

INFORMING THE GLOBAL RENTAL MARKET



# INTERNATIONAL **rental** NEWS



# 2022 MEDIA INFORMATION

# INTERNATIONAL **rental** NEWS



## IN 2022 INTERNATIONAL RENTAL NEWS (IRN) CELEBRATES 21 YEARS INFORMING AND SUPPORTING THE GLOBAL EQUIPMENT RENTAL INDUSTRY

In a period of renewed momentum, IRN continues to cover the key issues and stories affecting the rental industry, from the latest products and interviews with senior rental figures, to in-depth reports on key trends such as pandemic recovery, digitalisation and sustainability.

Available in print and digital format and online, readers can stay informed through our daily online news, weekly newsletters, social media updates, podcasts and events. We look forward to maintaining and strengthening our coverage in 2022.

**BELINDA SMART** Editor

WE REACH KEY BUYERS IN THE GLOBAL RENTAL INDUSTRY

### MAGAZINE

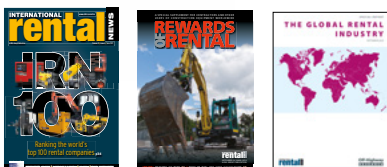
[\(Click here for more information\)](#)



14,246

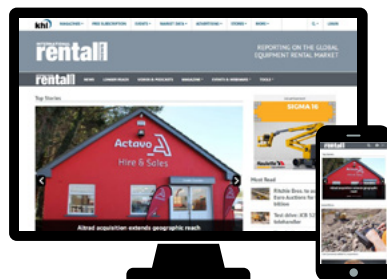
**CIRCULATION**

SUPPLEMENTS/REPORTS



### WEBSITE

[\(Click here for more information\)](#)



22,108

**PAGE VIEWS/MONTH**

AVERAGE (SEPT 2020-JAN 2021)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

### NEWSLETTERS

[\(Click here for more information\)](#)



12,113

**IRN WEEKLY DISTRIBUTION**

AVERAGE (JUNE 2020-JUNE 2021)  
PUBLISHER'S OWN DATA

875

**ERA WEEKLY DISTRIBUTION**

### EVENTS

[\(Click here for more information\)](#)



JUNE 2022  
Riga, Latvia



NOVEMBER 2022  
Shanghai, China



2023 DATE TBC  
Maastricht, The Netherlands

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

## MAGAZINE



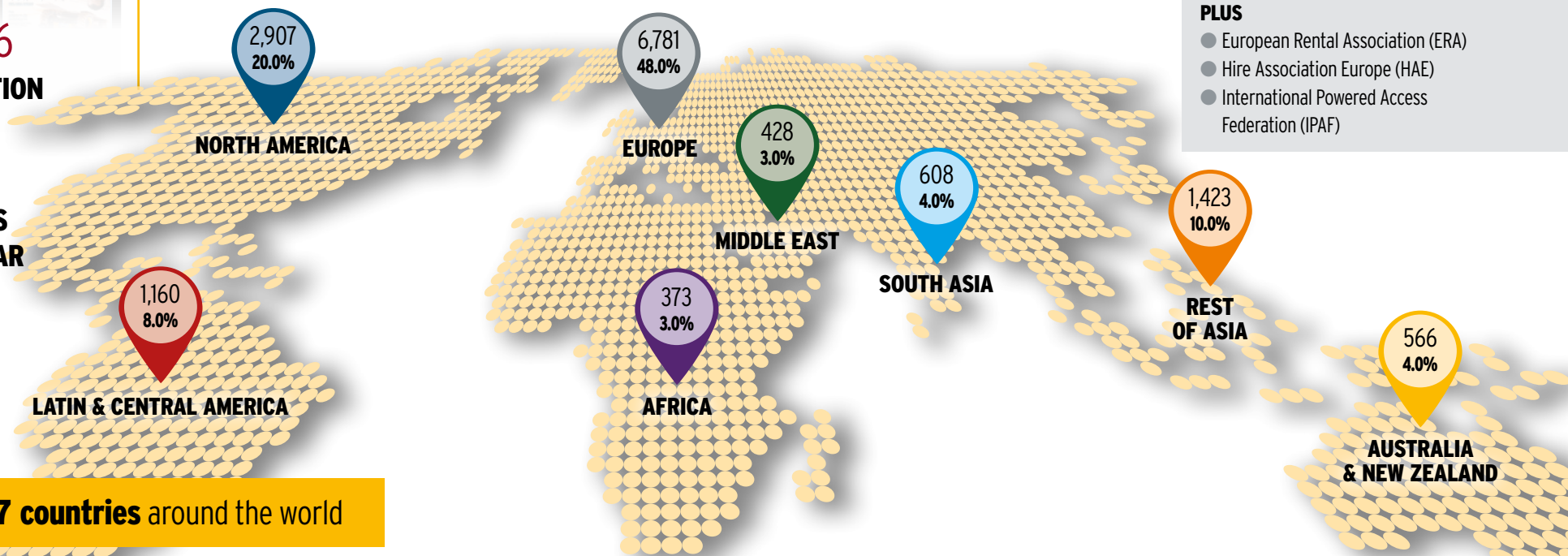
Our dynamic circulation is continuously updated to include emerging markets and new players, meaning IRN is read by a major share of the global equipment rental market, including the world's top 100 rental companies, the top 100 companies in North America, and key players in other global markets.

