

THE ONLY GLOBAL MAGAZINE  
FOR THE ACCESS INDUSTRY

**access**  
**INTERNATIONAL**



**khl**

**IPAF**

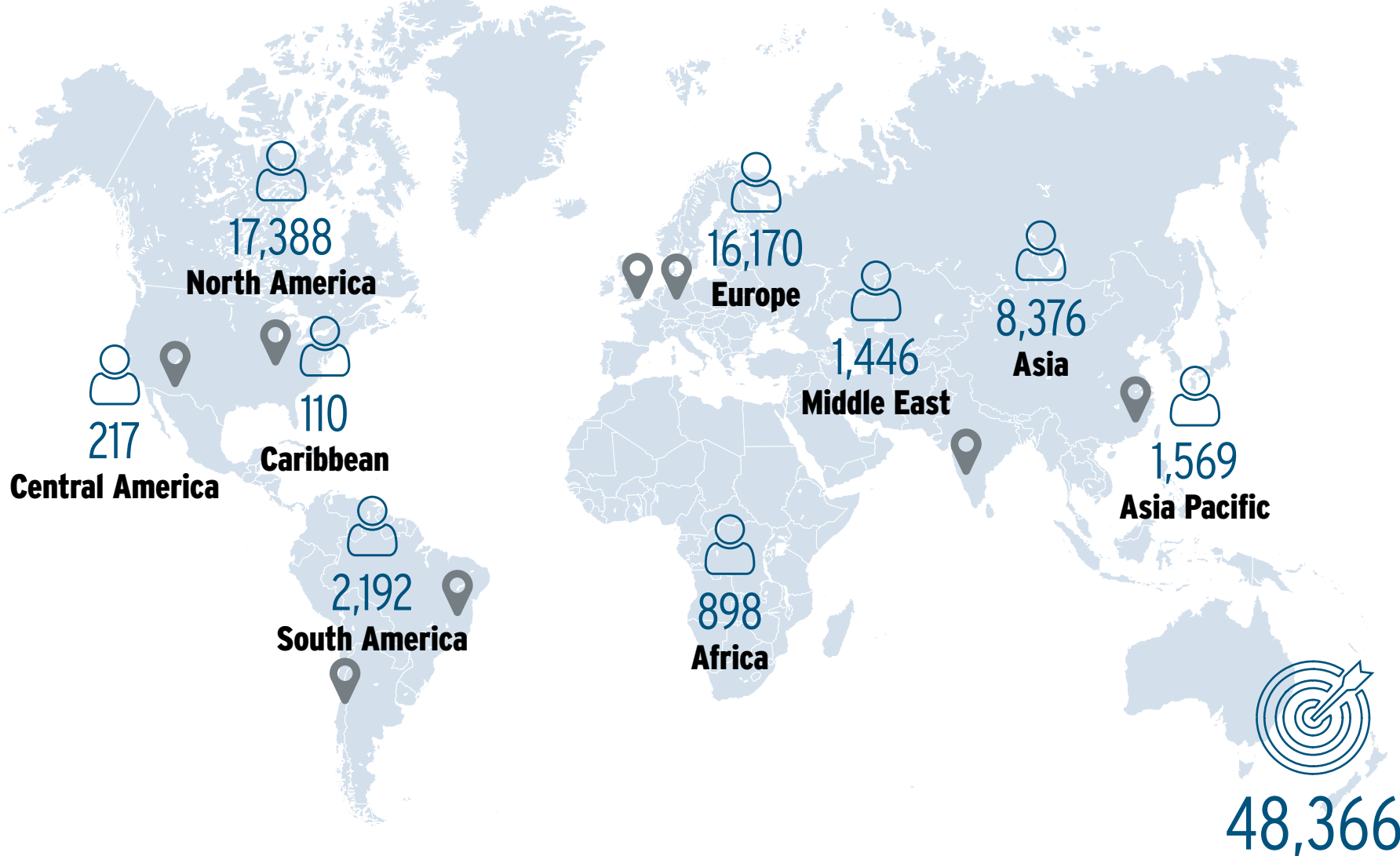
Official magazine of the International  
Powered Access Federation

20  
24  
MEDIA  
INFORMATION


[www.khl.com](http://www.khl.com)

[www.accessinternational.media](http://www.accessinternational.media)

