

YOUR BRAND | OUR EXPERTISE

**kh1** **CONTENT**STUDIO

# WELCOME TO THE KHL CONTENT STUDIO

## **CONTENT FUELLED BY EXPERTISE**

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.

## **TAILORED CONTENT | TAILORED AUDIENCE**

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, connecting you with the audiences that matter the most.



# PARTNER WITH KHL'S CONTENT STUDIO FOR MARKETING SUCCESS

## **EXPERIENCE**

KHL has served your global industry for more than 30 years and continues to inform the industry every day.

## **KNOWLEDGE**

KHL's editorial team has a unique understanding of what your target audience wants to read.

## **EXPERTISE**

The KHL Content Studio provides expertise in content, design and marketing backed-up by proof of performance.

## **ENGAGEMENT**

Expertly written, designed and delivered content will engage with your target audience.

## **OMNICHANNEL**

Leveraging the latest technology to deliver text, video and audio. Amplify content consumption through a 360 digital experience.

## **ACCURACY**

Timely campaign reports provided on reach and engagement to demonstrate how KHL's audience have interacted with the content.

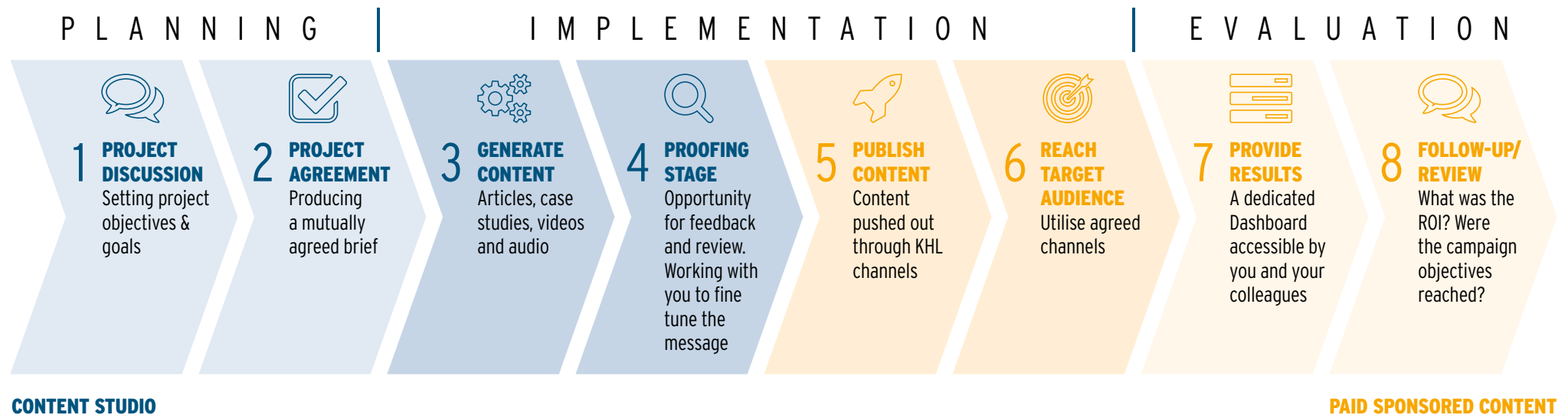
EXPLORE | DEFINE | VISUALISE | CREATE | LAUNCH | EVALUATE

# HOW IT WORKS

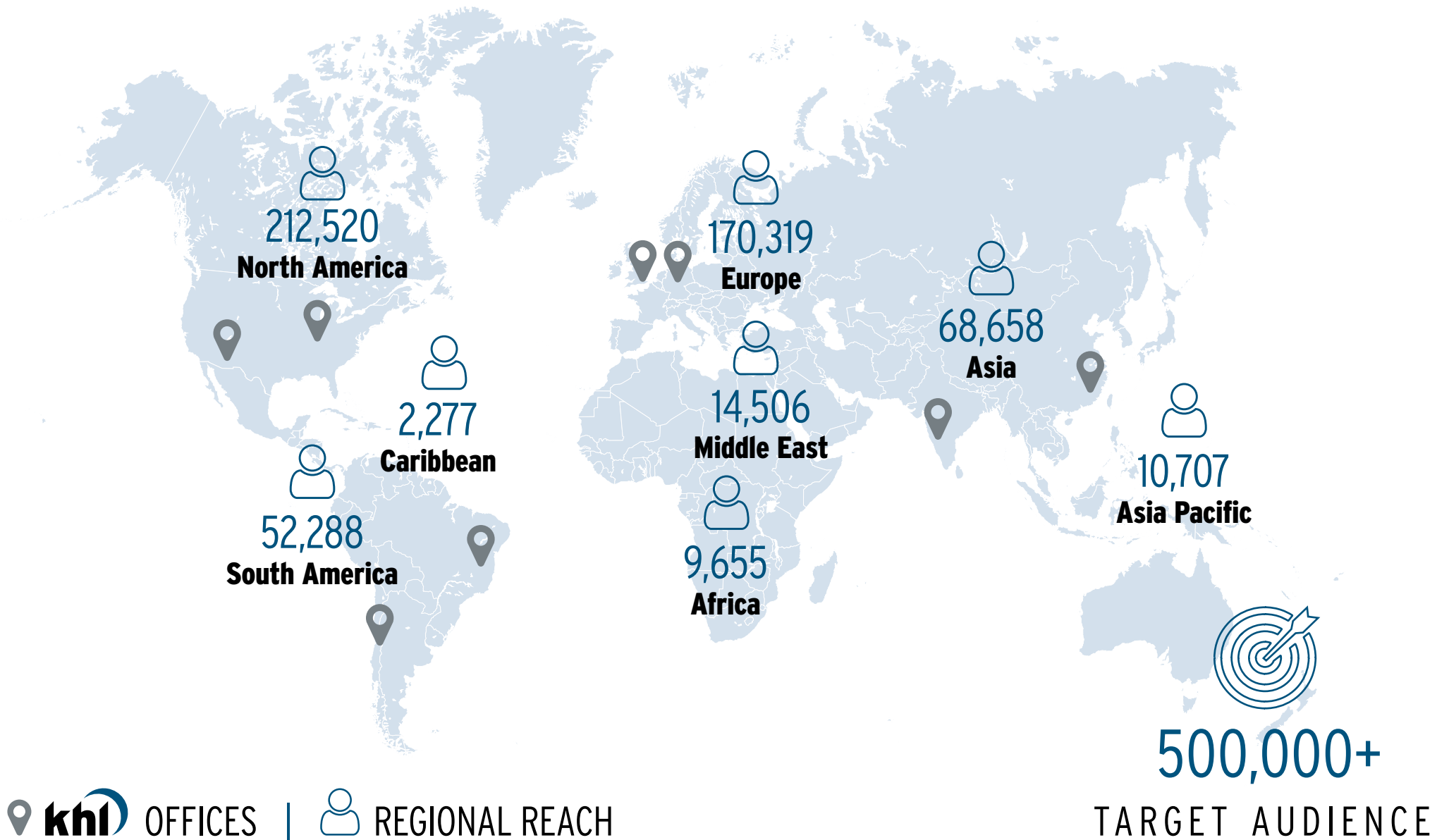
At KHL, we specialize in crafting compelling storytelling that changes hearts and minds. We create engaging, multi-channel content that resonates deeply with audiences, sparking genuine responses.

Our team will collaborate with you throughout the entire process - whether you require a series of articles or a white paper to generate warm leads - to ensure that your story reaches the right people in the most effective manner.

