

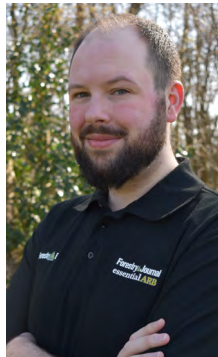
essential
ARB

AT THE CUTTING EDGE OF ARBORICULTURE

MEDIA PACK **2024**



essential ARB



2024 is set to be an important year for essentialARB as it publishes its landmark 100th issue – a milestone which cements its place as the country's leading arboricultural title.

essentialARB's enduring popularity and success is testament to its continued relevance and the high regard in which it is held across the arb world.

It remains an important resource for treecare professionals, keeping them abreast of what's happening in their sector, with a vibrant mix of news, comment, insight and entertainment.

We're committed to providing the latest industry updates, 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 2024 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.

Our monthly Buyer's Guides focus on specific items of machinery, equipment and services relevant to our industry (such as chainsaws, woodchippers, climbing equipment, 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 PPE, stump removal, battery power 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.

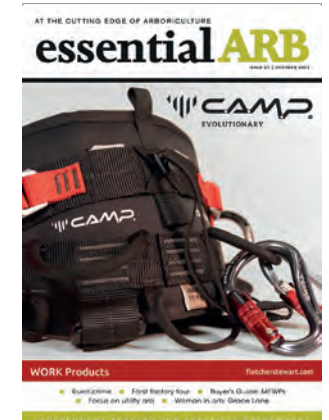
In 2023, numerous brands and individuals featured in our magazine saw the added benefits of being featured in one of our video packages on YouTube and TikTok – and we're looking forward to creating a lot more fun, highly engaging multimedia content in 2024.

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 forestry website, our content is being seen by an ever-wider audience, with the capability to reach all arb workers in the country. 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 2024

ABOUT US | [FEATURES LIST](#) | ADVERTISING | GUIDE

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: Loaders
APRIL	Buyer's Guide: Top-handled chainsaws Focus on: Utility vehicles (This will be EA's 100th issue!) (Also distributed at the Arb Show 2024)
JUNE	Buyer's Guide: +750kg chippers Focus on: PPE
AUGUST	Buyer's Guide: Climbing equipment Focus on: Stump removal (Also distributed at APF 2024)
OCTOBER	Buyer's Guide: MEWPS Focus on: Pruning tools and accessories
DECEMBER	Buyer's Guide: Arb software Focus on: Battery-powered tools

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, email dali.dahmane@forestryjournal.co.uk

E-shot Mailer

Your message can be targets up to 25k-40k named contacts within the industry. For more information contact dali.dahmane@forestryjournal.co.uk to discuss single or multiple use rates.

Inserts

We accept advertising inserts, depending on size/weight and these can be quoted on application.



Annual Wallplanner 2025

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 2025

Contacting us

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ADVERTISING

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). Please supply bleed ads with **BLEED MARKS** not crop marks.

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 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.



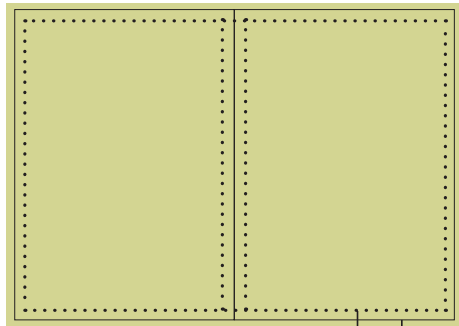
Front cover shape Example

Advertising space

SPACE	COST
FRONT COVER (INSIDE & OUT)	£1750
FRONT COVER ONLY	£1300
INSIDE FRONT	£1100
BACK COVER (OUT)	£1210
DOUBLE PAGE SPREAD	£1540
FULL PAGE	£1200
HALF PAGE	£660
QUARTER PAGE	£520
EIGHTH	£275
SIXTEENTH	£145
BOX CLASSIFIED	£65

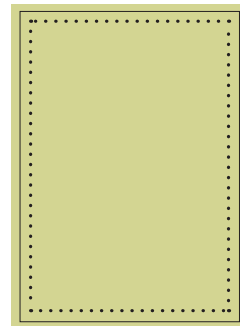
SIZE GUIDE

Please supply
PDFs with
BLEED
MARKS not
crops marks.