IRN also works with rental associations representing leading international markets, ensuring a worldwide reach.

## BY REGION

**14,246**  
CIRCULATION

**8**  
ISSUES  
PER YEAR



## BY BUSINESS TYPE

- 74.0%** Construction Equipment Rental Companies
- 14.0%** Manufacturer
- 7.0%** Distributor/Agent/Equipment Sales
- 4.0%** Contractors
- 1.0%** Other

## RENTAL ASSOCIATIONS IN THE FOLLOWING COUNTRIES WORK WITH IRN AND RECEIVE THE MAGAZINE:

- America
- Australia
- Brazil
- Canada
- Denmark
- Germany
- Italy
- Japan
- Netherlands
- Poland
- Romania
- South Africa
- Spain
- UK

### PLUS

- European Rental Association (ERA)
- Hire Association Europe (HAE)
- International Powered Access Federation (IPAF)

IRN is read in **177 countries** around the world

## JAN-FEB

### PREVIEWS



**Lighting Towers**  
**Access Equipment**  
COUNTRY FOCUS: **UK**

HOW TO: **Create a sustainable rental company**

## MARCH

### FREE MARKET RESEARCH

Free independent advertising research for full pages or larger

CLICK HERE TO SEE A PREVIOUS SURVEY

**Rental software/digital technology**  
**Telehandlers**

HOW TO: **Protect your business from cyber attack**

## APRIL-MAY

### MARKET INTELLIGENCE



**Pumps**  
**Mini Excavators**  
COUNTRY FOCUS: **JAPAN**

HOW TO: **Assess the impact of online aggregators**

## JUNE

### TOPLIST

### SHOW GUIDES



With Forklift Top 10



### Gensets

HOW TO: **Introduce paperless operations**

#### BONUS DISTRIBUTION:

- Hillhead
- ERA Convention

## ADVERTISING OPPORTUNITIES

Special advertising and sponsorship opportunities are available for the following features:

- IRN100**
- ERA/IRN RentalTracker**
- Rewards of Rental supplement**
- Rental Confidence Survey**

