

SCAFFOLD & ACCESS MAGAZINE

Media Kit

www.scaffoldmag.com | www.saia.org

SAIA SCAFFOLD & ACCESS INDUSTRY ASSOCIATION



Connecting Your Brand with the Industry's Elite

SCAFFOLD & ACCESS MAGAZINE

About SAIA

The Scaffold & Access Industry Association (SAIA)

The Scaffold & Access Industry Association (SAIA) is the global leader in advocacy and support for the safe use of scaffold and access equipment. Established in 1972, SAIA represents a diverse network of companies that include manufacturers, rental houses, erectors, contractors, educators, suppliers, laborers, and safety professionals.

Through our specialized councils, SAIA develops, implements, and maintains industry-leading safety standards, educational programs, and best practices. Each council focuses on key product and service areas vital to the scaffold and access industries:

- **MOBILE ELEVATED WORK PLATFORM (MEWP)**
- **CANADIAN COUNCIL**
- **CONSTRUCTION HOIST**
- **FALL PROTECTION EQUIPMENT**
- **INTERNATIONAL**
- **MAST CLIMBING WORK PLATFORM (MCWP)**
- **PERMANENT INSTALLATION (PI)**
- **PLANK AND PLATFORM**
- **SHORING**
- **SUPPORTED SCAFFOLD**
- **SUSPENDED SCAFFOLD**

Our Mission

The Scaffold & Access Industry Association (SAIA) is dedicated to:

- Serving as the unified voice of the scaffold and access industry.
- Promoting safety and education through seminars, training courses, and multimedia learning materials.
- Collaborating with state, federal, and international agencies to improve safety standards and regulations.
- Helping to reduce workplace accidents and lower insurance costs through better practices.
- Supporting members in becoming more efficient, safe, and profitable in their operations.

