The access industry has never been so vibrant and dynamic as it is today. Over recent months we have seen outstanding growth in the global industry from manufacturers and rental companies alike.

As a result, competition in the access equipment sector is on the rise. There has been an unprecedented level of consolidation in the last couple of years, with some of the world's largest rental companies getting even bigger. Meanwhile, many of the smaller, younger companies have been growing their fleets significantly, particularly in emerging markets.

That includes Southeast Asia, which is promising to join China as a major access area, while others, like India and North Africa are starting to make waves. Countries that were considered emerging access nations until just recently, including the Middle East and of course China are now hotbeds of activity.

Beyond rental companies, there are also a number of new manufacturers on the block in both the mature and growing markets.

Access International looks forward to covering all the latest global trends, products and industry happenings throughout 2019.

Euan Youdale
Editor, Tel: +44 (0)1892 786214
e-mail: euan.youdale@khl.com
CIRCULATION STRENGTH

*Access International* follows market trends and growth areas, directing its circulation accordingly to market hotspots.

### Key countries circulation by region

<table>
<thead>
<tr>
<th>Region</th>
<th>Country</th>
<th>Circulation</th>
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</thead>
<tbody>
<tr>
<td><strong>NORTH AMERICA</strong></td>
<td>USA</td>
<td>1,807</td>
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<tr>
<td></td>
<td>Canada</td>
<td>301</td>
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<tr>
<td><strong>EUROPE</strong></td>
<td>UK</td>
<td>1,612</td>
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<tr>
<td></td>
<td>Italy</td>
<td>489</td>
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</tr>
<tr>
<td></td>
<td>France</td>
<td>303</td>
</tr>
<tr>
<td><strong>AFRICA/MIDDLE EAST</strong></td>
<td>UAE</td>
<td>290</td>
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<tr>
<td></td>
<td>South Africa</td>
<td>174</td>
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<td></td>
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<td></td>
<td>Japan</td>
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<tr>
<td><strong>Total circulation:</strong></td>
<td></td>
<td><strong>11,716</strong></td>
</tr>
</tbody>
</table>

### Circulation by sector

- **34%** Rental Companies
- **20%** Contractors/Sub-Contractors
- **14%** Manufacturer
- **11%** Association (IPAF)
- **7%** Rental & Distributor
- **7%** Dealer/Distributor/Agent
- **2%** Industry & Factory Maintenance
- **2%** Utilities
- **1%** Airports/Docks/Ports/Offshore
- **2%** Other

### IPAF Membership

*Access International* is sent to all 1,300 IPAF members, in 60 countries. They include manufacturers, rental companies, distributors, contractors and end users. IPAF members operate a majority of the worldwide MEWP rental fleet and manufacture about 85% of the platforms on the market. [www.ipaf.org](http://www.ipaf.org)

### Japanese Rental Association

*Access International* is circulated to members of the Japanese Rental Association. [www.j-cra.org](http://www.j-cra.org)

---

**CIRCULATION BY SECTOR**

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- **2%** Utilities
- **1%** Airports/Docks/Ports/Offshore
- **2%** Other

---

**ESTABLISHED AND EMERGING MARKETS – *AI* REACHES THEM ALL**

- A truly global magazine - more than 50% of *AI*’s circulation goes to readers outside of Europe.
- *AI*’s targeted circulation is updated regularly to ensure the magazine is reaching buyers of access equipment.
- In addition to reaching the largest rental companies in the world, nearly 50% of the magazine’s readers are contractors, dealers, maintenance facilities and utility professionals, to name a few.

---

**PROOF OF PERFORMANCE**

*We can demonstrate that:*

- The largest contractors and rental companies in each country read our magazine.
- People who have recently bought access equipment read our magazine.
- The people responsible for the world’s biggest contracts read our magazine, as we identify the projects and key contractors.

**BENEFIT**
Ensures that your advertising spend is targeted towards current and active buyers in the access sector.
# EDITORIAL PROGRAMME 2019

## January-February

**Preview**

A comprehensive overview of new launches at the exhibition taking place from 8-14 April in Munich, Germany. Maximise your investment at the biggest construction show this year and advertise your presence and stand location in these issues.

---

### FEATURES

**Scissors**

What better way to start the year than with the scissor lift sector. Scissors are the lifeblood of the access industry and their success represents the mood of the industry.

**Mast climbers**

As with much access equipment, mast climbers are becoming bigger, with greater capacities and are required to work at ever greater heights.

**Components & accessories**

There is a plethora of new gadgets and devices that provide vital operator assistance and safety.

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### EVENT

**IAPA shortlist**

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### SHOW REVIEW

**The ARA Show**

---

### FEATURES

**Articulating booms**

Booms often find themselves leading the way when it comes to new technology and developments, such as hybrid/electric power.

**Low level access**

Most fall from height injuries result from accidents at low working heights, hence Low Level Access equipment is gradually becoming a global product.

**Scaffolding international**

AI provides all the latest news and some of the best application reports from around the world.

