

essential  
**ARB**

AT THE CUTTING EDGE OF ARBORICULTURE

MEDIA PACK 2021



# essential ARB

ABOUT US | FEATURES LIST | ADVERTISING | GUIDE

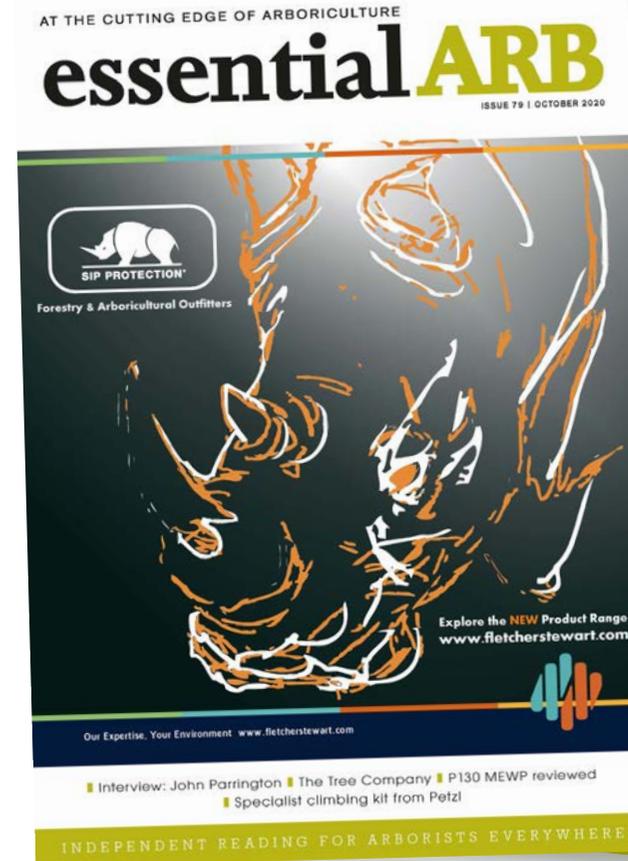
essentialARB's main content is provided by individuals, businesses and organisations from all backgrounds within arboriculture and its related disciplines. Content is current and produces articles and information that are relevant to the industry.

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 distributed to all readers of Forestry Journal, essentialARB is a standalone publication, with its own growing subscriber base.

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.

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 within the pages of essentialARB.



## ADVERTISING

Speak to our Advertising Sales Manager, Dali Dahmane, who will be happy to help you build a package to suit your individual needs.

Call 0141 302 7759

Email: [dali.dahmane@forestryjournal.co.uk](mailto:dali.dahmane@forestryjournal.co.uk)

# FEATURES 2021

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## Something for everyone in each issue!

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 below for more details.

## 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.

MONTH	DETAIL
FEBRUARY	<b>Buyer's Guide:</b> sub-750kg chippers <b>Focus on:</b> Pruning tools and accessories
APRIL	<b>Buyer's Guide:</b> Top-handled chainsaws <b>Focus on:</b> Utility vehicles <i>Copies of this issue will be handed out at the Arb Show</i>
JUNE	<b>Buyer's Guide:</b> +750kg chippers <b>Focus on:</b> PPE
AUGUST	<b>Buyer's Guide:</b> Climbing equipment <b>Focus on:</b> Stump removal <i>Copies of the issue will be handed out at APF 2021</i>
OCTOBER	<b>Buyer's Guide:</b> MEWPs <b>Focus on:</b> Battery-powered garden tools
DECEMBER	<b>Buyer's Guide:</b> Arb technology <b>Focus on:</b> Urban tree planting

# ADVERTISING

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## Publishing dates

essentialARB is published bi-monthly, in February, April, June, August, October and December and is sent out to subscribers in the first week of the month of publication, usually by the 1st of the month.

Voucher copies are supplied to advertisers within these deadlines.