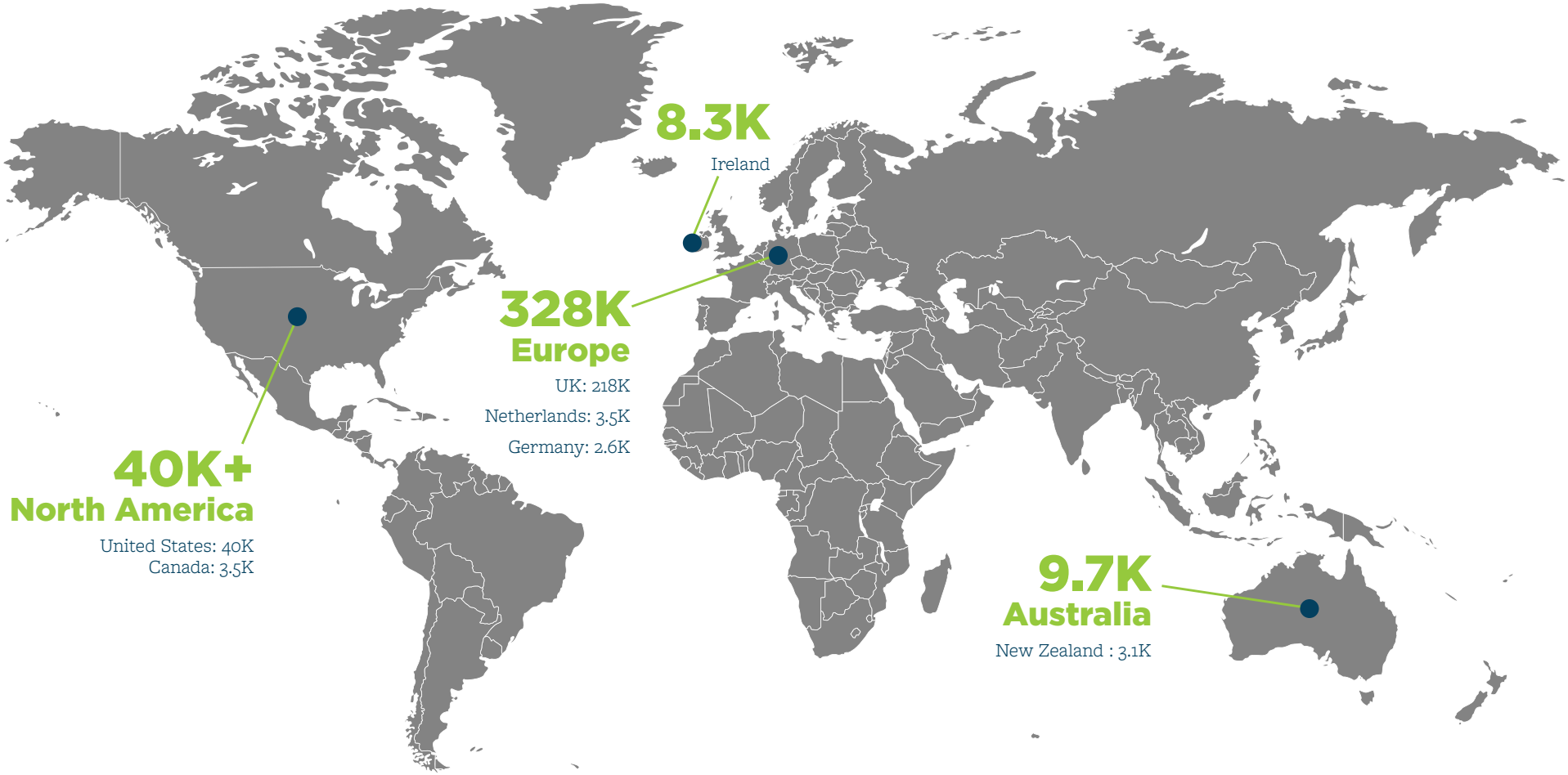
Our Commitment to Advertisers

By advertising with Scaffold & Access Magazine, you're partnering with the official publication of the Scaffold & Access Industry Association (SAIA) — a trusted industry voice backed by over five decades of safety leadership and technical expertise.

Your message reaches a verified, engaged readership across multiple sectors of the access industry, supported by SAIA's unparalleled reach and credibility.

Circulation

Our digital audience: A global overview of top countries



By Business Type

- Scaffolding/Masonry Contractors
- General Equipment Rental
- Contractors
- Manufacturer/Distributor/Equipment Sales
- MEWP Rental Companies
- Other – Consultant/Finance
- Training providers, Utility Companies, Industrial Maintenance, Airports/Ports & Shipbuilding

Reach & Influence

Scaffold & Access Magazine reaches key decision makers with purchasing power

Reach the Decision-Makers That Matter

Scaffold & Access (SA) Magazine connects you directly with the professionals shaping the access and scaffolding industry. From general and specialty contractors to rental companies and safety managers, our readers are active industry participants making purchasing decisions every day.

Our dedicated circulation team ensures SA Magazine's audience remains accurate, current, and relevant — guaranteeing your advertising message reaches qualified, engaged buyers.

Why Advertise with SA Magazine?

Targeted Industry Reach

With a laser focus on the scaffold, access, and safety sectors, SA Magazine provides advertisers access to professionals across construction, maintenance, and equipment rental markets.

Proof of Performance (PoP)

Our proprietary Proof of Performance indicator verifies exactly who engages with our content. This unique tool ensures your advertising investment is reaching verified, active buyers of access equipment.

Data-Driven Insights

We continuously refine our understanding of the readership through regular surveys and the annual Signet Ad Study, which analyze engagement across every page of every issue. These insights allow us to optimize placement strategies and maintain industry-leading effectiveness.

Our Audience

General and Specialty Contractors

Decision-makers managing project safety, access systems, and equipment sourcing.

Rental Companies

Executives and purchasing agents supplying scaffold and access gear nationwide.

Safety Professionals & Engineers

Specialists responsible for compliance, inspections, and jobsite safety innovation.