## March

**Show Guide**

---

### EVENT

**IAPA winners**

---

### FEATURES

**Vehicle mounts**

Van mounts and pick-ups are key to utility work and their load capabilities are constantly being assessed. Leading on from that, the 3.5 tonne GVW segment is one of most competitive.

**Telematics**

The fast-moving world of data analytics and information provision.

**Regional Report: Middle East**

There are many pockets of activity in this vibrant and diverse region. AI delves into the products and projects found there.

## April

**Pre-show update**

---

### FEATURES

**Hybrid/electric**

The latest developments in this fast-moving segment of the industry.

**Hoists**

Construction hoists have larger capacities and are reaching greater working heights.

**Safety first**

A look at some of the key safety issues in our industry and the latest operator protection products on the market.

## May-June

**SHOW REVIEW**

**Bauma**

---

### TOP LIST

**AccessM20**

The annual listing of the world’s largest access equipment manufacturers, represented by sales revenue.

---

### FEATURES

**Regional Report: Middle East**

There are many pockets of activity in this vibrant and diverse region. AI delves into the products and projects found there.

---

### BONUS DISTRIBUTION

**Bauma**

**IAPAs**

---

### SIGNET AdStudy® FREE fully independent advertising research with half page or larger advertisement. See below for more information.
July-August

EVENT PREVIEW
Europplatform

TOPLISTS
Access50
Telehandler T20
AI’s regular Access50 listing of the world’s largest powered access rental companies, accompanied by the T20 listing of the largest telehandler rental fleets.

FEATURES
Truck mounts
The biggest beasts of the access industry are found in this sector, along with some of the greatest technological advances.

Vertical masts
The latest product news in this fast-expanding access sector.

September-October

SHOW GUIDE
APEX Asia
APEX Asia returns this year for the second time following the outstanding success of the first edition in 2017.

EVENT PREVIEW
International Rental Conference

FEATURES
Tracked platforms
Crawler-based platforms account for about 3% of the access equipment industry in Europe but are an invaluable tool and are gaining in popularity in North America and in Asia.

Scissors
Another focus on the latest developments in the scissor lift sector.

Scaffolding International
The final installment of Scaffolding International, with a range of relevant stories and reports.

November-December

SHOW REVIEW
APEX Asia

Confidence survey 2019
Manufacturer, rental company and end user market sentiments.

FEATURES
Telehandlers
MEWP manufacturers are either introducing this equipment for the first time or expanding their ranges.

Telescopic booms
In turn, telescopic booms often play a complementary role to telehandlers, and are required to carry out similarly heavy duty tasks.

Engines
The latest developments in engines suited for aerial platforms.

SIGNET ADSTUDY®

How effective is your advertising message?
Access International has commissioned Signet Research Inc. to help you find out. The objective of the Signet AdStudy® is to measure recall and readership of the advertisements that appear in a particular issue.

Why do you need this?

- Provide your marketing team with insights that really help shape the strategic direction of your brand
- Measure the awareness, familiarity and perception of your brand
- Independent brand feedback from our readers (your clients)
- Head-to-head analysis against your competitors

All half page or larger advertisements in the 2019 May-June issue of AI will receive a FREE Signet AdStudy®

BONUS DISTRIBUTION
APEX Asia
Europplatform

BONUS DISTRIBUTION
APEX Asia

INTERNATIONAL AWARDS

The International Awards for Powered Access (IAPAs) will take place in the Middle East for the first time in 2019. Set in Dubai on 8 March, the ceremony will celebrate best practice in the global MEWP industry and is one of the key networking events of the year, thanks to an audience of around 450 industry professionals.

The event takes place on the same day as the IPAF Summit, which brings together senior representatives from across the access community to discuss and debate the latest developments in our sector.

For information on sponsorship opportunities or bookings visit the event website: www.iapa-summit.info
**MAGAZINE RATES**

**Display advertising**

<table>
<thead>
<tr>
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<td>7</td>
<td>1</td>
<td>3</td>
<td>7</td>
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<td>Full Page</td>
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<td>€4,820</td>
<td>€4,290</td>
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</tr>
</tbody>
</table>

Cover Position 30% extra on Page Rates

Insert Rates on application – Bound-in or loose calculated according to weight

**MAGAZINE SPECIFICATIONS**

**FULL PAGE**

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

**DOUBLE PAGE SPREAD**

- 420mm W x 297mm H (16.50 in x 11.75 in)

**BLEED SIZE:**

- Please add 3mm (0.125 in) of bleed to all edges of the Full Page and Double Page Spread advert sizes.

**THIRD PAGE VERTICAL**

- 57mm W x 268mm H (2.25 in x 10.50 in)

**THIRD PAGE HORIZONTAL**

- 184mm W x 90mm H (7.25 in x 3.562 in)

**BONUS DIGITAL ISSUE**

- All advertisements are included in the digital version of the magazine and are linked to the company website. To ensure quality, please supply high resolution pdf files.