CLICK HERE FOR ADVERTISING OPPORTUNITIES

## JULY-AUGUST

### PREVIEW



**Compact tracked loaders & skid steers**  
**Lighting towers**

SUPPLEMENT

**Rewards of Rental**

TOPLIST: **Yellow Table**  
COUNTRY FOCUS: **USA**

HOW TO: **Stay informed on hydrogen power**

#### BONUS DISTRIBUTION:

- bauma

## SEPTEMBER

### SHOW GUIDE

### PREVIEW



**Compaction equipment**  
**Rental software/digital technology**

TOPLIST: **ICON200**

HOW TO: **Grasp the opportunities of power rentals**

#### BONUS DISTRIBUTION:

- bauma
- IRC
- bauma China

## OCTOBER

### LAST MINUTE NEWS

### SHOW GUIDE



### PREVIEW

### MARKET INTELLIGENCE



**Tracked excavators**  
**Pumps**

REGION FOCUS: **Middle East**

HOW TO: **Improve your operations with telematics**

#### BONUS DISTRIBUTION:

- bauma
- IRC
- bauma China

## NOV-DEC

### REPORT



### Gensets

**Cutting & drilling tools**

MARKET INTELLIGENCE  
**RENTAL CONFIDENCE SURVEY**

HOW TO: **Use dynamic pricing for growth**



## SIGNET ADSTUDY

FREE INDEPENDENT MARKET RESEARCH

CLICK HERE FOR FURTHER DETAILS

CLICK HERE TO VIEW IRN ARCHIVE ISSUES

## EDITORIAL DEADLINES

Editorial should be submitted to the editor no later than the 5th of the preceding month

For further details, or to submit material suitable for publication, please contact **Belinda Smart**: belinda.smart@khl.com | +44 (0)1892 786209

## REWARDS OF RENTAL SUPPLEMENT



CLICK HERE FOR FURTHER INFO

**This special supplement outlines the benefits of the rental model for contractors and other equipment end users.**

- Opportunity to dominate a unique rental supplement
- Heavily marketed digitally
- The Rewards of Rental will be included in the July-August issue of IRN magazine
- Branding within delivery e-mail of supplement

### THE PACKAGE

- Sole sponsorship with **COMPANY LOGO** on front cover
- **FULL-PAGE ADVERT** on back cover
- Reprinted and distributed separately to **17,799** global contractors through ICON & CE

## RENTAL TRACKER AND CONFIDENCE SURVEY



CLICK HERE FOR FURTHER INFO

**This survey of business trends and sentiment in Europe's equipment rental industry is carried out twice 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 April-May and October issues and the Confidence Survey in the November-December 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



CLICK HERE FOR FURTHER INFO

**IRN's annual ranking of the worlds top rental companies by rental turnover.**

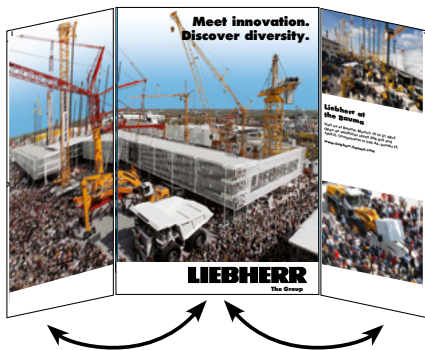
- Align your brand with the most important rental analysis of the year
- **IRN100** extended digital version is distributed shortly after the IRN June issue has been produced each year
- Widely anticipated, read and shared online.
- Stand-alone extended digital version of the **IRN100** report. Covering extra analysis and data

### THE PACKAGE

- **EXCLUSIVE SOLE SPONSORSHIP** with **LOGO** on front cover and **FULL PAGE ADVERT** on back cover, or up to **4 CLIENTS SPONSORSHIP OPPORTUNITY** with **LOGO** on **FRONT COVER** and equally sized **BANNER ADVERTS** within the report.
- Distributed to IRN along with **28,626** ICON, CE, AI, ALH and D&Ri digital circulations

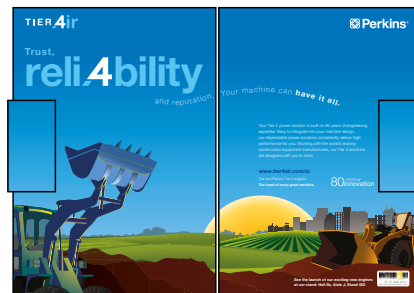
UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR SOME HIGH IMPACT, HIGH VISIBILITY MARKETING

**BARN DOOR**



A split cover revealing your advert comprising 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.

