

THE OFFICIAL VOICE OF THE
SCAFFOLD & ACCESS INDUSTRY



www.khl.com

2022
MEDIA INFORMATION

www.scaffoldmag.com



THE TRUSTED INDUSTRY VOICE THAT REACHES KEY BUYERS AND DECISION MAKERS AROUND THE GLOBE

With a circulation of nearly 13,000 readers spanning across North America, Scaffold & Access Magazine is the leading resource for the scaffolding industry.

As the official voice of the Scaffold & Access Industry Association (SAIA,) no other publication covers the market as extensively and exclusively as SA Magazine. Through in-depth reports, executive interviews, best business practices and the most concise and up-to-date news, readers turn to SA Magazine for the information they need to do their jobs better, safer and more productively.

Printed six times a year within sister publication Access, Lift & Handlers, SA Magazine is also available digitally via its online and tablet editions. It also keeps the industry informed via its dedicated e-newsletter, website, podcasts, webinars and social media platforms. No matter your preferred format, SA Magazine has you covered.

MAGAZINE



12,989

CIRCULATION

6

ISSUES PER YEAR

45 MINUTES

AVERAGE READ TIME

2-3 PEOPLE PER ISSUE

AVERAGE PASS-ALONG

2021 SIGNET ADSTUDY®

WEBSITE



NEW FOR 2022

SA Magazine will now have its own dedicated website where visitors will find the latest breaking news alongside long-form features, video interviews, archived issues and much more.

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

NEWSLETTER



DIRECTORY



SOCIAL MEDIA



-  **saiamag**
-  **@samagazinekhl/**
-  **@KHLgroupSA**
-  **Scaffold & Access Magazine (SA)**

EVENTS



**2022 SAIA/ANSI ASC A92
ANNUAL MEETING**



SCAFFOLD & ACCESS MAGAZINE REACHES KEY DECISION MAKERS WITH PURCHASING POWER

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2021 SIGNET ADSTUDY®

Scaffold & Access reaches the people you aim to do business with.

From general and specialty contractors to rental companies and safety professionals, SA Magazine's highly targeted readership is constantly fine-tuned by our dedicated circulation team.

SA Magazine reaches:

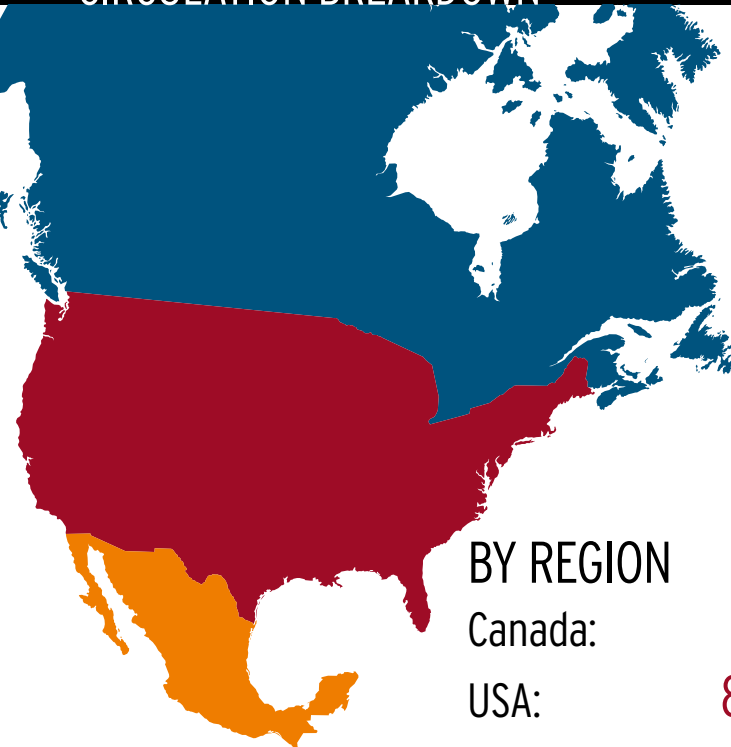
- Masons
- Safety professionals
- Rental companies
- General & specialty contractors
- Engineers
- Erectors
- Construction and design specialists
- Facility managers
- Staging companies
- Manufacturers

SA Magazine can ensure your advertising spend is targeted toward current and active buyers of access equipment through our unique Proof of Performance (PoP) indicator. Through PoP, we can demonstrate exactly who reads our magazine and guarantee those readers are relevant to your business.

