

INTERNATIONAL **rental** NEWS

OFFICIAL MAGAZINE OF



EUROPEAN
RENTAL
ASSOCIATION

INFORMING THE GLOBAL
RENTAL MARKET

khl

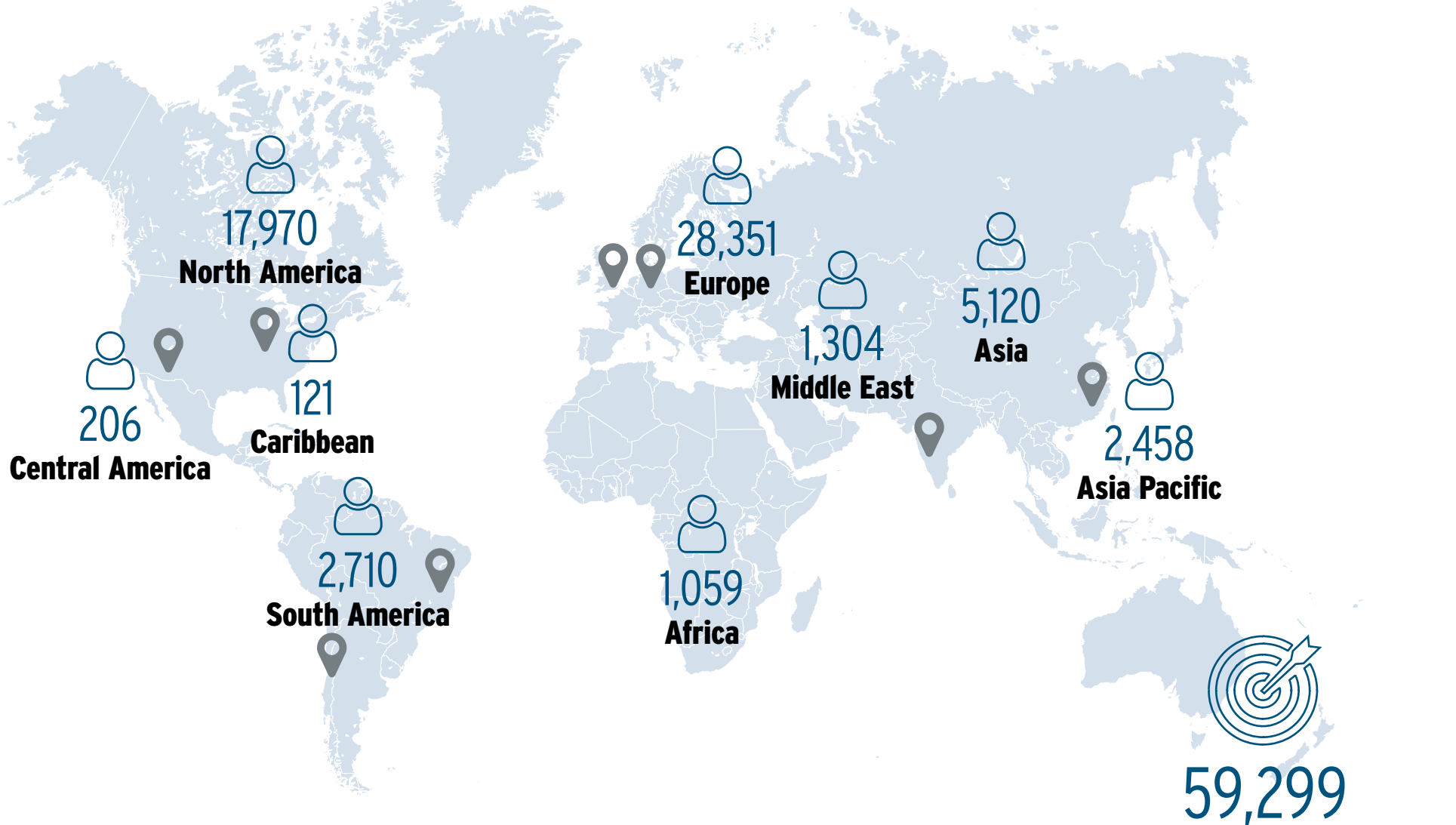
PHOTO: ADOBE STOCK

20
24
MEDIA
INFORMATION

www.khl.com

www.internationalrentalnews.com

A SINGLE ROUTE TO THE GLOBAL MARKET



OFFICES | REGIONAL REACH

SOURCE: KHL data cloud and Google Analytics 4

TOTAL AUDIENCE REACH

THE BRAND




REACH BUYERS OF EQUIPMENT AND SERVICES THROUGH MULTIPLE CHANNELS AND FORMATS

WEBSITE

30,563
PAGE VIEWS/MONTH

SOCIAL MEDIA

-  International Rental News
-  @internationalrentalnews
-  @KHL_IRN
-  International Rental News

