

COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

Forestry Journal



MEDIA PACK

2020



Forestry Journal

Operating for over 25 years, Forestry Journal continues to provide 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.

Our content includes detailed reports which cover all aspects of what is a very diverse industry, along with features that both inform and entertain - from within the UK and further afield in Europe.

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 the official media partner 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, not forgetting our very own launch of Forestry Expo here in Scotland.

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!

Call 0141 302 7759

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

Email: dali.dahmane@forestryjournal.co.uk

Forestry Journal and its sister magazine, essentialARB, 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.



FEATURES 2020

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 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.



Call our Advertising Sales Manager, Dali Dahmane, today on **0141 302 7759** to discuss these options further

MONTH	DETAIL
JANUARY	Buyer's Guide: Utility vehicles Nursery focus - we take a look at the major issues facing the establishment sector. 2019 Index
FEBRUARY	Buyer's Guide: Biomass handling and processing
MARCH	Buyer's Guide: Small-scale equipment for woodland management Focus on: Chainsaw accessories
APRIL	Buyer's Guide: Workwear - clothing and footwear to protect you from the elements Timber trailers and cranes
MAY	Buyer's Guide: Security of premises and equipment Focus on: Forwarders 2020 / Forwarders round-up This issue will be distributed at the Arb Show
JUNE	Buyer's Guide: Chainsaws on the ground Focus on: Education
JULY	Buyer's Guide: Firewood production and handling solutions Focus on: Forest road construction & drainage
AUGUST	Buyer's Guide: Static and mobile sawmills solutions Focus on: Winching
SEPTEMBER	APF 2020 Preview Buyer's Guide: Ground clearance solutions Focus on: Harvesters 2020 / Harvesters round-up
OCTOBER	APF 2020 Round-up Buyer's Guide: Tree care & protection Focus on: Forest road construction & drainage
NOVEMBER	Buyer's Guide: Forestry fencing Focus on: Focus on Christmas trees
DECEMBER	Buyer's Guide: Cone splitters Look back on 2020



ADVERTISING

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. 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

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

Dali Dahmane, Advertising Sales Manager

Tel: 0141 302 7759

Email: dali.dahmane@forestryjournal.co.uk

Editorial commissions

John McNee, Editor

Tel: 0141 435 8828

Email: john.mcnee@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

Advert dimensions

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	-	-

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.

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.

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.

Advertising space

SPACE	COST
FRONT COVER (INSIDE & OUT)	£ 1900
FRONT COVER ONLY	£ 1400
INSIDE FRONT	£ 1200
BACK COVER (OUT)	£ 1300
DOUBLE PAGE SPREAD	£ 1900
FULL PAGE	£ 1100
HALF PAGE	£ 600
QUARTER PAGE	£ 475
EIGHTH	£ 250
SIXTEENTH	£ 130
BOX CLASSIFIED	£ 60



Front cover shape Example



ADVERT GUIDE

FULL PAGE

HALF PAGE
LANDSCAPE

QUARTER PAGE
LANDSCAPE

Advert shape guide

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
dali.dahmane@forestryjournal.co.uk

HALF PAGE
PORTRAIT

QUARTER PAGE
PORTRAIT

EIGHTH
PAGE

SIXTEENTH
PAGE

BOX
CLASSIFIED

Forestry Journal

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

www.forestryjournal.co.uk