In addition to PoP, our regularly conducted readership surveys and yearly Signet Ad Study scrutinize each page of each SA issue. The results provide us with detailed and valuable feedback that keeps our finger on the pulse of the market.

For more information, or to advertise, please contact **Tony Radke**: tony.radke@khl.com | +1 602 721 6049

CIRCULATION BREAKDOWN



BY REGION

Canada: 11%

USA: 85%

Mexico: 4%

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

ABOUT THE SAIA



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

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

JAN-FEB

COUNCIL FOCUS

Mast climbing

Supported

EVENT GUIDE

World of Concrete

EVENT PREVIEW

SAIA Committee Week

AWARDS & PROJECTS

Mast-Driven Hoists and Platforms Project of the Year

BONUS DISTRIBUTION:

- ✓ SAIA Committee Week
- ✓ World of Concrete
- ✓ IAPAs/IPAF Summit
- ✓ CRA Rental Rally

MAR-APR

COUNCIL FOCUS

Suspended

Shoring

EVENT GUIDE

SAIA Committee Week



AWARDS & PROJECTS

Shoring Project of the Year

BONUS DISTRIBUTION:

- ✓ SAIA Committee Week

MAY-JUNE

COUNCIL FOCUS

Industrial

Permanent Installation

EVENT PREVIEW

SAIA Annual Convention & Exposition



AWARDS & PROJECTS

Supported Scaffold Project of the Year

Industrial Collaborative Project of the Year

JULY-AUG

COUNCIL FOCUS

Plank and Platform

SAIA Annual Convention & Exposition

EVENT GUIDE

EVENT PREVIEWS

ALH Conference

Bauma

A92 Meeting

AWARDS & PROJECTS

Suspended Access Project of the Year

BONUS DISTRIBUTION:

- ✓ SAIA Annual Convention & Exposition
- ✓ ALH Conference
- ✓ Bauma
- ✓ A92 Meeting

SEPT-OCT

COUNCIL FOCUS

MEWP

Fall Protection

ALH Conference

Bauma

A92 Meeting

EVENT GUIDES

AWARDS & PROJECTS

MEWP Project of the Year

BONUS DISTRIBUTION:

- ✓ ALH Conference
- ✓ Bauma
- ✓ A92 Meeting

NOV-DEC

COUNCIL FOCUS

International

Construction Hoist

World of Concrete

The ARA Show

EVENT PREVIEWS



AWARDS & PROJECTS

Commercial Collaborative Project of the Year

Innovation Award

BONUS DISTRIBUTION:

- ✓ World of Concrete
- ✓ CRA Rental Rally

UNIQUE ADVERTISING POSITIONS FOR SHOW GUIDE ISSUES OR SUPPORTING PRODUCT LAUNCHES OFFER A GREAT OPPORTUNITY FOR 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 four, eight, 12 or 16 pages.

For more information, or to advertise, please contact **Tony Radke**: tony.radke@khl.com | +1 602 721 6049

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



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.



For more information, or to advertise, please contact **Tony Radke**:
tony.radke@khl.com | +1 602 721 6049

POSTCARD

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



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.



