

THE ONLY NORTH AMERICAN MAGAZINE THAT
COVERS EVERY ELEMENT OF WORK AT HEIGHT

ACCESS, LIFT & HANDLERS

ALH



khl



Official North American magazine of the
International Powered Access Federation

20
24
MEDIA
INFORMATION

www.khl.com

www.accesslifhandlers.com

THE BRAND



MAGAZINE

11,441
CIRCULATION

6
ISSUES
PER YEAR

WEBSITE

27,292
PAGE VIEWS/MONTH



If your company operates worldwide, request a media pack from our sister publication, **Access International**, to see further advertising opportunities



NEWSLETTERS

Rental **BRIEFING**

GLOBAL RENTAL INSIGHT - EVERY DAY

13,911
DAILY DISTRIBUTION

ALH newsletter

7,974
WEEKLY DISTRIBUTION

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

60,536
DISTRIBUTION

ALL-ENCOMPASSING INDUSTRY COVERAGE

EVENTS



MARCH 13 & 14 2024
COPENHAGEN, DENMARK

www.iapa-summit.info



TBC



[accessliftandhandlers](https://www.facebook.com/accessliftandhandlers)



[@accessliftandhandlers](https://www.instagram.com/accessliftandhandlers)



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



[access-lift-and-handlers-magazine](https://www.linkedin.com/company/access-lift-and-handlers-magazine)

ASSOCIATIONS

ALH aligns itself with the most relevant associations in order to provide its readers and the industry as a whole a trusted means of communication.

These partnerships provide the industry and its important associations a vital means of communication while promoting growth, innovation and market awareness. All members of our partner associations receive and read Access Lift & Handlers.



ALH is the official magazine of the **International Powered Access Federation** in North America. Every issue of the magazine carries two pages of news on the activities of IPAF and is distributed to all IPAF members.