**SUPPLEMENT**



A supplement bound in the magazine consisting of 4, 8, 12 or 16 pages.

MAGAZINES GIVE YOU THE SPACE TO TURN YOUR ADVERTISEMENT INTO A VISUAL STORY, NOT JUST A ONE-LINE PRODUCT PITCH

GATEFOLD: COVER OR INSIDE POSITION



POSTCARD



Attach a postcard to the front cover of the magazine for high visibility marketing that every subscriber will see and be engaged.

Three pages of advertising opening out as a gatefold from either the front cover or back cover. Or, opening out as a four- or six-page gatefold inside the magazine.



BOOKMARK OR TABBED AD



You can guarantee all subscribers see your advertisement with a bookmark added to your ad or highlighted with a tabbed insert.

- ✔ Direct traffic from IRN's website straight to yours
- ✔ Measure your campaign's success

**ADVERTISERS RECEIVE 1 MONTH'S EXPOSURE**

WEBSITE



**22,108\***  
PAGE VIEWS/MONTH

**12,077\***  
UNIQUE VISITORS/MONTH

**13,680\***  
SESSIONS/MONTH

\*AVERAGE (SEPT 2020-JAN 2021)



SOURCE: GOOGLE ANALYTICS  
Google Analytics is the most widely used web analytics service on the internet and considered the most accurate.

**SOLUS WALLPAPER BRAND NEW FOR 2022**

A unique 'run of site' opportunity for you to dominate the entire IRN website.

