

THE OFFICIAL VOICE OF THE  
SCAFFOLD & ACCESS INDUSTRY

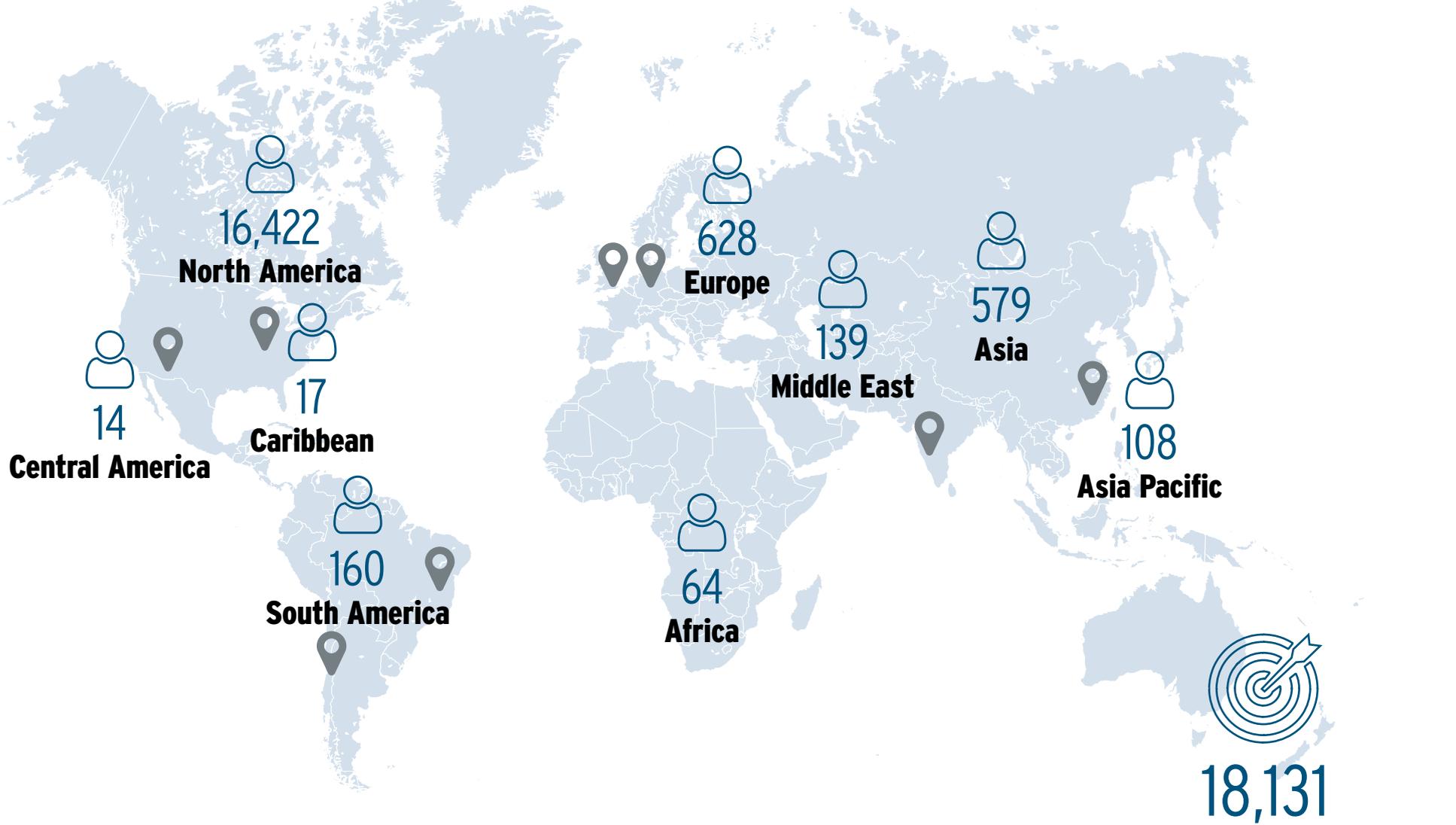


**SAIA** SCAFFOLD & ACCESS  
INDUSTRY ASSOCIATION



20  
24  
MEDIA  
INFORMATION

## A SINGLE ROUTE TO THE GLOBAL MARKET



 **khl** OFFICES |  REGIONAL REACH

SOURCE: KHL data cloud and 

**18,131** TOTAL AUDIENCE REACH

# THE BRAND



## MAGAZINE

11,441  
CIRCULATION

6  
ISSUES  
PER YEAR

## WEBSITE

1,822  
PAGE VIEWS/MONTH



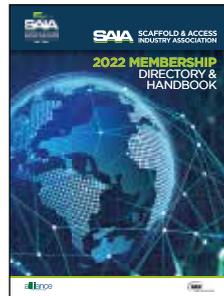
MORE THAN JUST A MAGAZINE, SCAFFOLD & ACCESS OFFERS A WIDE RANGE OF PRODUCTS AND SERVICES FOR THE MARKET

