

# Forestry Journal



COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

MEDIA PACK **2024**





TO the average person, forests appear serene and uncomplicated places, with little thought given to the thousands of people involved in their creation and management or in delivering the innumerable forest products they rely upon.

Similarly, the mainstream media pays little attention to the needs and concerns of the forestry industry, which all too often finds itself misunderstood by the press, politicians and the general public.

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 focusing minds on how it can be better supported and developed.

Throughout 2024, 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 2024 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.

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 nurseries, education, haulage and more.

As official media partner, our team will be heavily involved in APF 2024, the UK's biggest forestry show. The magazine will include previews running up to the event as well as full coverage and features following up on

leads from the show. We'll also be travelling to other events and demos - some outside the UK - with coverage in print and online.

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 forestry website, our content is being seen by an ever-wider audience, with the capability to reach all forestry workers in the country. Let us be part of your aspirations and needs for your business. Our professional editorial and commercial teams are 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](mailto:dali.dahmane@forestryjournal.co.uk)**

# FEATURES 2024

ABOUT US | [FEATURES LIST](#) | ADVERTISING

## 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	<b>Buyer's Guide:</b> Utility vehicles <b>Focus on:</b> 2024 Forestry shows
FEBRUARY	<b>Buyer's Guide:</b> Security of equipment and premises <b>Focus on:</b> Nuseries
MARCH	<b>Buyer's Guide:</b> Small-scale equipment for woodland management <b>Focus on:</b> Chainsaw accessories
APRIL	<b>Buyer's Guide:</b> Timber trailers and cranes <b>Focus on:</b> Workwear - clothing and footwear to protect you from the elements
MAY	<b>Buyer's Guide:</b> Ground clearance solutions <b>Roundup:</b> Forwarders 2024 (Also distributed at the Arb Show 2024)
JUNE	<b>Buyer's Guide:</b> Chainsaws on the ground <b>Focus on:</b> Education
JULY	<b>Buyer's Guide:</b> Firewood production and handling solutions <b>Focus on:</b> Haulage
AUGUST	<b>Buyer's Guide:</b> Static and mobile sawmills solutions <b>Focus on:</b> Winching
SEPTEMBER	<b>APF 2024 preview</b> <b>Roundup:</b> Harvesters 2024 (Also distributed at APF 2024)
OCTOBER	<b>Buyer's Guide:</b> Tree care & protection <b>APF 2024 coverage</b>
NOVEMBER	<b>Buyer's Guide:</b> Biomass processing <b>Focus on:</b> Forestry fencing
DECEMBER	<b>Buyer's Guide:</b> Excavator attachments Look back on 2024

# 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, email [dali.dahmane@forestryjournal.co.uk](mailto:dali.dahmane@forestryjournal.co.uk)

## E-shot Mailer

Your message can be targets up to 25k-40k named contacts within the industry. For more information contact [dali.dahmane@forestryjournal.co.uk](mailto:dali.dahmane@forestryjournal.co.uk) to discuss single or multiple use rates.

## Inserts

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



## Annual Wallplanner 2025

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 2025**

## Contacting us

### Advertising Sales

Dali Dahmane  
Advertising Sales Manager  
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**Tel:** 0141 302 7300  
**Email:** [admin@forestryjournal.co.uk](mailto:admin@forestryjournal.co.uk)

# ADVERTISING

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## 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

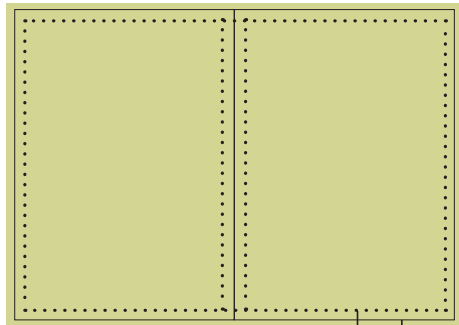
SPACE	COST
FRONT COVER (INSIDE & OUT)	£2100
FRONT COVER ONLY	£1500
INSIDE FRONT	£1300
BACK COVER (OUT)	£1450
DOUBLE PAGE SPREAD	£2090
FULL PAGE	£1200
HALF PAGE	£660
QUARTER PAGE	£520
EIGHTH	£275
SIXTEENTH	£145
BOX CLASSIFIED	£65



