

THE ONLY GLOBAL MAGAZINE  
FOR THE ACCESS INDUSTRY -  
NOW IN ITS 38<sup>TH</sup> YEAR

**access**  
**INTERNATIONAL**



Official magazine  
of the International  
Powered Access  
Federation



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

**2022**

**MEDIA INFORMATION**

DEZE MACHINE  
OP LAF Shell  
GT7 Fuel

# access INTERNATIONAL

WAYS WE REACH KEY BUYERS IN THE  
GLOBAL ACCESS INDUSTRY

**Access International provides the access industry with the information it needs to navigate a changing global landscape of new requirements and evolving markets.**

Covering all the latest trends and talking points through the printed and digital magazine, website, conferences, podcasts, supplements and newsletters, AI is always in the right place at the right time.

**Euan Youdale**, Editor

## MAGAZINE

[\(Click here for more information\)](#)



13,312

**CIRCULATION**

8

**ISSUES PER YEAR**

**TOPLISTS**



## WEBSITE

[\(Click here for more information\)](#)



18,326

**MONTHLY  
PAGE VIEWS**

AVERAGE (SEP-JAN 2021)  
PUBLISHER'S OWN DATA

## SOURCING GUIDE

[\(Click here for more information\)](#)



5,770

**MONTHLY  
PAGE VIEWS**

AVERAGE (JULY 2021)  
PUBLISHER'S OWN DATA

## NEWSLETTER

[\(Click here for more information\)](#)



12,052

**WEEKLY  
DISTRIBUTION**

AVERAGE (JULY 2021)  
PUBLISHER'S OWN DATA

## EVENTS

[\(Click here for more information\)](#)



**10 MARCH 2022**

# GLOBAL GROWTH

**The global access market is in recovery, with manufacturers and rental companies reporting steep increases in revenue during the first half of 2021.**

Results from the **access50** listing of the world's largest access rental companies, published in July-August 2021, demonstrate an increase in fleet sizes, compared to the 2020 listing across the top 5, 10 and 50 companies.

- Incredible year-on-year fleet rises from the China-based access equipment rental companies; with up to 200% increases, reflect the success of the manufacturers based in the country. There are around 200,000 MEWPs in the Chinese market, with the 40% year-on-year domestic fleet growth, destined to continue.
- Due to the Covid-19 pandemic, North America and Europe saw a slide in their market conditions last year. However, the turnaround has now begun, with many companies in those continents reporting a sudden return to growth, hindered only by temporary supply chain issues caused by the pandemic.
- A return to pre-pandemic levels of activity in North America and Europe, combined with the continued rise in China and the potential of emerging markets, like India and Southeast Asia, creates the conditions for a buoyant and dynamic over the next five years.

## AI INTERVIEWS: JUST SOME OF THE EXCLUSIVE ACCESS INDUSTRY INTERVIEWS FROM THE PAST YEAR

### MAGAZINE/WEBSITE INTERVIEWS

- Georg Layher**, managing partner, Layher
- Meghraj Singh**, CEO, RentEase
- Michel Denis**, CEO, Manitou Group
- Rolf Kulawik**, managing director, Ruthmann
- Saqib Qayyum**, managing director, Fleet Rentals
- Andries Schouten**, managing director, Mateco
- Martin Borutta**, CEO, Teupen

### PODCASTS

- Pedro Torres**, CEO, Riwal
- Tim Kendall**, managing director, Media Access Solutions
- Doug Rawlings**, area manager, United Forklift & Access Solutions

### WEBINARS

- Alexandra Saubot**, CEO, Haulotte
- David McNicholas**, CEO, AFI Group of Companies.
- George Landsberg**, CEO, Hi-Reach Manlift

