

Forestry Journal



COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

MEDIA PACK 2023





WHO could have predicted all the events of 2022? In 12 months we endured the tail end of a global pandemic, war, a cost of living crisis, three prime ministers and the death of a monarch.

Within forestry, while most have knuckled down and got on with business as usual, the ripples of wider issues have had an impact – plus, with changing legislation, recruitment issues, market volatility and pests and diseases, our industry has generated its own share of headlines, which can all-too-easily be lost in the noise.

That's why Forestry Journal is such an important resource for anyone involved in forestry, keeping them abreast of what's happening in their sector. We're committed to sifting through the news, generating unique content and supporting foresters and contractors in their decision-making processes. Our loyal readership – both in print and increasingly online – appreciate our reliability, knowledge and independence, knowing we are an objective, open platform to all voices.

Forestry Journal's reputation as a reliable source of information, news, top tips and features also means our advertisers are able to benefit from the best, most reliable way to reach all aspects of the industry in the UK and Ireland. It is important we all play a part in informing readers in new ways to deliver the promise this great industry has.

Forestry faces many challenges, but the climate crisis and drive for a more sustainable future

is finally drawing attention to the importance of the industry and focussing minds on how it can be better supported and developed. Throughout 2023, as well as highlighting the issues we face, Forestry Journal will continue to showcase the best of what our industry is capable of, both to our core professional forestry audience and beyond.

There's no telling what 2023 could hold in terms of political, social and professional change and so our editorial output will remain flexible and insightful, pulling on the talents of contributors from across the industry – and the country – to keep our readers informed of the latest developments and most interesting stories.

One positive story in 2022 was the return of forestry show season, after the COVID-19 pandemic forced so many postponements and cancellations. Among the highlights for Forestry Journal were the return of Elmia Wood in Sweden and Interforst in Germany. And, as official media partner, our team was heavily involved in APF 2022, incorporating the ARB Show. In 2023, we'll be following up leads from those shows in our features and will be travelling to other events and demos – some outside the UK – with coverage in print and online.

Introduced in 2021, our Voices of Forestry column brings analysis and insight direct from individuals across the forestry industry. Each month, a different figure from the world of forestry is invited to give their personal take on the issues facing their sector. In 2023 we're hoping to hear from an even more diverse and passionate range of voices. We already have some great names lined up and are open to suggestions on who should join them.

Our monthly Buyer's Guides focus on specific items of machinery, equipment and services relevant to our industry (such as chainsaws, timber

trailers, mobile sawmills, etc) highlighting what is currently available in the marketplace and any new product offerings.

In addition, we have special planned features which focus on specific aspects of commercial forestry, covering such subjects as insurance, finance, welfare and more.

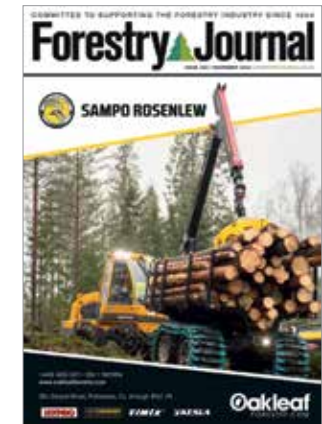
All of the content in our print magazine is replicated in a digital edition and made available to digital subscribers on our website. With unparalleled traffic in the forestry industry, our website offers exclusive news, views, features, videos, recruitment posts and industry guidance, updated on a daily basis and shared widely across social media platforms.

Our media pack reflects the ever-changing facets of what the publishing industry can offer – everything from bespoke print and digital packages, to print only, digital only and inserts. We have a package that will suit anyone and everyone. If what you're looking for is not listed in this pack, then enquire ... that's what we are here for.

With our growing print subscriber base and online presence through the UK's leading contentbased forestry website, our content is being seen an ever-wider audience, with the capability to reach all forestry workers in the UK. Let us be part of your aspirations and needs for your business. Our professional editorial and commercial team is only a phone call or email away.