## NEWSLETTER

**sa** newsletter  
scaffold & access magazine

3,908  
WEEKLY DISTRIBUTION

## DIRECTORY



ANNUAL SAIA  
MEMBERSHIP DIRECTORY

## EVENTS



MARCH 3 - 7  
CHARLESTON, SC



SEPT 30 - OCT 4  
DENVER, CO

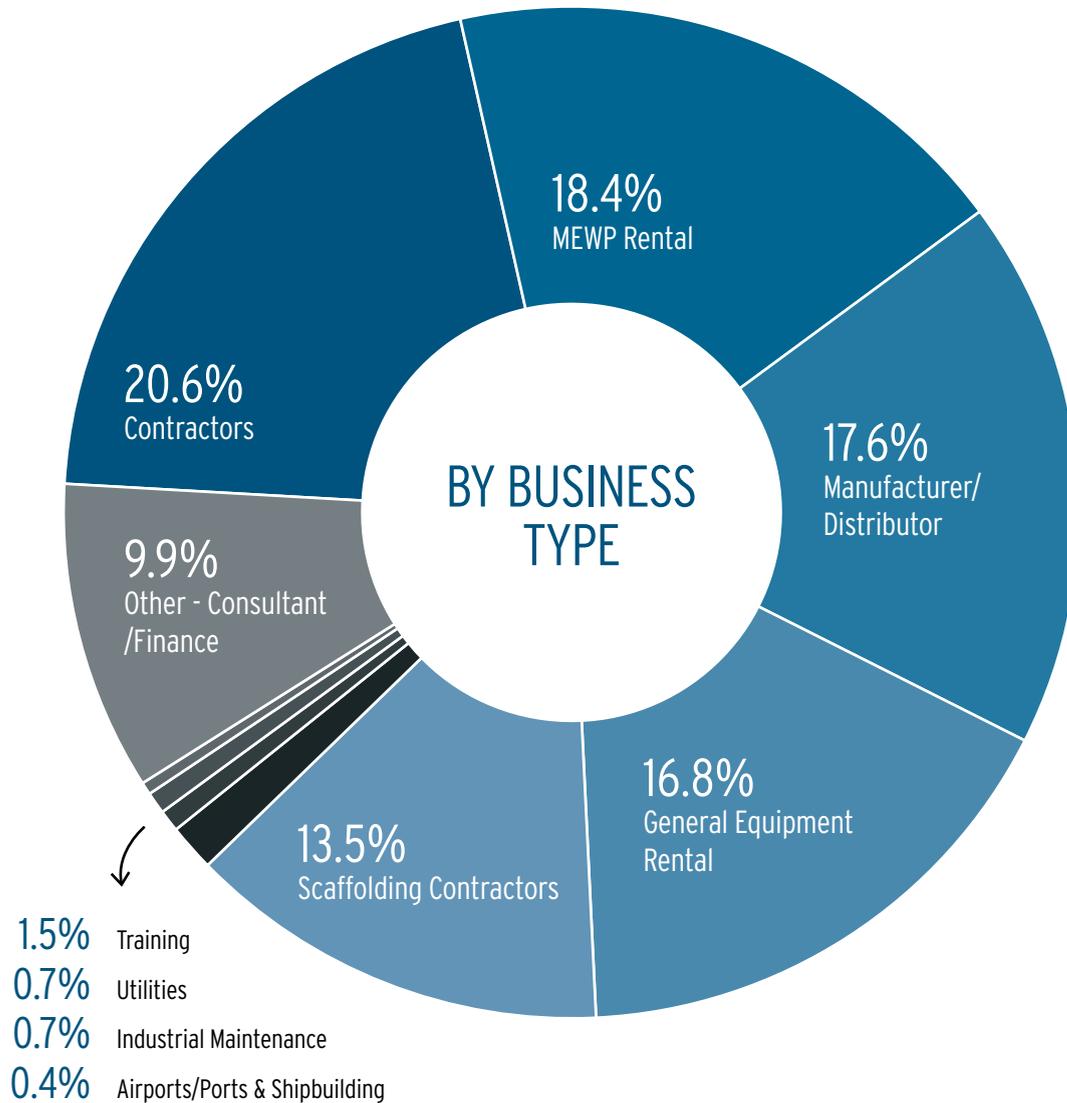
2024 SAIA/ANSI ASC A92  
ANNUAL MEETING  
OCTOBER 7 - 10  
LAS VEGAS, NV

**ALH**  
ACCESS, LIFT & HANDLERS  
CONFERENCE  
TBC

## SOCIAL MEDIA



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



## 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 11 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:

- CANADIAN COUNCIL
- CONSTRUCTION HOIST
- FALL PROTECTION EQUIPMENT
- INDUSTRIAL SCAFFOLD
- INTERNATIONAL
- PERMANENT INSTALLATION
- PLANK AND PLATFORM
- SHORING
- SUPPORTED SCAFFOLD
- SUSPENDED SCAFFOLD
- MAST CLIMBING WORK PLATFORM
- MOBILE ELEVATED WORK PLATFORM

