

AT THE CUTTING EDGE OF ARBORICULTURE

# essential ARB

MEDIA PACK

# 2020



# essential ARB

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.

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## **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](mailto:dali.dahmane@forestryjournal.co.uk)**

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.

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.



# FEATURES 2020

## 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.



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

MONTH	DETAIL
FEBRUARY	Buyer's Guide: sub 750kg chippers - what's available? In Depth: Urban forests
APRIL	Buyer's Guide: Top-handled chainsaws In Depth: PPE for women in arb <b>Copies of this issue will be handed out at the Arb Show</b>
JUNE	Buyer's Guide: +750kg chippers In Depth: Latest innovations in PPE
AUGUST	Buyer's Guide: Climbing equipment In Depth: Stumpgrinders APF 2020
OCTOBER	Buyer's Guide: MEWPs In Depth: Utility vehicles
DECEMBER	Buyer's Guide: Technology in arb In Depth: Biosecurity at the nursery

## 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 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

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

Dali Dahmane, Advertising Sales Manager

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### Editorial commissions

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### Marketing

Danielle Camillo, Head of Marketing

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### Subscriptions

**Tel:** 0141 302 7300

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



## 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 essential Arb sits within a box measuring 209mm 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)	£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



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

HALF PAGE  
PORTRAIT

QUARTER PAGE  
PORTRAIT

EIGHTH  
PAGE

SIXTEENTH  
PAGE

BOX  
CLASSIFIED

# essential **ARB**

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