**John McNee, Managing Editor,
Forestry Journal and essentialARB**



PUBLISHED BY
Newsquest Media Group
125 Fullarton Drive,
Glasgow, Lanarkshire
G32 8FG

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

FEATURES 2023

Something for everyone in each issue!

Each issue of Forestry Journal typically includes features on forest machinery, 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 below highlights the 'special' features which will run throughout the year.

In addition to the special features, each issue has highly relevant news items and articles. These are full of 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.

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 |
|-----------|---|
| JANUARY | Buyer's Guide: Utility vehicles Focus on: 2023 Forestry shows |
| FEBRUARY | Buyer's Guide: Security of equipment and premises Focus on: Haulage |
| MARCH | Buyer's Guide: Small-scale equipment for woodland management Focus on: Fuel/lubricants |
| APRIL | Buyer's Guide: Timber trailers and cranes Focus on: Welfare |
| MAY | Buyer's Guide: Ground clearance solutions Focus on: Hand cutting |
| JUNE | Buyer's Guide: Chainsaws on the ground Focus on: Finance |
| JULY | Buyer's Guide: Firewood production and handling solutions Focus on: Insurance |
| AUGUST | Buyer's Guide: Static and mobile sawmills solutions Focus on: Winching |
| SEPTEMBER | Buyer's Guide: Workwear Focus on: Forest road construction |
| OCTOBER | Buyer's Guide: Tree care & protection Focus on: Mulching |
| NOVEMBER | Buyer's Guide: Biomass handling and processing Focus on: Forestry fencing |
| DECEMBER | Buyer's Guide: Excavator attachments Look back on 2023 |

ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING**

Publishing dates

Forestry Journal is published monthly and is sent out to subscribers in the first week of each month, 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 2024

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!

Significant sponsorship package available on the front and full back of Wallplanner. Contact Dali Dahmane to discuss opportunity for 2024

Contacting us

Advertising Sales

Dali Dahmane
Advertising Sales Manager
Tel: 0141 302 7759
Email: dali.dahmane@forestryjournal.co.uk

Editorial commissions

John McNee
Editor
Tel: 0141 230 6086
Email: john.mcnee@forestryjournal.co.uk

Jack Haugh
Deputy Editor
Tel: 0141 435 8806
Email: jack.haugh@forestryjournal.co.uk

Marketing

Danielle Camillo
Head of Marketing
Tel: 0141 302 7743
Email: danielle.camillo@forestryjournal.co.uk

Subscriptions

Tel: 0141 302 7300
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). Please supply bleed ads with **BLEED MARKS** not crop marks.

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 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 Forestry Journal sits within a box measuring 253mm high x 216mm wide.

The masthead sits on the top of the page.

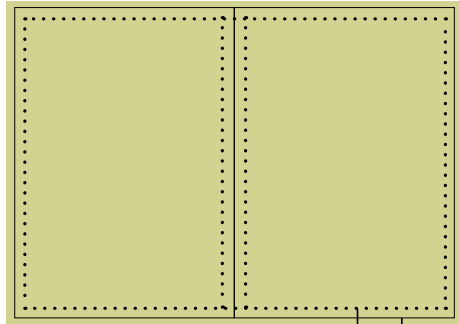


Front cover shape Example

Advertising space

| SPACE | COST |
|----------------------------|-------|
| FRONT COVER (INSIDE & OUT) | £2100 |
| FRONT COVER ONLY | £1500 |
| INSIDE FRONT | £1300 |
| BACK COVER (OUT) | £1450 |
| DOUBLE PAGE SPREAD | £2090 |
| FULL PAGE | £1200 |
| HALF PAGE | £660 |
| QUARTER PAGE | £520 |
| EIGHTH | £275 |
| SIXTEENTH | £145 |
| BOX CLASSIFIED | £65 |

