



INTERNATIONAL RENTAL NEWS  
July/August 2019



Conducted By

**SIGNET**  
RESEARCH INC.

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**INTRODUCTION**

This report contains the results of an **AdStudy®**, conducted by SIGNET RESEARCH, INC. using ads from the July/August 2019 issue of *INTERNATIONAL RENTAL NEWS*.

Established in 1968, SIGNET RESEARCH, INC. is a leading provider of Ad Measurement studies specializing in publication, association, and advertising research. Signet combines cutting-edge technologies with a commitment to client customization through its proprietary AdStudies.

The objective of the **SIGNET AdStudy®** is to measure Recall and Readership of ads that appeared in a particular issue.

Readers from the publication's circulation list are invited to participate in this online study. The invitation is sent after they receive the issue to be studied and before receiving the next issue. Participants are connected to a Signet website where they view the ads to be measured.

By providing measurement scores to each ad and comparing it to others in the same issue, advertisers are given the opportunity to find new ways to better communicate with their audience and realize a stronger return on investment with their media buy. While these results represent a small sample of the magazine's total circulation, they do reflect the opinion and commentary of readers who are the most active, providing insight into how the general audience may react to the advertising.

**SCORES USED IN THIS REPORT****Recall Seeing**

- the percentage of respondents who recalled seeing the advertisement in the issue.

**Recall Reading**

- the percentage of respondents who read the advertisement.