### 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)

## JANUARY-FEBRUARY

### SHOW GUIDES



COUNCIL FOCUS:

- Mast climbing work platform
- Construction hoist

PROJECT OF THE YEAR AWARD:

- Mast-driven hoists and platforms

**BONUS DISTRIBUTION:**

- ✔ World of Concrete
- ✔ SAIA Committee Week

## MARCH-APRIL

COUNCIL FOCUS:

- Suspended scaffold
- Shoring

PROJECT OF THE YEAR AWARDS:

- Shoring
- Industrial collaborative

### EDITORIAL DEADLINES

Editorial should be submitted no later than the 5th of the preceding month. For further details, or to submit material suitable for publication, please contact **Lindsey Anderson**: [lindsey.anderson@khl.com](mailto:lindsey.anderson@khl.com)

## MAY-JUNE

COUNCIL FOCUS:

- Fall protection equipment
- Canadian

PROJECT OF THE YEAR AWARDS:

- Supported scaffold
- Innovation



SIGNET ADSTUDY®

### FREE MARKET RESEARCH

**How do you measure recall and readership of your advertisements?**

Advertise in the May-June issue of SA 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-AUGUST

### PREVIEWS



2024 SAIA/ANSI ASC  
A92 ANNUAL MEETING

COUNCIL FOCUS:

- Plank and platform

PROJECT OF THE YEAR AWARD:

- Suspended access

**BONUS DISTRIBUTION:** ✔ A92 meeting

- ✔ SAIA Annual Convention & Exposition

## SEPTEMBER-OCTOBER

### SHOW GUIDES



2024 SAIA/ANSI ASC  
A92 ANNUAL MEETING

COUNCIL FOCUS:

- Mobile elevated work platform
- Permanent installation

PROJECT OF THE YEAR AWARD:

- Mobile elevated work platforms

**BONUS DISTRIBUTION:** ✔ A92 meeting

- ✔ SAIA Annual Convention & Exposition

## NOVEMBER-DECEMBER

### PREVIEW



COUNCIL FOCUS:

- International
- Supported scaffold

PROJECT OF THE YEAR AWARD:

- Commercial collaborative

**BONUS DISTRIBUTION:**

- ✔ World of Concrete

**NEWSLETTER**

**3,908**  
WEEKLY DISTRIBUTION

**24.76%**  
OPEN RATE

**12.02%**  
CLICK THROUGH RATE

AVERAGE CLICK THROUGH RATE  
BY POSITION

TOP BANNER: **0.24%**

SPONSORED CONTENT: **0.47%**

BANNER: **0.17%**

BUTTON: **0.45%**

Materials are due one week prior to mail date. Send all materials and links to: [production@khl.com](mailto:production@khl.com)

**SPONSORED CONTENT 1**

Limited to 1 advertiser

**Headline:** Max 45 characters including spaces  
**Standfirst:** Max 140 characters including spaces  
**Newsletter Image:** 570px width by 190px height image  
**Article:** Max 3000 characters including spaces, five images or a link to an article hosted on your website

**\$ 4,920 per month**

**SPONSORED CONTENT 2**

Limited to 1 advertiser

**Headline:** Max 45 characters including spaces  
**Standfirst:** Max 140 characters including spaces  
**Newsletter Image:** 570px width by 190px height image  
**Article:** Max 3000 characters including spaces, five images or a link to an article hosted on your website

**\$ 4,080 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 BANNERS**

Sold monthly

1 & 2 **\$ 1,770 per month**

3 & 4 **\$ 1,550 per month**

5 & 6 **\$ 1,340 per month**

**BUTTON BANNERS**

Sold monthly

Banner: 150px width by 150px height

**\$ 1,020 per month**

**WEBSITE**

1,822  
 PAGE VIEWS/MONTH

1,281  
 UNIQUE VISITORS

1:55  
 SESSION TIME

**Google Analytics**  
 SOURCE: GOOGLE ANALYTICS

PLEASE NOTE:  
 All advertising positions can be shared with two other companies

**NEW FOR 2024  
 GEOTARGETING AVAILABLE**

**WALLPAPER**

**Desktop wallpaper:** 1260px width by 1500px height with 1024px centre gap not visible  
**Visible area:** On most monitors 118px by 700px either side of centre gap

**\$ 3,320 per month**

**IN-CONTENT LEADERBOARD**

**Desktop:** 598px width by 100px height  
**Mobile:** 468px width by 60px height  
**Tablet:** 300px width by 75px height

