

THE ONLY GLOBAL MAGAZINE
FOR THE ACCESS INDUSTRY

access
INTERNATIONAL



Official
magazine of the
International
Powered Access
Federation



2023

MEDIA INFORMATION



www.khl.com



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[@KHL_AI](https://twitter.com/@KHL_AI)



[Access International](https://www.linkedin.com/company/Access International)

www.accessinternational.media

access INTERNATIONAL

ACCESS INTERNATIONAL HAS BROUGHT CRITICAL INFORMATION TO THE SECTOR FOR NEARLY 40 YEARS.

MAGAZINE

13,934
CIRCULATION

41.9 MINS
SIGNET AVERAGE READ

SIGNET ADSTUDY® REPORT Nov/Dec 2021

8
ISSUES PER YEAR

WEBSITE

18,324
PAGE VIEWS/MONTH

7,719
UNIQUE VISITORS

02:50
SESSION TIME

NEWSLETTER

11,846
WEEKLY DISTRIBUTION

33.99%
OPEN RATE

10.70%
CLICK THROUGH RATE

SOURCING GUIDE

5,787
PAGE VIEWS/MONTH

SUPPLEMENTS

SUSTAINABILITY
IN ACCESS
Q1 2023

SAFETY/WORKING
AT HEIGHT
Q4 2023

EVENTS



19-21 APRIL, 2023
Berlin, Germany



6 - 8 JUNE, 2023
Maastricht, The Netherlands

SOCIAL MEDIA

- Access International
- @accessinternationalmag
- @KHL_AI
- Access International Company Page



NOW IN ITS 39TH YEAR, AI REACHES THE KEY BUYERS
AND DECISION MAKERS ACROSS THE WORLD

BY COUNTRY/REGION

7,267	Europe
3,356	North America
1,544	Asia
827	South & Central America
499	Middle East & Africa
441	Asia Pacific

BY BUSINESS TYPE

37%	Rental Companies
23%	Contractors/Sub-Contractors
16%	Association (IPAF)
12%	Manufacturer
8%	Dealer/Distributor/Agent
4%	Industry & Factory Maintenance, Utilities, Airports/Ports/Docks/Offshore & Other

READER PROFILE*

Please indicate if you are involved, either as an individual or as part of a group or committee in the initiation, recommendation, specification, approval or purchase of any of the following products or 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% Involved In One or More: *Multiple responses permitted*

*SIGNET ADSTUDY® REPORT Nov/Dec 2021

JAN-FEB

SHORTLIST **SHOW GUIDE**



PREVIEW **INTRO**



- Scissor updates
 - Niche access
- REGIONAL/COUNTRY FOCUS:
SOUTHERN LATIN AMERICA

TECHNOLOGY SERIES: **Rental management**

BONUS DISTRIBUTION:

- ✔ APEX ✔ IRE
- ✔ IAPAs & IPAF Summit
- ✔ CONEXPO-CON/AGG

MARCH

PREVIEWS



- Telescopic booms
 - Van mounts/pick ups
- REGIONAL/COUNTRY FOCUS:
CENTRAL EUROPE

TECHNOLOGY SERIES: **Robotics in access**

BONUS DISTRIBUTION:

- ✔ APEX ✔ IRE
- ✔ IAPAs & IPAF Summit

APRIL-MAY

WINNERS



SHOW GUIDE **REVIEW**



- Vertical mast lifts
 - Safety devices
- REGIONAL/COUNTRY FOCUS:
NORTHERN AFRICA

TECHNOLOGY SERIES:
Battery developments

BONUS DISTRIBUTION:

- ✔ APEX ✔ IRE

JUNE

STOP PRESS



TOPLIST



- Spider lifts
 - Construction hoists
- REGIONAL/COUNTRY FOCUS:
CHINA

TECHNOLOGY SERIES:
Safety devices

BONUS DISTRIBUTION:

- ✔ APEX ✔ IRE

APEX EXHIBITOR OFFER



Advertise in any 2 APEX show issues (Jan-Feb, March, April-May & June) **to receive a free equivalent advert in the official APEX Show Catalogue** (Only available to APEX 2023 exhibitors)

- The only way to advertise within the official APEX/IRE show catalogue
- 6,000 visitors expected across the 4 events (IRE, APEX, ERA Convention & Rental awards).
- Attracting highly qualified and influential executives from the global rental industry

BOOK YOUR APEX ADVERTISING NOW

JULY-AUGUST

REVIEW **TOPLIST**



- 3.5 tonne truck mounts
 - Low level access
- REGIONAL/COUNTRY FOCUS:
NORTH AMERICA

TECHNOLOGY SERIES:
Increasing basket capacities

SEPTEMBER

PREVIEW



- Articulating booms
 - Transport for access
- REGIONAL/COUNTRY FOCUS:
INDIA

TECHNOLOGY SERIES:
Next steps in electrification

BONUS DISTRIBUTION:

- ✔ APEX Asia ✔ IRC ✔ GIS Show

FREE MARKET RESEARCH:
Free independent advertising research for full pages or larger