# SIZE GUIDE

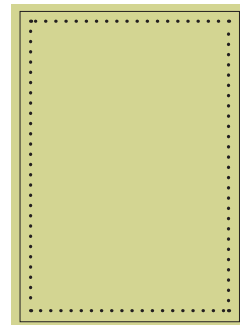
ABOUT US | FEATURES LIST | ADVERTISING

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

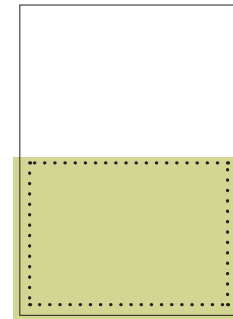


**DOUBLE PAGE SPREAD**  
Type: 280mm(h) x 402mm(w)  
Trim: 297mm(h) x 420mm(w)  
Bleed: 303mm(h) x 426mm(w)  
Gutter 18mm (9mm on each page)

Type  
Trim  
Bleed



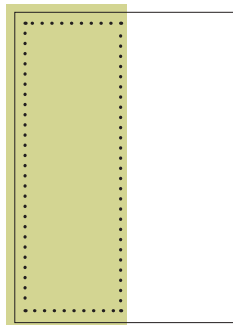
**FULL PAGE BLEED**  
Type: 280mm(h) x 192mm(w)  
Trim: 297mm(h) x 210mm(w)  
Bleed: 303mm(h) x 216mm(w)



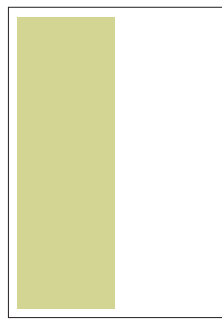
**HALF PAGE HORIZ BLEED**  
Type: 135mm(h) x 192mm(w)  
Trim: 146mm(h) x 210mm(w)  
Bleed: 151mm(h) x 216mm(w)



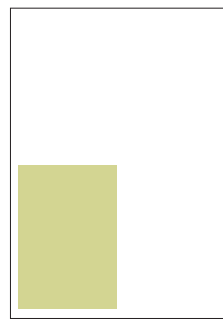
**HALF PAGE HORIZ**  
Type: 135mm(h) x 192mm(w)



**HALF PAGE VERT BLEED**  
Type: 280mm(h) x 94mm(w)  
Trim: 297mm(h) x 103mm(w)  
Bleed: 303mm(h) x 106mm(w)



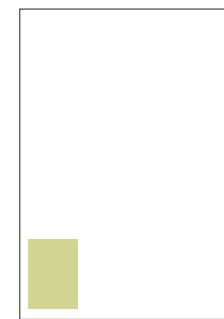
**HALF PAGE VERT**  
Type: 280mm(h) x 94mm(w)



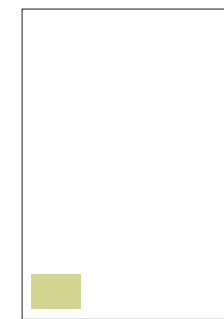
**QUARTER PAGE**  
Type: 135mm(h) x 94mm(w)