## Website Advertising

Advertising on our website is an effective way to reach your target audience. Banner and box advertising is available on our website from as little as £400 per month. Call now for further details.

## Recruitment Advertising

Recruitment advertising is very much sought after within our pages, and carries an attractive discount.

Recruitment advertising packages include web advertising in addition to print as standard. Full details are available on request.

## Inserts

We accept advertising inserts, depending on size/weight and these can be quoted on application.



## Annual Wallplanner

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

Measuring 965mm x 660mm, the wallplanner is distributed free to all of our subscribers in December each year. 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.

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

## Contacting us

### Advertising Sales

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**Email:** admin@forestryjournal.co.uk

# ADVERTISING

## 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

Artwork for the front cover of essential Arb sits within a box measuring 209mm high x 216mm wide.

The masthead sits on the top of the page.

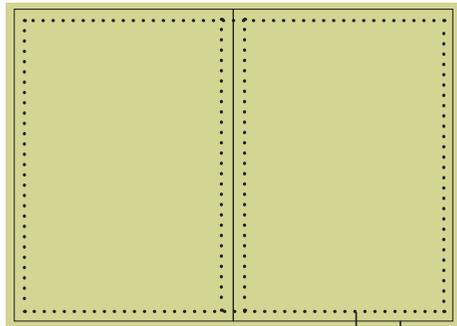


Front cover shape Example

## Advertising space

SPACE	COST
FRONT COVER (INSIDE & OUT)	£1600
FRONT COVER ONLY	£1200
INSIDE FRONT	£1000
BACK COVER (OUT)	£1100
DOUBLE PAGE SPREAD	£1400
FULL PAGE	£1100
HALF PAGE	£600
QUARTER PAGE	£475
EIGHTH	£250
SIXTEENTH	£130
BOX CLASSIFIED	£60

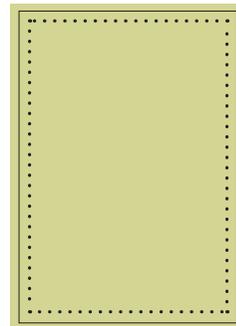
# SIZE GUIDE



## DOUBLE PAGE SPREAD

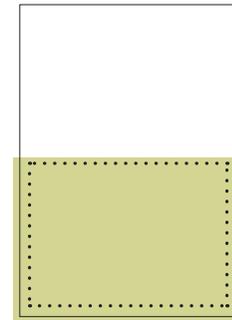
Type: 280mm(h) x 402mm(w)  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Gutter 18mm (9mm on each page)

Type  
Trim  
Bleed



## FULL PAGE BLEED

Type: 280mm(h) x 192mm(w)  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)



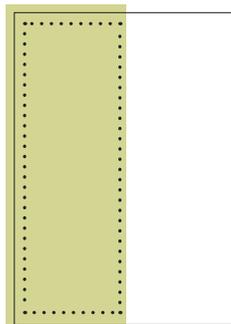
## HALF PAGE HORIZ BLEED

Type: 135mm(h) x 192mm(w)  
Trim: 146mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)



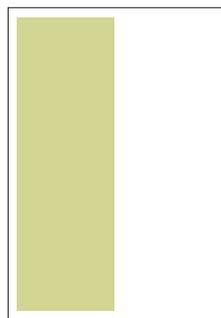
## HALF PAGE HORIZ

Type: 135mm(h) x 192mm(w)



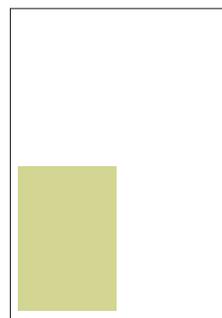
## HALF PAGE VERT BLEED

Type: 280mm(h) x 94mm(w)  
Trim: 297mm(h) x 103mm(w)  
Bleed: 303mm(h) x 106mm(w)