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2021 SIGNET ADSTUDY®

\$ US\$ RATES

NUMBER OF INSERTIONS:	1	3	6
DOUBLE PAGE SPREAD	\$6,000	\$5,850	\$5,550
FULL PAGE	\$4,120	\$4,010	\$3,700
HALF PAGE	\$3,100	\$2,980	\$2,680
THIRD PAGE	\$2,470	\$2,360	\$2,055
QUARTER PAGE	\$1,750	\$1,650	\$1,350
FACING MATTER		15% extra on page rates	
ISLAND POSITION		20% extra on page rates	

RICH MEDIA

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

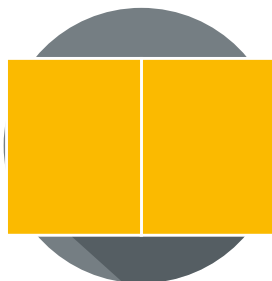
Images limited to 10 per slide show (JPG or PNG only) | Video supplied as MP4 format (max. 30MB) or YouTube link | Sound supplied as MP3 format (max. 15mb)



Please send all relevant materials to: production@khl.com

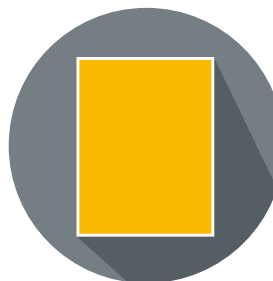
For more information, or to advertise, please contact **Tony Radke**: tony.radke@khl.com | +1 602 721 6049

DOUBLE PAGE SPREAD



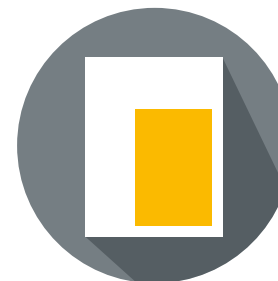
15.75in W x 10.75in H
(400mm W x 273mm H)

FULL PAGE



7.875in W x 10.75in H
(200mm W x 273mm H)

HALF PAGE ISLAND



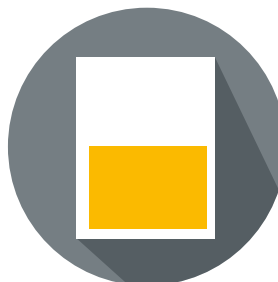
4.625in W x 6.625in H
(118mm W x 168mm H)

HALF PAGE VERTICAL



3.375in W x 9.875in H
(86mm W x 251mm H)

HALF PAGE HORIZONTAL



7.062in W x 4.625in H
(180mm W x 118mm H)

THIRD PAGE VERTICAL



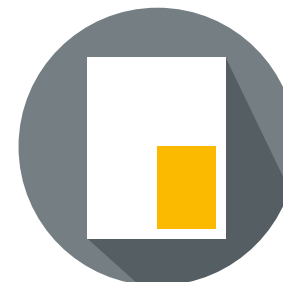
2.250in W x 9.875in H
(57mm W x 251mm H)

THIRD PAGE HORIZONTAL



7.062in W x 3.125in H
(180mm W x 80mm H)

QUARTER PAGE



3.375in W x 4.625in H
(86mm W x 118mm H)

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.

For more information contact: production@khl.com | +44 1892 786262 | +1 262 754 4130

Direct traffic from SA's website straight to yours

Measure your campaign's success

Promote your message for a month or more

WEBSITE



NEW FOR 2022

SA Magazine will now have its own dedicated website where visitors will find the latest breaking news alongside long-form features, video interviews, archived issues and much more.

SOLUS WALLPAPER

BRAND NEW for 2022, wallpaper is 'sticky' and is the only banner that is visible the whole time. Only available for desktop view. Run of site.

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

\$ 3,100 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.
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.

\$ 3,950 per month



TOP BILLBOARD

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

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

\$ 2,750 per month

MPU 1

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

Desktop, Tablet & Mobile: 300 x 250 pixels

\$ 2,400 per month

MPU 2, MPU 3

Run of site branding to promote your brand, exhibition or product lines.