**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

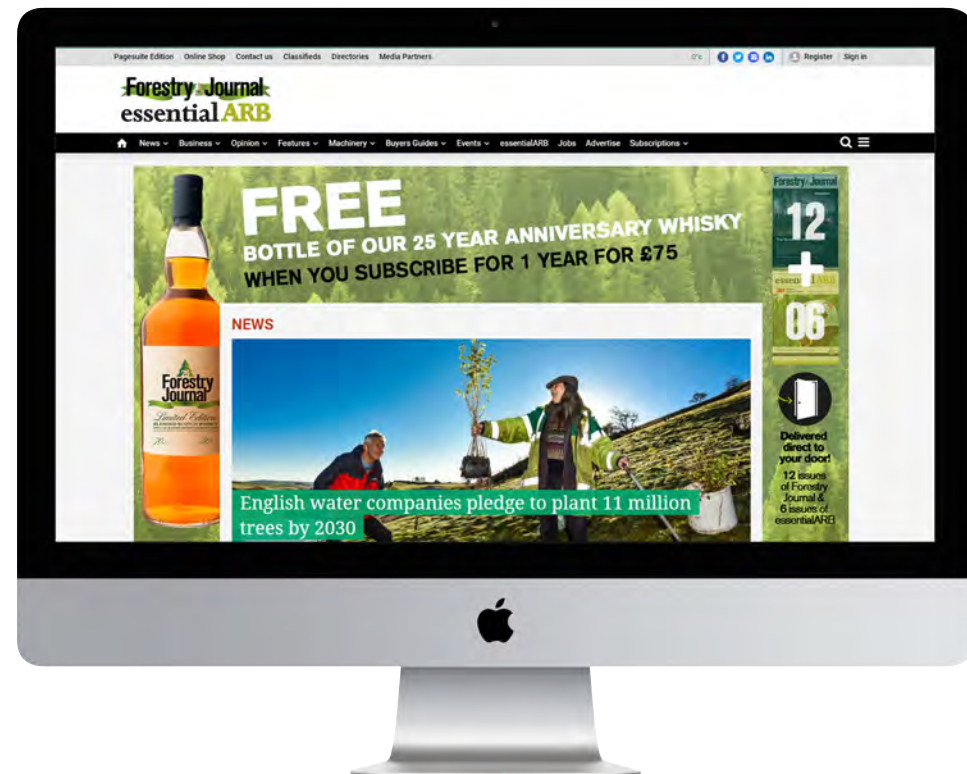
For added impact and visual display maximised to its fullest potential.

**Dimensions:** 1280 x 970 x 250 pixels

**File formats:** GIF, HTML5

**Max File Size:** 150kb

**Price:** £1200 per month



## Advertising Sales

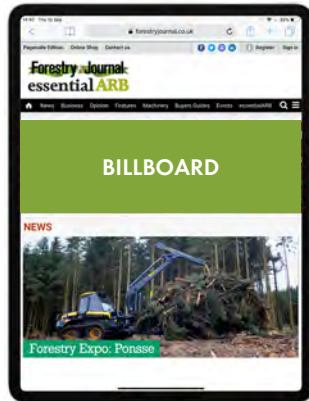
Speak to our Advertising Sales Manager, Dali Dahmane, who will be happy to help you build a package to suit your individual needs.

**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.

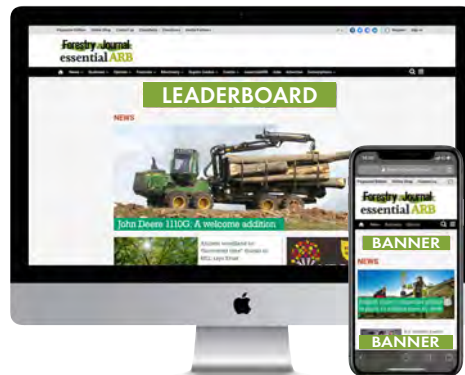
**Dimensions:** 970x250 pixels  
**File formats:** GIF, HTML5  
**Max File Size:** 60kb  
**Price:** £700 per month