**\$ 2,030 per month**



**TOP BILLBOARD**

**Desktop:** 728px width by 90px height  
**Mobile:** 468px width by 60px height  
**Tablet:** 300px width by 75px height

**\$ 2,940 per month**

**MPUs**

**Banner:** 300px width by 250px height

**MPU1**  
**\$ 2,570 per month**

**MPU2**  
**\$ 2,030 per month**

**MPU3**  
**\$ 1,680 per month**

**MPU4**  
**\$ 1,680 per month**

**SPONSORED CONTENT**

**Headline:** Max 90 characters including spaces  
**Standfirst:** Max 190 characters including spaces  
**Website 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

**\$ 4,230 per month**

US\$

		NUMBER OF INSERTIONS		
		1	3	6
<b>DOUBLE PAGE SPREAD</b> 400mm W x 273mm H (15.75in W x 10.75in H)		\$6,300	\$6,140	\$5,830
<b>FULL PAGE</b> 200mm W x 273mm H (7.875in W x 10.75in H)		\$4,330	\$4,200	\$3,980
<b>HALF PAGE ISLAND</b> 118mm W x 168mm H (4.625in W x 6.625in H)		\$3,480	\$3,350	\$3,010
<b>HALF PAGE VERTICAL</b> 86mm W x 251mm H (3.375in W x 9.875in H)		\$3,250	\$3,130	\$2,810
<b>HALF PAGE HORIZONTAL</b> 180mm W x 118mm H (7.062in W x 4.625in H)		\$3,250	\$3,130	\$2,810
<b>THIRD PAGE VERTICAL</b> 57mm W x 251mm H (2.250in W x 9.875in H)		\$2,600	\$2,480	\$2,160
<b>THIRD PAGE HORIZONTAL</b> 180mm W x 80mm H (7.062in W x 3.125in H)		\$2,600	\$2,480	\$2,160
<b>QUARTER PAGE</b> 86mm W x 118mm H (3.375in W x 4.625in H)		\$1,840	\$1,730	\$1,420
OUTSIDE FRONT COVER (DIGITAL ONLY)		\$3,475	\$3,360	\$3,180

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

**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.

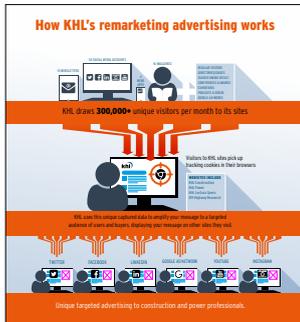
**BONUS DIGITAL ISSUE**

- 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 Construction App. Please talk to your local sales contact.

## REMARKETING & PROGRAMMATIC



Amplify your message and engage with a targeted audience that is interested in your products and services.

**BASE COST \$ 7,500**

Includes project setup, brand safety, 250,000 impressions and optimization.

**ADDITIONAL IMPRESSIONS \$ 3,000**

Per 250,000 impressions.

## RESEARCH PROJECTS & WHITE PAPER



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

Price on application

## EMAIL AND NEWSLETTER MARKETING



Scaffold & Access has a database of approx. **8,896** active decision makers. Rent this list to drive leads, promote your event, increase sales. *Please allow a 15% reduction to accommodate data permissions.*

Prices start at **\$ 900** per 1,000

## WEBINARS AND EVENTS



Use KHL's events and content studio to deliver high quality events that generate brand awareness, showcase thought leadership and consistently drive sales leads.

Prices start at **\$ 6,500**



**Partner with a team of expert journalists, designers, and marketers to create compelling content tailored to your audience's interests.**

For more than 30 years, industry decision-makers have come to KHL's market-leading brands to access information necessary for running their businesses. You can leverage this vast knowledge to create content that resonates with your audience. We understand industry buyers' mindsets and can ignite their passion through compelling storytelling via multiple channels.

The network of communication channels includes websites, newsletters, daily briefings, social media, magazines, and events.

With a half a million audience at our fingertips, we know exactly what makes buyers and users tick. We amplify your message and position you at the center of the industry. Through the latest AI technology we connect you with the audiences that matter the most to you at a time that is relevant to them.

## CONTENT FUELLED BY EXPERTISE

### CONTENT MENU

**ADVERTORIALS**

**BLOGS**

**BROCHURES**

**COMMERCIAL FEATURES**

**EVENT HOSTING**

**INTERVIEWS (Q&AS)**

**PRESS RELEASES**

**PODCASTS**

**PRODUCT LAUNCHES**

**SPONSORED CONTENT**

**THOUGHT LEADERSHIP**

**WEBINAR TRANSCRIPTS**

**WHITE PAPERS**

TAILORED CONTENT | TAILORED AUDIENCE

For more information contact [contentstudio@khl.com](mailto:contentstudio@khl.com)  
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