

COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

# Forestry Journal

AT THE CUTTING EDGE OF ARBORICULTURE

## essential **ARB**



# 2018 MEDIA PACK

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# Forestry Journal

Forestry Journal addresses all the issues facing the forest industry on a monthly basis, providing essential reading for all who work in the industry. Since 1994, we have been delivering all the latest news, reports, opinions and analysis to keep our readers up-to-date.

Forestry Journal's content very firmly reflects what today's reader needs: journalism that gets behind the issues of legislation and personality; detailed reports covering all aspects of a very diverse industry, both in the UK and in Europe; and features that both inform and entertain.

We report on all the important events where these decisions are made, many of which are key to the development of forestry policy throughout the UK. Surprisingly, at most of them Forestry Journal is the only forestry magazine present. Forestry Journal recognises that, if a magazine wishes to be taken seriously and respected by the forestry community, there are certain events that are simply too important to ignore!

Forestry Journal is a major sponsor of the APF Exhibition, the main event in the UK forestry calendar. Other shows at which we have a presence include the Confor Woodland Show; the Arboricultural Association's Arb Show and Elmia Wood in Sweden, which is the biggest forestry show in the world.

The Forestry Journal reader, whether they work in forestry or a related industry, is part of a wider community dedicated to the continuation of the role of forestry in today's busy world.

Without their monthly read, life just wouldn't be the same!

**Advertising within Forestry Journal and essentialARB enables you to target both the wider forest industry and key specialities.**

Our magazines are a familiar sight at many shows around the country – not just forestry and arb shows, but many others that have a woodland section. In most cases, Forestry Journal and essentialARB are the only British magazines present. With samples distributed free to visitors, our advertisers are seen by all who visit the shows with a view to buying equipment – possibly even giving advertisers an advantage over those who exhibit at the event.

Editorial content is constantly varied to make it as relevant to as many audiences as possible, including managers, contractors and environmental professionals. This balance is achieved without alienating the contractors and forestry workers who make large capital investments in the machinery and equipment they need to run their businesses. These are the people who look to our magazines for information and buying advice, both in the form of articles and advertisements.

AT THE CUTTING EDGE OF ARBORICULTURE

# essentialARB

essentialARB's main content is provided by individuals, businesses and organisations from all backgrounds within arboriculture and its related disciplines. Content is current and produces articles and information that are relevant to the industry.

Published bi-monthly, essentialARB is required reading for all in the industry – contractors, arborists, consultants, local authorities, managers and advisers – allowing them to keep abreast of the latest developments and make sound business decisions.

As well as being circulated to all readers of Forestry Journal, essentialARB is also available as a standalone publication, with its own growing subscriber base.

From feedback from our ongoing reader survey, essentialARB continues to be avidly read for its broad and relevant content. A lively mix of features, company profiles and industry news, coupled with equipment reviews, professional seminar coverage and show reports ensure that the content is relevant for anyone in the business of caring for trees.

We appreciate that information can't always wait three months to get 'out there'. For this reason, essentialARB is continued as a short monthly supplement within Forestry Journal each month, in order to ensure that current news and events are reported.

Whether you are just starting out in the industry or if you have more experience, there is a wealth of information on business development, training and education, professional accreditation and general management.

essentialARB is the only totally independent arboricultural magazine.

It provides the modern arborist with the knowledge needed to survive at the cutting edge of the profession. A lively mix of features, company profiles and industry news, coupled with equipment reviews, professional seminar coverage and show round-ups ensure that the content is relevant to anyone who is involved in the business of caring for trees.

**Call 01576 203284**  
**and speak to Anne who**  
**will be happy to help you**  
**build a package to suit**  
**your individual needs.**

**Email: [anne@forestryjournal.co.uk](mailto:anne@forestryjournal.co.uk)**

In addition to a working knowledge of arboriculture, the modern arboriculturalist must be well versed in many regulatory and social issues.