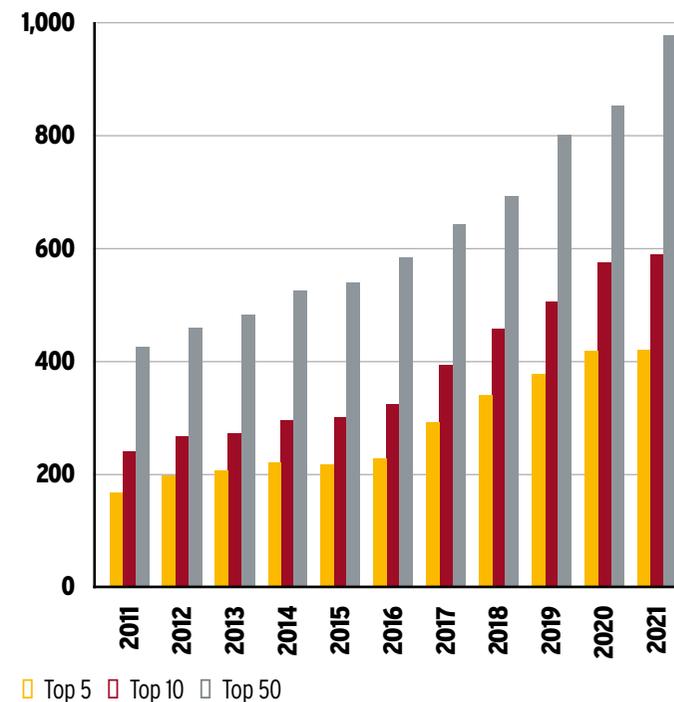


# ACCESS50



- Combined 2021 top 50 fleets up 12.6% year-on-year to 957,825 units.
- United Rentals and Sunbelt Rentals continue to lead the table with more than 120,000 units each.
- Three Chinese rental companies appear in the top 10, up from one last year.
- New companies from Europe, China, Southeast Asia enter top 50 for first time.
- Recovery is forecasted for 2022, across the international rental sector