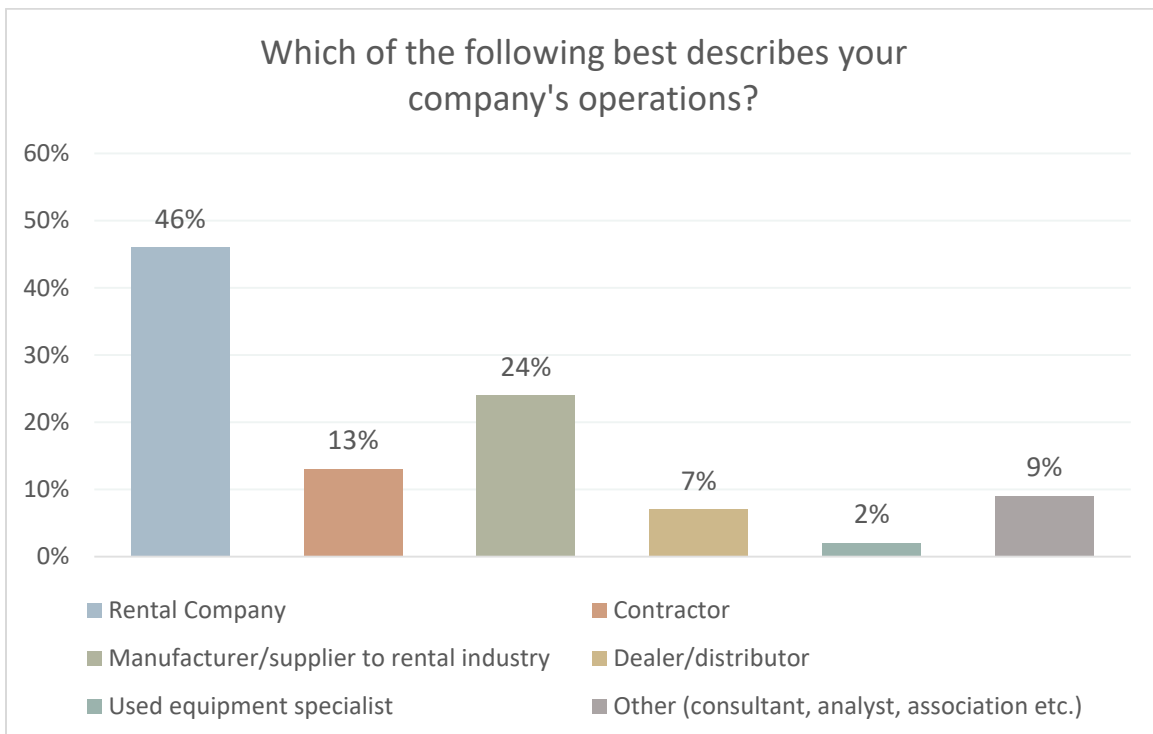
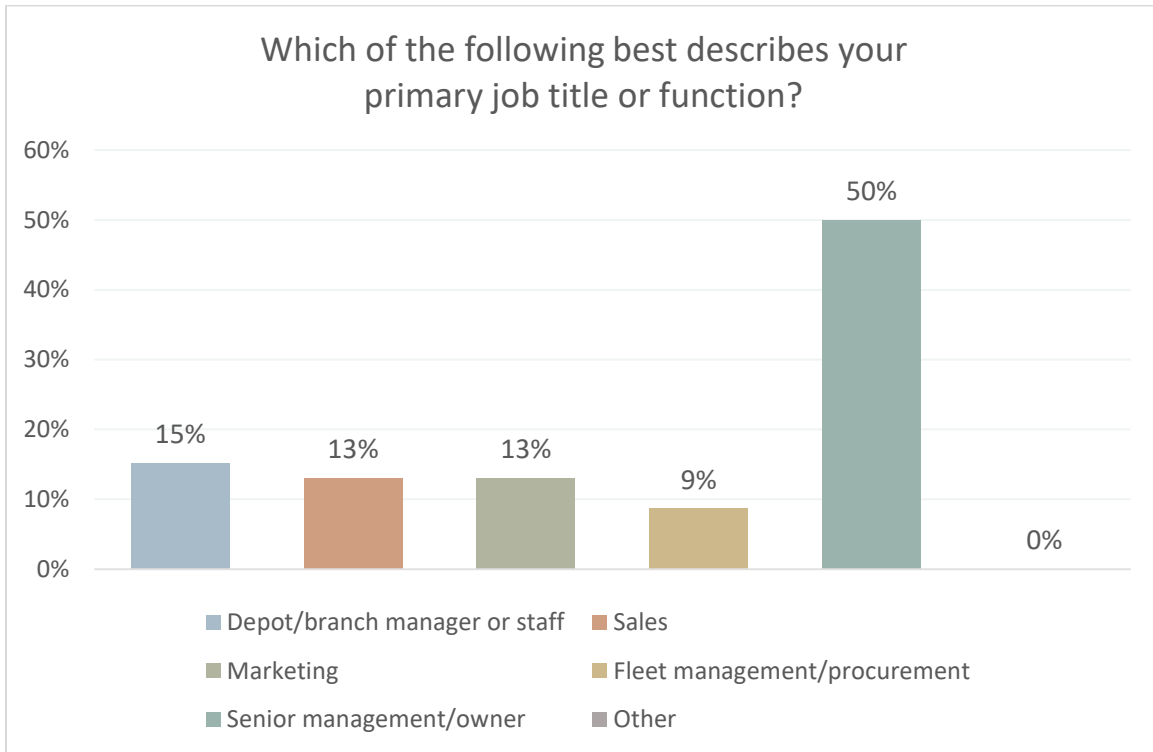
**AdStudy® Score**

- a measure of ad exposure. It is calculated by adding the recall seeing and recall reading percentages.