## 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.

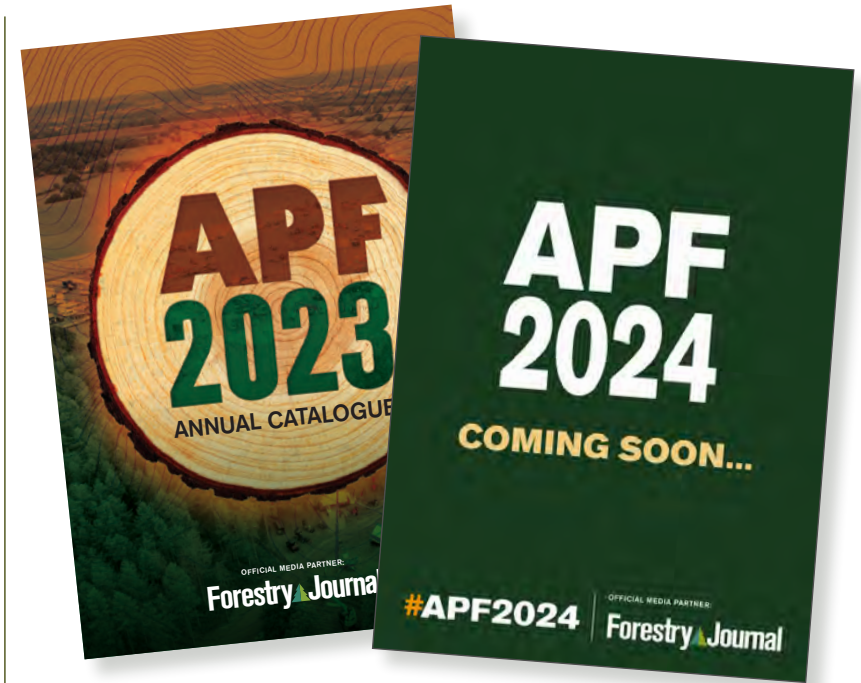
**Dimensions:** 300x600 pixels  
**File formats:** GIF, HTML5  
**Max File Size:** 60kb  
**Price:** £650 per month



# PUBLICATION DATES

ABOUT US | FEATURES LIST | ADVERTISING

ISSUE	DETAIL	BOOKING DEADLINE	ARTWORK DEADLINE
<b>JANUARY</b>	Forestry Journal	Mon 4th Dec	Mon 11th Dec
<b>FEBRUARY</b>	Forestry Journal & essential ARB	Thurs 11th Jan	Thus 18th Jan
<b>MARCH</b>	Forestry Journal	Thurs 8th Feb	Thurs 15th Feb
<b>APRIL</b>	Forestry Journal & essential ARB	Thurs 7th Mar	Thurs 14th Mar
<b>MAY</b>	Forestry Journal (Also distributed at the Arb Show 2024)	Thurs 11th Apr	Thurs 18th Apr
<b>JUNE</b>	Forestry Journal & essential ARB	Thurs 9th May	Thurs 16th May
<b>JULY</b>	Forestry Journal	Thurs 13th June	Thurs 20th June
<b>AUGUST</b>	Forestry Journal & essential ARB	Thurs 11th July	Thurs 18th July
<b>SEPTEMBER</b>	Forestry Journal (Also distributed at APF 2024)	Thurs 8th Aug	Thurs 22nd Aug
<b>OCTOBER</b>	Forestry Journal & essential ARB	Mon 16th Sept	Mon 23rd Sept
<b>NOVEMBER</b>	Forestry Journal	Thurs 10th Oct	Thurs 17th Oct
<b>DECEMBER</b>	Forestry Journal & essential ARB	Thurs 7th Nov	Thurs 14th Nov
<b>JANUARY</b>	Forestry Journal	Wed 4th Dec	Wed 11th Dec



## APF 2024 Annual Catalogue

Forestry Journal are the proud media partner to APF 2024 and will also produce the APF 2024 Annual Catalogue. 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 2024 Annual Catalogue</b>	Mon 5th August	Fri 30th August

# 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](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



**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