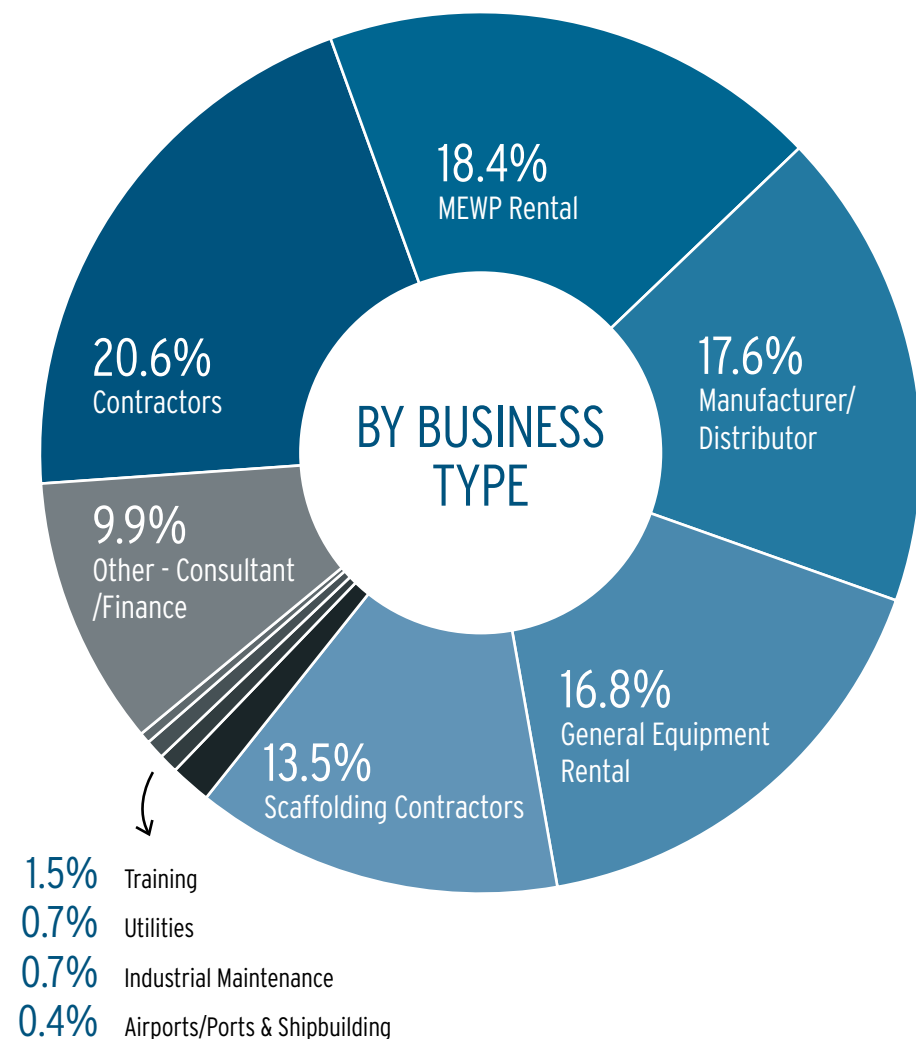


KHL Group is proud to be the publisher of the Scaffold & Access Industry Association's official publication, **Scaffold & Access Magazine**. For nearly two decades, KHL and the Scaffold & Access Industry Association have been media partners.



ALH is a media partner with the **California Rental Association**. CRA members who have MEWPs, telehandlers or mast climbers in their fleets receive and read ALH.

PRINT MEDIA ACCURATELY TARGETS THE RIGHT AUDIENCE WHILE BUILDING BRAND CREDIBILITY - IT HOLDS READERS' ATTENTION WITHOUT DISRUPTION, NOTABLY PROVIDING HIGH RECALL RATES



BY REGION

10,053 USA

1,092 Canada

198 Mexico

WHAT OUR READERS BUY

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

59% Boom Lifts

59% Scissor Lifts

59% Safety and Training

51% Forklifts

44% Telehandlers

41% Parts/Accessories/
Components

36% Service and/or Repair

33% Fleet Management/
Telematics/Rental Software

31% Scaffolding

23% Risk Management/
Insurance

21% Equipment Finance/Leasing

87% Involved In One or More: **Multiple responses permitted**

JAN-FEB

TOPLIST



SHOW GUIDES



SPECIAL FEATURE:

- **Economic update**

PRODUCTS:

- **Electric scissors**
- **MCWPs and hoists**

BONUS DISTRIBUTION:

- ✓ **World of Concrete**

MAR-APR

EVENT REVIEW



SPECIAL FEATURE:

- **Technology focus**

PRODUCTS:

- **Telescopic booms**
- **Vertical mast access**

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 **Lindsey Anderson**: lindsey.anderson@khl.com | +1 312 929 4409

MAY-JUNE

TOPLIST



SPECIAL FEATURE:

- **Used equipment**

PRODUCTS:

- **Compact telehandlers**
- **RT scissors**

SIGNET ADSTUDY®

FREE MARKET RESEARCH

How do you measure recall and readership of your advertisements?

Advertise in the May-June issue of Access Lift & Handlers 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.



JULY-AUG

EVENT PREVIEW



SPECIAL FEATURE:

- **Rental software**

PRODUCTS:

- **Articulating booms**
- **High-capacity telehandlers**

BONUS DISTRIBUTION:

- ✓ **ALH Conference**

SEPT-OCT

TOPLIST



SHOW GUIDE



SPECIAL FEATURE:

- **Autonomous equipment**

PRODUCTS:

- **Rotating telehandlers**
- **Trailer-, truck- and track-mounted MEWPs**

BONUS DISTRIBUTION:

- ✓ **ALH Conference**

NOV-DEC

SHOW PREVIEWS



SPECIAL FEATURE:

- **Tomorrow's access equipment: Prototypes and advancements**

PRODUCTS:

- **Micro scissors**
- **Machine components**

BONUS DISTRIBUTION:

- ✓ **World of Concrete**



SCAFFOLD & ACCESS MAGAZINE

Within each issue of Access Lift & Handlers readers will find Scaffold & Access Magazine, the only publication dedicated to the North American scaffold industry.

More coverage | More products | More access

INCREASE THE EXPOSURE OF YOUR ADVERTISING MESSAGE.
TOP LIST ISSUES ARE REFERENCED BY READERS THROUGHOUT THE YEAR

ALH keeps readers up-to-date with the latest access market information through our industry-leading benchmark studies. Top lists appear in select issues throughout the year to highlight the leaders in various sectors of the industry.

MASTCLIMBER 20



ALH's in-depth coverage of North America's largest MCWP and hoist-renting companies ranked by total number of drives within fleets.