**access50 RENTAL FLEETS: YEAR-ON-YEAR GROWTH (THOUSANDS)**

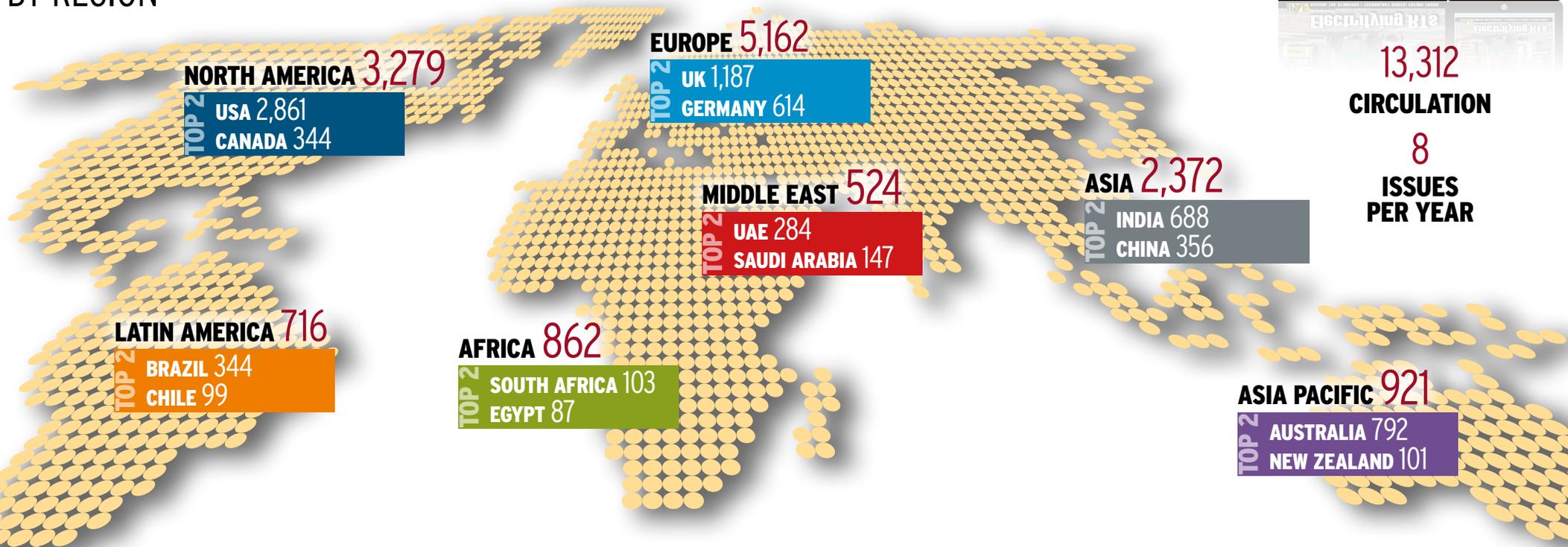


NOW IN ITS 38<sup>TH</sup> YEAR, AI REACHES THE KEY BUYERS AND DECISION MAKERS ACROSS THE WORLD

BY REGION



13,312  
**CIRCULATION**  
8  
**ISSUES PER YEAR**



**📄 If your company operates in North America, request a media pack from our sister publication, Access, Lift & Handlers, to see further advertising opportunities**

**Official magazine of IPAF**

The International Powered Access Federation (IPAF) is the leading promotor of the safe use of powered access equipment worldwide.

Access International reaches all **1,442** members of the International Powered Access Federation



BY BUSINESS TYPE

- 39% Rental Companies
- 17% Contractors/ Sub-Contractors
- 15% Dealer/Distributor/Agent
- 13% Manufacturer
- 11% Association (IPAF)
- 3% End Users (inc. Industrial; Utilities; Airports; Docks)
- 2% Other

## JAN-FEB

### SHORTLIST



#### NEW Supply chains

Tracked platforms  
Pick-up mounts  
Underbridge units

**FOCUS** Brazil

**TECHNOLOGY SERIES:**  
Telematics

**BONUS DISTRIBUTION:** ✓ IAPAs

## MARCH



#### NEW Charging work sites

Telescopic booms  
Fall protection/harnesses

**FOCUS** Japan

**TECHNOLOGY SERIES:**  
Training

**BONUS DISTRIBUTION:** ✓ IAPAs

## APRIL-MAY

### WINNERS



### PREVIEW



#### NEW Global rental development

Compact scissors  
Scaffolding

**FOCUS** North America

**TECHNOLOGY SERIES:**  
Hybrid/electric

**BONUS DISTRIBUTION:** ✓ ERA Convention

## JUNE

### TOPLIST



#### NEW Skills shortage

Truck mounts  
Transport for access

**FOCUS** Sub-Saharan Africa

**TECHNOLOGY SERIES:**  
BIM and digital design

**FREE MARKET RESEARCH**

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 back cover for sole sponsor, or logo on front cover and equal sized advert within report for 4 sponsors.

[Click here for further details and pricing](#)

[Click here to view our last Access50 extended](#)

## JULY-AUGUST

### TOPLIST

### PREVIEW



#### NEW Carbon footprint

Telehandlers  
Vertical mast lifts

**FOCUS** Europe

**TECHNOLOGY SERIES:**  
Hydrogen

**BONUS DISTRIBUTION:**  
✓ Bauma

## SEPTEMBER

### SHOW GUIDE

### PREVIEW



#### NEW Safety in the basket

RT scissors  
Construction hoists

**FOCUS** Middle East

**TECHNOLOGY SERIES:**  
Production and distribution

**BONUS DISTRIBUTION:**  
✓ Bauma ✓ Bauma China  
✓ Europlatform

## OCTOBER

ASIA  
FOCUS

### STOP PRESS

### PREVIEW



#### NEW Chinese production

Low level access  
Van mounts

**FOCUS** China

**TECHNOLOGY SERIES:**  
Material development

**BONUS DISTRIBUTION:**  
✓ Bauma ✓ Bauma China  
✓ International Rental Conference

## NOV-DEC

### REVIEW

### SURVEY



#### NEW Training

Articulating booms  
Trailer mounts

**FOCUS** Russia

**TECHNOLOGY SERIES:**  
Future focus

### VIEW AI'S ARCHIVE ISSUES

#### SUBMITTING EDITORIAL

Editorial should be submitted to the editor no later than the 5th of the preceding month. For further details, or to submit material suitable for publication, please contact **Euan Youdale**: euan.youdale@khl.com | +44 (0)1892 786214

