

essential
ARB

AT THE CUTTING EDGE OF ARBORICULTURE

MEDIA PACK 2025



essential ARB



essentialARB stands at the forefront of the UK's arboricultural industry, delivering trusted insights, news and entertainment to treecare professionals across the nation. We're dedicated to keeping you informed with the latest updates, expert commentary and innovative ideas that matter to your work.

Our mission is simple: to be an indispensable resource for arborists by providing timely, relevant and insightful content. Whether it's breaking news, expert opinion or product reviews, our content supports your decision-making and helps you stay ahead in an ever-evolving sector. Our readers – both in print and online – rely on us for our

independence, depth of knowledge and openness to all perspectives.

For advertisers, our reputation as a credible and respected voice in the industry means unparalleled access to professionals across the UK and Ireland. With essentialARB, you'll reach an engaged audience that trusts our recommendations, whether it's in print, digital, or through our multimedia platforms.

2025 promises to be a dynamic year, with shifts in politics, society, and the arboricultural profession. We're prepared to stay flexible and adaptable, delivering insightful content that reflects the changing landscape. Our editorial team collaborates with a network of contributors from across the country, ensuring our coverage remains diverse, relevant, and compelling.

Every month, our Buyer's Guides spotlight key machinery, tools and services – from chainsaws to woodchippers to utility vehicles – showcasing the latest products on the market. We also dive deep into specialized features on subjects like climbing equipment, software and more, giving professionals the information they need to make informed choices.

All our print content is mirrored in a digital edition, accessible through the Forestry Journal website, reaching a rapidly growing audience. Our website is the industry hub, offering fresh news,

features, recruitment opportunities and more – all updated daily and amplified on social media.

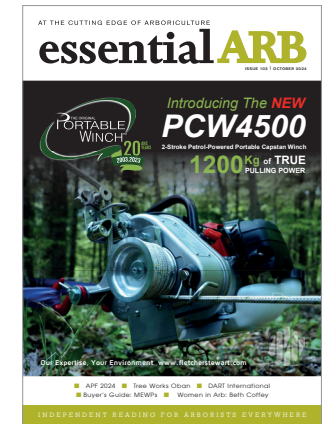
In 2024, our digital presence expanded with exciting multimedia content, including video packages on platforms like YouTube and TikTok. As we look ahead to 2025, we're excited to continue creating engaging video content that adds a new dimension to our storytelling.

Our media pack is designed to offer flexibility, with bespoke options for print, digital, or a mix of both. If you don't see exactly what you need, just ask – we're here to create the perfect solution for your brand.

With our expanding print subscriber base and strong digital presence, essentialARB is uniquely positioned to reach every corner of the arboricultural community. Let us help you achieve your goals. Our expert editorial and commercial teams are always ready to collaborate – just a phone call or email away.

**John McNee, Managing Editor,
Forestry Journal and essentialARB**

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



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

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: Compact chippers Focus on: Loaders
APRIL	Buyer's Guide: Top-handle chainsaws Focus on: Utility vehicles
JUNE	Buyer's Guide: Large chippers Focus on: PPE
AUGUST	Buyer's Guide: Climbing equipment Focus on: Stump removal
OCTOBER	Buyer's Guide: MEWPS Focus on: Pruning tools and accessories
DECEMBER	Buyer's Guide: Arb software Focus on: Mechanical arb

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** | GUIDE

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 2026

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 2026

Contacting us

Advertising Sales

Dali Dahmane
Advertising Sales Manager

Tel: 0141 302 7759

Email: dali.dahmane@forestryjournal.co.uk

Editorial commissions

John McNea
Editor

Tel: 0141 230 6086

Email: john.mcnea@forestryjournal.co.uk

Jack Haugh

Deputy Editor

Tel: 0141 435 8806

Email: jack.haugh@forestryjournal.co.uk

Marketing

Gail Bryce

Marketing Manager

Tel: 0141 302 6012

Email: marketing@forestryjournal.co.uk

Subscriptions

Tel: 0141 302 7300

Email: admin@forestryjournal.co.uk

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.



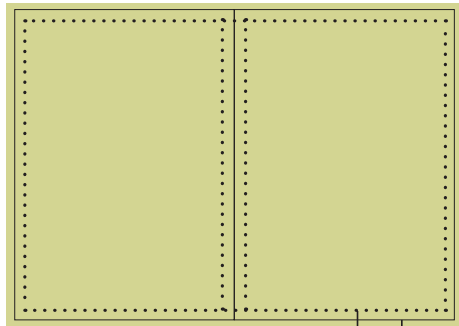
Front cover shape Example

Advertising space

SPACE	COST
FRONT COVER (INSIDE & OUT)	£1900
FRONT COVER ONLY	£1450
INSIDE FRONT	£1250
BACK COVER (OUT)	£1300
DOUBLE PAGE SPREAD	£1700
FULL PAGE	£1300
HALF PAGE	£700
QUARTER PAGE	£570
EIGHTH	£300
SIXTEENTH	£150
BOX CLASSIFIED	£72

SIZE GUIDE

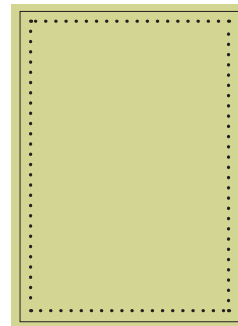
Please supply
PDFs with
BLEED
MARKS not
crops marks.