Today, an arborist's abilities as a tree surgeon is just one aspect of his/her required skill set – this is an evolving and expanding field that is becoming increasingly complex and specialised.

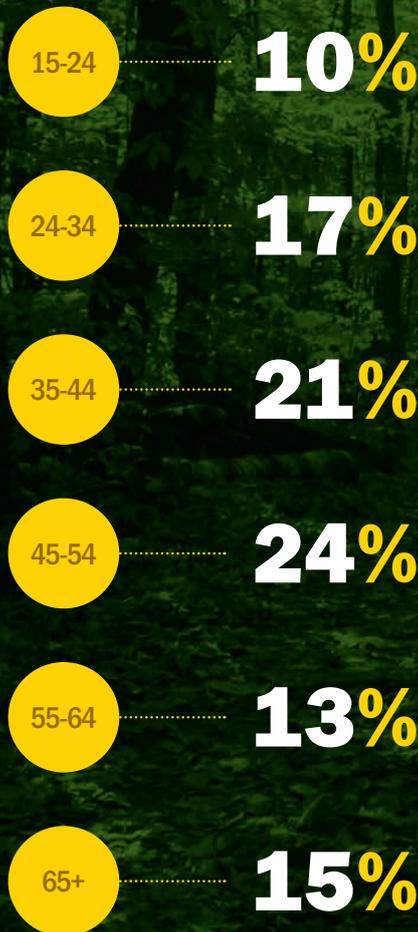
The skill of the professional arborist is needed now more than ever to preserve our most valuable environmental resource.

# AUDIENCE POTENTIAL

Read by over **10,000** Forestry professionals each month and **91%** of subscribers read the magazine every week

Published monthly, Forestry Journal is an independent, subscription-only magazine serving the entire forest industry. Our reader base is as diverse as our content and includes hands-on machinery users, decision makers within organisations, large estates and landowners, major sole traders and limited companies.

Each issue is read on average by **3** readers or more.



**95%+**

CUSTOMER SATISFACTION WITH THEIR ADVERTISERS



**95%+**

WOULD RECOMMEND ADVERTISING IN FORESTRY JOURNAL

# Forestry Journal

[www.forestryjournal.co.uk](http://www.forestryjournal.co.uk)

**89%+**

OF OUR SUBSCRIBERS ARE DECISION MAKERS IN THE BUSINESS



**75%+**

OF THESE SUBSCRIBERS SAID THAT FORESTRY JOURNAL HELPS THEM TO MAKE BUSINESS DECISIONS AND PURCHASES



**60%+**

OF OUR SUBSCRIBERS STATED THAT THEY HAVE PURCHASED GOODS ADVERTISED IN THE FORESTRY JOURNAL



**75%+**

OF OUR SUBSCRIBERS SAY THEY ONLY READ FORESTRY JOURNAL



**78%+**

OF OUR READERS HAVE BEEN A SUBSCRIBER FOR 5 OR MORE YEARS



**95%**



**5%**

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# Forestry Journal

## FEATURES 2018

### Something for everyone in each issue!

Each issue of Forestry Journal typically includes features on land and estate management, chainsaw operation and maintenance, sawmill setup and production through to haulage and logistical operations, carbon accounting and biomass production and management. We also take a look at the research and politics behind it all.

The table to the right highlights the 'special' features which will run throughout the year. In addition to these, we ensure that we publish news and articles which contain information relating to all aspects of the trees and timber industries, from species selection and tree planting right through to the harvesting and haulage of timber.