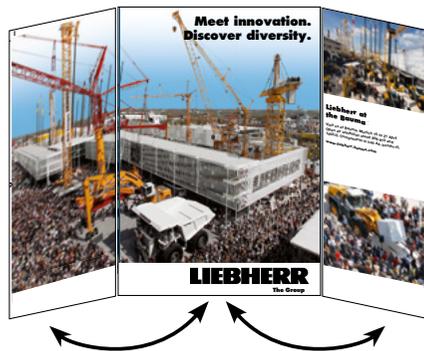
#### FREE MARKET RESEARCH

Advertise in the **June issue** with a half page or larger to receive your an independent, detailed advertising report that not only measures recall and readership but also the awareness, familiarity and perception of your brand.

**This independent brand feedback from our loyal readership can help you shape the strategic direction of your brand.**

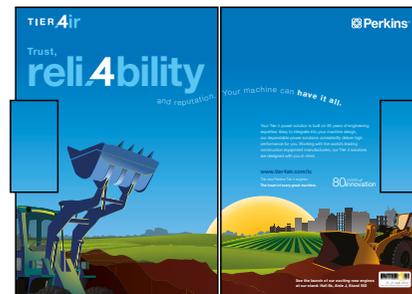
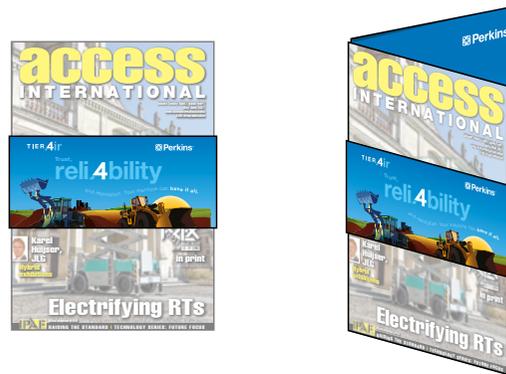
UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING.

BARN DOOR



A split cover revealing your advert comprising of a full page and two half page verticals.

BELLY BAND/WRAPAROUND



Your belly band wrapped around the magazine with the option of linking to your double page spread of advertising inside the magazine.

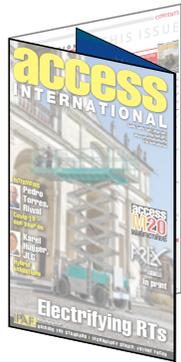
SUPPLEMENT



A supplement bound in the magazine consisting of four, eight, 12 or 16 pages.

MAGAZINES GIVE YOU THE SPACE TO TURN YOUR ADVERTISEMENT INTO A VISUAL STORY, NOT JUST A ONE-LINE PRODUCT PITCH.

GATEFOLD: COVER OR INSIDE POSITION



Three pages of advertising opening out as a gatefold from either the front cover or back cover. Or, opening out as a four- or six-page gatefold inside the magazine.



POSTCARD



Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.

BOOKMARK OR TABBED AD



You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.



10 March 2022 | London, UK  
www.iapa-summit.info

**Hosted on the evening of the IPAF summit, these awards are jointly organised by AI & IPAF, judged by an independent panel of access industry leaders.**

An opportunity to network and meet with other industry professionals from around the world.

Align your brand through sponsorship with our prestigious global awards, which are seen by many as an industry benchmark and promote safety and innovation. Promote your brand and products to the biggest buyers of access equipment in the world. Sponsors will also have their logos included in all pre-event marketing, including magazines, newsletters, websites, e-Casts and promotional displays.

[For further details on sponsorship options click here](#)



6-8 June 2023 | Maastricht, Netherlands  
www.apexshow.com

**Running alongside the IRE exhibition, ERA convention and rental awards. APEX alone attracts over 4,500 visitors.**

Exhibitors at APEX and IRE have the Rental companies who need to refresh their fleets and are receptive to looking at new products, latest developments and will attend shows to find that information. We look forward to 2023 IRE & APEX exhibitions, a great opportunity to demonstrate products and services to rental companies.

