

Forestry Journal



COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

M E D I A P A C K **2 0 2 1**



Forestry Journal

Operating for over 26 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!

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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 2021

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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: Nurseries 2020 Index |
| FEBRUARY | Buyer's Guide: Biomass handling and processing Focus on: Fuels and fuel accessories |
| MARCH | Buyer's Guide: Low-impact equipment for woodland management Focus on: Chainsaw accessories |
| APRIL | Buyer's Guide: Timber trailers and cranes Focus on: Finance |
| MAY | Buyer's Guide: Security of premises and equipment Focus on: Hydraulics |
| JUNE | Buyer's Guide: Chainsaws on the ground Focus on: Education, training and apprenticeships |
| 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 | Buyer's Guide: Workwear - clothing and footwear to protect you from the elements Focus on: Harvester heads 2021 APF 2021 Preview <i>September edition will be distributed at the APF 2021</i> |
| OCTOBER | Buyer's Guide: Tree care & protection APF 2021 Round-up |
| NOVEMBER | Buyer's Guide: Forestry fencing Focus on: Christmas trees |
| DECEMBER | Buyer's Guide: Cone splitters Look back on 2021 |

ADVERTISING

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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

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 230 6086
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

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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).

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

The masthead sits on the top of the page.



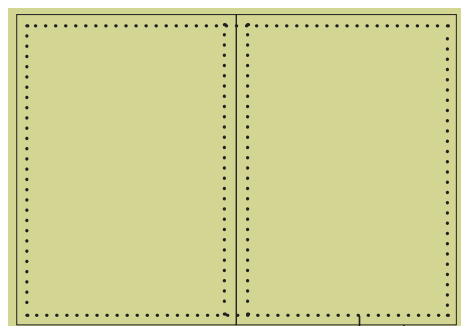
Front cover shape Example

Advertising space

| SPACE | COST |
|----------------------------|-------|
| FRONT COVER (INSIDE & OUT) | £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 |

SIZE GUIDE

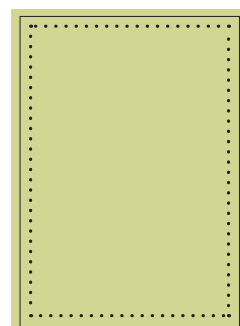
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DOUBLE PAGE SPREAD

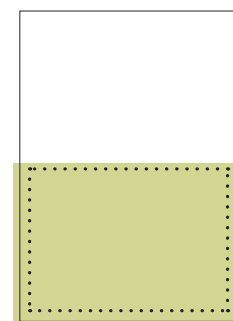
Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Type: 280mm(h) x 402mm(w)
Gutter 18mm (9mm on each page)

Trim
Type
Bleed



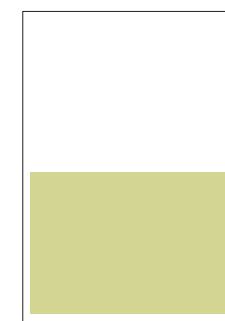
FULL PAGE BLEED

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



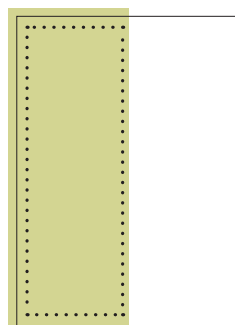
HALF PAGE HORIZ BLEED

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



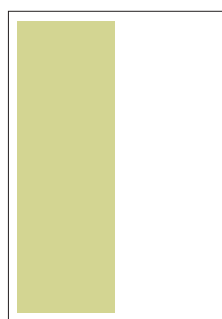
HALF PAGE HORIZ

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



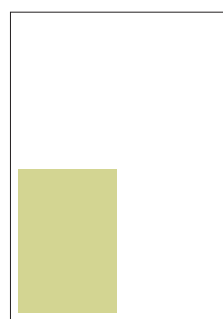
HALF PAGE VERT BLEED

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



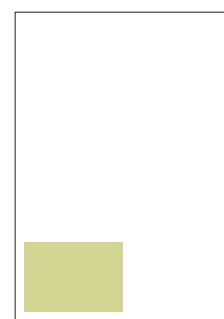
HALF PAGE VERT

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



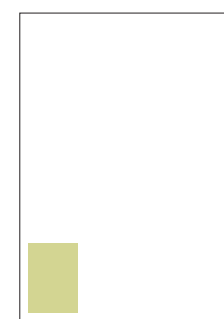
QUARTER PAGE

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



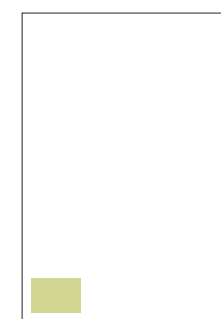
EIGHTH PAGE

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



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



APF 2021 Catalogue

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

| Publication | BOOKING DEADLINE | ARTWORK DEADLINE |
|---------------------------|------------------|------------------|
| APF 2021 Catalogue | Mon 2nd August | Mon 23rd August |

AUDIENCE POTENTIAL

**Read 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