## A SINGLE ROUTE TO THE GLOBAL MARKET



 **OFFICES** |  **REGIONAL REACH**

SOURCE: KHL data cloud and 

**TOTAL AUDIENCE REACH**





## MAGAZINE

13,447  
CIRCULATION

6  
ISSUES  
PER YEAR

# access INTERNATIONAL

## WEBSITE

27,292  
PAGE VIEWS/MONTH

## SUPPLEMENTS

GREEN ENERGY -  
LATEST TRENDS  
Q1 2024

ACCESS50 EXTENDED  
Q3 2024

CHANGING LANDSCAPE  
OF ACCESS  
Q4 2024

BRINGING CRITICAL INFORMATION  
TO THE SECTOR FOR 40 YEARS

## NEWSLETTERS

Rental **BRIEFING**  
GLOBAL RENTAL INSIGHT - EVERY DAY

13,911  
DAILY DISTRIBUTION

access **newsletter**  
INTERNATIONAL

11,399  
WEEKLY DISTRIBUTION

KHL's **IntermatNews**  
SHOW DAILY: The latest news and views from the Intermat exhibition in Paris, France

60,536  
DISTRIBUTION

## EVENTS

2024  
**IPAF**  
summit

**iapa**  
International  
Awards for  
Powered  
Access  
2024

MARCH 13 & 14 2024  
COPENHAGEN, DENMARK

[www.iapa-summit.info](http://www.iapa-summit.info)



Access International



@accessinternationalmag

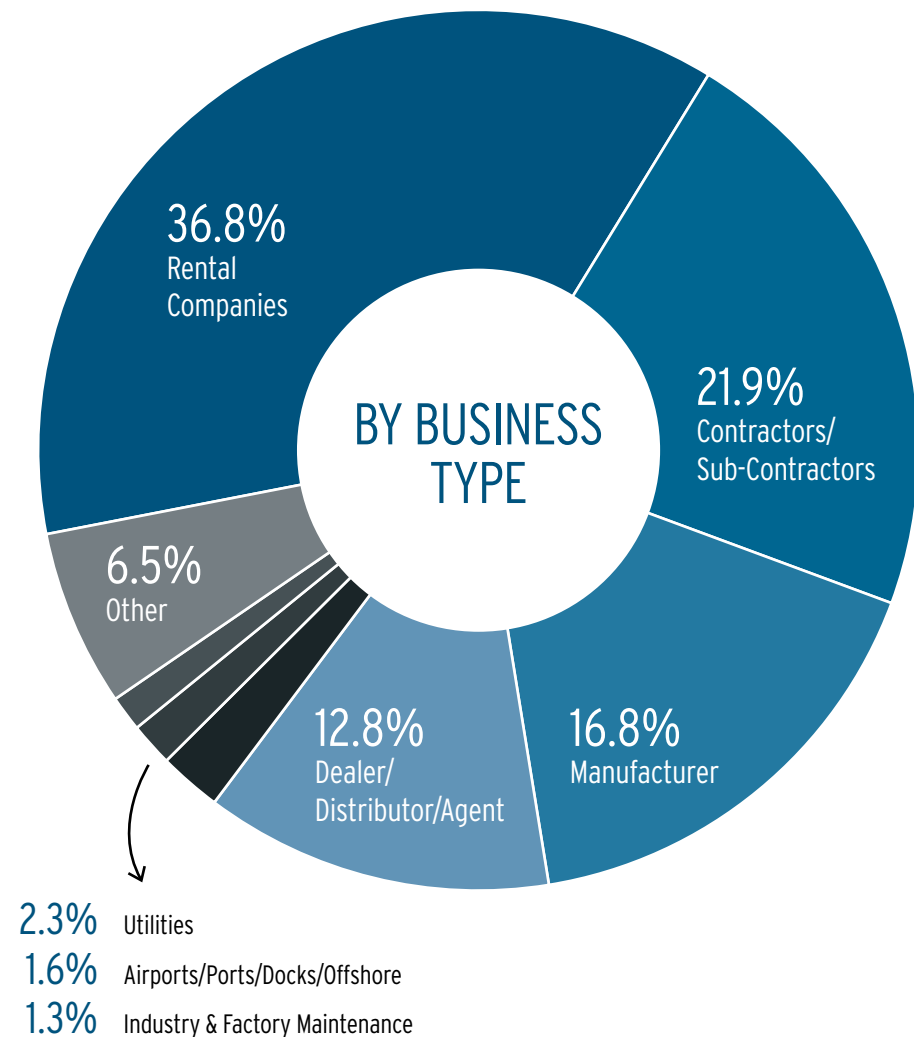


@KHL\_AI



Access International Company Page

## ACCESS INTERNATIONAL REACHES THE KEY BUYERS AND DECISION MAKERS ACROSS THE WORLD



## WHAT OUR READERS BUY

Signet Research Inc. conducted an independent survey of Access International's readership. One question asked was 'are you involved in the purchase of these construction products/services'