Our team of journalists, video producers, designers and marketers have unrivaled expertise and market knowledge and is here to do the hard work for you. From content delivery to campaign analysis, we take care of the details so you can focus on your objectives and results.



# A SINGLE ROUTE TO THE GLOBAL MARKET



# BRAND AND CHANNELS THAT REACH THE ENTIRE INDUSTRY

## ACCESS

Access International  
Access Lift and Handlers  
Scaffold & Access  
ALH Conference and Awards  
International Awards for Powered Access

## CONSTRUCTION

Construction Briefing  
Construction Europe  
Construção Latino American  
Construcción Latino American  
Construction Sustainability Conference  
Construction Technology  
Construction Technology Summit  
International Construction

## CRANES

American Cranes and Transport  
Cranes and Transport Latin America  
International Cranes and Specialized  
Transport  
International Cranes & Transport Asia  
Pacific  
International Tower Cranes Conference  
Tower Cranes North America  
World Crane and Transport Summit  
World Crane Week

## DEMOLITION

Demolition & Recycling International  
World Demolition Summit

## POWER

COMPRESSORTECH<sup>2</sup>  
Diesel & Gas Turbine Worldwide  
Diesel Progress  
Diesel Progress International  
Diesel Progress Summit  
New Power Progress  
New Power Progress Summit

## RENTAL

International Rental News  
European Rental Awards  
International Rental Conference Asia



16

BRANDS



12

MAGAZINES



42

WEBSITES



18

NEWSLETTERS



25

EVENTS

# MAXIMIZE YOUR EVENT INVESTMENT WITH KHL CONTENT STUDIO

In today's digital marketing landscape, personal connections and interactions are crucial. While digital platforms dominate, event marketing remains a vital component in B2B marketing.

