

ACCESS, LIFT & HANDLERS

# ALH

Access, Lift & Handlers is the leading source for aerial work platform, telehandler and access-related news.



# 2018 EDITORIAL CALENDAR

**IPAF**  
OFFICIAL NORTH  
AMERICAN MAGAZINE

**khl**  
www.khl.com

# 2018 EDITORIAL CALENDAR



## JAN/FEB

Electric scissors

Telehandlers

**MCWPs and the Mastclimber20**

ALH compiles a list of the largest MCWP-renting companies in North America.



### FEATURED EVENTS

If you're investing in one of these events then advertise your presence in *ALH*.

**Guides:**

- World of Concrete
- The Rental Show

**Previews:**

- IAPAs
- Rental Rally

**BONUS DISTRIBUTION**

- The Rental Rally
- World of Concrete

## MARCH

Telescopic booms

Software and IT

Used equipment

### FEATURED EVENTS

**Guide:**

- IAPAs

**Reviews:**

- World of Concrete
- Rental Rally

**BONUS DISTRIBUTION**

- IAPAs

## APRIL

Track-based MEWPs

Truck-mounts

Compact telehandlers

### FEATURED EVENT

**Review:**

- IAPAs



## MAY/JUNE

Vertical mast MEWPs

Compact telehandlers

Parts, components, engines

**Telehandler30**

ALH ranks North America's top telehandler-renting fleets by size.



### FEATURED EVENT

**Preview:**

- SAIA

**SIGNET AD STUDY**

## THE SIGNET ADSTUDY®

**Providing advertisers with valuable feedback on their ad's performance**

ALH has been working with highly respected Signet Research Inc. to provide in-depth studies for advertisers in certain editions of *ALH*.

The research includes verbatim comments from readers on their perception of the advertisers and their ad design, helping them find more effective ways to communicate with our audience.

The Signet AdStudy® also collects comprehensive information from *ALH*'s readers on how they use the magazine to shape business decisions and how they position *ALH* in the market. Review this independent research for yourself and book your advertising schedule in *ALH* with absolute confidence.

**All half- and full-page advertisements in the May/June issue receive a FREE Signet AdStudy®**

## JULY

Safety and training

RT scissors

Scaffold and hoist jobsites

### FEATURED EVENT

Guide:  
■ SAIA

Are you going to be at SAIA? then promote your presence to all *ALH* readers with your stand details added to your advert.

**BONUS DISTRIBUTION**

- North American contractors
- Safety and training companies
- SAIA Annual Convention & Exposition

## AUG/SEPT

Rotating telehandlers

Specialty MEWPs

Maintenance



## OCTOBER

Hybrid MEWPs

Articulated booms

Aerials20

The definitive listing of North America's top aerial-renting companies ranked by fleet size.



Hiring and retaining workforce talent

## NOV/DEC

Low-level access

Trailer-mounts

High-capacity telehandlers



### FEATURED EVENTS

Previews:

- World of Concrete
- The Rental Rally
- The Rental Show

**BONUS DISTRIBUTION**

- World of Concrete
- The Rental Rally

## ALSO INSIDE

### NEWS & VIEWS

*ALH's* news pages recap valuable stories during the last month - from North American rental and OEM material, to a dedicated international section.

### FEATURES

Products are a big part of business, and *ALH's* coverage helps readers determine the best fit for their company. Look here for in-depth information seeded for the market.

### MARKET ANALYSIS

Through data collected from OEMs and rental companies each week, month and year, *ALH* produces industry-leading toplists that break sectors down and define market parameters.

- Mastclimber20
- Telehandler30
- Aerials20

### PREMIER INTERVIEWS

*ALH* conducts interviews with chief industry leaders for each issue. Presidents, CEOs and managers trust *ALH's* place as the premier media outlet to have their voice and message heard.

### IPAF NEWS

Being the official North American publication of IPAF, *ALH* runs a special section of news for the Association in each issue.

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