MONTH	DETAIL
January	Buyer's Guide: Ground clearance solutions - mulchers, scarifiers, flails and attachments Nursery focus - we take a look at the major issues facing the establishment sector. 2017 Index
February	Buyer's Guide: +750 kg chippers Timber trailers and cranes
March	Buyer's Guide: Small-scale equipment for woodland management Bars, chains and useful accessories for your chainsaw
April	Buyer's Guide: Workwear - clothing and footwear to protect you from the elements Timber transport focus
May	Buyer's Guide: Industry-specific personal protective equipment Utility vehicles - what's new? <b>This issue will be distributed at the Arb Show</b>
June	Buyer's Guide: Chainsaws on the ground Focus on: All things hydraulic
July	Buyer's Guide: Firewood production and handling solutions Focus on: Winching
August	Buyer's Guide: Static and mobile sawmills solutions Focus on: The APF Exhibition
September	Buyer's Guide: Forestry tools: wedges, splitting axes, cant hooks, timber tongs... Excavator conversions <b>This issue will be distributed at the APF Exhibition</b>
October	Buyer's Guide: Forestry fencing - post hole borers, rammers, wire cutters, wire... Focus on: Forest road construction & drainage
November	Buyer's Guide: Tree care & protection - tubes, ties, shelters etc Focus on: Security of premises and equipment
December	Buyer's Guide: Technology - GPS systems, laser mapping, drones and much more Christmas trees in focus Look back on 2018

AT THE CUTTING EDGE OF ARBORICULTURE

# essential **ARB**

## FEATURES 2018

Published bi-monthly, essentialARB's content will appeal to anyone working in the business of caring for trees - nurseries, tree surgeons, tree officers, consultants and ecologists.

Each issue contains features devoted to commercial, municipal and utility arboriculture.

In addition, special features run throughout the year focussing on particular topics. See the table opposite for more details.

MONTH	DETAIL
February	Buyer's Guide: sub 750kg chippers - what's available? In Depth: Getting into competitive climbing
April	Buyer's Guide: Top-handled chainsaws (not battery) In Depth: Urban Forests <b>Copies of this issue will be available at the Arb Show</b>
June	Buyer's Guide: Utility vehicles In Depth: A look back at the Arb Show 2018
August	Buyer's Guide: Climbing equipment In Depth: Getting into chainsaw carving <b>Copies of this issue will be available at APF Exhibition</b>
October	Buyer's Guide: Stumpgrinders In Depth: Technology in arboriculture
December	Buyer's Guide: Mobile Elevated Work Platforms In Depth: Biosecurity

### **CUSTOM CONTENT:**

Depending on your marketing objectives, custom media can be a perfect fit. Contact us and we will be happy to discuss your marketing goals.

### **OPTIONS TO CONSIDER INCLUDE:**

A company case study: People want to know what's working for others. Tell how your company helps your clients be more successful. We'll take the lead for you and tell your story.

A client feature: There is no better recommendation than that of one of your customers... someone who uses your services or products day in, day out. A feature on one of your end users gets both you – and them – valuable publicity, and gets your story out there.

In addition to these specials above, both magazines incorporate user and company profiles, company features, news, views and much, much more!

**Call Anne Berry  
today on  
01576 203284  
to discuss these  
options further.**

## ADVERTISING SPACE PRICES

SPACE	FORESTRY JOURNAL	essentialARB
Front cover (inside & out)	£1700	£1600
Front cover only	£1300	£1200
Inside front	£1100	£1000
Back cover (out)	£1200	£1100
Double page spread	£1600	£1400
Full page	£1100	£1100
Half page	£600	£600
Quarter page	£475	£475
Eighth	£250	£250
Sixteenth	£130	£130
Box classified	£55	£55

## COPY REQUIREMENT

We will accept advertising in a wide variety of formats. PDF format has become the standard (fonts should be embedded and pictures should be CMYK).

The magazine is produced using Adobe InDesign, Photoshop and Illustrator. Please enquire before sending artwork in other formats.

Text and images should ideally be emailed. Digital images may be supplied on CDs and must be large enough to be printed at 300 dpi at the target size. Jpeg compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted, and images from digital cameras derived from non-professional sources may be unacceptable.

Advertisements can also be made up in-house by our production staff.  
Copy deadline is the 20th of the month prior to the month of publication.

