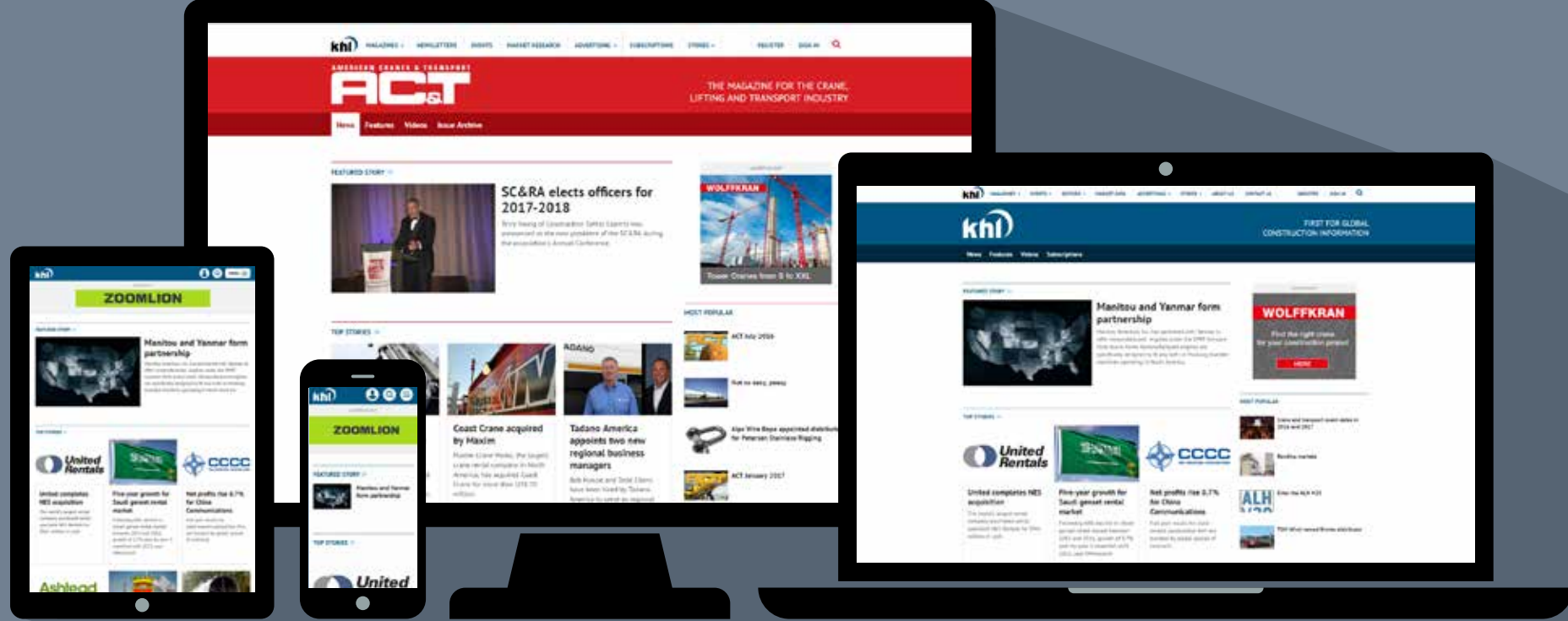


# Announcing the new khl website

Launch date: 1st July 2017



## ENHANCED AUDIENCE ENGAGEMENT

**KHL.com was completely overhauled and re-launched in July 2017.**

Using the latest technology the new KHL.com will display more content in a new layout designed for a wide range of devices from smart phone to tablets to traditional PC and laptops.

The new website will bring together a wealth of knowledge generated by our team of industry experts. The platform allows KHL.com to present this information in an optimised format for multiple device with ease and at pace.

The new website is also able to provide reader-specific information because it can actually learn what a registered reader is particularly interested in.

As well as new banner positions advertisers can target their messages to the different screen sizes generated by mobile responsiveness meaning they work seamlessly with the new design, and work for whatever screen size the user has.

**This all adds up to an improved audience engagement connecting the construction community with the content that it needs.**