Events provide valuable opportunities to build relationships with existing and potential customers, offering a personal touch that can't be replicated through other channels.

At KHL, we organize a wide range of industry events and exhibitions, including the prestigious World Crane and Transport Summit and the

World Demolition Summit. We regularly bring professionals together from all over the world to meet, network, buy, and sell.

Our experienced teams of professionals in content, marketing, and production are here to help you maximize your investment in the events you attend or host.

The Content Studio offers a comprehensive range of solutions including interviews, product launches/focuses, brand awareness and promotion.

Our content and video production team provides:

**VIDEO PRODUCTION**

**INTERVIEWS**

**PRODUCT SHOWCASES**

**PRODUCT LAUNCHES**

**EVENT HOSTING**

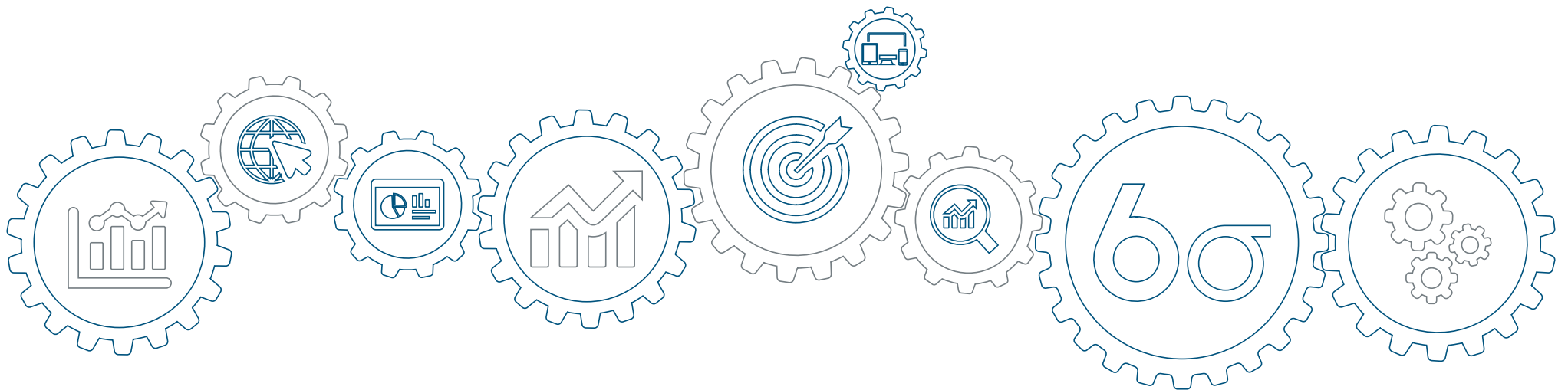
**LET KHL ENHANCE YOUR EVENT EXPERIENCE AND ENSURE YOUR INVESTMENT DELIVERS EXCEPTIONAL RESULTS**

## OPTIMIZATION AND EFFECTIVENESS

At KHL, we believe that creating quality content is just the first step in a successful marketing campaign. That's why we go above and beyond to ensure that your content is presented to the market in the most effective way possible, and why we work closely with you to optimize all the campaigns you may choose to carry out with us.

Our commitment to ongoing optimization means that we don't just create your content and leave it at that. Instead, we continually monitor the effectiveness of your campaigns, making adjustments as necessary to ensure that your message resonates with the target audience.

Working closely with you, we tailor the approach to meet your unique needs, ensuring that your content is presented to the right people at the right time. With our expertise in different routes to market and channel-specific best practices, you can rest assured that your content is in expert hands.





## PERFORMANCE AND MEASUREMENT

At KHL, we understand that in the digital age, there is no hiding from the data. That's why we have developed a digital dashboard that gives clients access to live statistics from all digital marketing campaigns in near real-time.

