

Forestry Journal



COMMITTED TO SUPPORTING THE FORESTRY INDUSTRY SINCE 1994

MEDIA PACK 2025





To the untrained eye, forests may appear to be tranquil places of unspoilt wilderness, yet their health and future depends on a network of skilled professionals dedicated to sustainable management, conservation and innovation. Forestry Journal plays a critical role in this vibrant sector, bridging the gap between the forestry community and the essential information needed to drive responsible forestry practices forward.

As we move into 2025, Forestry Journal remains an invaluable resource for industry professionals, foresters, contractors, and

stakeholders across the UK and Ireland. We understand the importance of keeping our readers informed, generating original, thought-provoking content that addresses both the day-to-day realities and the broader challenges of the forestry world. Our commitment to reliability and editorial independence has earned us a loyal audience across both our print and digital platforms, serving as a trusted source for in-depth news, expert insights and practical guidance.

In an era when environmental challenges are drawing unprecedented attention to the role of forestry, our content highlights the industry's proactive steps toward sustainability, climate resilience and resource management. Forestry Journal shines a light on the innovative solutions and best practices that will guide forestry into the future. Our digital presence extends the reach of our print magazine, delivering exclusive industry news, features, video content, job opportunities and expert commentary daily, all accessible through our leading online platform and widely shared on social media.

Our monthly Buyer's Guides and special features offer practical insights into essential equipment, from chainsaws and timber trailers to mobile sawmills and utility vehicles, along with in-depth explorations of key areas such as nurseries, education and haulage. This mix of specialised and topical coverage

ensures that Forestry Journal remains an indispensable resource for professionals making decisions in a fast-evolving landscape.

Our media pack provides a variety of print and digital advertising solutions, from bespoke campaigns to flexible packages that connect your brand with the forestry sector's leading platform. With a growing subscriber base and a website generating unparalleled traffic within the industry, Forestry Journal offers the ideal avenue to reach your target audience, wherever they are. If you have specific requirements, we are here to tailor solutions that align with your business needs.

Join us as we continue to inform, inspire, and advocate for the forestry sector. Our dedicated editorial and commercial teams are always a call or email away, ready to support you in reaching your goals in 2025 and beyond.

**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 2025

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 Roundup: Forestry events 2025
FEBRUARY	Buyer's Guide: Security of equipment and premises Focus on: Nuseries
MARCH	Buyer's Guide: Low-impact equipment Roundup: Software and technology 2025
APRIL	Buyer's Guide: Timber-handling solutions Focus on: Felling accessories
MAY	Buyer's Guide: Mulching solutions Roundup: Forestry books 2025
JUNE	Buyer's Guide: Rear-handle chainsaws Focus on: Insurance
JULY	Buyer's Guide: Firewood production solutions Focus on: Training
AUGUST	Buyer's Guide: Sawmilling solutions Focus on: Winching
SEPTEMBER	Buyers Guide: PPE and workwear Roundup: Forwarders 2025
OCTOBER	Buyer's Guide: Tree care & protection Focus on: Fuel
NOVEMBER	Buyer's Guide: Biomass processing Focus on: Forestry fencing
DECEMBER	Buyer's Guide: Excavator attachments Look back on 2025

If you don't see a feature listed above that is suited to your business or service, then please feel free to contact us to discuss the prospect of us including a relevant feature.

ADVERTISING

ABOUT US | FEATURES LIST | **ADVERTISING**

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, 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 2026

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 2026

Contacting us

Advertising Sales

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ADVERTISING

ABOUT US | FEATURES LIST | **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 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

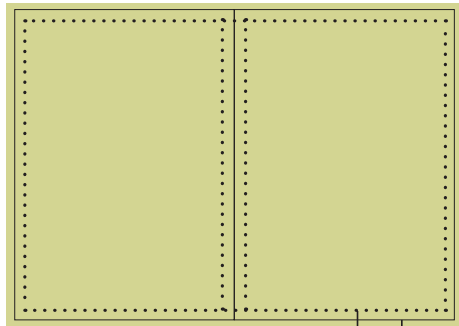
Advertising space

SPACE	COST
FRONT COVER (INSIDE & OUT)	£2300
FRONT COVER ONLY	£1650
INSIDE FRONT	£1430
BACK COVER (OUT)	£1595
DOUBLE PAGE SPREAD	£2200
FULL PAGE	£1320
HALF PAGE	£725
QUARTER PAGE	£570
EIGHTH	£300
SIXTEENTH	£150
BOX CLASSIFIED	£72

SIZE GUIDE

ABOUT US | FEATURES LIST | ADVERTISING

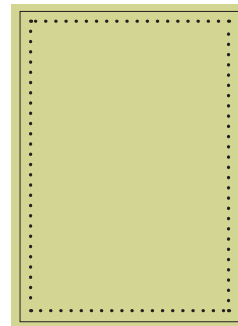
Please supply
PDFs with
**BLEED
MARKS** not
crops marks.