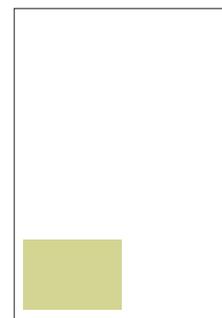
## HALF PAGE VERT

Type: 280mm(h) x 94mm(w)



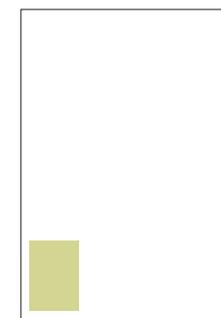
## QUARTER PAGE

Type: 135mm(h) x 94mm(w)



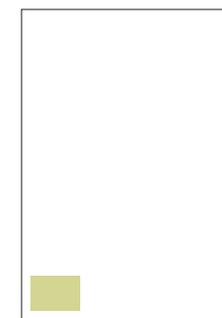
## EIGHTH PAGE

Type: 65mm(h) x 94mm(w)



## SIXTEENTH PAGE

Type: 65mm(h) x 45mm(w)



## BOX CLASSIFIED

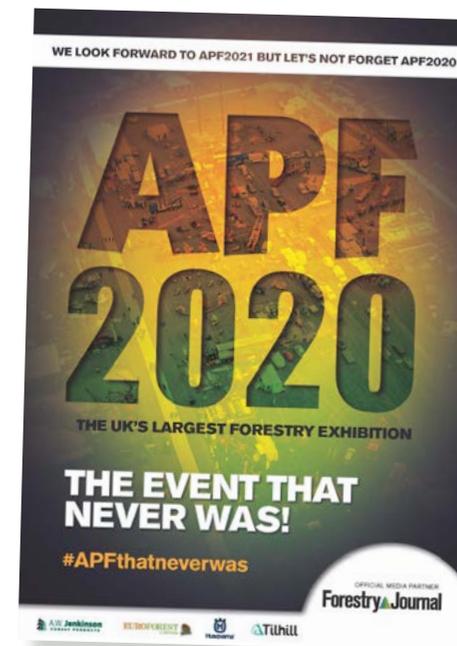
Type: 30mm(h) x 45mm(w)

**NB.** 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.

# PUBLICATION DATES

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MONTH	DETAIL	BOOKING DEADLINE	ARTWORK DEADLINE
<b>JANUARY</b>	Forestry Journal	Tue 1st Dec	Wed 11th Dec
<b>FEBRUARY</b>	Forestry Journal & essential ARB	Mon 4th Jan	Wed 13th Jan
<b>MARCH</b>	Forestry Journal	Tue 2nd Feb	Fri 12th Feb
<b>APRIL</b>	Forestry Journal & essential ARB	Tue 2nd March	Fri 12th March
<b>MAY</b>	Forestry Journal	Mon 5th April	Wed 14th April
<b>JUNE</b>	Forestry Journal & essential ARB	Mon 3rd May	Fri 14th May
<b>JULY</b>	Forestry Journal	Mon 7th June	Wed 16th June
<b>AUGUST</b>	Forestry Journal & essential ARB	Tue 4th July	Wed 14th July
<b>SEPTEMBER</b>	Forestry Journal	Tue 3rd August	Fri 13th August
<b>OCTOBER</b>	Forestry Journal & essential ARB	Mon 6th Sept	Wed 15th Sept
<b>NOVEMBER</b>	Forestry Journal	Tue 5th Oct	Fri 15th Oct
<b>DECEMBER</b>	Forestry Journal & essential ARB	Tue 2nd Nov	Fri 12th Nov



## APF 2021 Catalogue

Our sister title Forestry Journal are the proud media partner to APF 2021. Bookings are available throughout the year.

Call **0141 302 7759**

Email: [dali.dahmane@forestryjournal.co.uk](mailto:dali.dahmane@forestryjournal.co.uk)

Publication	BOOKING DEADLINE	ARTWORK DEADLINE
<b>APF 2021 Catalogue</b>	Mon 2nd August	Mon 23rd August