[For further details on exhibiting or attending APEX click here](#)



www.apexasia.com

**China remains one of the fastest growing access equipment markets in the world.**

APEX Asia is held alongside the International Rental Conference (IRC), the IRC attracts more than 500 delegates which include many of the biggest Asian rental companies as well as many others from around the globe. Many of the latest access products and equipment will be showcased at the event, excellent networking opportunities to meet with existing and potential new customers.

[Contact us for further details on exhibiting or attending APEX Asia or the International Rental Conference here](#)

HOSTED ONLINE, THE ACCESS SOURCING GUIDE IS THE ULTIMATE PRODUCT GUIDE FOR THE WORLD'S ACCESS INDUSTRY

accessourcingguide.media



ADVERTISING OPPORTUNITIES:

TOP BILLBOARD

Available for one advertiser only, benefit from your banner in the most prominent position on the website. Run of site.

ADVERTISE FROM \$ 1,500 € 1,800 PER MONTH

Desktop: 728 x 90 pixels | Tablet: 468 x 60 pixels | Mobile: 300 x 75 pixels

BECOME A SOURCING GUIDE SPONSOR

Benefit from your logo on every page of the site driving brand recognition

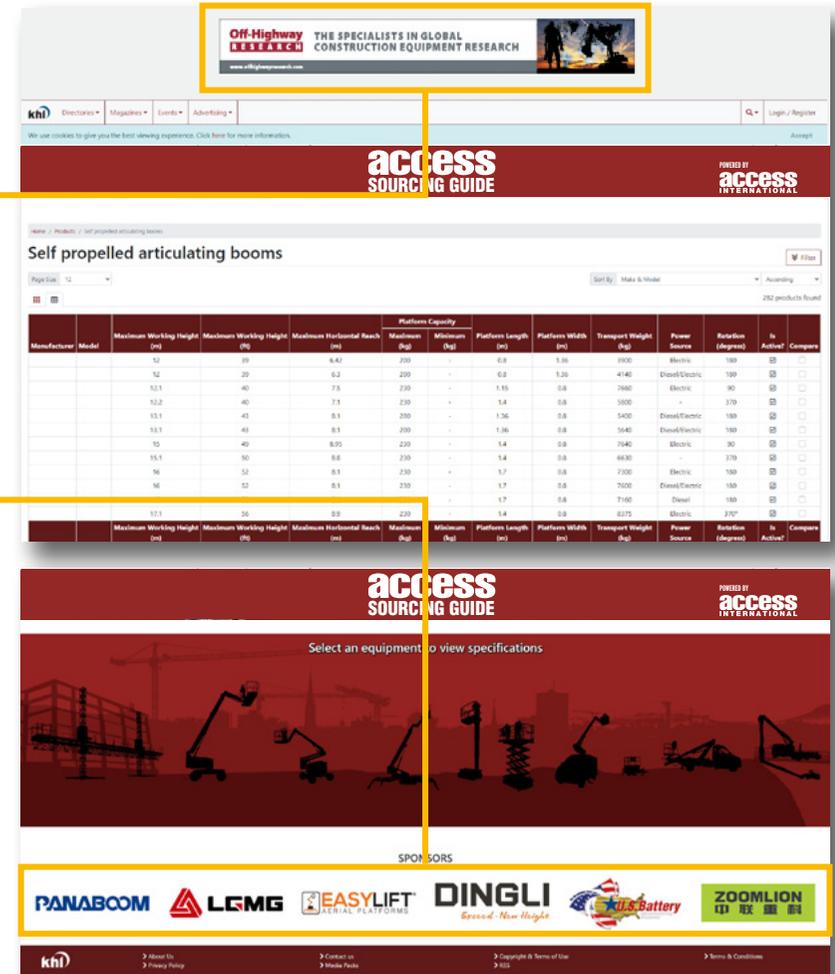
SPONSOR FROM \$ 1,200 € 1,500 PER MONTH

Minimum width: 600 pixels. File type: PNG or JPG or EPS (transparent background). GIF's are not supported. Logos are optimised during the upload process and will not display at full size.