Manufacturers & Suppliers

Industry leaders introducing products and technologies to an engaged trade audience.

Advertising Options

Print Display Ads

(Two-page Spread, Full-page, Half-page, Third-page, Quarter page)

Custom Brand Features

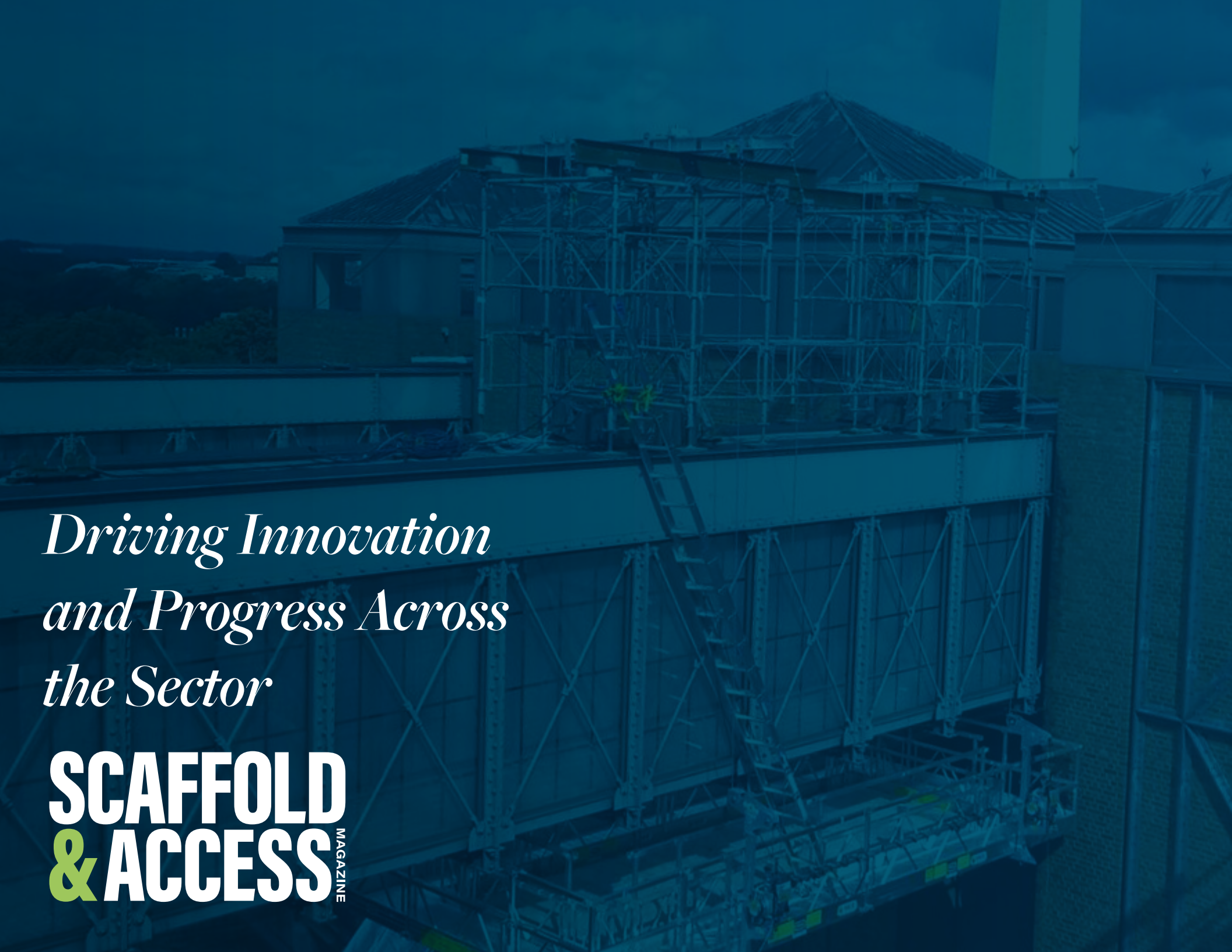
(Advertorials, Product Spotlights, Exclusive Interviews)

Performance You Can Measure

With PoP data and reader analytics, we can provide detailed reports showing exactly how your campaign performed — who viewed your ads, their professional role, and engagement metrics that demonstrate ROI.