## FRONT COVER SPECIFICATION

### FORESTRY JOURNAL

Artwork for the front cover of Forestry Journal sits within a box measuring 253mm high x 216mm wide.

The masthead sits on the top of the page.

### essentialARB

Artwork for the front cover of essentialARB sits within a box measuring 200 mm high x 216 mm wide.

The masthead sits on the top of the page and notes of what's inside sit along the bottom. This gives your advert maximum impact in the centre area of the page.

## WEB ADVERTISING

Advertising on our website is an effective way to reach your target audience. Banner and box advertising is available as follows:

Positioned on home page or 'Jobs in Forestry' page:

Box (118 pixels high x 210 pixels wide) £75 p/month, minimum booking 3 months

Banner (118 pixels high x 425 pixels wide) £120 p/month, min booking 3 months

Any other page:

Box (118 pixels high x 210 pixels wide) £50 p/month, minimum booking 3 months

Banner (118 pixels high x 425 pixels wide) £75 p/month, minimum booking 3 months

All files should have a target URL supplied for the advert to link to. Where a white background is used a border must be present.

**Recruitment advertising carries an attractive discount, and packages include web advertising as standard. Details on request.**

**Discounts available on block bookings.**

## INSERTS

We accept advertising inserts for both our publications.

Inserts can be quoted on application.

## ANNUAL WALLPLANNER

Forestry Journal and essentialARB's annual wallplanner is an excellent way to promote your business to thousands of potential customers – every day of the year!

Be sure to book your space on next year's wallplanner to ensure unrivalled, all-year-round exposure!

Measuring 965mm x 660mm, the wallplanner is distributed free to all of our subscribers each year, within the December issue of Forestry Journal. Additional copies are also given out at trade shows, and are available to purchase.

Detailing the most important shows and events in the forest industries calendar, our wallplanner is an excellent way to raise brand awareness to the entire industry.

**Limited space is available on the wallplanner, so early booking is advisable!**

Space is extremely limited and spaces are available on a first come, first served basis, so book today to avoid missing out!



Forestry Journal appears monthly, and essentialARB is bi-monthly. Both are available by subscription only. Circulation averages around 5000 copies per month, though at major forestry shows, such as Elmia Wood and the APF Exhibition, as many as 10,000 additional copies are distributed free.

## FORESTRY JOURNAL MECHANICAL SPECS

SPACE	TYPE (MM H X W)	TRIM (MM H X W)	BLEED (MM H X W)
Double page spread	280 x 402	297 x 420	303 x 426
Full page	280 x 192	297 x 210	303 x 216
1/2 page landscape	135 x 192	145 x 210	151 x 216
1/2 page portrait	280 x 94	297 x 103	303 x 106
1/4 page landscape	65 x 192	-	-
1/4 page portrait	135 x 94	-	-
1/8 page	65 x 94	-	-
1/16 page	65 x 45	-	-
Box classified	30 x 45	-	-