|     |   |     |                              |
|-----|---|-----|------------------------------|
| 61% | Boom Lifts  | 35% | Service and/or Repair        |
| 52% | Scissor Lifts   | 29% | Parts/Accessories/Components |
| 48% | Telehandlers  | 29% | Equipment Finance/Leasing    |
| 45% | Forklifts   | 23% | Scaffolding                  |
| 42% | Safety and Training   | 23% | Risk Management/Insurance    |
| 35% | Fleet Management/Telematics/Rental Software                         |     |                              |
| 90% | <b>Involved In One or More: <i>Multiple responses permitted</i></b> |     |                              |

## JANUARY-FEBRUARY

SHORTLIST

PREVIEW



- Scissors - Key developments
  - Scaffolding
- REGIONAL/COUNTRY FOCUS: **Australasia**  
TALKING POINT: **Five biggest powered access safety hazards**

**BONUS DISTRIBUTION:**  
✓ IAPAs & IPAF Summit

## MARCH-APRIL

REVIEW

SHOW GUIDE



**SIGNET ADSTUDY®**

- Rental software - IoT - joining up rental and machines
  - Boom lifts - Increasing capacities
- REGIONAL/COUNTRY FOCUS: **Middle East**  
TECHNOLOGY SERIES: **Hydrogen in focus**

**BONUS DISTRIBUTION:**  
✓ Intermat

## MAY-JUNE

TOPLIST

REVIEW



- Construction hoists
  - Vertical mast lifts
- REGIONAL/COUNTRY FOCUS: **Nordics**  
TECHNOLOGY SERIES: **Global access rental maturity**



## FREE MARKET RESEARCH

**How do you measure recall and readership of your advertisements?**

Advertise in the March-April issue of Access International with a half page or greater, and we will provide you with an independent, detailed advertising report that not only measures recall and readership, but also the awareness, familiarity and perception of your brand.



## EDITORIAL DEADLINES

Editorial should be submitted no later than the 5th of the preceding month. For further details, or to submit material suitable for publication, please contact **Euan Youdale**:  
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## JULY-AUGUST

TOPLIST



- Applications for low level access
  - General use truck mounts
- REGIONAL/COUNTRY FOCUS: **Italy**  
TALKING POINT: **The rise of speciality access**

## SEPTEMBER-OCTOBER

PREVIEW



- Electric Boom Lifts
  - Latest Scissor trends
- REGIONAL/COUNTRY FOCUS: **Northern Africa**  
TALKING POINT: **The production landscape**

**BONUS DISTRIBUTION:**  
✓ Bauma China

## NOVEMBER-DECEMBER

SURVEY



- Ends of the spectrum - truck mounts biggest and smallest
  - Utility & Towed (Van/Pick Up/Truck mounts)
- REGIONAL/COUNTRY FOCUS: **Asia**  
TALKING POINT: **The cost of labour - how labour shortages will shape the industry**

# ADVERTISING OPPORTUNITIES

## THREE INDIVIDUAL DIGITAL REPORTS - FOCUSING ON GREEN ENERGY, **ACCESS50** AND THE CHANGING LANDSCAPE OF ACCESS

### GREEN ENERGY - LATEST TRENDS SUPPLEMENT

#### Q1 2024

The access industry is well suited to environmentally friendly equipment and the sector has been embracing it with a wide range of new products and related components in recent times. Nevertheless, there are challenges, ranging from charging infrastructure to the future of lithium batteries and alternative power sources such as hydrogen fuel cells. In this supplement, AI delves into this diverse and fast changing segment of the industry and finds out where it is heading.



- ✓ Published separately from the magazine (online only), concentrating on one of the most pressing issues in the modern access industry
- ✓ Unique analysis of industry trends

#### SPONSORSHIP OPPORTUNITY

- Logo on front cover plus full page advert on inside front cover
- Sent out via a branded eCast
- Distributed to Access International's full readership plus a combined digital circulation of **92,843** (Access, Lift & Handlers/Construction Europe/International Construction/International Rental News and KHL's Power Division)

### **ACCESS50** EXTENDED

#### Q3 2024

The **ACCESS50** Extended offers further valuable insights into the **ACCESS50** and its results.