Our dashboard brings together the key metrics from website campaigns, newsletter campaigns, remarketing, social media, and email campaigns into one central online system.

This powerful tool enables you to easily access and interrogate campaign results, export reports and monitor progress during and after the campaign. With our in-depth reporting metrics presented in a clear and concise format, you can quickly determine the performance of your advertising creative and spend.

The dashboard helps navigate campaign success and identify trends, providing an unbiased analysis of the effectiveness of different creatives rotating in the same position.

### YOUR MARKETING CAMPAIGN DASHBOARD



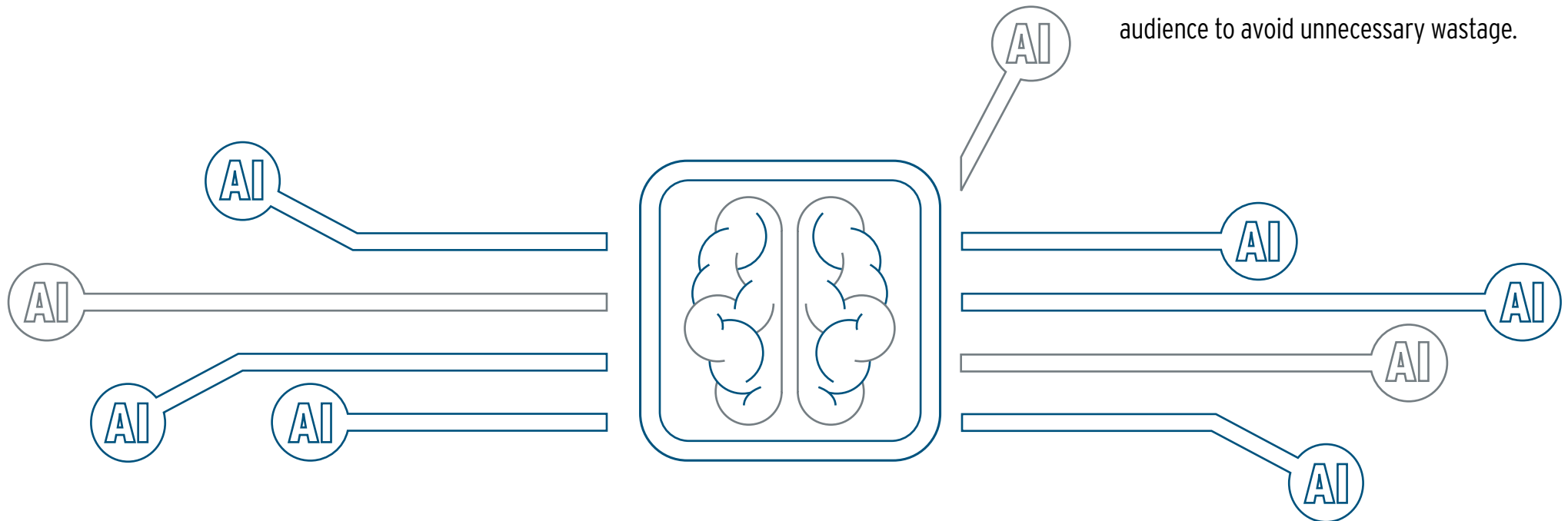
**DON'T LET YOUR MARKETING BUDGETS GO TO WASTE**

# INCREASED ENGAGEMENT THROUGH AI TOOLS

KHL's Content Studio can use AI-based tools to present content in new and engaging ways. For example, 'long reads' or white papers can be showcased using new AI-based tools that generate a compelling 'presentation' of a text, combining audio, video and images. Alongside traditional, written formats, these tools increase online engagement and audience response.

Our content studio uses the most up to date AI technology that gives you the deep, actionable customer insights you need to drive 1:1 marketing experiences at scale. It analyzes customer interactions to identify predictive behavioral clues, unlock content affinities, and strengthen connections with every engagement.

This software gives you the tools to personalize online user experiences in real-time based on your customers' demonstrated affinities. It provides highly personalized marketing content (subscription offers, product/content recommendations, upsells) to every user at scale and helps you narrow your campaign targeting to deliver a specific message to a specific audience to avoid unnecessary wastage.