## essentialARB MECHANICAL SPECS

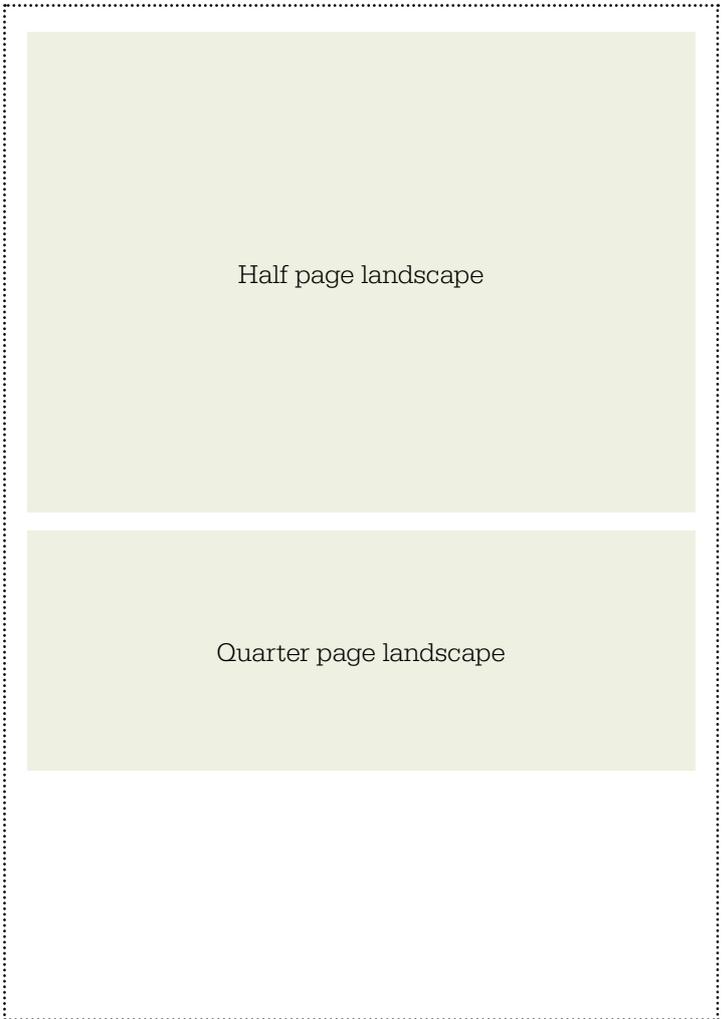
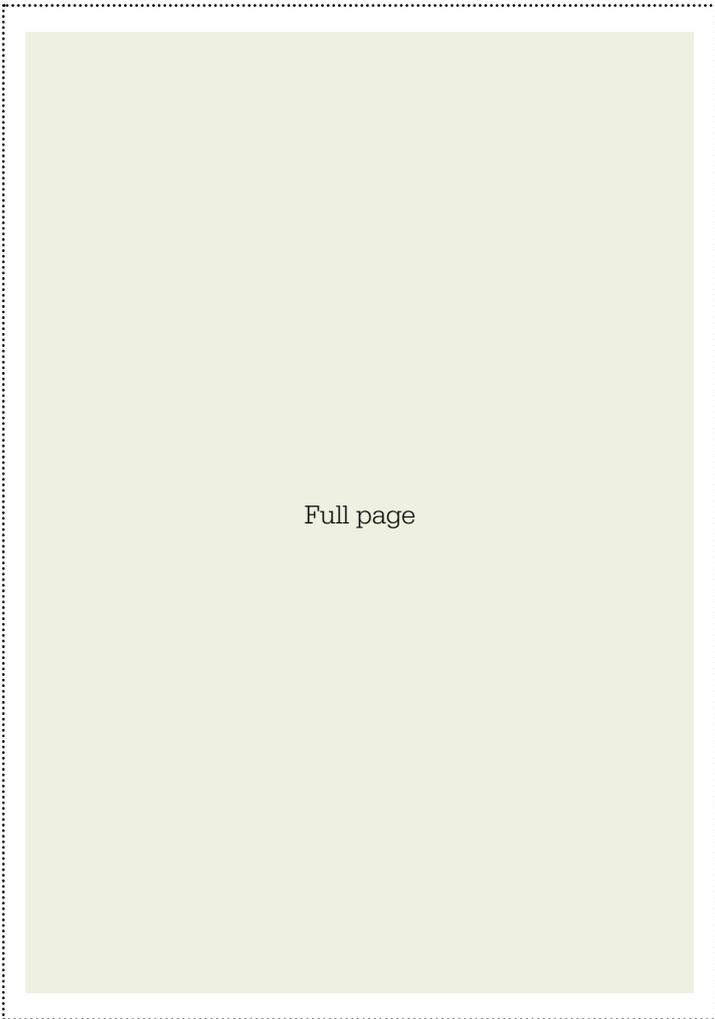
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1/4 page portrait	135 x 94	-	-
1/8 page	65 x 94	-	-
1/16 page	65 x 45	-	-

The trim area defines the size the page will be cut to. You should avoid the use of text up to the edge of the page, ideally keeping any important text within the 'type' area defined above. Where you require adverts to bleed off the page, a bleed area of 3mm all round should be added to the trim specs, as detailed above.