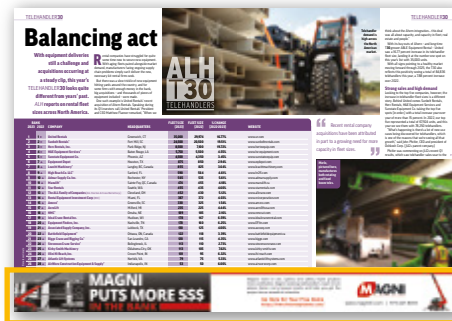


DISTRIBUTED WITH THE JAN-FEB ISSUE

TELEHANDLER 20



ALH's yearly report on North America's telehandler market. Rental companies are ranked by total number of telehandlers within their fleets.



DISTRIBUTED WITH THE MAY-JUNE ISSUE

AERIALS 20



The definitive listing of North America's top aerial-renting companies ranked by fleet size. The list includes scissors, booms, towables and vertical mast machines.



DISTRIBUTED WITH THE SEPT-OCT ISSUE

Take advantage of the added benefits these top lists provide advertisers along with our regular features. Be sure to confirm your advertising space early as premium positions alongside these top lists sell out quickly.

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/digitalization
- 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

10 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 more about how renovations are 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 103-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

7,974

WEEKLY DISTRIBUTION

28.41%

OPEN RATE

16.02%

CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

SPONSORED CONTENT: 0.47%

BANNER: 0.24%

BUTTON: 0.45%

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

SPONSORED CONTENT 1

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

\$ 4,920 per month

SPONSORED CONTENT 2

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

\$ 4,080 per month



Get the week's access, telehandler,
MCWP and rental news delivered
directly to your inbox. More than
just regurgitated PR, the ALH
newsletter provides subscribers
with relevant information, expanded
content, exclusive market reports,
video interviews and more.

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

1 & 2 \$ 1,770 per month

3 & 4 \$ 1,550 per month

5 & 6 \$ 1,340 per month

BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

\$ 1,020 per month

ACCESS WEBSITE

WEBSITE

27,292
PAGE VIEWS/MONTH

15,702
UNIQUE VISITORS

2:00
SESSION TIME

 Google Analytics
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. This combined website will offer advertisers increased visibility with our online audience of equipment buyers.

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

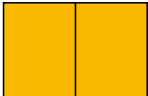







Standfirst: Max 190 characters including spaces

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

US\$

		NUMBER OF INSERTIONS		
		1	3	6
DOUBLE PAGE SPREAD 400mm W x 273mm H (15.75in W x 10.75in H)		\$6,300	\$6,140	\$5,830
FULL PAGE 200mm W x 273mm H (7.875in W x 10.75in H)		\$4,330	\$4,200	\$3,980
HALF PAGE ISLAND 118mm W x 168mm H (4.625in W x 6.625in H)		\$3,480	\$3,350	\$3,010
HALF PAGE VERTICAL 86mm W x 251mm H (3.375in W x 9.875in H)		\$3,250	\$3,130	\$2,810
HALF PAGE HORIZONTAL 180mm W x 118mm H (7.062in W x 4.625in H)		\$3,250	\$3,130	\$2,810
THIRD PAGE VERTICAL 57mm W x 251mm H (2.250in W x 9.875in H)		\$2,600	\$2,480	\$2,160
THIRD PAGE HORIZONTAL 180mm W x 80mm H (7.062in W x 3.125in H)		\$2,600	\$2,480	\$2,160
QUARTER PAGE 86mm W x 118mm H (3.375in W x 4.625in H)		\$1,840	\$1,730	\$1,420
OUTSIDE FRONT COVER (DIGITAL ONLY)		\$3,475	\$3,360	\$3,180

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.

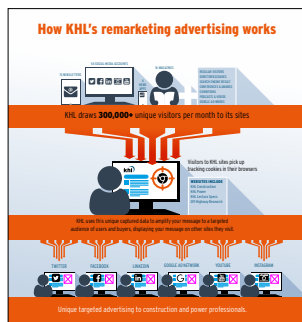
BONUS DIGITAL ISSUE

- 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.

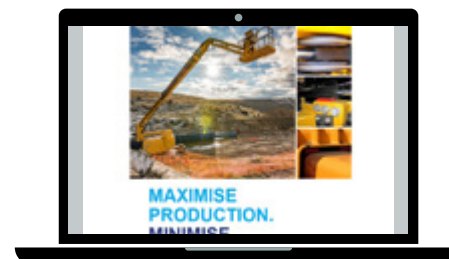
RESEARCH PROJECTS & WHITE PAPER



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 Lift & Handlers has a database of approx. **12,101** (Global) / **6,755** (North America only) 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

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