

Forestry Journal



COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

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





For many, the last year has felt like being caught in a storm, with the ongoing pandemic, Brexit, food shortages, energy crisis and more combining to leave people feeling battered by chaos.

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.

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 the COVID-19

pandemic and the challenges of Brexit it has proved itself resilient, professional and adaptable. Throughout 2022, 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 2022 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.

After the COVID-19 pandemic forced the postponement and cancellation of so many industry events in 2020 and 2021, this is one area we expect to see resurrected with gusto in the year to come. As the official media partner, Forestry Journal will naturally be playing a key role in the delivery and coverage of APF 2022, the UK's biggest forestry show. In addition to the APF and the Arb Show, we're anticipating an eruption of other events and demos – some outside the UK – which we will be attending and covering in print and online.

Introduced in 2021, our new Voices of Forestry column brings analysis and insight direct from some of the most respected figures across the forestry industry. Each month, a different well-known face from the world of forestry is invited to give their personal take on the issues facing their sector. In its first year, the column has generated exciting debate and an enthusiastic response from readers. We already have some great names lined up for 2022 and are looking forward to seeing who will 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 the nursery sector, training, mulching, forwarders, harvesters 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 content-based 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
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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 2022

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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 2021 Index
FEBRUARY	Buyer's Guide: Biomass handling and processing Focus on: Mulching
MARCH	Buyer's Guide: Small-scale equipment for woodland management Focus on: Nurseries
APRIL	Buyer's Guide: Timber trailers and cranes Focus on: Education, training and apprenticeships
MAY	Buyer's Guide: Tree shears Forwarders roundup 2022 <i>This issue will be distributed at the Arb Show 2022</i>
JUNE	Buyer's Guide: Chainsaws on the ground Focus on: Tractors
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 - clothing and footwear to protect you from the elements Harvesters roundup 2022 APF 2022 Preview <i>This issue will be distributed at the APF 2022</i>
OCTOBER	Buyer's Guide: Tree care & protection APF 2022 Round-up
NOVEMBER	Buyer's Guide: Chainsaw and felling accessories Focus on: Forestry fencing
DECEMBER	Buyer's Guide: Excavator attachments Look back on 2021

ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING** | GUIDE

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 2023

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 2023

Contacting us

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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

DIGITAL ADVERTISING

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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.

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

THICK SKIN

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

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

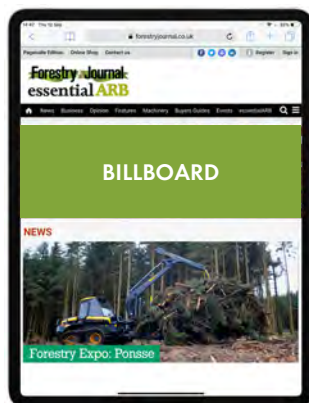
Max File Size: 150kb

Price: £1200 per month



DIGITAL ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING** | GUIDE



BILLBOARD DISPLAYS ON TABLETS

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

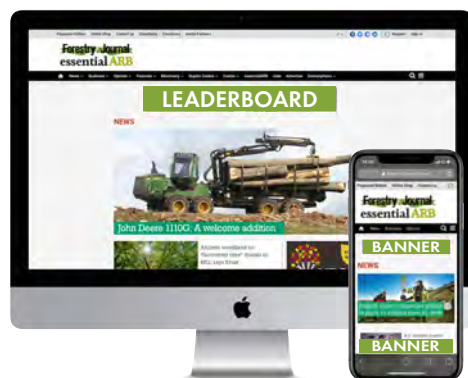
Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



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;
Expandable: 728 x 300 pixels
Mobile banner dimensions: 320x50 pixels
File formats: GIF, HTML5
Max File Size: 40kb
Price: £395 per month



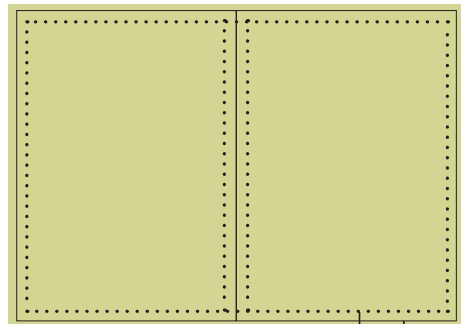
DOUBLE HEIGHT MPU

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

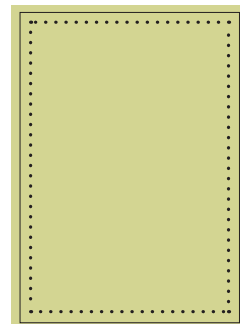
SIZE GUIDE

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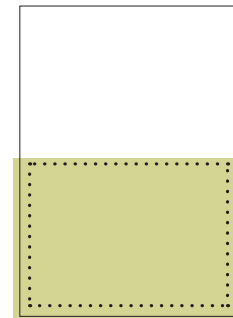
DOUBLE PAGE SPREAD