**Have Seen Sales Representation**

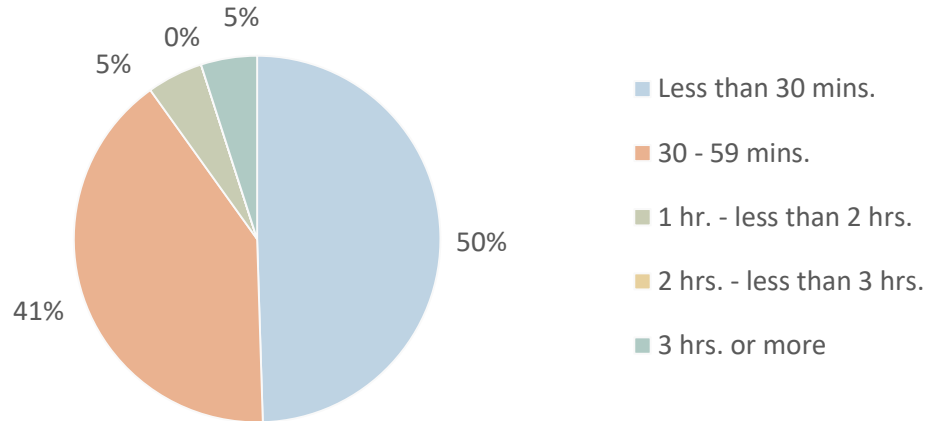
- the percentage of respondents who have seen a salesperson from the company advertising or sales representation for the product advertised in the past six months.

**READER PROFILE**



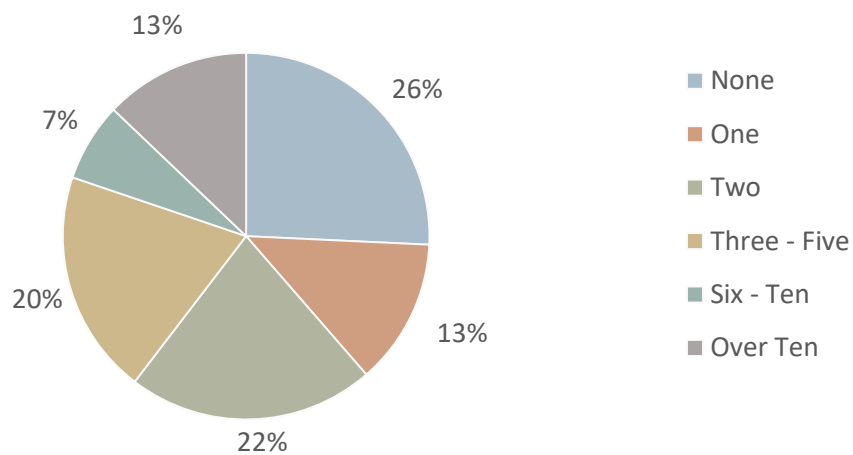
**READER PROFILE**

Considering all the times you pick it up, about how much time, in total, do you spend reading or looking through a typical issue of *INTERNATIONAL RENTAL NEWS*?



*Mean: 40 minutes*

How many people, other than yourself, usually read or look through your issue of *INTERNATIONAL RENTAL NEWS*?



*Mean Pass Along: 3.4 people*  
*Total Readers Per Copy: 4.4 people*

***Which of the following trade publications, other than INTERNATIONAL RENTAL NEWS, do you receive personally addressed to you?***

|                                 |     |
|---------------------------------|-----|
| Rental Management (USA)         | 27% |
| Rental Equipment Register (USA) | 20% |
| Executive Hire News (UK)        | 7%  |
| Access International            | 41% |
| Cranes & Access (UK)            | 23% |
| None of the Above               | 25% |

**Unduplicated Readership -  
25% only receive *International Rental News***

*Multiple responses permitted*

***Which of the following publications do you read regularly, that is 3 out of 4 issues?***

|                                 |     |
|---------------------------------|-----|
| International Rental News       | 62% |
| Rental Management (USA)         | 24% |
| Rental Equipment Register (USA) | 22% |
| Executive Hire News (UK)        | 16% |
| Access International            | 38% |
| Cranes & Access (UK)            | 16% |
| None of the Above               | 20% |