For more information, or to advertise, please contact **Ollie Hodges:**  
ollie.hodges@khl.com | T: +44 (0)1892 786253  
M: +44 (0) 7912 216241

15%  
DISCOUNT  
FOR RECOGNIZED  
AGENCIES  
OR DIRECT  
INVOICING

PLACE YOUR MESSAGE IN FRONT OF KEY BUYERS WHO ARE CURRENTLY SOURCING NEW EQUIPMENT



Direct traffic from AI's website straight to yours

Measure your campaign's success

Promote your message for a month or more

WEBSITE



**18,326**  
PAGE VIEWS/MONTH

**7,197**  
UNIQUE VISITORS/MONTH

**9,135**  
SESSIONS/MONTH

AVERAGE (SEP-JAN 2021)  
PUBLISHER'S OWN DATA

**Google Analytics**

SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

CLICK HERE FOR RATES AND LATEST INFO

**SOLUS WALLPAPER**

**BRAND NEW** for 2022, wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

Desktop: 1260 x 1500 pixels  
1024px centre gap not visible

**SPONSORED CONTENT**

Demonstrate that you are a market leader and expert in your field by expanding on a key subject via a longer article or video. Run of site.  
**Learn more here**

**Headline:** Max 40 characters including spaces  
**Standfirst:** Max 250 characters including spaces  
**Button Text:** Max 20 characters including spaces  
**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.



**TOP BILLBOARD**

High profile position to promote, brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels  
Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels

**MPU 1 & MPU2**

High profile position to promote, brand, exhibition or product lines. Run of site.

MPU3 and MPU4 slots also available.

Desktop, Tablet & Mobile: 300 x 250 pixels

**IN-CONTENT LEADERBOARD**

Prominent position within the main news stories. Promote your brand, new product or special offer. Run of site.

Desktop: 598 x 100 pixels  
Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels

Reach your audience direct to their inbox 4+ times a month\*

Direct buyers straight to your chosen landing page

Align your brand with the latest news for our industry

NEWSLETTER



12,052

OPT-IN WEEKLY DISTRIBUTION

AVERAGE (JULY 2021)  
PUBLISHER'S OWN DATA

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

LIMITED TO 6 ADVERTISERS PER ISSUE

SPONSORED CONTENT 1

SOLD WEEKLY

Highly prominent position to dominate newsletter with space to expand your message.

Limited to 1 advertiser per week.

- Headline:** Max 60 characters including spaces
- Standfirst:** Max 400 characters including spaces
- Button Text:** Max 20 characters including spaces
- Image:** 570px width by 190px height high res image
- Article:** Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

SPONSORED CONTENT 2

SOLD WEEKLY

Build brand awareness, promote a new product/service or drive downloads of a white paper.

Limited to 1 advertiser per week.

- Text:** Max 308 characters including spaces
- Button Text:** Max 20 characters including spaces
- Image:** 3:2 ratio image high resolution image
- Article:** Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

CLICK HERE FOR RATES AND LATEST INFO

**TOP BANNER**  
SOLD MONTHLY  
Guaranteed top position for entire month.  
Limited to 1 advertiser per month.  
Desktop, Tablet & Mobile: 570 x 200 pixels

**SPONSOR BANNERS**  
SOLD MONTHLY  
Branding opportunity, drive leads to your website. All sponsor banners rotated during the month.  
Limited to 5 sponsors per month.  
Desktop, Tablet & Mobile: 570 x 100 pixels

**BUTTON BANNERS**  
SOLD MONTHLY  
Cost effective digital branding.  
Desktop, Tablet & Mobile: 150 x 150 pixels

\*With the exception of the sponsored content positions which are sold on a weekly basis

## NEW FOR 2022: TWO INDIVIDUAL DIGITAL REPORTS – FOCUSING ON ASIA, AND LOW EMISSION ACCESS EQUIPMENT

### GREEN ENERGY SUPPLEMENT

**APRIL ISSUE**

Find out where the technology that will drive environmentally-friendly access equipment is heading, and how new products are paving the way.