Desktop: 1260 x 1500 pixels  
1024px centre gap not visible

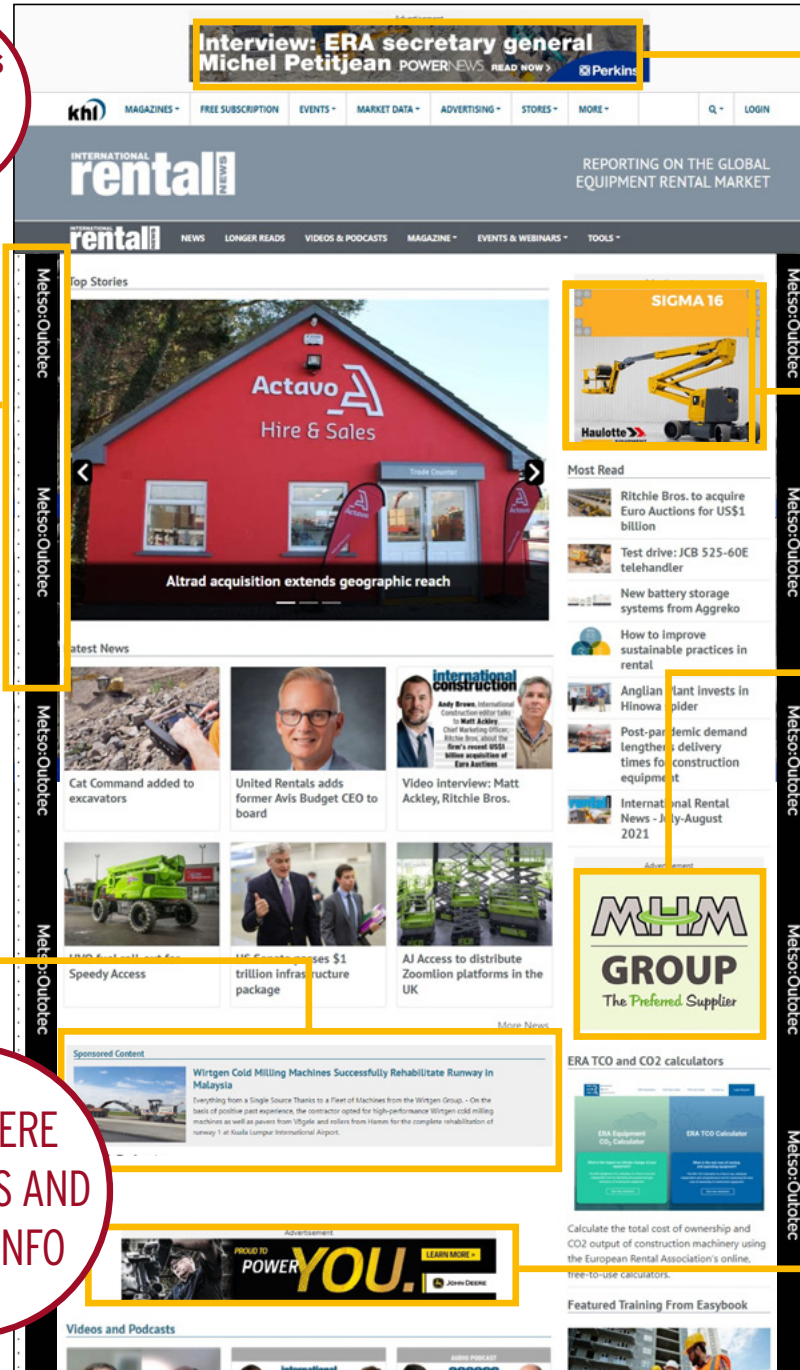
**SPONSORED CONTENT**

An opportunity for you to promote your knowledge or expertise on a specific subject, expanding in to a longer article or use video to further engage potential customers. Excellent for lead generation, or building brand awareness. 'Run of site'.

**Learn more here**

- Headline:** Max 40 characters including spaces
- Standfirst:** Max 250 characters including spaces
- Button Text:** Max 20 characters including spaces
- 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.

**CLICK HERE FOR RATES AND LATEST INFO**



**TOP BILLBOARD**

High profile position to promote, brand, exhibition or product lines. Run of site

Desktop: 728 x 90 pixels  
Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels

**MPU 1 & MPU2**

Prestigious 'run of site' positions to promote your brand, events, or products.

MPU3 and MPU4 slots also available.

Desktop, Tablet & Mobile: 300 x 250 pixels

**IN-CONTENT LEADERBOARD**

Dominating position within the main news stories, allowing you to promote your brand, new product, event or offers, driving traffic to your chosen landing page through this run of site banner position.

Desktop: 598 x 100 pixels  
Tablet: 468 x 60 pixels  
Mobile: 300 x 75 pixels



Reach your audience direct to their inbox 4+ times a month\*

Direct buyers straight to your chosen landing page

Align your brand with the latest news for our industry



12,113

**IRN WEEKLY DISTRIBUTION**

AVERAGE (JUNE 2020-JUNE 2021)  
PUBLISHER'S OWN DATA



875

**ERA WEEKLY DISTRIBUTION**

PUBLISHER'S OWN DATA

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

**SPONSORED CONTENT 1**

**SOLD WEEKLY**

Limited to 1 advertiser per week

Highly prominent position to dominate newsletter with space to expand your message.

**Headline:** Max 60 characters including spaces  
**Standfirst:** Max 400 characters including spaces  
**Button Text:** Max 20 characters including spaces  
**Image:** 570px width by 190px height high res image  
**Article:** Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