*Multiple responses permitted*

## 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.***

|   |     |
|---|-----|
| Gensets   | 36% |
| Compressors   | 38% |
| Pumps   | 27% |
| Compaction Equipment  | 33% |
| Earthmoving Equipment   | 49% |
| Aerial platforms/access equipment                                     | 40% |
| Telehandlers  | 40% |
| Lighting Towers   | 36% |
| Tools (power tools, surface preparation, breakers, drills, saws etc.) | 40% |
| Rental Software   | 20% |
| Asset tracking/telematics systems                                     | 20% |
| Concreting accessories (mixers, trowels, screeds)                     | 24% |
| Surveying equipment   | 24% |
| Groundcare/landscaping equipment                                      | 29% |
| Material handling (material lifts, forklift trucks, etc)              | 44% |
| Events equipment (fencing, roadways, power)                           | 22% |
| Engines   | 18% |

**Involved in One or More: 87%**

*Multiple responses permitted*



***What action(s) have you taken during the past year as a result of advertisements and/or articles in INTERNATIONAL RENTAL NEWS?***

|   |     |
|---|-----|
| Bought products or services advertised  | 24% |
| Recommend/specified products  | 31% |
| Referred an ad/article to someone else in the company by passing along a tearsheet, photocopy or actual issue | 31% |
| Discussed an ad/article with someone else in the company  | 40% |
| Requested additional information from a company, sales representative or distributor                          | 29% |
| Visited an advertiser's Website   | 33% |
| Other action  | 4%  |

**Took One or More Actions: 78%**

*Multiple responses permitted*

***In what format would you prefer to receive INTERNATIONAL RENTAL NEWS?***

|  |     |
|--|-----|
| Print  | 30% |
| Digital publication (Replica of print publication in digital format)                           | 33% |
| Online/html (Content on <i>khl.com/magazines/international-rental-news/</i> )                  | 7%  |
| Both print and digital publication   | 15% |
| Both print and online/html (Content on <i>khl.com/magazines/international-rental-news/</i> )   | -   |
| Both digital and online/html (Content on <i>khl.com/magazines/international-rental-news/</i> ) | -   |
| All three  | 9%  |
| No preference  | 7%  |

***Which of the following statements would you agree with?***

|  |     |
|--|-----|
| The advertising in <i>INTERNATIONAL RENTAL NEWS</i> educates and is an important part of the publication | 61% |
| I read through <i>INTERNATIONAL RENTAL NEWS</i> as much for the advertising as for the articles.         | 48% |
| Companies that advertise build trust and are seen as a reliable source.                                  | 37% |
| None of the Above  | 7%  |

*Multiple responses permitted*

**EDITORIAL READERSHIP**

| <b><u>Editorial</u></b>                              | <b><u>Page</u></b> | <b><u>Editorial Score*</u></b> | <b><u>Recall Seeing</u></b> | <b><u>Recall Reading</u></b> |
|--|--------------------|--------------------------------|-----------------------------|------------------------------|
| Comment: Changes                                     | 3                  | 112                            | 64%                         | 48%                          |
| News   | 6                  | 117                            | 64%                         | 53%                          |
| The Appleton Column: When politics fails             | 13                 | 84                             | 48%                         | 36%                          |
| Special News Report: Loxam/Ramirent: Giant Moves     | 14                 | 121                            | 63%                         | 58%                          |
| Interview: China Rental: China Shift                 | 16                 | 80                             | 44%                         | 36%                          |
| Gensets: Sourcing Energy                             | 18                 | 89                             | 51%                         | 38%                          |
| Skid Steer Loaders: Tight Turns                      | 22                 | 101                            | 60%                         | 41%                          |
| Interview: Trime: Trime targets US                   | 25                 | 55                             | 29%                         | 26%                          |
| Interview: Toolquick: Tools for hire                 | 27                 | 92                             | 52%                         | 40%                          |
| Pumps: Innovation overflow                           | 28                 | 88                             | 48%                         | 40%                          |
| Rental Insurance: Joined up thinking                 | 32                 | 69                             | 40%                         | 29%                          |
| Safety Strategy: Playing it safe                     | 35                 | 78                             | 44%                         | 34%                          |
| Product Update                                       | 36                 | 90                             | 50%                         | 40%                          |
| Rouse Services: Metric trends                        | 40                 | 79                             | 46%                         | 33%                          |
| Era News: Renting equipment reduces carbon emissions | 41                 | 88                             | 48%                         | 40%                          |