DOUBLE PAGE SPREAD

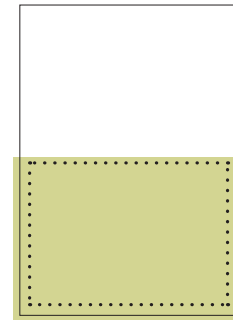
Type: 280mm(h) x 402mm(w)
Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Gutter 18mm (9mm on each page)

Type
Trim
Bleed



FULL PAGE BLEED

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



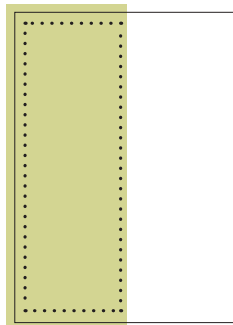
HALF PAGE HORIZ BLEED

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



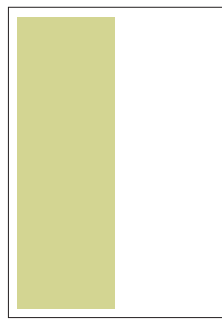
HALF PAGE HORIZ

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



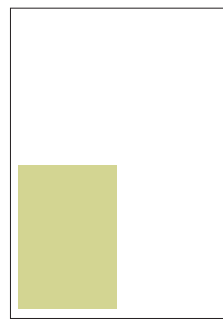
HALF PAGE VERT BLEED

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)



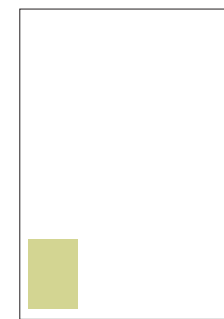
QUARTER PAGE

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



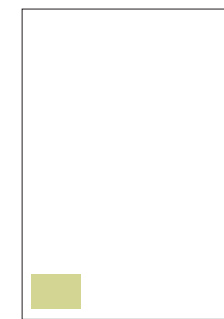
EIGHTH PAGE

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**

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.

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



Advertising Sales

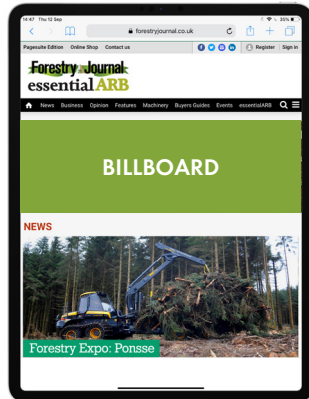
Speak to our Advertising Sales Manager, Dali Dahmane, who will be happy to help you build a package to suit your individual needs.

Tel: 0141 302 7759

Email: dali.dahmane@forestryjournal.co.uk

DIGITAL ADVERTISING

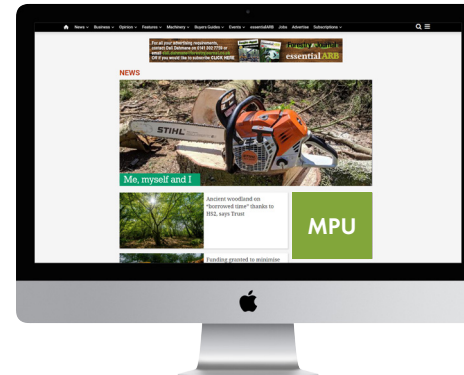
ABOUT US | FEATURES LIST | **ADVERTISING**



BILLBOARD DISPLAYS ON TABLETS

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

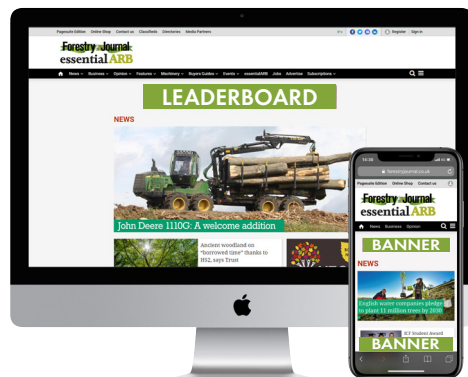
Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



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

ABOUT US | FEATURES LIST | ADVERTISING

ISSUE	DETAIL	BOOKING DEADLINE	ARTWORK DEADLINE
JANUARY	Forestry Journal	Mon 4th Dec	Mon 11th Dec
FEBRUARY	Forestry Journal & essential ARB	Thurs 6th Jan	Thurs 16th Jan
MARCH	Forestry Journal	Thurs 3rd Feb	Thurs 10th Feb
APRIL	Forestry Journal & essential ARB	Thurs 4th Mar	Thurs 13th Mar
MAY	Forestry Journal Distributed at the Arb Show	Thurs 4th Apr	Thurs 14th Apr
JUNE	Forestry Journal & essential ARB	Thurs 5th May	Thurs 15th May
JULY	Forestry Journal Distributed at the Royal Welsh Show	Thurs 4th June	Thurs 16th June
AUGUST	Forestry Journal & essential ARB	Thurs 9th July	Thurs 21st July
SEPTEMBER	Forestry Journal Distributed at CONFOR Woodland Show	Thurs 4th Aug	Thurs 11th Aug
OCTOBER	Forestry Journal & essential ARB	Mon 8th Sept	Mon 18th Sept
NOVEMBER	Forestry Journal	Thurs 3rd Oct	Thurs 13th Oct
DECEMBER	Forestry Journal & essential ARB	Thurs 5th Nov	Thurs 10th Nov
JANUARY	Forestry Journal	Wed 3rd Dec	Wed 8th Dec



APF 2026 Annual Catalogue

Forestry Journal are the proud media partner to APF 2026 and will also produce the APF 2026 Annual Catalogue. Bookings are available throughout the year.

Call 0141 302 7759

Email: dali.dahmane@forestryjournal.co.uk

Publication	BOOKING DEADLINE	ARTWORK DEADLINE
APF 2026 Annual Catalogue	TBC	TBC

AUDIENCE POTENTIAL

Received 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