**SPONSORED CONTENT 2**

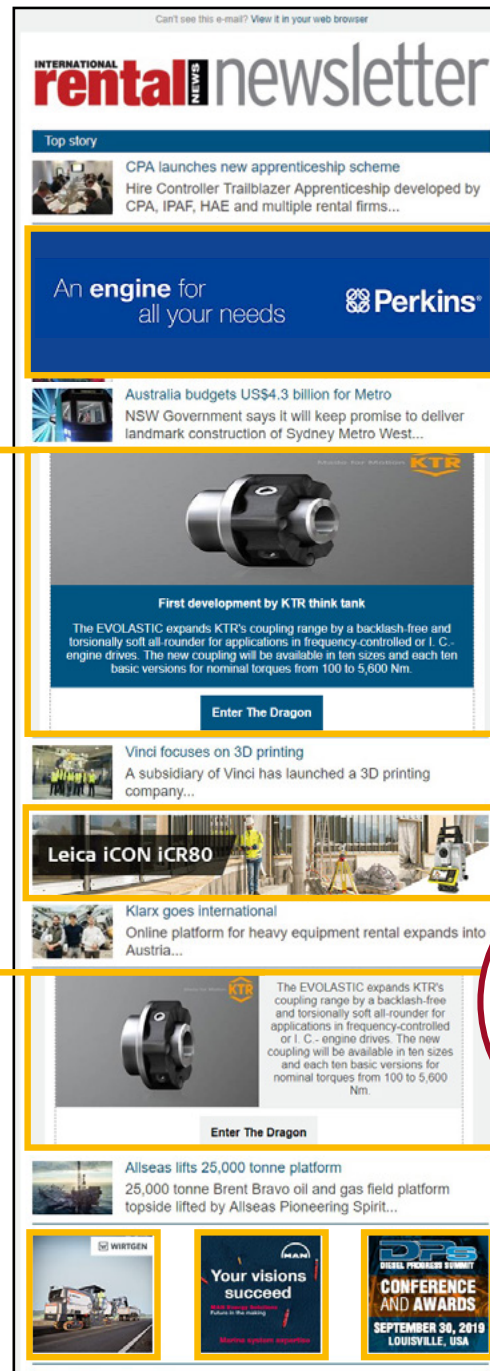
**SOLD WEEKLY**

Limited to 1 advertiser per week

Build brand awareness, promote a new product/service or drive downloads of a white paper.

**Text:** Max 308 characters including spaces  
**Button Text:** Max 20 characters including spaces  
**Image:** 3:2 ratio image high resolution image  
**Article:** Five images (Jpeg or PNG formats), text (up to 3000 characters including spaces) or please supply a link to an article hosted on your own website.

\*With the exception of the sponsored content positions which are sold on a weekly basis



**TOP BANNER**

AVAILABLE MONTHLY

Limited to 1 advertiser per month

Guaranteed top position for entire month.

Desktop, Tablet & Mobile: 570 x 200 pixels

**SPONSOR BANNERS**

SOLD MONTHLY

Limited to 5 sponsors per month

Branding opportunity, drive leads to your website.

Desktop, Tablet & Mobile: 570 x 100 pixels



**BUTTON BANNERS**

SOLD MONTHLY

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

Promote your presence at the world's largest trade fair!

7 newsletters; 3 prior to the show, 3 during, 1 afterwards

50,000 distribution offers combined potential views of 350,000

NEWSLETTER



50,000

DISTRIBUTION

PUBLISHER'S OWN DATA

**SPONSORED CONTENT**

Highly prominent position to dominate newsletter with space to expand your message.

Limited to 1 advertiser.

- Headline:** Max 40 characters including spaces
- Standfirst:** Max 250 characters including spaces
- Button Text:** Max 20 characters including spaces
- 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.

CLICK HERE FOR RATES AND LATEST INFO

**TOP BANNER**  
Guaranteed top position for all 7 issues of the Bauma Daily newsletter.  
**Limited to 1 advertiser.**  
Desktop, Tablet & Mobile: 570 x 200 pixels

**SPONSOR BANNERS**  
Branding opportunity, drive leads to your website. All sponsor banners rotated after each issue.  
**Limited to 4 advertisers.**  
Desktop, Tablet & Mobile: 570 x 100 pixels

**BUTTON BANNERS**  
Cost effective digital branding.  
**Limited to 3 advertisers.**  
Desktop, Tablet & Mobile: 150 x 150 pixels

INTERNATIONAL **rental** CONFERENCE **ASIA**

A HIGH LEVEL FORUM FOR DEBATE AND EDUCATION

**Monday 21 November, 2022** (day before Bauma China)

The IRC attracts owners and decision makers from the largest rental companies in China, which is the fastest growing rental market in the world. In addition, rental company owners and managers throughout Asia and the rest of the world attend.