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



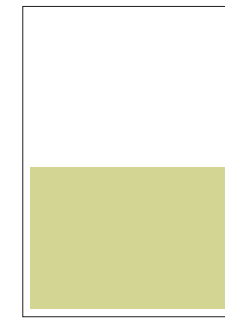
FULL PAGE BLEED

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



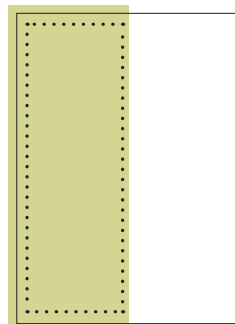
HALF PAGE HORIZ BLEED

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



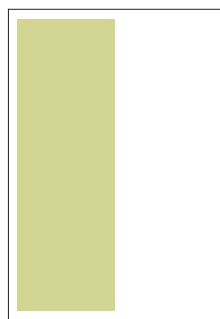
HALF PAGE HORIZ

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



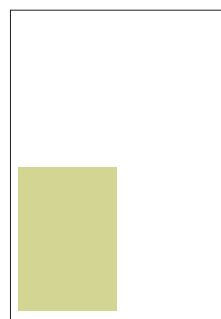
HALF PAGE VERT BLEED

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



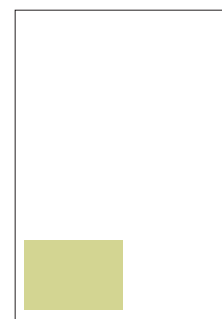
HALF PAGE VERT

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



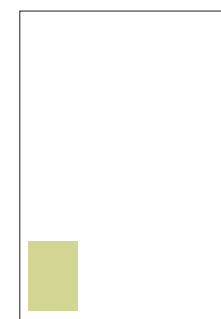
QUARTER PAGE

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



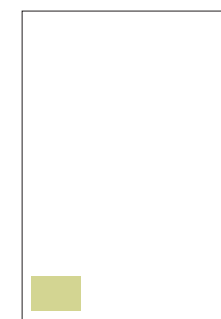
EIGHTH PAGE

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



SIXTEENTH PAGE

Type: 65mm(h) x 45mm(w)



BOX CLASSIFIED

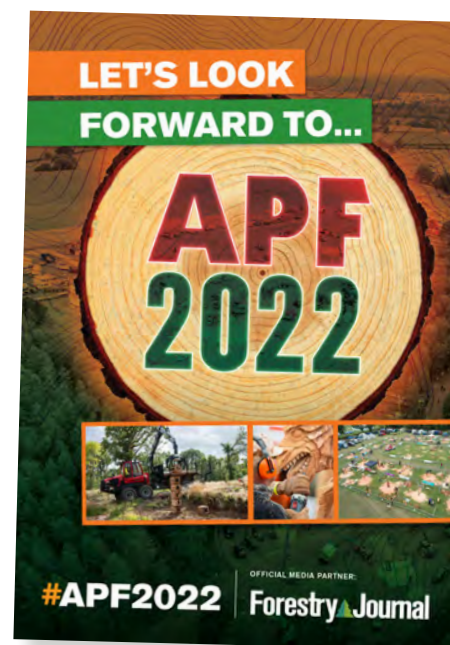
Type: 30mm(h) x 45mm(w)

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.

PUBLICATION DATES

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MONTH	DETAIL	BOOKING DEADLINE	ARTWORK DEADLINE
JANUARY	Forestry Journal	Fri 3rd Dec	Mon 13th Dec
FEBRUARY	Forestry Journal & essential ARB	Fri 31st Dec	Tues 11th Jan
MARCH	Forestry Journal	Fri 31st Jan	Thurs 10th Feb
APRIL	Forestry Journal & essential ARB	Fri 4th March	Tues 15th March
MAY	Forestry Journal	Fri 1st April	Tues 12th April
JUNE	Forestry Journal & essential ARB	Mon 2nd May	Fri 13th May
JULY	Forestry Journal	Fri 3rd June	Tues 14th June
AUGUST	Forestry Journal & essential ARB	Fri 1st July	Tues 12th July
SEPTEMBER	Forestry Journal	Mon 1st Aug	Thurs 11th Aug
OCTOBER	Forestry Journal & essential ARB	Fri 9th Sept	Fri 16th Sept
NOVEMBER	Forestry Journal	Mon 10th Oct	Fri 14th Oct
DECEMBER	Forestry Journal & essential ARB	Mon 7th Nov	Mon 14th Nov



APF 2022 Catalogue

Forestry Journal are the proud media partner to APF 2022. Bookings are available throughout the year.

Call **0141 302 7759**

Email: dali.dahmane@forestryjournal.co.uk

Publication	BOOKING DEADLINE	ARTWORK DEADLINE
APF 2022 Catalogue	Mon 15th Aug	Thurs 1st Sept

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