MAGAZINE

15,906
CIRCULATION

6
ISSUES
PER YEAR

NEWSLETTERS

Rental BRIEFING
GLOBAL RENTAL INSIGHT - EVERY DAY

13,911
DAILY DISTRIBUTION

international rental NEWS newsletter

11,337
WEEKLY DISTRIBUTION

ER INTERNATIONAL RENTAL ASSOCIATION **rentalweekly**
THE VOICE OF THE EQUIPMENT RENTAL INDUSTRY

675
WEEKLY DISTRIBUTION

KHLS IntermatNews
SHOW DAILY: The latest news and views from the Intermat exhibition in Paris, France

60,536
DISTRIBUTION

EVENTS

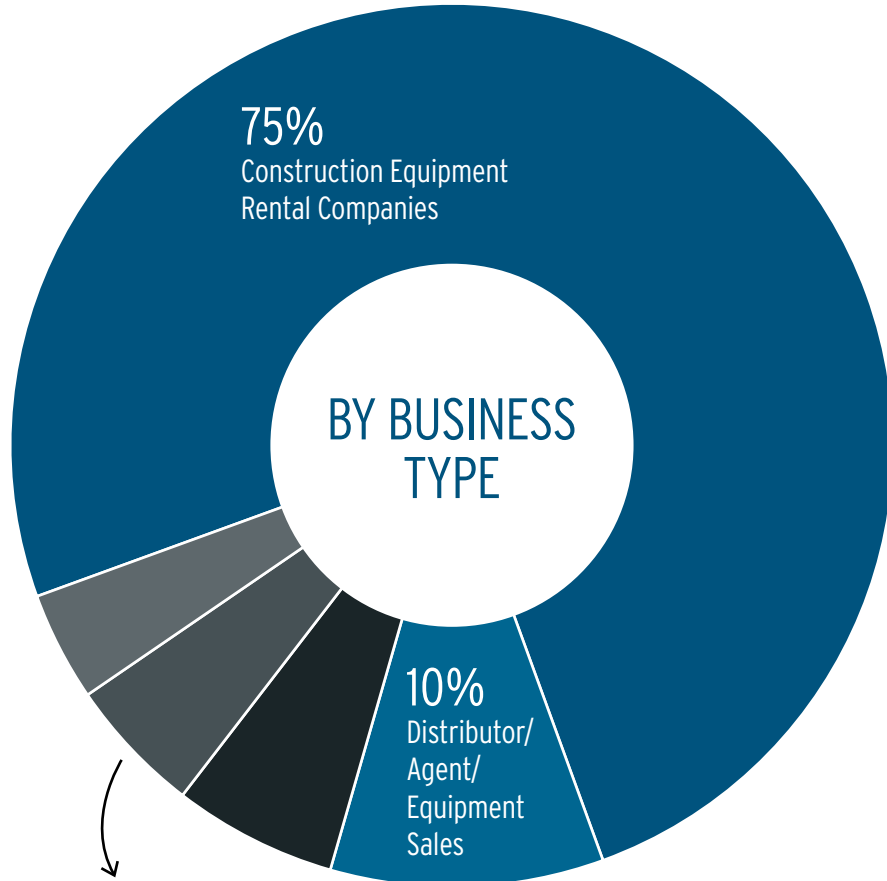


15 MAY 2024
LISBON, PORTUGAL

INTERNATIONAL
rental SHANGHAI
CONFERENCE

DATES TBC

IRN REACHES THE BIGGEST BUYERS OF EQUIPMENT IN THE GLOBAL RENTAL MARKET



6% Manufacturers
 5% Contractors/End Users
 4% Other

BY COUNTRY/REGION

45.5%	Europe	2.6%	Australia & New Zealand
37.2%	North America	1.9%	Middle East
5.3%	Rest of Asia	1.9%	South Asia (India, Pakistan & Bangladesh)
4.2%	Latin & Central America	1.4%	Africa

WHAT OUR READERS BUY

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

45%	Earthmoving Equipment	26%	Rental Software
42%	Material handling (material lifts, forklift trucks, etc)	24%	Engines
39%	Aerial platforms/access equipment	24%	Pumps
37%	Compressors	21%	Asset tracking/telematics systems
34%	Gensets	21%	Concreting accessories (mixers, trowels, screeds)
34%	Telehandlers	21%	Groundcare/landscaping equipment
32%	Compaction Equipment	18%	Events equipment (fencing, roadways, power)
29%	Tools (power tools, surface preparation, breakers, drills, saws etc.)	13%	Surveying equipment
26%	Lighting Towers	87%	Involved In One or More: Multiple responses permitted