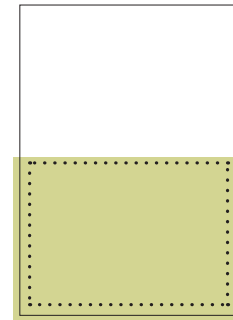


DOUBLE PAGE SPREAD
Type: 280mm(h) x 402mm(w)
Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Gutter 18mm (9mm on each page)

Type
Trim
Bleed



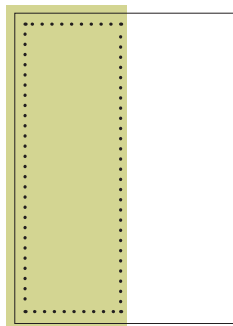
FULL PAGE BLEED
Type: 280mm(h) x 192mm(w)
Trim: 297mm(h) x 210mm(w)
Bleed: 303mm(h) x 216mm(w)



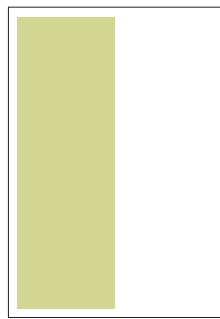
HALF PAGE HORIZ BLEED
Type: 135mm(h) x 192mm(w)
Trim: 146mm(h) x 210mm(w)
Bleed: 151mm(h) x 216mm(w)



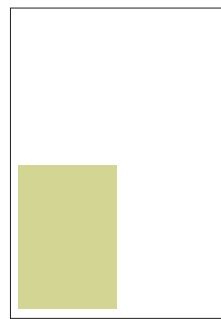
HALF PAGE HORIZ
Type: 135mm(h) x 192mm(w)



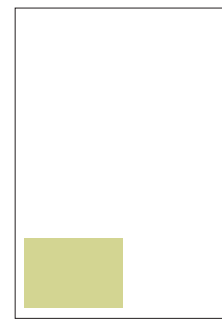
HALF PAGE VERT BLEED
Type: 280mm(h) x 94mm(w)
Trim: 297mm(h) x 103mm(w)
Bleed: 303mm(h) x 106mm(w)



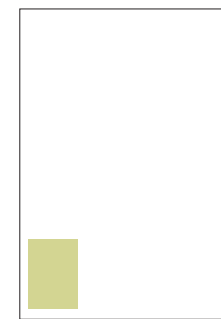
HALF PAGE VERT
Type: 280mm(h) x 94mm(w)



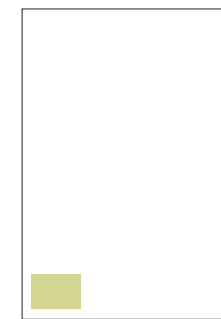
QUARTER PAGE
Type: 135mm(h) x 94mm(w)



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. Please supply PDFs with **BLEED MARKS** not crops marks.

DIGITAL ADVERTISING

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

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

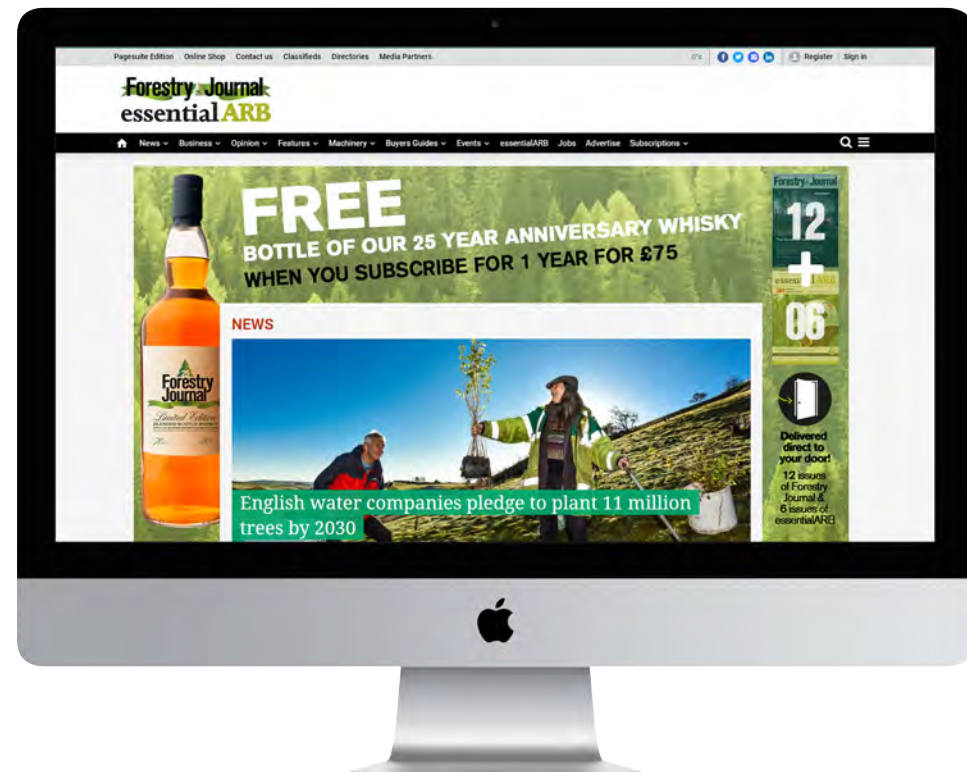
For added impact and visual display maximised to its fullest potential.