Desktop, Tablet & Mobile: 300 x 250 pixels

\$ 1,900 per month

\$ 1,600 per month

IN-CONTENT LEADERBOARD

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

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

\$ 1,900 per month

Reach your audience direct to their inbox 2 times a month*

Direct buyers straight to your chosen landing page

Align your brand with the latest news for our industry

NEWSLETTER



24

ISSUES PER YEAR

SPONSORED CONTENT 1 & 2

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

Headline: Max 60 characters including spaces

Standfirst: Max 400 characters including spaces

Button Text: Max 20 characters including spaces

Image: 570 x 190 pixels 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.

\$ 1,150 per week

\$ 4,600 per month

Text: Max 308 characters including spaces

Button Text: Max 20 characters including spaces

Image: (3:2) 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.

\$ 950 per week

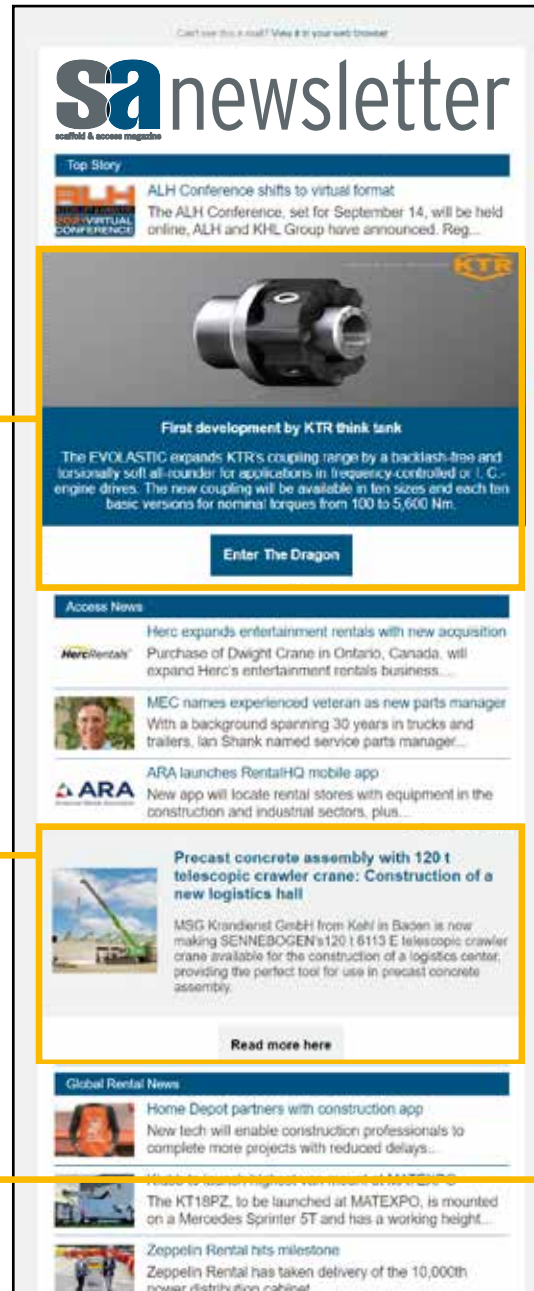
\$ 3,800 per month

BUTTON

Cost effective digital branding.

Desktop, Tablet & Mobile: 150 x 150 pixels

\$ 950 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.