- ✔ Published separately from the magazine (online only), concentrating on one of the most pertinent topics in the access industry.
- ✔ Unique analysis of industry trends

#### SPONSORSHIP OPPORTUNITY

- Logo on front cover plus full page advert on back cover
- Sent out via a branded eCast
- Distributed to AI's full readership plus a combined digital circulation of **30,592** (Access, Lift & Handlers/ Construction Europe/International Rental News and KHL's Power Division)



CLICK  
HERE FOR  
FURTHER  
DETAILS

### ASIA SUPPLEMENT

**OCTOBER ISSUE**

Asia remains the most dynamic continent for access equipment, with China on the cusp of rivalling the US in terms of total fleet size, Southeast Asia expanding at pace and emerging countries like India and Pakistan making themselves known.

- ✔ Sent out digitally shortly after the October Asia focus issue
- ✔ Using KHL's vast editorial resources to further analyse this region

#### SPONSORSHIP OPPORTUNITY

- Logo on front cover plus full page advert on back cover
- Sent out via a branded eCast
- Distributed to AI's full readership plus a combined digital circulation of **18,083** (International Construction and International Rental News)



CLICK  
HERE FOR  
FURTHER  
DETAILS

**SOLD  
FOR 2022**

## OUTSIDE FRONT COVER



**NEW for 2022** - A great opportunity for you to dominate the digital issues of AI by being the first page of the digital issue, opposite the front cover. Showcase your business and products in our digital issue and benefit from AI's digital circulation of **9,489**.

## DIGITAL ISSUE SPONSORSHIP



**NEW for 2022** - Solus position available on the download email sent to all Access International's digital readers for every issue (8 in 2022).

Total AI digital readership is **9,489**.

## ECASTS



A highly effective way to get your message to your chosen target audience. Target up to **19,963** unique email addresses from our Access contacts to grow your business, showcase your products to key decision makers, and alert potential buyers to your events.

## PRODUCT LAUNCH PACKAGES



Let us help you promote and showcase your new products and services. Through remarketing, eCasts, digital banners, social media campaigns and even a fully hosted webinar to drive potential customers directly to you.

## CLIENT LEAD WEBINARS



A great way to engage with a global audience to promote brand awareness, new products, technical topics and so much more. We can offer a full package including hosting, moderating, promotion, recording and all other elements.

## WHITE PAPERS



Promote your solutions to our audience covering topics such as technical issues, sustainability, health & safety, and other best practices advising on how best to efficiently run their business.



**Your digital marketing route to North American construction contractors and rental companies.**

<https://news.conexpoconagg.com/>



**Browse safety training courses offered by the best U.S. training providers, held in top venues throughout North America.**

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



**Management consultancy specialising in the research and analysis of international construction, and agricultural equipment markets.**

[www.offhighway.co.uk](http://www.offhighway.co.uk)



**Your digital marketing route to UK construction contractors.**

See an example of the newsletter here



**Lawsons is an international recruitment agency specialising in the construction and power sectors throughout the UK and worldwide.**

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



**THRIVE CREATIVE**

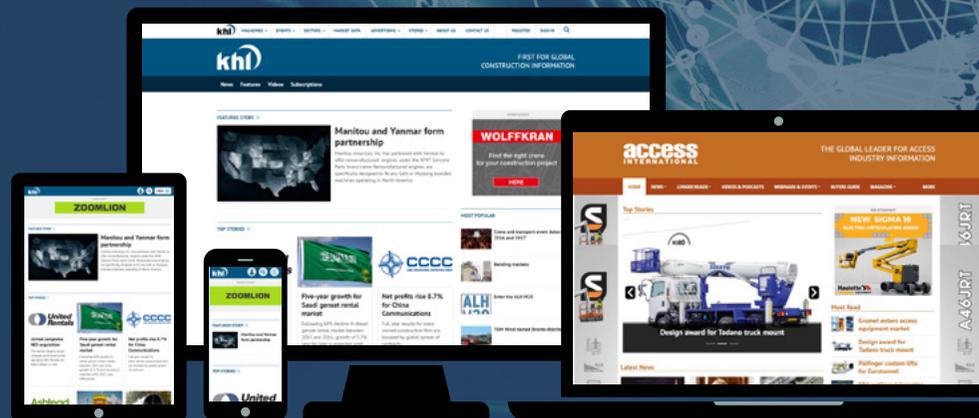
**High-impact creative services for the world's hardest-working industries.**

