

essential **ARB**

AT THE CUTTING EDGE OF ARBORICULTURE

MEDIA PACK **2022**



essential ARB

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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 arboriculture, 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 and pests and diseases to contend with, our industry has generated its own share of headlines.

That's why essentialARB is such an important resource for anyone in the arb world, keeping them abreast of what's happening in their sector. We're committed to sifting through the news, generating unique content and supporting arborists 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.

essentialARB'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.

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. In addition the Arb Show and APF 2022, 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.

Our monthly Buyer's Guides focus on specific items of machinery, equipment and services relevant to our industry (such as chainsaws, woodchippers, PPE, 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 arboriculture, covering such subjects as urban tree planting, pruning, utility arb and more.

All of the content in our print magazine is replicated in a digital edition and made available to digital subscribers on the Forestry Journal website. With unparalleled traffic in the 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 arb 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
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

FEATURES 2022

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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.

MONTH	DETAIL
FEBRUARY	Buyer's Guide: sub-750kg chippers Focus on: Pruning tools and accessories
APRIL	Buyer's Guide: Top-handled chainsaws Focus on: Stump removal <i>Copies of this issue will be handed out at the Arb Show</i>
JUNE	Buyer's Guide: +750kg chippers Focus on: PPE
AUGUST	Buyer's Guide: Climbing equipment Focus on: Battery-powered outdoor tools <i>Copies of the issue will be handed out at APF 2022</i>
OCTOBER	Buyer's Guide: MEWPs Focus on: Utility arboriculture
DECEMBER	Buyer's Guide: Arb technology Focus on: Urban tree planting

ADVERTISING

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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 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

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!

Significant sponsorship package available on the front and full back of Wallplanner. Contact Dali Dahmane to discuss opportunity for 2023

Contacting us

Advertising Sales

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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 essential Arb sits within a box measuring 209mm 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)	£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

DIGITAL ADVERTISING

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As the UK's leading forestry title Forestry Journal and essentailARB 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

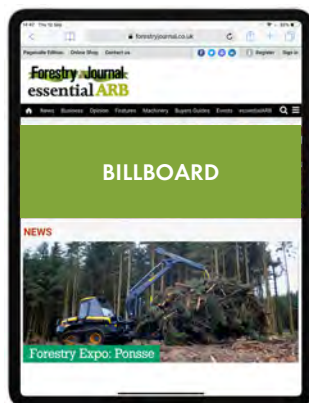
Max File Size: 150kb

Price: £1200 per month



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BILLBOARD DISPLAYS ON TABLETS

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

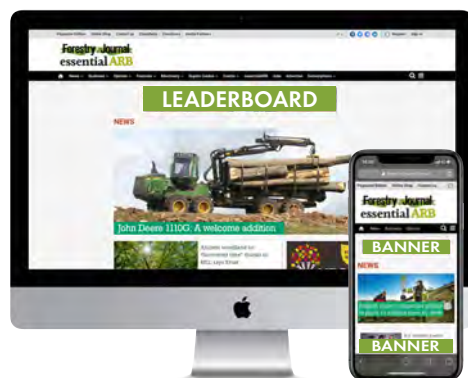
Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



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



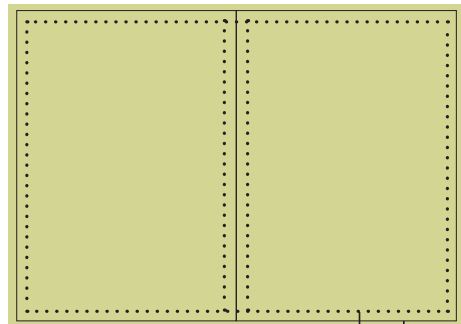
DOUBLE HEIGHT MPU

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

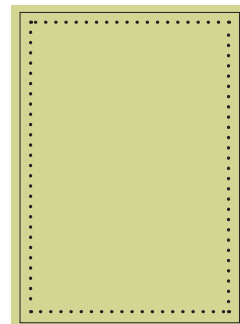
SIZE GUIDE

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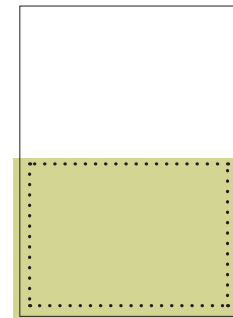
DOUBLE PAGE SPREAD

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



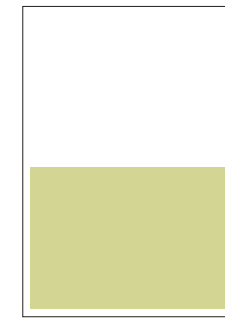
FULL PAGE BLEED

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



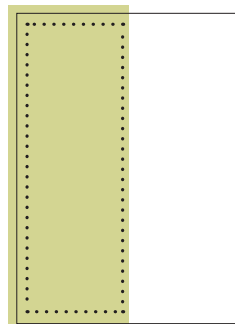
HALF PAGE HORIZ BLEED

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



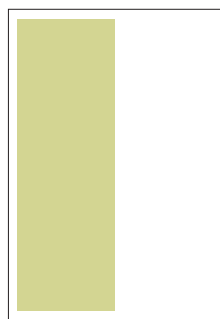
HALF PAGE HORIZ

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



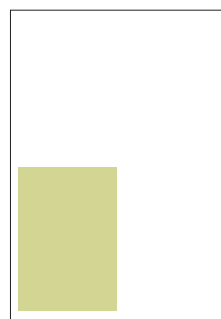
HALF PAGE VERT BLEED

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



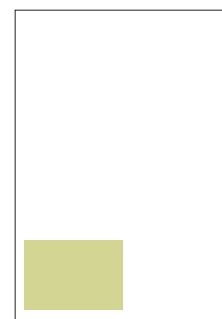
HALF PAGE VERT

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



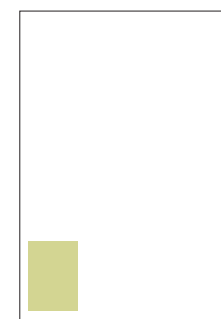
QUARTER PAGE

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



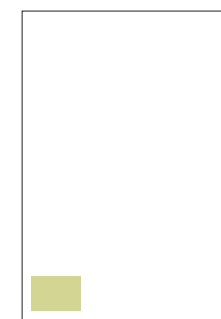
EIGHTH PAGE

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



SIXTEETH PAGE

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



BOX CLASSIFIED

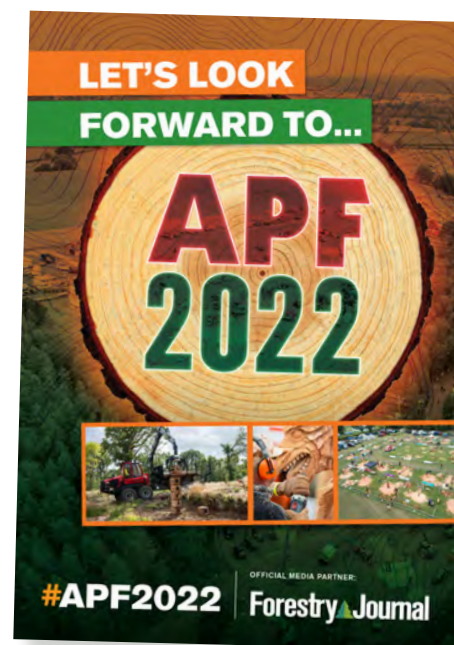
Type: 30mm(h) x 45mm(w)

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	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

Our sister title 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 2022 Catalogue	Mon 15th Aug	Thurs 1st Sept