**EDITORIAL READERSHIP**

| <u>Editorial</u>            | <u>Page</u> | <u>Editorial Score*</u> | <u>Recall Seeing</u> | <u>Recall Reading</u> |
|-----------------------------|-------------|-------------------------|----------------------|-----------------------|
| Products/Services Directory | 42          | 89                      | 52%                  | 37%                   |
| <b>TOTAL ISSUE AVERAGE</b>  |             | <b>90</b>               | <b>50%</b>           | <b>39%</b>            |

\*Measure of Ed Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

Percentages may not add up due to rounding.

## PUBLICATION VERBATIMS

Tell us how useful *INTERNATIONAL RENTAL NEWS* is to you and how you use it in your job.

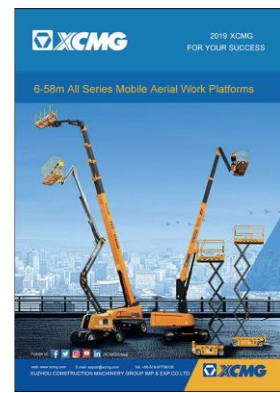
- I get to know modern solutions and products.
- First of all new trends, gig lights, information and contact data incl. websites.
- It provides me with new ideas of what is available in the forever changing marketplace that creates new opportunities.
- Important.
- Read it and distribute it to my team.
- Informative and reliable reference and please send my free copies immediately thank you and cordial regards.
- It keeps me inform of new products and events.
- I get to know about the industry in general. Keeps me updated on the latest methods used, products introduced, etc.
- It is very useful to keep up-to-date with the news of this world, learn about new products and increase our knowledge network.
- Resume of global rental market tendencies as information source.
- Compare and search brands or new products.
- International Rental News gives me a good insight in the trends in the equipment rental market.