- IRC is a one-day event dedicated to the equipment rental industry in China & wider Asia.
- The event attracts 450 delegates - 180 companies - 25 countries & regions.
- Attendees are managers and owners of equipment rental businesses, as well as manufacturers & distributors of equipment, consultants, used equipment brokers & government authorities.

Sponsorship of the IRC ensures you are promoting your brand and products to these key buyers.

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



THE PREMIER AWARDS FOR THE EUROPEAN RENTAL INDUSTRY

**Riga, Latvia. June 2022**

The European Rental awards are held alongside the ERA annual convention. Each award celebrates outstanding achievements in the rental industry for the European rental market. The evening attracts over 360 rental professionals providing an opportunity to network and celebrate with the winners. Excellent sponsorship opportunities are available providing an opportunity to successfully reach, network and align your brand with this prestigious award ceremony.

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



MEET THE BIGGEST RENTAL EQUIPMENT BUYERS FROM AROUND THE WORLD

**Maastricht MECC, The Netherlands. 2023.**

The IRE exhibition runs alongside APEX, the ERA convention and rental awards. IRE alone attracts over 1,600 equipment buyers, with APEX attracting over 4,500 visitors. Exhibitors at the IRE will benefit from meeting with buyers & key decision makers from rental companies who need to refresh their fleets and are receptive to looking at new products, and latest developments, attending shows to find that information. Extensive marketing campaigns which start well in advance of the event will attract company owners and purchasing managers from around the world.

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

## OUTSIDE FRONT COVER



**NEW for 2022.** A great opportunity for you to dominate the digital issues of IRN by being the first page of the digital issue, opposite the front cover. Showcase your business and products in our digital issue and benefit from IRN's digital circulation of **9,811**.

## DIGITAL ISSUE SPONSORSHIP



**NEW for 2022.** Solus position available on the download email sent to all International Rental News' digital readers for every issue (8 in 2022). Total IRN digital circulation is **9,811**.

## ECASTS



A highly effective way to get your message to your chosen target audience. Target up to **18,164** unique email addresses from our Rental contacts to grow your business, showcase your products to key decision makers, and alert potential buyers to your events.

## PRODUCT LAUNCH PACKAGES



IRN can make your new product launch a success. With full support & reporting available throughout your campaign. We can ensure you reach key decision makers in your chosen regions and sectors. Contact us for further details.

## CLIENT LEAD WEBINARS



A great way to engage with a global audience to promote brand awareness, new products, technical topics and so much more. We can offer a full package including hosting, moderating, promotion, recording and all other elements.

## WHITE PAPERS



Like so many others, our audience is crying out for good quality information to help them run their business better and more efficiently.



**Your digital marketing route to North American construction contractors and rental companies.**

<https://news.conexpoconagg.com/>



**Browse safety training courses offered by the best U.S. training providers, held in top venues throughout North America.**

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



**Management consultancy specialising in the research and analysis of international construction, and agricultural equipment markets.**

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



**Your digital marketing route to UK construction contractors.**

See an example of the newsletter here



**Lawsons is an international recruitment agency specialising in the Construction and Power sectors throughout the UK and Worldwide.**