If you have any query regarding these specifications please call our production department on 01387 702271.

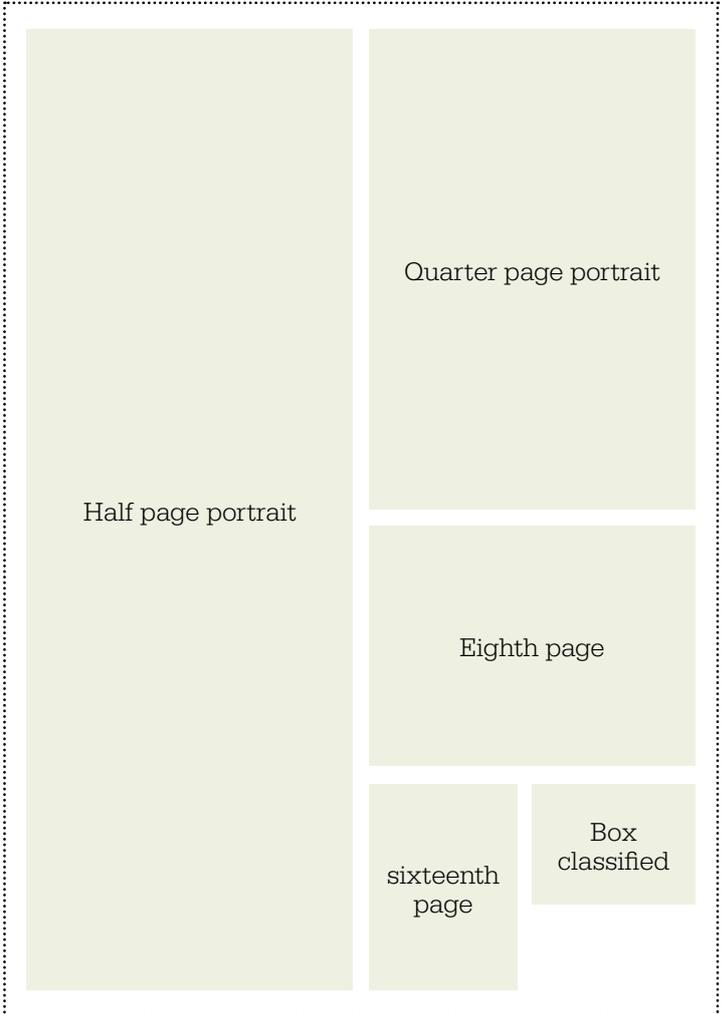
## CONTACTING US

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Editorial commissions: Margaret Lunn	Tel: 01387 702271 Email: <a href="mailto:editor@forestryjournal.co.uk">editor@forestryjournal.co.uk</a>
Subscription & account enquiries:	Tel: 01387 702272 or 01387 702273 Email: <a href="mailto:admin@forestryjournal.co.uk">admin@forestryjournal.co.uk</a>



These illustrations give an indication of advert size in relation to the page of the magazine and are shown in 'type' measurement.

For more information please email [anne@forestryjournal.co.uk](mailto:anne@forestryjournal.co.uk)



### **PUBLISHING DATES**

Forestry Journal is published monthly and is sent out to subscribers in the first week of each month, usually by the 7th of the month.

essentialARB is published bi-monthly, in February, April, June, August, October and November and is sent out to subscribers in the first week of the month of publication, usually by the 7th of the month.

Voucher copies are supplied to advertisers within these deadlines.

# Forestry Journal essential **ARB**

Whatever job they're going to tackle next...  
they've got all the information they need.

[WWW.FORESTRYJOURNAL.CO.UK](http://WWW.FORESTRYJOURNAL.CO.UK)