**TOP 5 ADSTUDY® SCORES\***

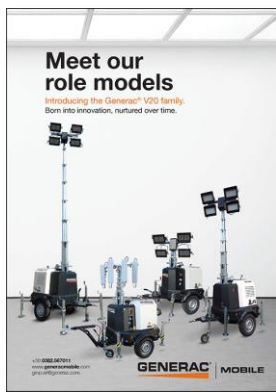
**1. Skyjack: 152**



**2. Xuzhou Construction Machinery Group Imp. & Exp. Co. LTD: 144**



**3. Generac Mobile: 137**



**4. Vanguard: 118**



**5. CONEXPO-CON/AGG: 116**



\*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

**½ PAGE OR LARGER SCORES**

| Advertisers   | Size     | Page              | AdStudy®<br>Score* | Recall<br>Seeing | Recall<br>Reading | Have Seen<br>Salesperson |
|---|----------|-------------------|--------------------|------------------|-------------------|--------------------------|
| Skyjack   | 1/2 page | 12                | 152                | 81%              | 71%               | 16%                      |
| Xuzhou Construction Machinery Group Imp. & Exp. Co. LTD | 1 page   | 4                 | 144                | 79%              | 65%               | 12%                      |
| Generac Mobile  | 1 page   | C.2               | 137                | 72%              | 65%               | 19%                      |
| Vanguard  | 1 page   | C.4               | 118                | 65%              | 53%               | 4%                       |
| CONEXPO-CON/AGG   | 1 page   | 39                | 116                | 62%              | 54%               | 3%                       |
| Himoinsa  | 1 page   | 21                | 95                 | 53%              | 42%               | 4%                       |
| Gorman-Rupp Pumps                                       | 1 page   | 31                | 93                 | 50%              | 43%               | 4%                       |
| inspHire  | 1 page   | 9                 | 83                 | 47%              | 36%               | 7%                       |
| Kovaco  | 1 page   | 11                | 82                 | 45%              | 37%               | 5%                       |
| Pioneer Pump  | 1/2 page | 24                | 77                 | 39%              | 38%               | 4%                       |
| Betonblock  | 1 page   | 34                | 75                 | 38%              | 37%               | 5%                       |
| Selwood   | 1/2 page | 26                | 63                 | 34%              | 29%               | 2%                       |
| Smartlift   | 1/2 page | 12                | 56                 | 30%              | 26%               | 2%                       |
| <b>TOTAL ½ PAGE OR LARGER AVERAGE</b>                   |          |                   | <b>99</b>          | <b>53%</b>       | <b>46%</b>        | <b>7%</b>                |
| <b>SIZE AVERAGES</b>                                    |          | <b>NO. OF ADS</b> |                    |                  |                   |                          |
| <b>One Page</b>   |          | <b>9</b>          | <b>105</b>         | <b>57%</b>       | <b>48%</b>        | <b>7%</b>                |
| <b>Half Page</b>  |          | <b>4</b>          | <b>87</b>          | <b>46%</b>       | <b>41%</b>        | <b>6%</b>                |

\*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.  
Percentages may not add up due to rounding.

**LESS THAN ½ PAGE SCORES**

| Advertiser                              | Size     | Page | AdStudy®<br>Score* | Recall<br>Seeing | Recall<br>Reading | Have Seen<br>Salesperson |
|---|----------|------|--------------------|------------------|-------------------|--------------------------|
| Hamm                                    | 1/3 page | 20   | 96                 | 50%              | 46%               | 16%                      |
| Exmile                                  | 1/3 page | 15   | 86                 | 46%              | 40%               | 8%                       |
| DXB                                     | 1/4 page | 26   | 80                 | 44%              | 36%               | 8%                       |
| MHM                                     | 1/4 page | 26   | 76                 | 43%              | 33%               | 8%                       |
| The Showman's Show                      | 1/4 page | 17   | 72                 | 37%              | 35%               | 4%                       |
| <b>TOTAL LESS THAN 1/2 PAGE AVERAGE</b> |          |      | <b>82</b>          | <b>44%</b>       | <b>38%</b>        | <b>9%</b>                |

\*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.  
 Percentages may not add up due to rounding.