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



**THRIVE CREATIVE**

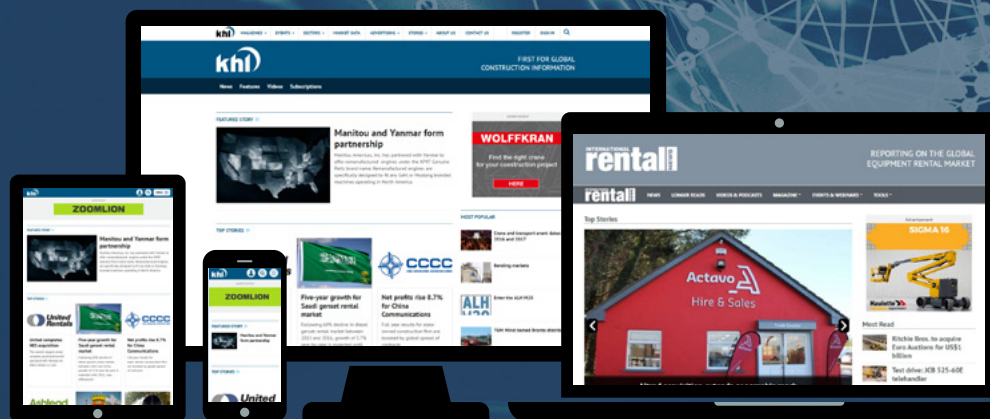
**High-impact creative services for the world's hardest-working industries.**

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

THE INTERNATIONAL GROUP, WITH OFFICES IN NORTH AND SOUTH AMERICA, CHINA, INDIA, UK, GERMANY AND ITALY WITH SUPPORTING OFFICES ACROSS THE GLOBE, OFFERS THE FOLLOWING PRODUCTS AND SERVICES:

- **MAGAZINES**
  - **NEWSLETTERS**
  - **WEBSITES**
  - **E-COMMERCE STORES**
- **DIGITAL MARKETING**
  - **CONTRACT PUBLISHING**
  - **MOBILE APPS**
  - **EVENTS/EXHIBITIONS**
- **SOCIAL MEDIA**
  - **DIGITAL MAGAZINES**
  - **BENCHMARK STUDIES**
  - **SPECIAL REPORTS**

**khl**  
INFORMATION THAT BUILDS  
AND POWERS THE WORLD



MAGAZINE



14,246  
CIRCULATION

8  
ISSUES  
PER YEAR

**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.

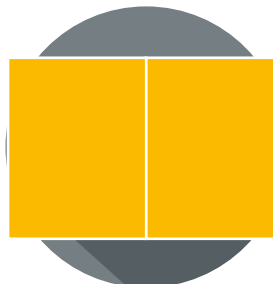
**BONUS DIGITAL ISSUE**

- 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**

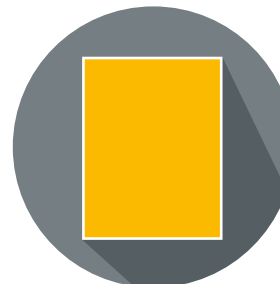
- Link additional video, audio or images to your digital advertisement, free of charge, when viewed via the International Rental News App. Please talk to your local sales contact.

**DOUBLE PAGE SPREAD**



420mm x 297mm  
(16.5in W x 11.75in H)

**FULL PAGE**



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

**HALF PAGE ISLAND**



117mm x 184mm  
(4.625in W x 7.25in H)

**HALF PAGE VERTICAL**



86mm x 268mm  
(3.375in W x 10.5in H)

**HALF PAGE HORIZONTAL**



184mm x 124mm  
(7.25in W x 4.875in H)

**THIRD PAGE VERTICAL**



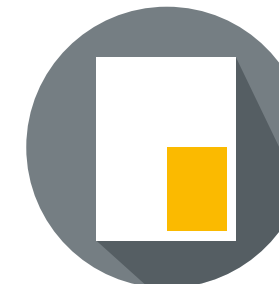
57mm x 268mm  
(2.25in W x 10.5in H)

**THIRD PAGE HORIZONTAL**



184mm x 85mm  
(7.25in W x 3.35in H)

**QUARTER PAGE**



86mm x 124mm  
(3.375in W x 4.875in H)

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