SPONSOR BANNER 1&2, 3&4, 5&6

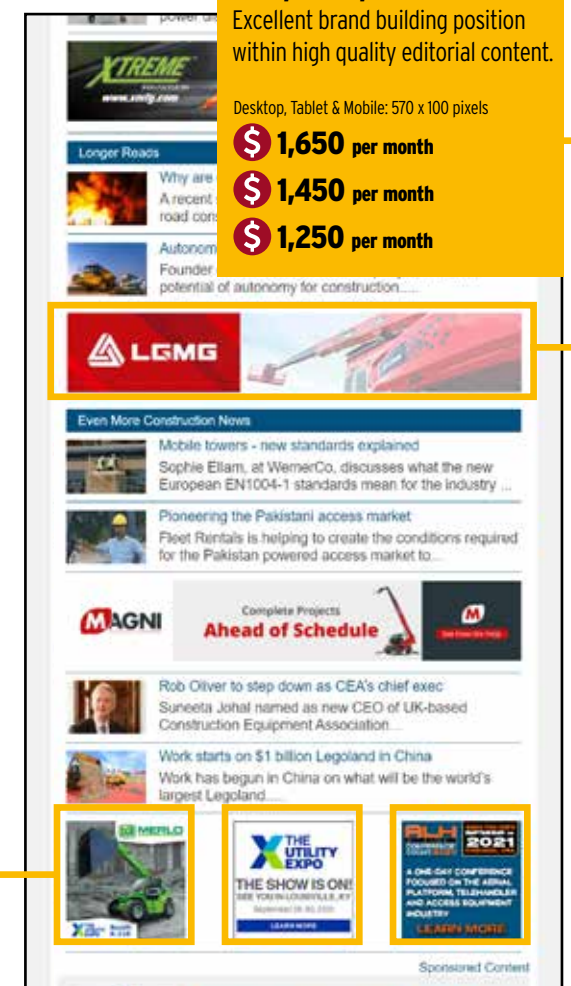
Excellent brand building position within high quality editorial content.

Desktop, Tablet & Mobile: 570 x 100 pixels

\$ 1,650 per month

\$ 1,450 per month

\$ 1,250 per month



CROSS-CHANNEL ADVERTISING - REMARKETING, E-CASTS, SPONSORED E-NEWSLETTERS AND DEDICATED WEBINARS

SPONSORED CONTENT



Sponsored content allows advertisers to reach audiences directly via SA's weekly e-newsletter or through the SA website. By utilizing sponsored content, potential buyers will be directed straight to your chosen landing page.

WEBINARS



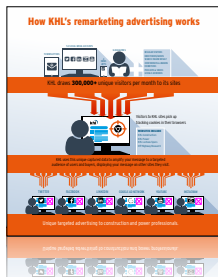
Engage with a global audience to promote your brand, new products, technical topics and more. We can offer a full package including hosting, moderating, promotion, recording and all other elements.

ECASTS



A highly effective way to get your message to chosen audiences. Target unique email addresses from our global database to grow your business, showcase products and alert potential buyers of events.

REMARKETING



Your advert anonymously tracks our audience once they leave SA's website. This can be targeted to your chosen regions and markets.

PLEASE
CONTACT TONY
TO DISCUSS
OPTIONS AND
PRICING

WHITE PAPERS



Influence decision-makers to use your products or services and generate quality sales leads by promoting your White Paper through KHL digital positions.

PRODUCT LAUNCH PACKAGES



Use SA Magazine to promote your new products and services. We can offer a blended marketing approach to drive awareness and more importantly sales.



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

<https://news.conexpoconagg.com>



Search for and book construction safety training courses with one simple tool. Easybook Training brings together classes from the top U.S. providers to make it easier to find and book training.

www.easybooktraining.com



Management consultancy specializing in the research and analysis of international construction and agricultural equipment markets.

www.offhighway.co.uk



Your digital marketing route to UK construction contractors.

www.khl.com/10551.newsletter



Lawsons is an international recruitment agency specializing in the construction and power sectors throughout the UK and worldwide.

www.lawsons.com



THRIVE CREATIVE

Creative solutions with high impacts for the world's hardest-working industries.

www.thrivecs.com

KHL GROUP IS AN INTERNATIONAL ORGANIZATION, WITH OFFICES IN NORTH AND SOUTH AMERICA, CHINA, INDIA, THE UK, GERMANY AND ITALY. KHL ALSO HAS SUPPORTING OFFICES ACROSS THE GLOBE, AND 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**



INFORMATION THAT BUILDS
AND POWERS THE WORLD



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