- ✓ Align your brand with the most important access analysis of the year
- ✓ An even more in-depth analysis, sent out shortly after the July-August digital issue

#### SPONSORSHIP OPPORTUNITY

- Available for exclusive sole sponsorship, or for up to 4 clients to share sponsorship of this exclusive report
- Your branding included as sponsor within the download e-mail. Your logo on front cover and full page advert on the inside front cover for sole sponsor, or logo on front cover and equal sized advert within report for 4 sponsors

### CHANGING LANDSCAPE OF ACCESS DOCUMENTARY VIDEO

#### Q4 2024

AI establishes the facts about the fast-paced change across the international access sector, covering the ever-increasing competition and associated changes in the manufacturing footprint and equipment leaving those production lines. What will the access industry look like in 10 years' time? This first documentary from the AI team aims to find the answer.



- ✓ Published separately from the magazine (online only), this documentary takes the video medium to the next stage, with open discussions about the future of the access sector
- ✓ The first ever documentary focused on our industry

#### SPONSORSHIP OPPORTUNITY

- Available for sole sponsorship
- Logo displayed on screen throughout documentary plus mentions during documentary
- Distributed to Access International's full readership plus a combined digital circulation of **92,843** (Access, Lift & Handlers/Construction Europe/International Construction/International Rental News and KHL's Power Division)

# Rental BRIEFING

GLOBAL RENTAL INSIGHT - EVERY DAY

## BRIEFING

13,911

OPT-IN READERS PER DAY

### UNIQUE

Rental Briefing is the only industry newsletter providing a truly global perspective on the rental industry, sharing best practices from around the world and giving an international context to key issues. Delivered every working day.

### VALUE

The advanced software that underpins the Rental Briefing enables us to deliver content based on an individual's previous content consumption. This results in high engagement, a loyal readership and focussed targeting for your campaigns.

### EXCLUSIVE

Limited to one company per day for 100% share of voice.



### YOUR COMPANY CONTENT

As our daily partner in the Rental Briefing your sponsored content or banner will have priority after our main feature story. The reader will be able to click-through from your content to the website/page of your choice.

€ 2,140 \$ 2,500

## EDITORIAL TOPICS

- Rental business strategies
- Rental executive interviews
- New product reports
- Expert opinion

- Rental technology/digitalisation
- New power technology
- Market statistics & analysis
- Fleet maintenance strategies

- Specialty rental trends
- Mergers & acquisition analysis

DAILY ANALYSIS | INSIGHT | OPINION | ENGAGEMENT

## Rental BRIEFING

GLOBAL RENTAL INSIGHT - EVERY DAY

19 July 2023 Edition



### Renovations drive construction growth in Europe...but is the pace fast enough?

Neil Gerrard

Renovation of existing buildings is key in the battle against global warming and new research has predicted that the repair and maintenance sector is set to grow as a result.

But is that growth going to be rapid enough to help the European Union (EU) attain its climate goals?

A new report has warned that progress in the built environment is 'far too slow'.

So how can the construction industry speed up its response to the climate challenge?

And will incoming regulations help?

Read the full article: [Renovations driving construction growth in Europe.](#)

Got a comment on today's Construction Briefing? Contact editor Neil Gerrard

#### From Our Partners



### Cummins Fuel-Agnostic Engine Delivers Low-To-Zero Carbon Fuel Capability

Throughout its 100-year history, Cummins has driven advancements in power solution technology. The results of multiple developments can be seen in the wide-ranging portfolio of Cummins products, from advanced diesel engines to hydrogen fuel cells, available for a massive variety of applications.

Cummins' latest fuel-agnostic 15-liter engine platform with hydrogen, natural gas and advanced diesel engines offers low-to-zero carbon fuel capability. It's designed to do one thing - accelerate the decarbonisation of heavy-duty applications.

