

Rental NEWS TÜRKİYE

A brand new magazine for the booming construction equipment rental industry in Turkey



2018 MEDIA INFORMATION



Rental presence growing in Turkey

Rental News Turkey (RNT) is a dedicated equipment rental magazine for the Turkish market, which aims to provide market insights and best practices for rental companies.

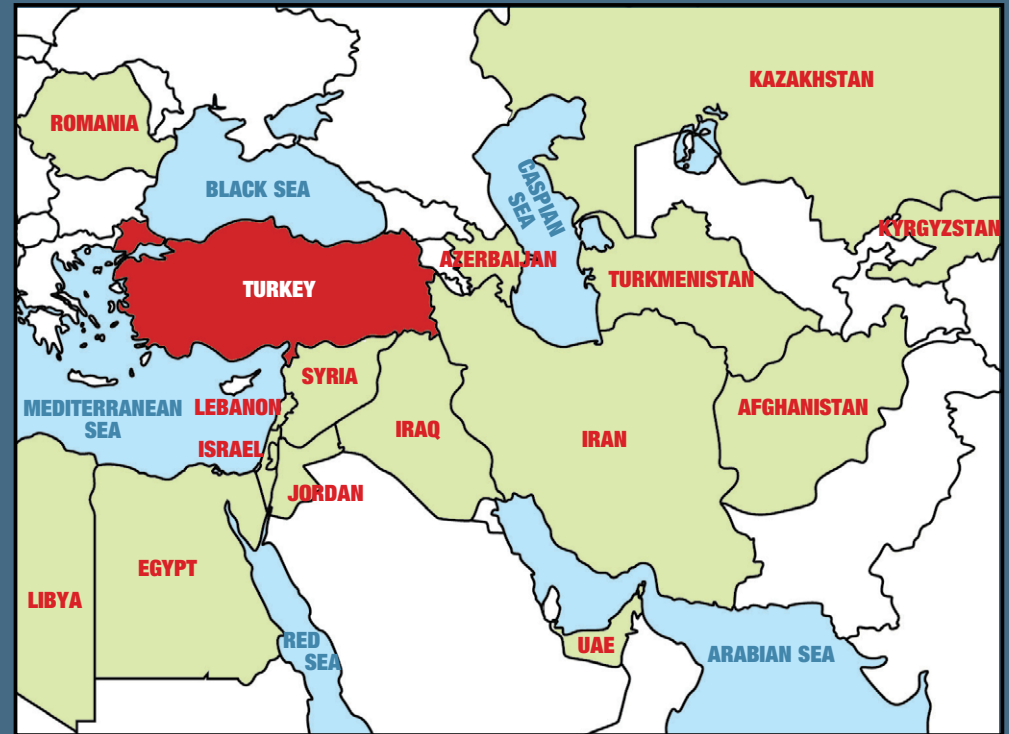
GROWTH MARKET

- Turkey remains one of the high-growth economies of the world, having grown at an average of 6% year-on-year since 2010.
- IMF forecasts annual growth of around 3.5% for the next five years.
- Total construction equipment sales expected to reach 13,293 by 2019, according to Off-Highway Research.
- First-ever rental conference will be held in Turkey in this year.

EDITORIAL STRENGTH

- Editorial content is taken from KHL Group's portfolio of magazines, including *International Rental News (IRN)*.
- Local content provided by APA Yayincilik editorial team in Turkey.

CIRCULATION



CIRCULATION PROFILE

- More than 3,000 copies circulated to the largest rental companies in Turkey.
- Rental owners and managers will receive the magazine.
- Official magazine of the Turkish Rental Association (ISDER)
- Copies distributed to all ISDER members.

TOTAL **3,112**

EDITORIAL PROGRAMME 2018

JAN-FEB

MATERIAL HANDLING/ INDUSTRIAL FORKLIFTS

Spotlight on the latest forklifts on the market, including those on show at CeMAT Asia.

PUMPS

Rental News Turkey will report on the pump rental market, including product updates and case studies from around the world.

SPECIAL FEATURE: WORLD RENTAL REPORT

Rental News Turkey speaks to rental companies across the globe about current market trends and best practice.

PREVIEW: RENTAL TURKEY

A look at the first-ever rental conference held in Turkey, organised by KHL Group and APA Publishing.

REPORT: IRC

Comprehensive analysis of this year's International Rental Conference Asia

MARCH-APRIL

RENTAL SOFTWARE

The latest developments in software applications.

GENSETS

Rental News Turkey reviews the gensets market, with a focus on the latest models for rental.

FULL PROGRAMME: RENTAL TURKEY

A full round-up of all the speakers and topics at the first-ever rental conference in Turkey.

SHOW GUIDE: INTERMAT

Rental News Turkey will preview the Paris, France show, aimed at the international construction-related equipment market.



MAY-JUNE

LIGHTING TOWERS

Run time and efficiency are two major factors for rental companies.

POWER TOOLS

A staple in most rental companies' fleets, *Rental News Turkey* will review the latest products on the market.

REPORT: RENTAL TURKEY

A look at the Turkey's rental conference and the lessons learnt.

ERA/IRN RENTAL TRACKER Q1

A confidence survey from the European equipment rental industry.



JULY-AUGUST

ENGINES

With regulations changing in 2019, what's on offer for rental companies?

ACCESS

This rental-specific sector - including AWP's and scissors - to be reviewed.

REPORT: ERA CONVENTION/ EUROPEAN RENTAL AWARDS

What was discussed and who were the winners at this year's key industry events.

IRN100: SPECIAL

The IRN100 is an annual ranking of the largest 100 rental companies in the world. Capital expenditure also reviewed in this rental analysis.



SEPT-OCT

EXTREME WEATHER EQUIPMENT

Focusing on rental equipment being used in extreme weather conditions.

EARTHMOVING

Rental News Turkey looks at the changing trends in the use of earthmoving equipment - including the demise of backhoes.

IRC: FULL PROGRAMME

Confirmation of the speakers and their topics of discussion.

SHOW GUIDE: BAUMA CHINA

A comprehensive round-up of what's on show at the major Chinese exhibition.



NOV-DEC

COMPACTION

Large equipment to handheld machines.

BREAKERS

Run time and ease of operation are two key factors for manufacturers.

RENTAL SOFTWARE

What are the latest innovations in the rental software market?

ERA/IRN RENTAL TRACKER Q3

How is business now compared to a year ago?



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