**DIGITAL AI**

**PDF issue and tablet edition**

Our digital issues are the format of choice for many of AI’s readers around the world and has a number of advantages over the printed magazine:

- Received on the day of publication
- Easy ‘word search’ facility
- Can be archived for future reference
- Includes additional rich media content

**AI’s digital circulation:** 10,279

For further production details e-mail: production@khl.com
ACCESS EXHIBITIONS

APEX Asia returns for the second time this year following the outstanding success of the first edition in 2017.

Taking place 23-26 October 2019, APEX Asia is the only global access equipment exhibition to be held in Asia and has already become an established meeting place for the industry.

In 2017, several thousand visitors registered for the show, situated alongside the well-established material handling and factory automation CeMAT Asia exhibition, held every year in Shanghai. CeMAT Asia attracted more than 95,000 visitors, with all them having free access to the new APEX Asia hall.

The show is sponsored by Access International, which provides extensive coverage ahead of and during the show, as well as a comprehensive review.

www.apexasiashow.com

INTERNATIONAL AWARDS

The International Awards for Powered Access (IAPAs) will take place in the Middle East for the first time in 2019.

Set in Dubai on 8 March, the ceremony will celebrate best practice in the global MEWP industry and is one of the key networking events of the year, thanks to an audience of around 450 industry professionals.

The event takes place on the same day as the IPAF Summit, which brings together senior representatives from across the access community to discuss and debate the latest developments in our sector.

For information on sponsorship opportunities or bookings visit the event website: www.iapa-summit.info

Last held in 2017, with a record number of visitors and a large number of product launches, the three-yearly show is organised by Industrial Promotions International in association with Access International. Recognised the world over as the ‘Bauma’ of the access industry, the next APEX will be held in 2020.
### Website rates & specifications

<table>
<thead>
<tr>
<th>Position</th>
<th>Desktop</th>
<th>Tablet</th>
<th>Mobile</th>
<th>Euro</th>
<th>Dollar</th>
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<tbody>
<tr>
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<td>300 x 250</td>
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<td>$1,950</td>
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<td>300 x 250</td>
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<td>$2,600</td>
</tr>
<tr>
<td>Features Sponsorship</td>
<td>2000 x 1500*</td>
<td>300 x 250</td>
<td>300 x 250</td>
<td>€1,000</td>
<td>$1,300</td>
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Sizes in pixels - width x height

### e-Newsletter rates & specifications

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<tr>
<th>Position</th>
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<tr>
<td>Sponsor</td>
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<tr>
<td>Button</td>
<td>150 x 150</td>
<td>€750</td>
<td>$975</td>
</tr>
</tbody>
</table>
Wallpaper specifications

**DESKTOP WALLPAPER**
2000 x 1500 pixels (inc. 1024 center gap not visible)

**SAFE VISIBLE AREA** on most monitors
118 x 700 pixels either side of center gap

The wallpaper is pinned to the top of the page so will not scroll as users move down the page. Creatives display as MPU on mobile devices.

---

**Features Sponsorship** (Wallpaper)
Sponsor an individual feature online and your company brand will benefit from **12 months** exposure with wallpaper creative. Your advertisement will be pinned to the top of the featured article ensuring your advert is seen constantly whilst the content is read.

Prices from €1,000 / $1,300 per year

**Target Creative** (Wallpaper)
Select a pre-determined product tag and each time a reader searches for that term your wallpaper creative will appear next to relevant content. This ensures your advertisement is seen each time the content is read. Results will appear from all KHL websites. Access-related examples include: self-propelled platforms, scissors, van-mounted, mast climbers.

Prices from €2,000 / $2,600 per month

**Sponsored Solus Newsletter**
Solus branding on a newsletter dedicated to your company to our readers. Supply content and artwork and our production team will design a newsletter and send out on your behalf. A great way to advertise your products and services in a format our readers are familiar with.

Prices from €6,500 / $8,450 per issue

**Sponsored Content**
Sponsored content creates reader engagement and works well when written in a newsworthy format. Placed in a prominent position on the magazine homepage, sponsored content distinguishes your company as leaders in your chosen field.

Prices from €1,500 / $1,950 per month

**Sponsored Videos**
Sponsored videos of 1-3 minutes are ideal in capturing our audience. Placed on a high profile portlet on the magazine’s homepage and inclusion on KHL’s YouTube video channel, these are cost effective in reaching a highly targeted audience.

Prices from €2,000 / $2,600 per month

**e-Casts**
Take advantage of our comprehensive audience database and send your message via e-mail. Target by business type and/or specific regions/countries.

Prices from €470 / $610 per 1,000 delivered e-mails

**Whitepapers**
White Papers which explain technical issues on topics such as the environment, health & safety, machine efficiency can be very effective lead generators. Promote your White Paper throughout the magazine’s website in prominent positions to deliver targeted sales leads.

Price on application
In addition to reaching the largest rental companies in the world, nearly 50% goes to readers outside of Europe.