DOUBLE PAGE SPREAD

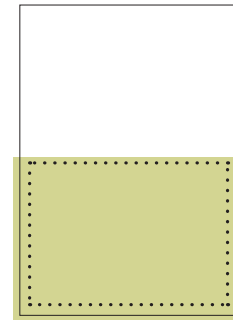
Type: 280mm(h) x 402mm(w)
Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Gutter 18mm (9mm on each page)

Type
Trim
Bleed



FULL PAGE BLEED

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



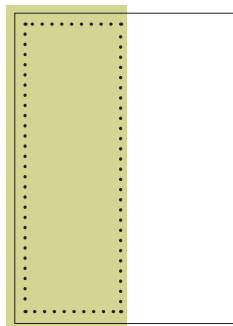
HALF PAGE HORIZ BLEED

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



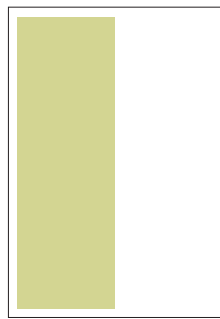
HALF PAGE HORIZ

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



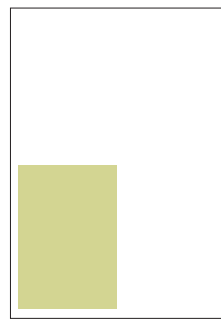
HALF PAGE VERT BLEED

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



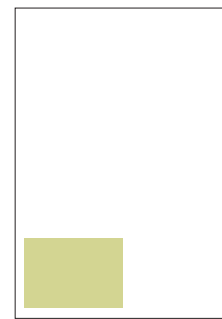
HALF PAGE VERT

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



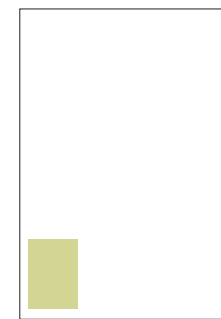
QUARTER PAGE

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



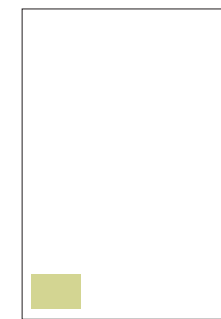
EIGHTH PAGE

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 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

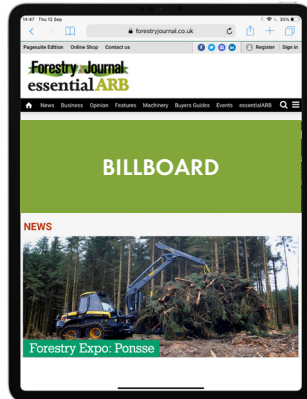
Max File Size: 150kb

Price: £1200 per month



DIGITAL ADVERTISING

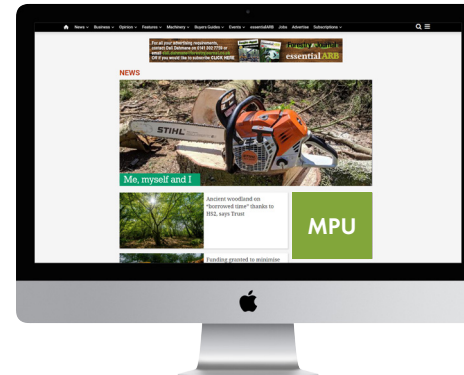
ABOUT US | FEATURES LIST | **ADVERTISING** | GUIDE



BILLBOARD DISPLAYS ON TABLETS

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

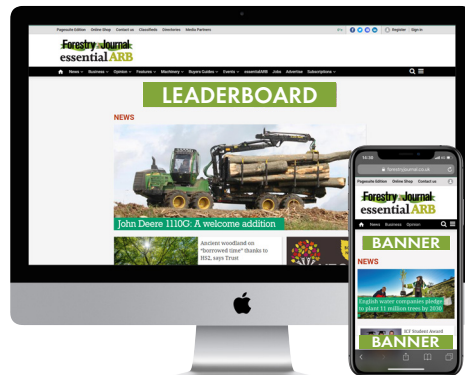
Dimensions: 970x250 pixels
File formats: GIF, HTML5
Max File Size: 60kb
Price: £700 per month



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;
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

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

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



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 2024 Annual Catalogue	TBC	TBC