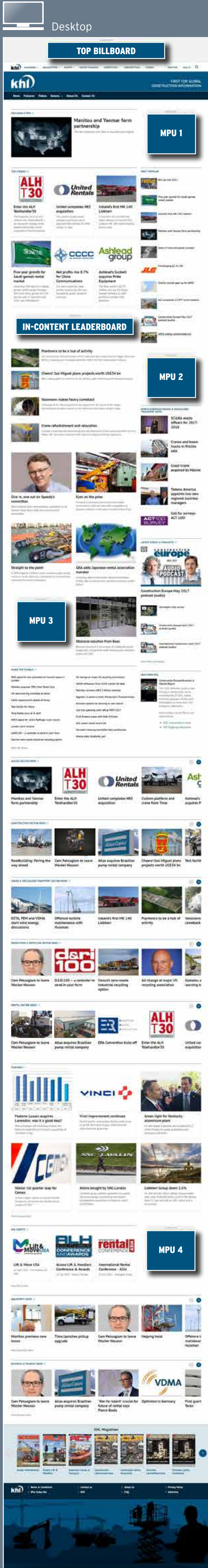
## INTELLIGENT, RESPONSIVE, POWERFUL

- more content in a stunning new layout
- responsive for desktop, tablet and mobile enabling visitors to consume the content on whatever device they use.
- optimised for different screen sizes. This approach provides a highly readable design for every user - no more pinch and zoom!
- improved powerful search function tailored to specific needs
- content tailored to website behaviour using underlying data to deliver a better experience
- visitors will have the ability to manage their own subscriptions to all KHL magazines and newsletters
- highly optimised for speed, the sites are fast and will render quickly
- each brand has a distinct area of the site - meaning the user can find content for their sector more easily - this also means advertisers have more opportunities to target the right audience.

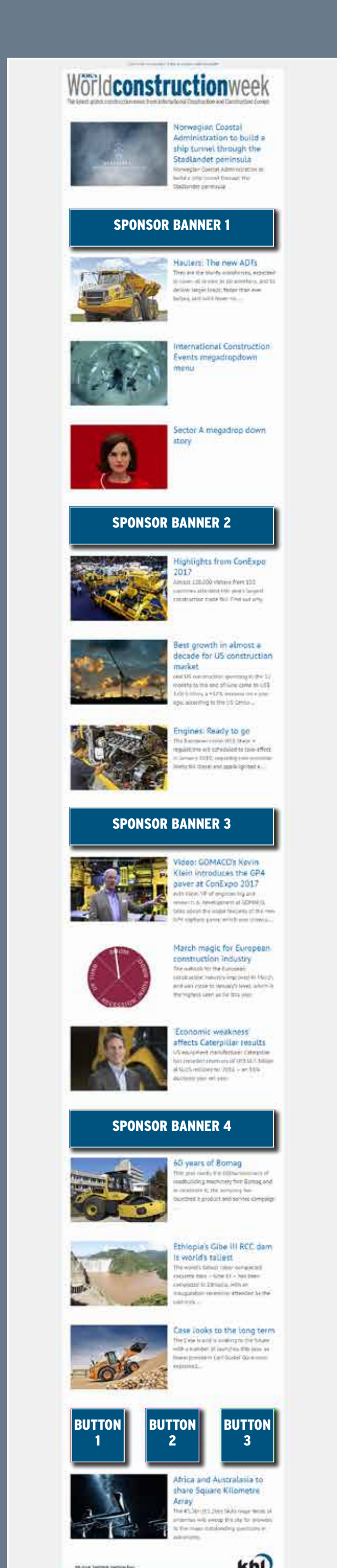
American Cranes & Transport (ACT) now has its own website [www.americancranesandtransport.com](http://www.americancranesandtransport.com)

Construction Latin America (CLA) also has separate websites for both Spanish - [www.construccionlatinoamericana.com](http://www.construccionlatinoamericana.com) and Portuguese - [www.construcao latinoamericana.com](http://www.construcao latinoamericana.com)

### HOME PAGE



### e-NEWSLETTER



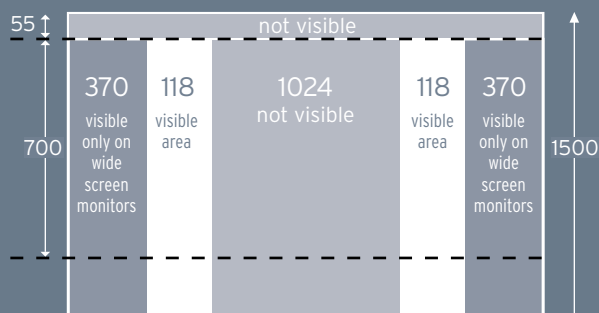
MPU 2, 3 & 4 display further down the page

### BANNER SPECIFICATIONS

	Desktop	Tablet	Mobile
<b>New Position</b>			
<b>Top Billboard</b>	728 x 90	468 x 60	300 x 75
MPU 1	300 x 250	300 x 250	300 x 250
MPU 2	300 x 250	300 x 250	300 x 250
MPU 3	300 x 250	300 x 250	300 x 250
MPU 4	300 x 250	300 x 250	300 x 250
In-Content Leaderboard	728 x 90	468 x 60	300 x 75
Wallpaper	2000 x 1500*	300 x 250	300 x 250
Sponsor (Newsletter)	570 x 100	Proportional scale	Proportional scale
Button (Newsletter)	150 x 150	Proportional scale	Proportional scale

Sizes in pixels - width x height

### \*Wall paper specifications



**Desktop wallpaper**  
2000 x 1500 (inc 1024 centre gap not visible)

**Safe display area on most monitors**  
118 X 700 either side of centre gap

The wallpaper is pinned to the top of the page so will not scroll as users move down the page. Banners display as MPU on mobile devices

### ADDITIONAL INFORMATION

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