

THE OFFICIAL VOICE OF THE  
SCAFFOLD & ACCESS INDUSTRY



**SAIA** SCAFFOLD & ACCESS  
INDUSTRY ASSOCIATION



**2023**  
MEDIA INFORMATION



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

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



MORE THAN JUST A MAGAZINE, SA AND KHL GROUP OFFER A WIDE-RANGE OF PRODUCTS AND SERVICES SUITED FOR THE MARKET

## MAGAZINE

12,995  
CIRCULATION

6  
ISSUES PER YEAR

46 MINUTES  
AVERAGE READ TIME

SIGNET ADSTUDY® REPORT  
- MAY 2022

## WEBSITE

1,882  
PAGE VIEWS/MONTH

1,131  
UNIQUE VISITORS

1:28  
SESSION TIME

## NEWSLETTER

4,107  
WEEKLY DISTRIBUTION

21.99%  
OPEN RATE

7.79%  
CLICK THROUGH RATE

## DIRECTORY



ANNUAL SAIA  
MEMBERSHIP  
DIRECTORY

## EVENTS



2023 SAIA/ANSI ASC A92  
ANNUAL MEETING



## SOCIAL MEDIA

saiamag

@samagazinekhl

@KHLgroupSA

Scaffold & Access Magazine (SA)

# SCAFFOLD & ACCESS MAGAZINE REACHES KEY DECISION MAKERS WITH PURCHASING POWER

## BY BUSINESS TYPE

- Scaffolding/Masonry Contractors
- General Equipment Rental
- Contractors
- Manufacturer/Distributor/Equipment Sales
- MEWP Rental Companies
- Other - Consultant/Finance
- Training Providers, Utility Companies, Industrial Maintenance, Airports/Ports & Shipbuilding

## BY STATE

- 1,992 California
- 1,424 Texas
- 1,011 New York
- 625 Florida
- 854 Pennsylvania

## BY REGION

- 12,459 USA
- 439 Canada
- 69 Mexico



The Scaffold & Access Industry Association (SAIA) is the global leader in advocacy and support on the safe use of scaffold and access equipment. The Association was formed in 1972 and its member companies represent manufacturers, rental houses, erectors, contractors, educators, suppliers, laborers, safety professionals and more.

Through its 12 dedicated councils, the SAIA offers its members a diverse range of products and services to address their professional and business needs. Councils are responsible for the development and implementation of affairs consistent with the product and/or service applicable to each council, which includes:

- MEWP
- INTERNATIONAL
- SUPPORTED SCAFFOLD
- CANADIAN COUNCIL
- MAST CLIMBING
- SUSPENDED SCAFFOLD
- CONSTRUCTION HOIST
- PERMANENT INSTALLATION (PI)
- FALL PROTECTION EQUIPMENT
- PLANK AND PLATFORM
- INDUSTRIAL SCAFFOLD
- SHORING

### SAIA OBJECTIVES:

- Be the unified voice of the scaffold and access industry.
- Promote safety by developing educational and informational material, conducting educational seminars and training courses, and providing audio-visual programs and codes of safe practices and other training and safety aids.
- Work with state, federal and other agencies in developing more effective safety standards.
- Reduce accidents, thereby reducing insurance cost.
- Assist our members in becoming more efficient and profitable in their businesses.

[www.saiaonline.org](http://www.saiaonline.org)

JAN-FEB

COUNCIL FOCUS

Mast climbing  
Construction Hoist

EVENT GUIDE

World of Concrete

EVENT PREVIEWS

SAIA Committee Week  
ConExpo



AWARDS & PROJECTS

Mast-Driven Hoists and Platforms Project of the Year

BONUS DISTRIBUTION:

- ✔ World of Concrete
- ✔ SAIA Committee Week
- ✔ ConExpo

MAR-APR

COUNCIL FOCUS

Suspended  
Shoring

EVENT GUIDE

SAIA Committee Week

ConExpo

EVENT PREVIEW

APEX



AWARDS & PROJECTS

Shoring Project of the Year

BONUS DISTRIBUTION:

- ✔ SAIA Committee Week
- ✔ ConExpo
- ✔ APEX

MAY-JUNE

COUNCIL FOCUS

Industrial  
Fall Protection

EVENT GUIDE

APEX



AWARDS & PROJECTS

Supported Scaffold Project of the Year

BONUS DISTRIBUTION:

- ✔ APEX

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

COUNCIL FOCUS

Plank and Platform  
Canadian

EVENT PREVIEWS

ALH Conference  
SAIA Annual Convention & Exposition  
A92 Meeting

AWARDS & PROJECTS

Suspended Access Project of the Year

BONUS DISTRIBUTION:

- ✔ ALH Conference
- ✔ SAIA Annual Convention & Exposition
- ✔ A92 meeting

SEPT-OCT

COUNCIL FOCUS

MEWP  
Permanent Installation

EVENT GUIDES

ALH Conference  
SAIA Annual Convention & Exposition  
A92 Meeting

AWARDS & PROJECTS

Innovation Award

BONUS DISTRIBUTION:

- ✔ ALH Conference
- ✔ SAIA Annual Convention & Exposition
- ✔ A92 Meeting

NOV-DEC

COUNCIL FOCUS

International  
Supported

EVENT PREVIEW

World of Concrete



AWARDS & PROJECTS

Industrial Collaborative Project of the Year

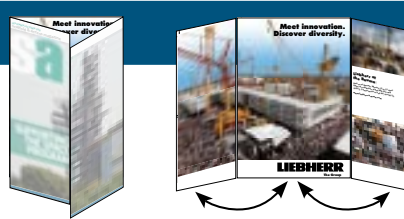
BONUS DISTRIBUTION:

- ✔ World of Concrete

UNIQUE ADVERTISING POSITIONS WITHIN SHOW GUIDE ISSUES OR WHEN SUPPORTING NEW PRODUCT LAUNCHES, PROVIDE UNPARALLELED OPPORTUNITIES FOR 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 POSITION

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

# MAGAZINE ADVERTISING RATES



## US\$ RATES

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

**30% surcharge for cover positions** (INSIDE FRONT COVER, INSIDE BACK COVER, OUTSIDE BACK COVER)



## RICH MEDIA



Link additional media to your digital advertisement when viewed via the Access, Lift & Handlers app.



Images limited to 10 per slide show (JPG or PNG only) | Video supplied as MP4 format (max. 30MB) or YouTube link | Sound supplied as MP3 format (max. 15mb)

**BLEED SIZE:** Please add 0.125in (3mm) bleed to all edges of full page and DPS ad sizes.

**COLOR:** CMYK only - do not use RGB or spot color

**BONUS DIGITAL ISSUE:** All advertisements are included in the digital version of the magazine and are linked to the company website. Please supply high resolution pdf files.

Please send all relevant materials to: [production@khl.com](mailto:production@khl.com)

**WEBSITE**

1,882  
PAGE VIEWS/MONTH

1,131  
UNIQUE VISITORS

1:28  
SESSION TIME



**TOP 10 LOCATIONS**

- |                  |           |
|------------------|-----------|
| 1 UNITED STATES  | 6 ITALY   |
| 2 UNITED KINGDOM | 7 NORWAY  |
| 3 CANADA         | 8 GERMANY |
| 4 CHINA          | 9 INDIA   |
| 5 FRANCE         | 10 SWEDEN |

**WALLPAPER**  
Wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.  
**\$ 3,320 per month**

**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.  
**\$ 4,230 per month**



**TOP BILLBOARD**  
High profile position to promote your, brand, exhibition or product lines. Run of site.  
**\$ 2,940 per month**

**MPUs**  
High profile position to promote, brand, exhibition or product lines. Run of site.  
**MPU1 \$ 2,570 per month**  
**MPU2 \$ 2,030 per month**  
**MPU3 \$ 1,680 per month**  
**MPU4 \$ 1,680 per month**

**IN-CONTENT LEADERBOARD**  
Whether you want to build brand awareness or drive leads for your business, this format can do it all.  
**\$ 2,030 per month**

NEWSLETTER

6,727  
WEEKLY DISTRIBUTION

32.91%  
OPEN RATE

12.88%  
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE  
BY POSITION

SPONSORED CONTENT: 0.98%

BANNER: 0.52%

BUTTON: 0.29%

SPONSORED  
CONTENT 1

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

\$ 4,920 per month

SPONSORED  
CONTENT 2

Whether you want to build brand awareness or drive leads for your business, this format can do it all.

\$ 4,080 per month

BUTTON

Cost effective digital branding.

\$ 1,020 per month

Get the latest scaffold and access industry news delivered directly to your inbox. Beyond breaking news, the SA newsletter also features relevant industry videos, in-depth features, market analysis and more.

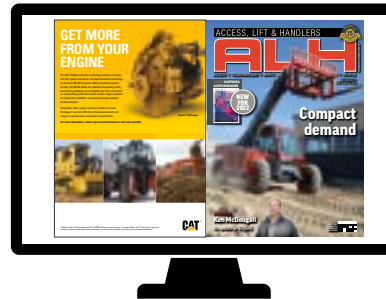


## DIGITAL ISSUE SPONSORSHIP



Solus position available on the download email sent to all Access, Lift and Handlers' digital readers for every issue (6 in 2023). Total SA digital circulation is **9,235**.

## OUTSIDE FRONT COVER



Looking to dominate the digital edition of ALH? By advertising on the first page of the digital issue, opposite the front cover, your marketing message will be seen before anything else. There's no better way to showcase your business and products - while also benefiting from ALH's digital circulation of **9,235**.

## EBLASTS



A highly effective way to get marketing messages to a specific, chosen audience. Target up to **11,846** unique e-mail addresses from our access contacts database to grow your business, showcase your products to key decision makers and alert potential buyers of what's to come. Please allow a 15% reduction to accommodate data permissions.

## WHITE PAPERS



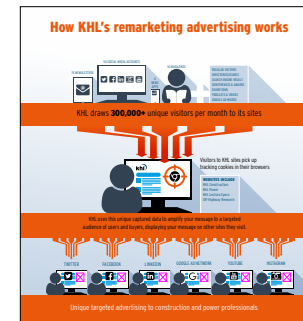
Promote your business solutions by providing in-depth coverage on topics that discuss technical issues, sustainability, health and safety and more.

## WEBINARS & ONLINE EVENTS



A great way to engage with a global audience to promote brand awareness, new products, technical topics and so much more. With webinars and online events, we can offer a full event package that includes hosting, moderating, promoting, recording and all other related elements.

## 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 \$ 7,500** Includes project setup, brand safety, 250,000 impressions and optimization.

**ADDITIONAL IMPRESSIONS \$ 3,000** Per 250,000 impressions.

# CONTACT US

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