Your message doesn't just appear in SA Magazine — it drives measurable business outcomes.

For more information, or to advertise, please contact us at **info@saiaonline.org** or **816.595.4860**



Driving Innovation and Progress Across the Sector

SCAFFOLD & ACCESS MAGAZINE

Key Statistics

Magazine insights at a glance



12,989
CIRCULATION



6
ISSUES
PER YEAR



45
MINUTES
AVERAGE
READ TIME



2-3
PEOPLE
PER ISSUE
AVERAGE
PASS-ALONG

Advertising Rates

Get seen by a worldwide audience

NUMBER OF INSERTIONS:	1	3	6
DOUBLE PAGE SPREAD	**$4,800**	**$4,680**	**$4,400**
FULL PAGE	**$3,296**	**$3,208**	**$2,960**
HALF PAGE	**$2,480**	**$2,384**	**$2,144**
THIRD PAGE	**$1,976**	**$1,888**	**$1,888**
QUARTER PAGE	**$1,400**	**$1,320**	**$1,080**

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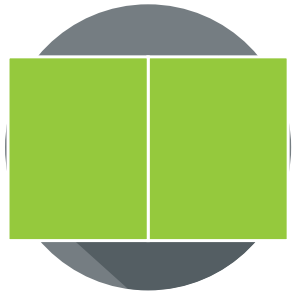
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Magazine Specifications

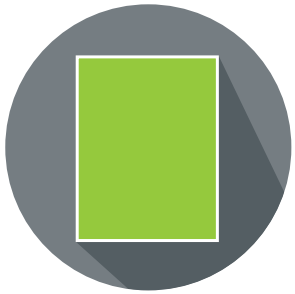
Choose the format that fits your needs

DOUBLE PAGE SPREAD



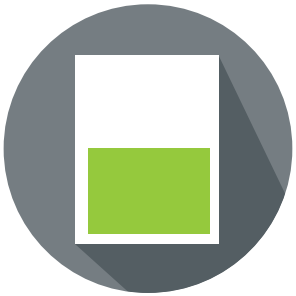
17in W x 11in H
(431.8mm W x 279.4mm H)

FULL PAGE



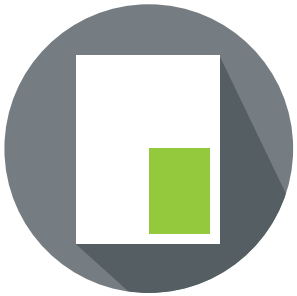
8.5in W x 11in H
(215.9mm W x 279.4mm H)

HALF PAGE



7.7in W x 4.85in H
(195.9mm W x 123.23mm H)

QUARTER PAGE



3.66in W x 4.97in H
(92.95mm W x 126.17mm H)

BLEED SIZE: Please add 0.125 in (3mm) bleed to all edges of full page and DPS ad sizes.

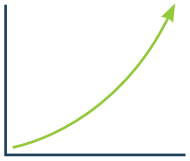
COLOR: CMYK only – do not use RGB or spot color.

Digital Engagement

Monthly averages by the numbers

Online Traffic

Significant visitor count increase after launching the new saia.org



January 2025	January 2026
2.4k Visitors	**9.6k** Visitors

Social

	Content Iteractions	Follows	Visits
	315	15	871
	78	18	76
	694	146	900

Website

Website Views	Event Count
139k	413k

- **1 min 10 secs** average engagement time
- **7%** increase year over year
- **68.7%** increase in organic social media visits

Email

30%
Email open rate

27,000
Individual link clicks
per 1,095,900 emails sent

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For more information,
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