JANUARY-FEBRUARY

PREVIEWS



SURVEY



- Lighting towers
 - Gensets
- HOW TO: **Create a sustainable rental business**

BONUS DISTRIBUTION: ✓ IPAF & IAPA Awards ✓ Intermat

MARCH-MAY

PREVIEWS



GUIDE

REPORT

SURVEY



- Alternative power
 - Mini and medium-sized excavators
- COUNTRY FOCUS: **Brazil**
 HOW TO: **Make the most of fleet maintenance tools & technology**
BONUS DISTRIBUTION: ✓ ERA's

JUNE

PREVIEW



TOPLIST



The worlds top rental companies by rental turnover

GUIDES



- Telehandlers and forklifts
 - Electric compact equipment
- HOW TO: **Utilise the benefits of alternative power**

SURVEY



SIGNET ADSTUDY®

JULY-AUGUST

REPORT



- Gensets and compressors
 - Earthmoving equipment
- COUNTRY FOCUS: **US**
 HOW TO: **Strategies to recruit and retain staff**

SEPTEMBER-OCTOBER

PREVIEWS



TOPLIST



The world's biggest rental customers

- Pumps
 - Lighting towers
- HOW TO: **Using AI in rental fleet planning**
BONUS DISTRIBUTION: ✓ Bauma China ✓ IRC

NOVEMBER-DECEMBER

REVIEWS



- Rental software
 - Skid steers and compact loaders
- COUNTRY FOCUS: **Italy**
 HOW TO: **How to implement dynamic pricing technology**

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 **Lewis Tyler:** lewis.tyler@khl.com | +44 (0)7566 799988

FREE MARKET RESEARCH

How do you measure recall and readership of your advertisements?

Advertise in the June issue of IRN 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.



RENTAL TRACKER AND CONFIDENCE SURVEY

Rental approaches 2020 with caution

The prospect of an economic slowdown is prompting European rental companies to moderate their investment plans while maintaining similar business conditions now.

Forward thinking

Spain	34%	(H1)
France	47%	(H1)
All Europe	43.3%	(H1)
UK/Ireland	43%	(H1)
Germany	57.1%	(H1)
Multinational	23%	(H1)

YOUR COMPANY BANNER ON EACH ANALYSIS PAGE

This survey of business trends and sentiment in Europe's equipment rental industry is carried out three times a year.
In collaboration with the ERA.

- Align your company with unique analysis of the rental sector
- Heavily marketed digitally
- The RentalTracker will be featured in the January-February, March-May and July-August issues - the Confidence survey is in the January-February issue
- Promotion through news stories and ERA page

THE PACKAGE

- **EXCLUSIVE SOLE**, or **DUAL BRAND SPONSORSHIP** of the RentalTracker & Confidence Survey For 12 months.
- **BANNER** on each page of the analysis
- Your brand promoted within Online surveys

IRN100 EXTENDED VERSION

INTERNATIONAL rental NEWS

IRN 100

THE WORLD'S LARGEST RENTAL COMPANIES

Rental bounces back

EXCLUSIVE PACKAGE OFFER

YOUR COMPANY BANNER ON EACH ANALYSIS PAGE

International Rental News' annual ranking of the worlds top rental companies by rental turnover.

- Align your brand with the most important rental analysis of the year
- **IRN100** extended digital version is distributed shortly after the IRN June issue has been produced each year
- Widely anticipated, read and shared online
- Stand-alone extended digital version of the **IRN100** report. Covering extra analysis and data
- Distributed to IRN along with **28,626** ICON, CE, AI, ALH and D&Ri digital circulations

THE PACKAGE

- **EXCLUSIVE SOLE SPONSORSHIP** with **LOGO** on front cover and **FULL PAGE ADVERT** on outside front cover, or up to **4 CLIENTS SPONSORSHIP OPPORTUNITY** with **LOGO** on **FRONT COVER** and equally sized **BANNER ADVERTS** within the report.

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?

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

11,337
WEEKLY DISTRIBUTION

31.2%
OPEN RATE

15.92%
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE
BY POSITION

TOP BANNER: 0.37%

SPONSORED CONTENT: 0.79%

BANNER: 1.06%

BUTTON: 0.32%

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

TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 UNITED KINGDOM
- 3 AUSTRALIA
- 4 FRANCE
- 5 NETHERLANDS

TOP BANNER

Limited to 1 advertiser per month

Banner: 570px width by 200px height

Click through URL | GIF, JPEG or PNG file formats
| Position is solus and not rotated unless specified

€ 2,410 \$ 2,920

SPONSORED CONTENT 1

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

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

€ 1,680 \$ 2,020

SPONSOR BANNERS

Sold monthly

Banner: 570px width by 100px height

Click through URL | GIF, JPEG or PNG file formats
| Positions are rotated weekly

€ 2,030 \$ 2,470

The screenshot shows the newsletter layout with several sections:

- Top story:** CPA launches new apprenticeship scheme. Hire Controller Trailblazer Apprenticeship developed by CPA, IPAF, HAE and multiple rental firms...
- Advertisement:** Perkins. An engine for all your needs.
- Text:** Australia budgets US\$4.3 billion for Metro. NSW Government says it will keep promise to deliver landmark construction of Sydney Metro West...
- Advertisement:** CAT. CAT® GRADE. LESS REWORK. MORE REWARD. The benefits of built-in technology. A surprising amount of easy-to-use operator assistance technology is being built into the latest construction equipment and it can really make a difference.
- Text:** US\$494 billion of active construction in Kuwait. Report finds that the construction sector is looking healthy in Kuwait...
- Advertisement:** Leica iCON iCR80.
- Text:** Vinci focuses on 3D printing. A subsidiary of Vinci has launched a 3D printing company...
- Advertisement:** HIMOINSA. HBOX+ HYBRID, new HIMOINSA lighting tower. Reduce emissions, noise and operating costs with HIMOINSA's new lighting tower, which combines a battery and diesel engine (Stage V) system.
- Text:** Alseas lifts 25,000 tonne platform. 25,000 tonne Brent Bravo oil and gas field platform topside lifted by Alseas' Pioneering Spirit...
- Advertisement:** Your visions succeed.
- Advertisement:** CONFERENCE AND AWARDS. SEPTEMBER 30, 2019. LOUISVILLE, USA.

ERA RENTAL WEEKLY



Advertise in the
IRN weekly
newsletter and
benefit from
your advert also
going in the ERA
newsletter

675

ERA WEEKLY DISTRIBUTION

✓ Showcase your business and
products directly to ERA members by
advertising in the ERA weekly newsletter

SPONSORED CONTENT 2

Limited to 1 advertiser per week

Standfirst: Max 308 characters including spaces

Button Text: Max 20 characters including spaces

Newsletter Image: 3:2 ratio image

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

€ 1,160 \$ 1,400

BUTTON BANNERS

Sold monthly

Banner: 150px width by 150px height

Click through URL | GIF, JPEG or PNG file formats
| Positions are rotated weekly

€ 1,020 \$ 1,260

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

WEBSITE

30,563
PAGE VIEWS/MONTH

20,215
UNIQUE VISITORS

1:55
SESSION TIME

Google Analytics
SOURCE: GOOGLE ANALYTICS

**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

PLEASE NOTE:
All advertising positions can be shared with two other companies (except Wallpaper option which is limited to one)

TOP 10 COUNTRIES

- 1 UNITED STATES
- 2 GERMANY
- 3 UNITED KINGDOM
- 4 BRAZIL
- 5 NETHERLANDS

- 6 INDIA
- 7 FRANCE
- 8 SWEDEN
- 9 IRELAND
- 10 AUSTRALIA



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
DOUBLE PAGE SPREAD 400mm W x 273mm H (15.75in W x 10.75in H)		€9,150	€8,250	\$10,950	\$8,500
FULL PAGE 200mm W x 273mm H (7.875in W x 10.75in H)		€5,150	€4,730	\$6,200	\$4,850
HALF PAGE ISLAND 118mm W x 168mm H (4.625in W x 6.625in H)		€3,940	€3,470	\$4,730	\$4,150
HALF PAGE VERTICAL 86mm W x 251mm H (3.375in W x 9.875in H)		€3,470	€3,100	\$4,110	\$3,730
HALF PAGE HORIZONTAL 180mm W x 118mm H (7.062in W x 4.625in H)		€3,470	€3,100	\$4,110	\$3,730
THIRD PAGE VERTICAL 57mm W x 251mm H (2.250in W x 9.875in H)		€2,750	€2,520	\$3,300	\$3,050
THIRD PAGE HORIZONTAL 180mm W x 80mm H (7.062in W x 3.125in H)		€2,750	€2,520	\$3,300	\$3,050
QUARTER PAGE 86mm W x 118mm H (3.375in W x 4.625in H)		€2,280	€2,000	\$2,700	\$2,420
OUTSIDE FRONT COVER (DIGITAL ONLY)		€3,620	€3,280	\$4,350	\$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.

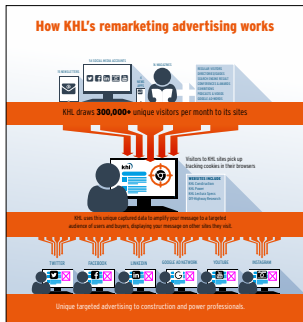
BONUS DIGITAL ISSUE

- 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.

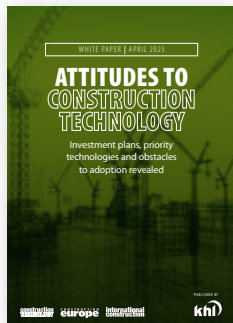
BASE COST € 7,000 \$ 7,500

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



International Rental News has a database of approx. **18,882** 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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