#### MORE CONSTRUCTION INSIGHT

Fluor JV wins \$5.87bn uranium enrichment plant decommissioning deal

Liebherr and Leica Geosystems expand semi-automatic controls

Danfoss white paper urges swift action on equipment emissions



## NEWSLETTER

11,399  
WEEKLY DISTRIBUTION

33.7%  
OPEN RATE

14.6%  
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE  
BY POSITION

TOP BANNER: 0.58%

SPONSORED CONTENT: 2.02%

BANNER: 1.89%

BUTTON: 0.46%

Materials are due one week prior to  
mail date. Send all materials and  
links to: [production@khl.com](mailto:production@khl.com)

## TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 GERMANY
- 4 INDIA
- 5 ITALY

- 6 NETHERLANDS
- 7 CHINA
- 8 AUSTRALIA
- 9 BRAZIL
- 10 SPAIN

### TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

€ 2,190 \$ 2,620

### SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

€ 1,860 \$ 2,360



### SPONSORED CONTENT 1

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces  
Standfirst: Max 140 characters including spaces  
Newsletter Image: 570px width by 190px height image  
Article: Max 3000 characters including spaces, five images or a link to an article hosted on your website

€ 1,190 \$ 1,430

### SPONSORED CONTENT 2

Limited to 1 advertiser per week

Headline: Max 45 characters including spaces  
Standfirst: Max 140 characters including spaces  
Newsletter Image: 570px width by 190px height image  
Article: Max 3000 characters including spaces, five images or a link to an article hosted on your website

€ 950 \$ 1,120

### BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

€ 1,070 \$ 1,280



## NEWSLETTER

60,536  
DISTRIBUTION

363,215  
COMBINED VIEWS

6  
NEWSLETTERS

3 X CAMPAIGNS PRE-SHOW

2 X CAMPAIGNS DURING THE  
SHOW

1 X REVIEW POST SHOW



## SPONSORED CONTENT

Limited to 1 advertiser

**Headline:** Max 45 characters including spaces

**Standfirst:** Max 140 characters including spaces

**Newsletter Image:** 570px width by 190px height image

**Article:** Max 3000 characters including spaces, five images or a link to an article hosted on your website

€ 14,000 \$ 15,500



## TOP BANNER

Limited to 1 advertiser

Banner: 570px width by 200px height

€ 11,000 \$ 12,000

## SPONSOR BANNERS

Limited to 4 advertisers

Banner: 570px width by 100px height

€ 9,250 \$ 10,200

## BUTTON BANNERS

Limited to 3 advertisers

Banner: 150px width by 150px height

€ 3,600 \$ 4,000

# ACCESS WEBSITE

## WEBSITE

27,292  
PAGE VIEWS/MONTH

15,702  
UNIQUE VISITORS

2:00  
SESSION TIME



SOURCE: GOOGLE ANALYTICS

### PLEASE NOTE:

All advertising positions can be shared with two other companies

\* From 2024 the websites of Access International and Access Lift & Handlers will merge into one site: [accessbriefing.com](https://accessbriefing.com). This combined website will offer advertisers increased visibility with our online audience of equipment buyers.

## TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 INDIA
- 4 ITALY
- 5 CHINA

NEW FOR  
2024  
GEOTARGETING  
AVAILABLE

## WALLPAPER

**Desktop wallpaper:** 1260px width by 1500px height with 1024px centre gap not visible  
**Visible area:** On most monitors 118px by 700px either side of centre gap

€ €5,000 \$ 6,000

## IN-CONTENT LEADERBOARD

**Desktop:** 598px width by 100px height  
**Mobile:** 468px width by 60px height  
**Tablet:** 300px width by 75px height

€ 1,860 \$ 2,250

## TOP BILLBOARD

**Desktop:** 728px width by 90px height  
**Mobile:** 468px width by 60px height  
**Tablet:** 300px width by 75px height

€ 2,810 \$ 3,370

## MPUs

**Banner:** 300px width by 250px height

### MPU1

€ 2,130 \$ 2,810

### MPU2

€ 1,840 \$ 2,250

### MPU3

€ 1,320 \$ 1,600

### MPU4

€ €780 \$ 1,000

## SPONSORED CONTENT

**Headline:** Max 90 characters including spaces

**Standfirst:** Max 190 characters including spaces

**Website Image:** 3:2 ratio image









**Article:** Max 3000 characters including spaces, five JPEG or PNG images or a link to an article hosted on your website