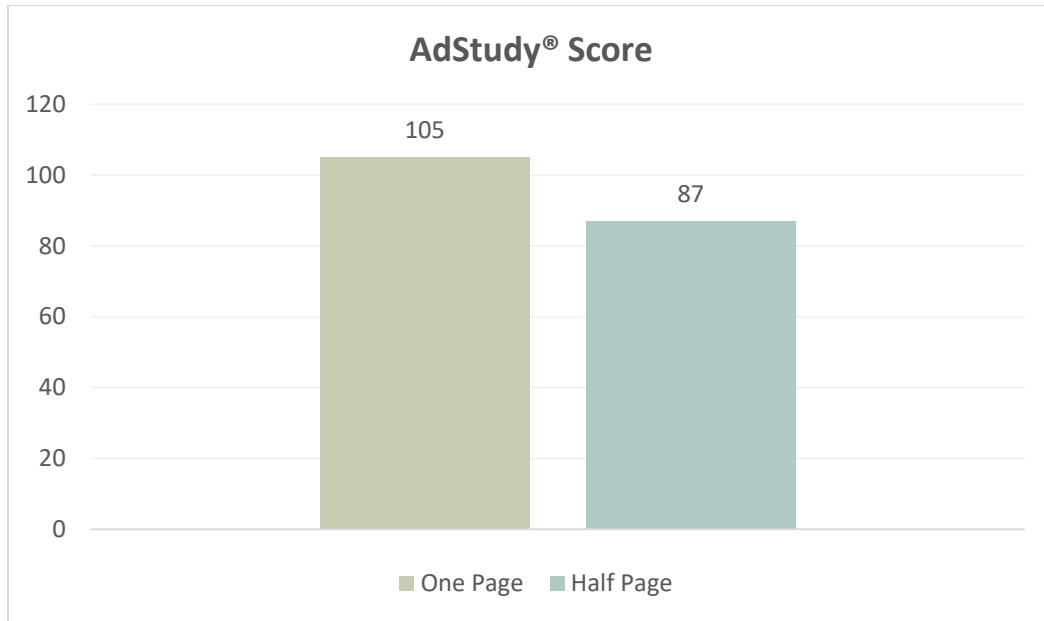
**HOUSE AD SCORES**

| Advertiser                           | Size     | Page | AdStudy®<br>Score* | Recall<br>Seeing | Recall<br>Reading | Have Seen<br>Salesperson |
|--------------------------------------|----------|------|--------------------|------------------|-------------------|--------------------------|
| Register For The Free Digital Issue  | 1/4 page | 17   | 138                | 71%              | 67%               | 10%                      |
| International Rental Conference Asia | 1/2 page | 24   | 133                | 73%              | 60%               | 10%                      |
| <b>TOTAL HOUSE AD AVERAGE</b>        |          |      | <b>136</b>         | <b>72%</b>       | <b>64%</b>        | <b>10%</b>               |

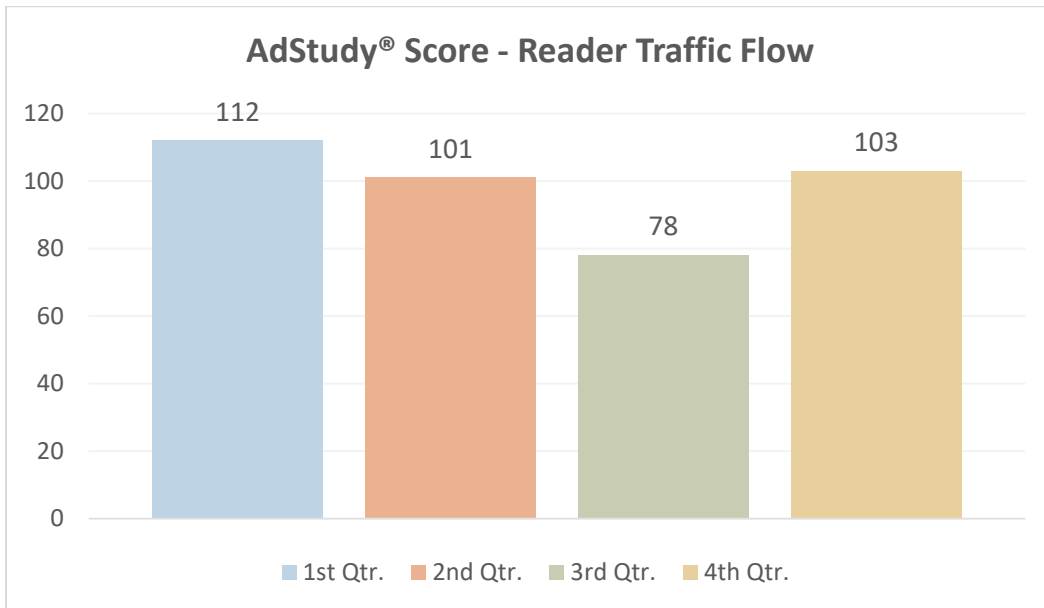
\*Measure of Ad Exposure - Calculated by adding the Recall Seeing and Recall Reading percentages.

Percentages may not add up due to rounding.

**SIZE/PLACEMENT AVERAGES**



*The above are averages for the sizes of ads in this issue*  
(i.e. 105 is the average score for the One Page ads)



*The above are averages per 1/4 of the magazine*  
(i.e. 112 is the average score for the first 1/4 of the book)