OCTOBER

SHOW GUIDE **PREVIEW**



- Large truck mounts
 - Non-powered access
- REGIONAL/COUNTRY FOCUS:
THE NORDICS

TECHNOLOGY SERIES:
Optimising production

BONUS DISTRIBUTION:

- ✔ APEX Asia ✔ IRC

NOV-DEC

REVIEW **SURVEY**



- Trailer mounts
 - Transport platforms
- REGIONAL/COUNTRY FOCUS:
SOUTHEAST ASIA

TECHNOLOGY SERIES:
Future forecast - 2033

EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

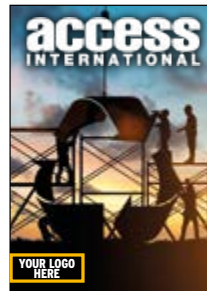
For further details, or to submit material suitable for publication, please contact **Euan Youdale:** euan.youdale@khl.com | +44 (0)1892 786214

NEW FOR 2023: THREE INDIVIDUAL DIGITAL REPORTS – FOCUSING ON SUSTAINABILITY IN ACCESS, **ACCESS50** AND SAFETY/WORKING AT HEIGHT

SUSTAINABILITY IN ACCESS SUPPLEMENT

Q1 2023

Not just a hot topic, sustainability has become the key word in manufacturing and rental, with companies' policies, products and initiatives now clearly focused on this issue. AI explores how this vital trend is changing the shape of the access industry.



- ✔ 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 inside front cover
- Sent out via a branded eCast
- Distributed to AI's full readership plus a combined digital circulation of **67,382** (Access, Lift & Handlers/Construction Europe/International Construction/International Rental News and KHL's Power Division)

ACCESS50 EXTENDED

Q3 2023

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.

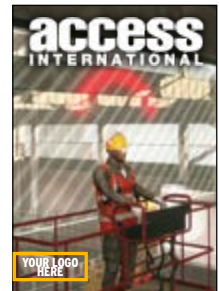
SPONSORSHIP OPPORTUNITY

- 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.

SAFETY AT HEIGHT SUPPLEMENT

Q4 2023

Safety is a byword for the access industry, with its fundamental purpose to make working at height as safe as possible. Products and accessories are constantly being launched and updated for this purpose alone, while organisations like IPAF dedicate their work to ensuring the safe use of MEWPs.



- ✔ Published separately from the magazine (online only), with a unique focus on how our industry can be made safer
- ✔ An in-depth review of the products and services associated with MEWP safety.

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 **41,186** (International Construction/Construction Europe/IPAF members and International Rental News)



www.iapa-summit.info

- Held over 2 days, starting with a networking event on the 19th April, IPAF summit & awards on the following day.
- The IAPAs attract over 450 delegates from 28 countries, from 200 companies.
- Learn about key industry issues and developments, generate ideas and identify opportunities
- The audience consists of senior executives from rental companies, manufacturers / distributors, fleet owners, and financial institutions

Contact Ollie Hodges about sponsorship opportunities.



www.apexshow.com

- After a gap of six years - following the cancellation of the 2020 show because of the pandemic - APEX returns to MECC Maastricht in 2023
- Currently over 150 exhibitors will showcase their latest products & technology for the access market.
- Held alongside the International Rental Exhibition (IRE) and the European Rental Association (ERA) conference and awards.

Contact Ollie Hodges for further details on exhibiting at APEX 2023



www.apexasia.com

APEX Asia is held alongside the International Rental Conference (IRC), 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 Ollie Hodges for further information on sponsorship opportunities to ensure you are promoting your brand and products to these key buyers.



19 - 20 April, 2023



Berlin, Germany



6 - 8 June, 2023



Maastricht, Netherlands



2023



Shanghai, China

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.



POSTCARD

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



BOOKMARK

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



GATEFOLD: COVER POSITION

Three pages of advertising opening out as a gatefold from either the front cover or back cover.



GATEFOLD: INSIDE POSTION

Four pages of advertising opening out as a gatefold.



SUPPLEMENT

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



Other options are available

WEBSITE

18,324
PAGE VIEWS/MONTH

7,719
UNIQUE VISITORS

02:50
SESSION TIME

SOURCE: GOOGLE ANALYTICS

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

TOP 10 LOCATIONS

- | | |
|------------------|-----------|
| 1 UNITED KINGDOM | 6 FRANCE |
| 2 UNITED STATES | 7 ITALY |
| 3 CHINA | 8 DENMARK |
| 4 NETHERLANDS | 9 JAPAN |
| 5 GERMANY | 10 SPAIN |

WALLPAPER

Wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

€ 4,280 \$ 5,140

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.