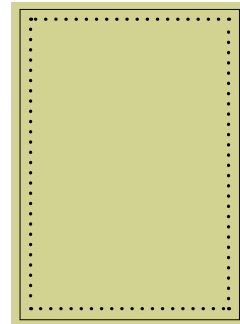
SIZE GUIDE



DOUBLE PAGE SPREAD

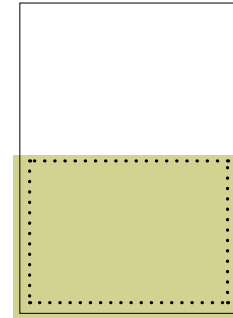
Type: 280mm(h) x 402mm(w)
Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Gutter 18mm (9mm on each page)

Type
Trim
Bleed



FULL PAGE BLEED

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



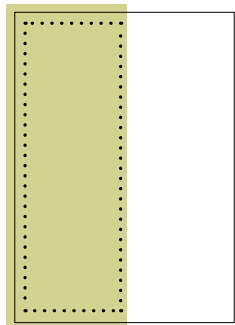
HALF PAGE HORIZ BLEED

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



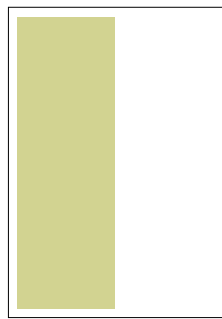
HALF PAGE HORIZ

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



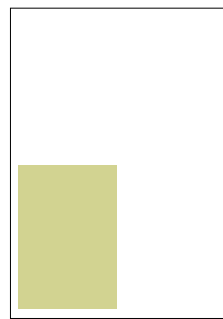
HALF PAGE VERT BLEED

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



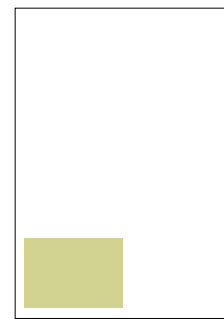
HALF PAGE VERT

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



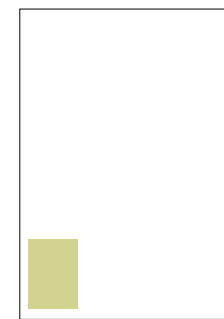
QUARTER PAGE

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



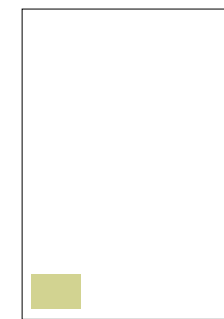
EIGHTH PAGE

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. Please supply PDFs with **BLEED MARKS** not crops marks.

DIGITAL ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING**

As the UK's leading forestry title Forestry Journal has a growing online audience and offers advertisers an excellent opportunity to reach a relevant and specialist audience. Whether you want to complement your existing print offering or create a standalone bespoke campaign, we have a solution for you.

Increase response through the use of high impact interactive creatives to local audiences. Skins, Expandable Leaderboards or MPUs offer an eye-catching, attention grabbing way to increasing Click Through Rate to advertiser websites. These can appear on the homepage or any other relevant page and can be used to target relevant content including takeover campaigns.

THICK SKIN

For added impact and visual display maximised to its fullest potential.

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

Max File Size: 150kb

Price: £1200 per month



Advertising Sales

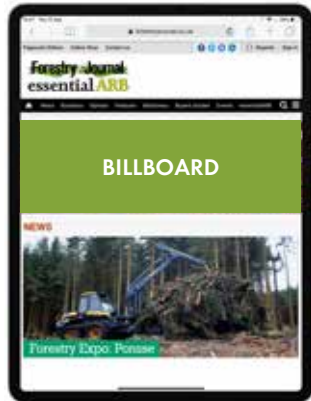
Speak to our Advertising Sales Manager, Dali Dahmane, who will be happy to help you build a package to suit your individual needs.

Tel: 0141 302 7759

Email: dali.dahmane@forestryjournal.co.uk

DIGITAL ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING**



BILLBOARD DISPLAYS ON TABLETS

Appears across the top of the entire width of the page creating page dominance.

Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



STANDARD MPU

Can be used to play video clips, competition adverts, with a high CTR (click through rate)

Dimensions: 300x250 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £350 per month



LEADERBOARD & MOBILE BANNER

Appears across the top of the entire width of the page creating strong brand awareness.

Dimensions: 728x90 pixels;
Mobile banner dimensions: 320x50 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £395 per month



DOUBLE HEIGHT MPU

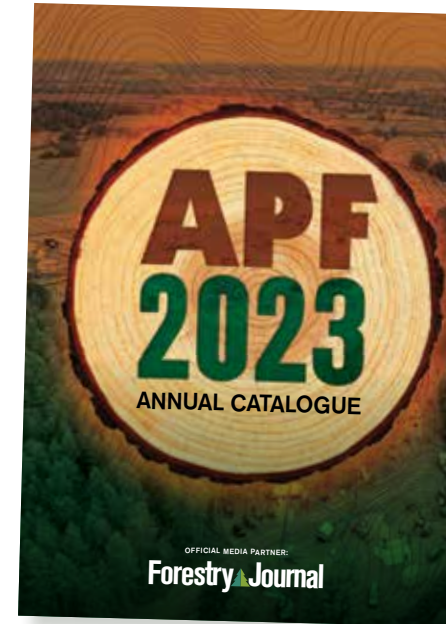
Can be used to play video clips, competition adverts, strong call to action with direct response.

Dimensions: 300x600 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £650 per month

PUBLICATION DATES

ABOUT US | FEATURES LIST | ADVERTISING

| ISSUE | DETAIL | BOOKING DEADLINE | ARTWORK DEADLINE |
|------------------|----------------------------------|--------------------|-------------------|
| JANUARY | Forestry Journal | Thurs 1st Dec 2022 | Mon 12th Dec 2022 |
| FEBRUARY | Forestry Journal & essential ARB | Wed 4th Jan | Thurs 19th Jan |
| MARCH | Forestry Journal | Wed 1st Feb | Thurs 16th Feb |
| APRIL | Forestry Journal & essential ARB | Wed 8th March | Mon 20th March |
| MAY | Forestry Journal | Wed 5th April | Mon 17th April |
| JUNE | Forestry Journal & essential ARB | Wed 3rd May | Thurs 18th May |
| JULY | Forestry Journal | Mon 5th June | Wed 21st June |
| AUGUST | Forestry Journal & essential ARB | Wed 5th July | Mon 24th July |
| SEPTEMBER | Forestry Journal | Wed 9th Aug | Mon 21st Aug |
| OCTOBER | Forestry Journal & essential ARB | Mon 4th Sept | Thurs 21st Sept |
| NOVEMBER | Forestry Journal | Wed 4th Oct | Thurs 19th Oct |
| DECEMBER | Forestry Journal & essential ARB | Wed 8th Nov | Mon 20th Nov |
| JANUARY | Forestry Journal | Fri 1st Dec | Mon 11th Dec |



APF 2023 Annual Catalogue

Forestry Journal are the proud media partner to APF 2024 and will also produce the APF 2023 Annual Catalogue. Bookings are available throughout the year.

Call **0141 302 7759**

Email: dali.dahmane@forestryjournal.co.uk

| Publication | BOOKING DEADLINE | ARTWORK DEADLINE |
|----------------------------------|------------------|-------------------|
| APF 2023 Annual Catalogue | Mon 7th August | Fri 1st September |

AUDIENCE POTENTIAL

Received 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



78%+

of our readers have been a subscriber for 5 or more years



75%+

of our subscribers say they only read Forestry Journal

Forestry Journal

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



95%



5%

15-24

10%

45-54

24%

24-34

17%

55-64

13%

35-44

21%

65+

15%



60%+

of our subscribers stated that they have purchased goods advertised in the Forestry Journal