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

THE INTERNATIONAL GROUP, WITH OFFICES IN NORTH AND SOUTH AMERICA, CHINA, INDIA, UK, GERMANY AND ITALY WITH SUPPORTING OFFICES ACROSS THE GLOBE, OFFERS THE FOLLOWING PRODUCTS AND SERVICES:

- **MAGAZINES**
  - **NEWSLETTERS**
  - **WEBSITES**
  - **E-COMMERCE STORES**
- **DIGITAL MARKETING**
  - **CONTRACT PUBLISHING**
  - **MOBILE APPS**
  - **EVENTS/EXHIBITIONS**
- **SOCIAL MEDIA**
  - **DIGITAL MAGAZINES**
  - **BENCHMARK STUDIES**
  - **SPECIAL REPORTS**

**khl**  
INFORMATION THAT BUILDS  
AND POWERS THE WORLD



MAGAZINE



13,312

CIRCULATION

8

ISSUES PER YEAR

**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.

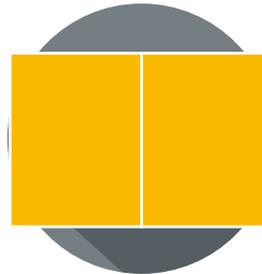
**BONUS DIGITAL ISSUE**

- 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**

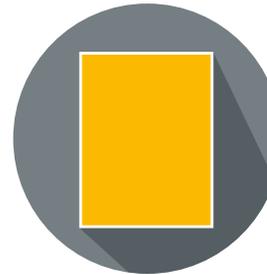
- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the Construction Europe App. Please talk to your local sales contact.

**DOUBLE PAGE SPREAD**



420mm x 297mm  
(16.5in W x 11.75in H)

**FULL PAGE**



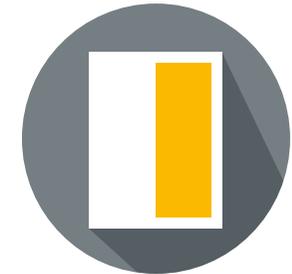
210mm x 297mm  
(8.25in W x 11.75in H)

**HALF PAGE ISLAND**



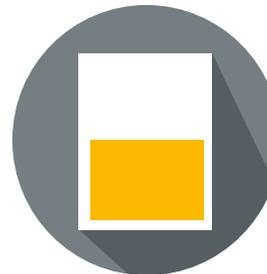
117mm x 184mm  
(4.625in W x 7.25in H)

**HALF PAGE VERTICAL**



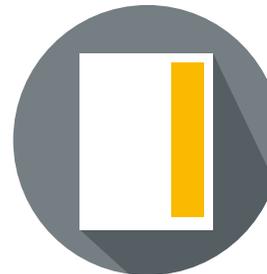
86mm x 268mm  
(3.375in W x 10.5in H)

**HALF PAGE HORIZONTAL**



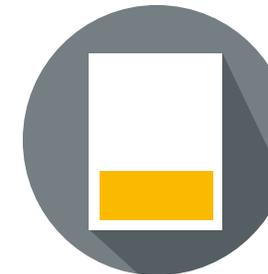
184mm x 124mm  
(7.25in W x 4.875in H)

**THIRD PAGE VERTICAL**



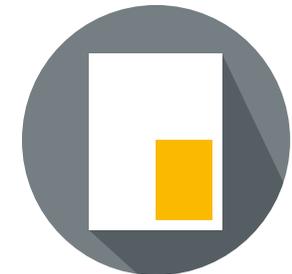
57mm x 268mm  
(2.25in W x 10.5in H)

**THIRD PAGE HORIZONTAL**



184mm x 85mm  
(7.25in W x 3.35in H)

**QUARTER PAGE**



86mm x 124mm  
(3.375in W x 4.875in H)

For more information contact: [production@khl.com](mailto:production@khl.com) | +44 (0)1892 786262

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Tel: +86 (0)10 6553 6676

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# access

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