€ 2,680 \$ 3,210



TOP BILLBOARD

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

€ 2,350 \$ 3,000

MPUs

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

MPU1 € 2,030 \$ 2,680

MPU2 € 1,750 \$ 2,250

MPU3 € 1,420 \$ 1,890

MPU4 € 740 \$ 950

IN-CONTENT LEADERBOARD

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

€ 1,770 \$ 2,250

NEWSLETTER

11,846
WEEKLY DISTRIBUTION

33.99%
OPEN RATE

10.70%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 1.21%

SPONSORED CONTENT: 0.80%

BANNER: 0.36%

BUTTON: 0.12%

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

TOP 10 LOCATIONS

1 UNITED STATES

2 UNITED KINGDOM

3 INDIA

4 GERMANY

5 ITALY

6 NETHERLANDS

7 CHINA

8 BRAZIL

9 AUSTRALIA

10 CANADA

TOP BANNER

SOLD MONTHLY

Guaranteed top position for entire month.

Limited to 1 advertiser per month

€ 2,090 \$ 2,500

SPONSOR BANNERS

SOLD MONTHLY

Branding opportunity, drive leads to your website. All sponsor banners rotated during the month.

€ 1,770 \$ 2,250

The screenshot shows the 'access newsletter' interface. At the top, it says 'access INTERNATIONAL newsletter' and '19 July 2022 Edition'. Below this is a 'Top Story' section with a headline 'Dingli launches range extender series' and a sub-headline 'Hybrid boom series for sites where there is no electric...'. This is followed by a large blue sponsored banner for Perkins with the text 'An engine for all your needs'. Below that is another article about Australia's budget for Metro NSW. Then there is a sponsored banner for KTR featuring a mechanical coupling, with the text 'First development by KTR think tank' and 'Enter The Dragon'. This is followed by an article about Vinci focusing on 3D printing. Next is a sponsored banner for Leica ICON ICR80. Below that is an 'Industry Focus' section with an article about MEWP rental market growth. Another KTR sponsored banner is shown, similar to the one above. At the bottom, there are three smaller banners: one for 'enablers', one for 'Your visions succeed', and one for 'CONFERENCE AND AWARDS' on September 26, 2019 in Louisville, USA.

SPONSORED CONTENT 1

SOLD WEEKLY

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

Limited to 1 advertiser per week

€ 1,130 \$ 1,360

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

€ 900 \$ 1070

BUTTON BANNERS

SOLD MONTHLY

Cost effective digital branding.

€ 1,020 \$ 1,220



€ EURO

\$ US\$

		NUMBER OF INSERTIONS		NUMBER OF INSERTIONS	
		4	8	4	8
DOUBLE PAGE SPREAD 420mm W x 297mm H (16.5in W x 11.75in H)		€8,250	€6,950	\$9,750	\$8,250
FULL PAGE 210mm W x 297mm H (8.25in W x 11.75in H)		€4,300	€3,890	\$5,150	\$4,670
HALF PAGE ISLAND 117mm W x 184mm H (4.625in W x 7.25in H)		€3,470	€3,100	\$4,200	\$3,730
HALF PAGE VERTICAL 86mm W x 268mm H (3.375in W x 10.5in H)		€2,840	€2,520	\$3,400	\$3,050
HALF PAGE HORIZONTAL 184mm W x 124mm H (7.25in W x 4.875in H)		€2,840	€2,520	\$3,400	\$3,050
THIRD PAGE VERTICAL 57mm W x 268mm H (2.25in W x 10.5in H)		€2,260	€2,000	\$2,730	\$2,420
THIRD PAGE HORIZONTAL 184mm W x 85mm H (7.25in W x 3.35in H)		€2,260	€2,000	\$2,730	\$2,420
QUARTER PAGE 86mm W x 124mm H (3.375in W x 4.875in 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 Rental News App. Please talk to your local sales contact.

DIGITAL ISSUE SPONSORSHIP



Solus position available on the download email sent to all Access International's digital readers for every issue (8 in 2022). Total AI digital circulation is **11,506**.

€ 2,950 \$ 3,540

OUTSIDE FRONT COVER



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 **11,506**.

€ 3,450 \$ 4,140 Digital issue only

EBLASTS



A highly effective way to get your message to your chosen target audience. Target up to **11,846** 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. Please allow a 15% reduction to accommodate data permissions.

FROM € 1,750 \$ 2,100

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.

CONTACT FOR FURTHER INFORMATION AND PRICING

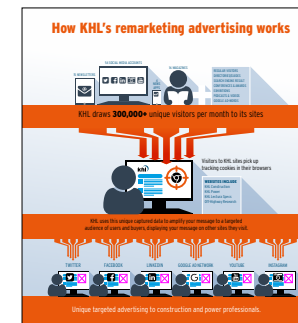
WEBINARS & ONLINE EVENTS



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.

CONTACT FOR FURTHER INFORMATION AND PRICING

REMARKETING



Amplify your message and engage with a targeted audience that is interested in your products and services. Remarketing is the process of (anonymously) following or tracking website visitors online after they have left a website where they are served advertisements via a cookie.

BASE COST € 6,500 \$ 7,500

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

ADDITIONAL IMPRESSIONS € 2,600 \$ 3,000

Per 250,000 impressions.

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