

# access INTERNATIONAL

The magazine for the access industry



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# 2018 EDITORIAL PROGRAMME

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# EDITORIAL PROGRAMME 2018

January-February

March

April-May

June-July

Preview



Show Guide

A comprehensive overview of new launches at the exhibition taking place from 23-28 April in Paris, France. Maximise your investment at the biggest construction show this year and advertise your presence and stand location in these issues.

Stop press

SIGNET AdStudy® FREE fully independent advertising research with half page or larger advertisement. See below for more information.

## FEATURES

### Components & accessories

The first in a regular round-up throughout this year of products which play an important role in the functionality and day-to-day use of MEWPs, as well as safe practice by their operators. This feature will also be included in oncoming issues of the magazine as new products and initiatives are launched.

### Scissors lifts

The scissor lift sector is the backbone of the access industry and represents the core of most mainstream rental company fleets. Find out about the latest products and where they are being used.

### Mast climbers/transport platforms

Having suffered more than other product types from the economic crises that hit the world over the last decade, particularly in North America, mast climbers have bounced back and are the subject of many innovative designs and custom uses across the world.

## EVENT

### IAPA shortlist



## SHOW

### North American Rental Show Review

## FEATURES

### TelehandlerT20

NEW: The TelehandlerT20 is new for this year and features the revenues of the top telehandler manufacturers in the world. It reflects the complementary nature of telehandlers with aerial work platforms and the increasing importance placed on them in manufacturers' product lines. Telehandlers are also gaining attention in parts of the world where they have not been traditionally used, for example Asia.



### Low level access

In a world where worker safety and comfort, along with efficiency, is paramount, low level equipment is gaining global recognition.

### Scaffolding International

Our regular round-up of news and views from the scaffolding sector.

## EVENT

### IAPA winners



## FEATURES

### Hybrid and electric

Manufacturers across the access spectrum have been turning their attention to hybrid and electric-only powered models. As a result there have been some innovative solutions to provide environmentally friendly machines.

### Telematics/point of rental

As with hybrid equipment, telematics and related software is becoming accepted as an integral part of the industry. It is an exciting time, as this technology becomes ever more powerful and widely used.

### Van mounts and pick ups

This product type is becoming more widely used across the world and continues to develop in its core markets.

## SHOW REVIEW

### Intermat

## FEATURES

### AccessM20

AI's listing of the largest access equipment manufacturers in the industry



### Self propelled booms

Often at the forefront of innovative design, booms are a fascinating part of the industry. They certainly capture the imagination in terms of working height and outreach, along with their many other safety and efficiency-related functions. We explore all the latest and future equipment.

### Hoists

As a truly global product, hoists are an integral part of worksites and are constantly being improved to provide extra speed and efficiency.

## BONUS DISTRIBUTION

- Intermat
- IAPAs

## BONUS DISTRIBUTION

- Intermat
- IAPAs

## BONUS DISTRIBUTION

- Intermat

## BONUS DISTRIBUTION

- SAIA convention

## August-September



Advertise in this issue and receive a FREE equivalent advertisement in our 2018 directory, *The Access Yearbook*

### EVENT PREVIEW Europlatform



### FEATURES

#### Special regional report: North America

The world's biggest market for access equipment is getting bigger and more diverse. At the same time there has been consolidation in the rental sector and the emergence of new manufacturers in the continent and from overseas.

### Access50

The world's largest powered access rental companies, shown by fleet size.



### Vertical masts

A long-established part of the access industry, these machines continue to fulfil an important role in the industry, and it is a role that is widening.

### Scaffolding International

Look out for all the latest news in the world of scaffolding as we delve into some of the latest techniques in this sector and how its is evolving alongside MEWPs.

### BONUS DISTRIBUTION

- Europlatform
- North America

## October

### SHOWS

Bauma China showguide

### Europlatform review

### FEATURES

#### Tracked platforms

A unique product like tracked platforms often has unique technological and operational developments that go hand-in-hand. Sometimes considered a niche part of the industry, it plays a vital role in the areas that it works.

#### Telehandlers

A round-up of the latest telehandler products, along with updates on how they are developing in emerging access markets where they do not yet have a meaningful presence.

#### Truck mounts

The mightiest of all the platforms at one end of the working height spectrum are also seeing huge growth in the lower gross vehicle weight (GVW) area and are, as such, seeing significant product development.

### BONUS DISTRIBUTION

- Bauma China

## November-December

### FEATURES

#### Confidence survey 2018

Manufacturer, rental company and end user market sentiments.



#### Rough terrain scissiors

Find out how this sector is developing and what products are planned for the future. There will also be insights into what's new in existing products and how they benefit the owner and operator.

#### Suspended access

Used across the world, suspended access, like other types of access equipment, has important requirements to ensure workers are kept safe. We round up the latest products and their innovations.

#### Scaffolding International

The final instalment of the year for our regular scaffolding section. We will be looking for innovative and striking jobsite images and reports for this issue.

### BONUS DISTRIBUTION

- General contractors

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*Access International* has commissioned Signet Research Inc. to help you find out. The objective of the Signet AdStudy® is to measure recall and readership of the advertisements that appear in a particular issue.

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- Provide your marketing team with insights that really help shape the strategic direction of your brand
- Measure the awareness, familiarity and perception of your brand
- Independent brand feedback from our readers (your clients)
- Head-to-head analysis against your competitors

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magazine will receive a  
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