€ 3,700 \$ 4,490



€ EURO

\$ US\$

|  |   | NUMBER OF INSERTIONS |        | NUMBER OF INSERTIONS |         |
|--|---|----------------------|--------|----------------------|---------|
|  |   | 3                    | 6      | 3                    | 6       |
| <b>DOUBLE PAGE SPREAD</b><br>400mm W x 273mm H (15.75in W x 10.75in H)   |    | €8,250               | €6,950 | \$9,750              | \$8,250 |
| <b>FULL PAGE</b><br>200mm W x 273mm H (7.875in W x 10.75in H)            |    | €4,300               | €3,890 | \$5,150              | \$4,670 |
| <b>HALF PAGE ISLAND</b><br>118mm W x 168mm H (4.625in W x 6.625in H)     |    | €3,470               | €3,100 | \$4,200              | \$3,730 |
| <b>HALF PAGE VERTICAL</b><br>86mm W x 251mm H (3.375in W x 9.875in H)    |    | €2,840               | €2,520 | \$3,400              | \$3,050 |
| <b>HALF PAGE HORIZONTAL</b><br>180mm W x 118mm H (7.062in W x 4.625in H) |    | €2,840               | €2,520 | \$3,400              | \$3,050 |
| <b>THIRD PAGE VERTICAL</b><br>57mm W x 251mm H (2.250in W x 9.875in H)   |   | €2,260               | €2,000 | \$2,730              | \$2,420 |
| <b>THIRD PAGE HORIZONTAL</b><br>180mm W x 80mm H (7.062in W x 3.125in H) |  | €2,260               | €2,000 | \$2,730              | \$2,420 |
| <b>QUARTER PAGE</b><br>86mm W x 118mm H (3.375in W x 4.625in H)          |  | €1,580               | €1,390 | \$1,890              | \$1,680 |
| OUTSIDE FRONT COVER (DIGITAL ONLY)                                       |   | €3,570               | €3,280 | \$4,280              | \$3,940 |

**30% surcharge for cover positions** (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)

**BLEED SIZE**

- Please add 3mm (0.125in) bleed to all edges of full page and DPS ad sizes.

**COLOUR**

- CMYK only - do not use RGB or spot colour.

**BONUS DIGITAL ISSUE**

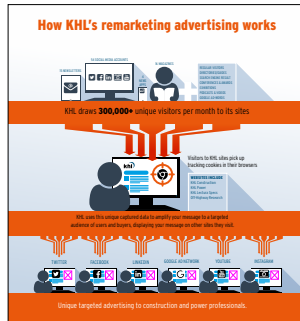
- All advertisements are included in the digital version of the magazine and are linked to the company website or direct to a specific URL. Please supply high resolution pdf files.

**RICH MEDIA**

- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the International Construction App. Please talk to your local sales contact.



## REMARKETING & PROGRAMMATIC



Amplify your message and engage with a targeted audience that is interested in your products and services.

**BASE COST** € 7,000 \$ 7,500

Includes project setup, brand safety, 250,000 impressions and optimization.

**ADDITIONAL IMPRESSIONS** € 2,700 \$ 3,000

Per 250,000 impressions.

## RESEARCH PROJECTS & WHITE PAPER



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.

Price on application

## EMAIL AND NEWSLETTER MARKETING



Access International has a database of approx. **16,281** active decision makers. Rent this list to drive leads, promote your event, increase sales. *Please allow a 15% reduction to accommodate data permissions.*

Prices start at € 750 \$ 900 per 1,000

## WEBINARS AND EVENTS



Use KHL's events and content studio to deliver high quality events that generate brand awareness, showcase thought leadership and consistently drive sales leads.

Prices start at € 6,000 \$ 6,500



**Partner with a team of expert journalists, designers, and marketers to create compelling content tailored to your audience's interests.**

For more than 30 years, industry decision-makers have come to KHL's market-leading brands to access information necessary for running their businesses. You can leverage this vast knowledge to create content that resonates with your audience. We understand industry buyers' mindsets and can ignite their passion through compelling storytelling via multiple channels.

The network of communication channels includes websites, newsletters, daily briefings, social media, magazines, and events.

With a half a million audience at our fingertips, we know exactly what makes buyers and users tick. We amplify your message and position you at the center of the industry. Through the latest AI technology we connect you with the audiences that matter the most to you at a time that is relevant to them.

CONTENT FUELLED BY EXPERTISE

CONTENT MENU

**ADVERTORIALS**

**BLOGS**

**BROCHURES**

**COMMERCIAL FEATURES**

**EVENT HOSTING**

**INTERVIEWS (Q&AS)**

**PRESS RELEASES**

**PODCASTS**

**PRODUCT LAUNCHES**

**SPONSORED CONTENT**

**THOUGHT LEADERSHIP**

**WEBINAR TRANSCRIPTS**

**WHITE PAPERS**

TAILORED CONTENT | TAILORED AUDIENCE

For more information contact **contentstudio@khl.com**  
or your local sales representative

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