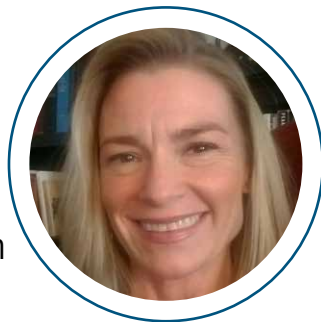


## MEET THE KHL CONTENT TEAM

### JENNY LESCOHIER

Jenny Lescohier has nearly 30 years experience writing to audiences involved in construction and related industries. For 25 years she served as editor of *Rental* magazine, serving North American equipment rental companies insight into asset management, equipment selection and back office topics.

For the past four years, Jenny has been with KHL Group on titles including *International Construction*, and the company's joint venture with AEM, the CONEXPO-CON/AGG 365 online news service. In addition to a lifetime of writing and editing experience, Jenny brings a passion for people and making connections within the industry she's happy to call her professional family.



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### JULIAN BUCKLEY

Julian Buckley has been a magazine editor and journalist for 20 years, specializing in the automotive and power sectors. Since 2021 he has been Editor of *Diesel Progress International* magazine and the New Power Progress website, both within KHL's Power division.

He started his publishing career as editor of *Automotive Manufacturing Solutions*, and then worked as principal analyst for the automotive division of IHS Markit, researching reports on automotive supply chains. He is also a former Editor of *Motor Trader* magazine in the UK.

Julian has visited more than 100 vehicle manufacturer and supplier production plants around the world.



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### MIKE HAYES

With more than 30 years' experience in publishing, Mike's experience includes senior roles on both trade and consumer magazines, as well as writing for national news media and serving the world of top-level sport.

Mike has been part of the KHL editorial team since 2015, when he took the reins on *International Construction*. As a senior editor at KHL, Mike currently heads up the *Construction Europe* brand, as well as being a co-editor of *Construction Technology*.

Mike has and been at the forefront of the company's transition from a predominantly print media company to a thriving digital publisher.



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# KHL OFFERS A RANGE OF SOLUTIONS

## WHITEPAPERS

- In-depth discussion of a chosen theme
- Designed to showcase your company's expertise in a chosen field
- Can be harnessed as a sales tool, aligned to a value proposition
- Marketing support
- Up to 2,500 words

## WEBINAR TRANSCRIPT

- Focus on key elements discussed in a webinar
- "Sweat the asset" of webinar content
- Align discussion topics with your key messages
- Up to 1,200 words, written in Q&A or feature format

## THOUGHT LEADERSHIP CONTENT

- Ghost-written pieces, attributed to your chosen specialists/executives
- Opinion-led pieces, designed to establish credibility of senior figures
- Woven with your key/campaign messaging
- Up to 1,200 words

## COMMERCIAL FEATURES/ ADVERTORIALS

- Engaging copy, highlighting key themes relevant to chosen markets
- Use informative, solutions-based content to answer client challenges
- Embed your messaging/narrative within an expertise-led article
- Up to 1,200 words

## INTERVIEWS (Q&As)

- Showcase the expertise of your company's subject matter experts
- Align questions and answers to client challenges
- Tie discussion into specific campaigns
- Up to 1,200 words

## PRESS RELEASES

- Sell your story
- Embed your messaging/narrative
- Add context to encourage journalist pick up
- Up to 800 words

## PRODUCT LAUNCHES

- Custom content delivered through KHL's multi-channels
- Preparation of press materials for launch
- Professional photography and video streaming
- Experienced event hosts

## BLOGS

- Short-form, occasional pieces
- Singular-theme-based articles
- Relatively informal tone to engage and inform on important issues
- Up to 700 words

## BROCHURES

- Effectively interpret your value proposition into client solutions
- Illustrate key elements of your company's values within products and services
- Actively showcase products and services, and how they can meet client needs
- Up to 2,000 words per brochure
- Design and print solutions available on request

## EVENT HOSTING

- Panel hosting
- Bring your expertise to life
- Three-to-six-person panel, including clients/ external experts to validate your message
- Hosted by a KHL Content Studio presenter
- c.45 mins recording/broadcasting time

## PODCASTS/VIDEOS

- Panel hosting
- Bring your expertise to life
- Three-to-six-person panel, including clients/ external experts to validate your message
- Hosted by a KHL Content Studio presenter

## SPONSORED CONTENT

- Bite sized content pieces
- Singular themed articles that form a series of engaged content
- Build brand awareness
- Drive leads
- Max 4000 characters including headlines, standfirst, button text and article

## START THE CONVERSATION

E-mail: [contentstudio@khl.com](mailto:contentstudio@khl.com)

or, your sales contact