Dimensions: 1280 x 970 x 250 pixels

File formats: GIF, HTML5

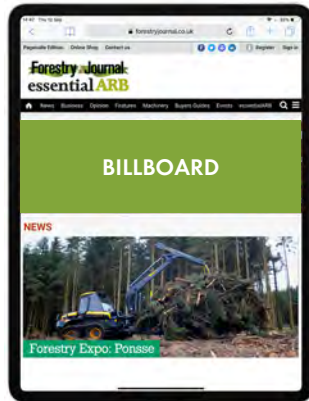
Max File Size: 150kb

Price: £1200 per month



DIGITAL ADVERTISING

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BILLBOARD DISPLAYS ON TABLETS

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

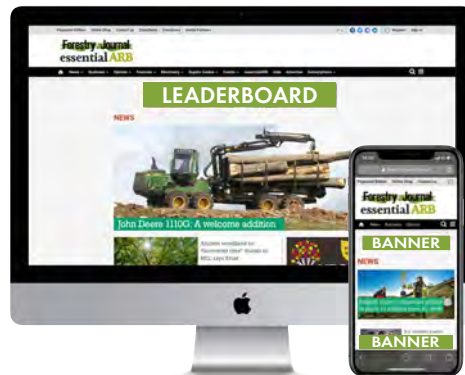
Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



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



DOUBLE HEIGHT MPU

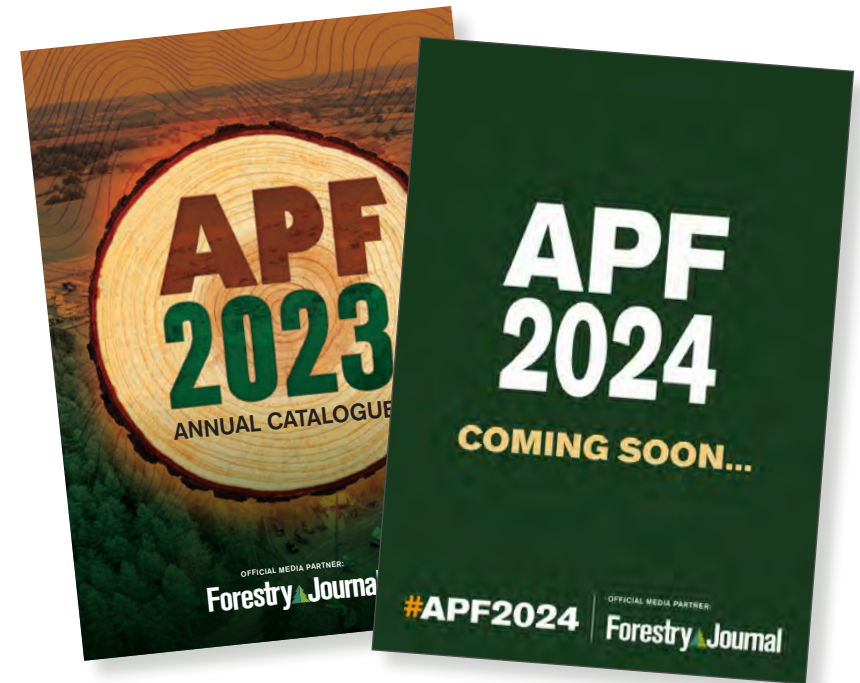
Can be used to play video clips, competition adverts, strong call to action with direct response.

Dimensions: 300x600 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £650 per month

PUBLICATION DATES

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ISSUE	DETAIL	BOOKING DEADLINE	ARTWORK DEADLINE
JANUARY	Forestry Journal	Mon 4th Dec	Mon 11th Dec
FEBRUARY	Forestry Journal & essential ARB	Thurs 11th Jan	Thurs 18th Jan
MARCH	Forestry Journal	Thurs 8th Feb	Thurs 15th Feb
APRIL	Forestry Journal & essential ARB (Also distributed at the Arb Show 2024)	Thurs 7th Mar	Thurs 14th Mar
MAY	Forestry Journal	Thurs 11th Apr	Thurs 18th Apr
JUNE	Forestry Journal & essential ARB	Thurs 9th May	Thurs 16th May
JULY	Forestry Journal	Thurs 13th June	Thurs 20th June
AUGUST	Forestry Journal & essential ARB (Also distributed at APF 2024)	Thurs 11th July	Thurs 18th July
SEPTEMBER	Forestry Journal	Thurs 8th Aug	Thurs 22nd Aug
OCTOBER	Forestry Journal & essential ARB	Mon 16th Sept	Mon 23rd Sept
NOVEMBER	Forestry Journal	Thurs 10th Oct	Thurs 17th Oct
DECEMBER	Forestry Journal & essential ARB	Thurs 7th Nov	Thurs 14th Nov
JANUARY	Forestry Journal	Wed 4th Dec	Wed 11th Dec



APF 2024 Annual Catalogue

Forestry Journal are the proud media partner to APF 2024 and will also produce the APF 2023 Annual Catalogue. Bookings are available throughout the year.

Call **0141 302 7759**

Email: dali.dahmane@forestryjournal.co.uk

Publication	BOOKING DEADLINE	ARTWORK DEADLINE
APF 2024 Annual Catalogue	Mon 5th August	Fri 30th August