

# AUSTRALIAN Forests & Timber

www.timberbiz.com.au

Incorporating AUSTRALASIAN FOREST LOGGER & SAWMILLER NEWS



Industry's Leading Media - in Print and Online

## Media Kit 2024

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# What is Australian Forests & Timber News?

Australian Forests & Timber News is the industry's leading publication specialising in economic and political news in the forestry sector. It showcases industry and product developments and suppliers, outlines issues affecting the productivity of forest growing and harvesting. It also looks at the green mills that convert the harvested logs into the raw material needed for all the downstream processors.

It's essential reading for the entire forestry industry sector.



[timberbiz.com.au/aft](http://timberbiz.com.au/aft)



**WE ARE:**

**Targeted**

Australian Forests & Timber News is essential

reading for forestry industry professionals including forestry contractors, loggers, lumberjacks, plantation owners, log truck drivers, green mill owners and workers, and more.

## Authentic

It takes time to build trust and credibility. Australian Forests & Timber News was established in 1991.

## Connected

Our subscriber-based readers trust us. People prefer to do business with people they know, like and trust.

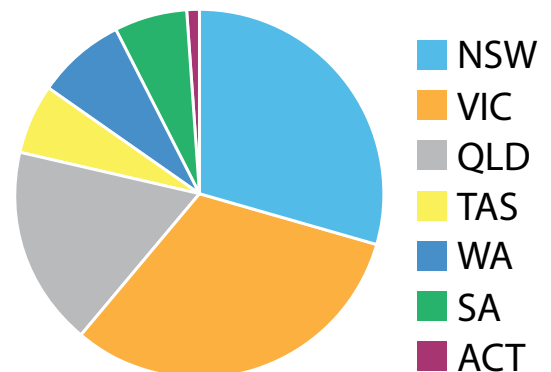
\*Publisher's claim.

CIRCULATION\*  
**1600**  
READERSHIP\*  
**5200**

## Why advertise in Australian Forests & Timber News?

1. Get your company & message in front of the forest industry decision makers.
2. The forestry community uses Australian Forests & Timber News as the principle resource for finding out about new machinery, equipment and product lines specifically associated with the industry.
3. **It works!** Every year, successful companies choose to advertise, and renew their advertising in the Australian Forests & Timber News annually.

## DISTRIBUTION OF AUSTRALIAN FORESTS & TIMBER NEWS READERSHIP 8,000+ (EST)



**We've built the relationships, so you can build your brand.**

# Where can you go in Australian Forests & Timber News?

Every issue we have a round-up of the industry issues making news as well as views and comments from industry associations –national, state and local.

We regularly cover developments in plantations as well as the constantly evolving category of biofuel production as part of the global attention on carbon management.

Each issue also carries stories on investments and operations by green mills looking to improve their productivity. We also focus on the latest equipment updates in every issue and report their findings.



## FEATURES

### February 2024

Fellers Bunchers  
Grinders & Shredders  
Haulage  
Export and Logistics  
Training & Educations

### April 2024

Harvesters  
Forestry Excavators  
Tyres and Chains  
Technology  
Software

### May/June 2024

Forwarders  
Skidders  
Mulchers  
Chainsaws  
Workplace Safety & Clothing  
Mill Technology

### July/August 2024

Fellers Bunchers  
Grinders & Shredders  
Haulage  
Training & Educations  
Hydraulics

### September/October 2024

FORESTRY NOW  
Harvesters  
Forestry Excavators  
Tyres and Chains  
Software

### November/December 2024

Harvesting Heads  
Log Handling  
Chippers  
Finance, Insurance and Superannuation  
Bio Mass  
Fire Prevention  
Electric Vehicles

**Advertisers can specifically target people who work in the forestry and timber industry.**

**We welcome editorial submissions!**

Australian Forests & Timber News welcomes news from suppliers about latest products and services.

### Editorial guidelines

- Editorial must be supplied by the client before deadline to ensure inclusion.
- Content must be newsworthy, subject to editorial approval.
- If a picture is required total words will be less.

## 2024 PUBLICATION DATES AND DEADLINES

Edition	Booking	Art material	Edition	Booking	Art material
<b>Feb</b>	16 Jan	18 Jan	<b>Jul/Aug</b>	16 Jul	18 Jul
<b>Apr</b>	27 Feb	29 Feb	<b>Sep/Oct</b>	17 Sep	19 Sep
<b>May/Jun</b>	13 May	15 May	<b>Nov/Dec</b>	11 Nov	13 Nov

# FORESTRY NOW

SPECIAL SUPPLEMENT IN AUSTRALIAN FORESTS & TIMBER NEWS

*FORESTRY NOW is a State of the Industry Review which includes observations from our political leaders, industry analysts, key investors, processors, national industry leaders, forest managers and more. After nearly two years of upheaval within the timber industry - bushfires, COVID lockdowns, China's trade bans - the time is right to take a snapshot of where we are and where we may be heading. FORESTRY NOW provides the platform for that discussion.*

It's essential reading for the entire forestry industry sector.



[forestrynow.com.au](http://forestrynow.com.au)

## FORESTRY EQUIPMENT NOW

*In the absence of live physical events and conferences, suppliers to the forests industry have been denied their usual direct access to customers. This has left a void which FORESTRY EQUIPMENT NOW fills by providing a platform for an exchange of supplier information.*





# How much to be in Australian Forests & Timber News?

## 2024 RATES

All rates in \$AUD. Rates do not include GST or agency commission.

Size	Dimensions	Base
Fold-out centrefold (4 pages)	694mm x 330mm* + 236mm x 330mm*	\$4,400
Double page	470mm x 330mm*	\$4,150
Full page	240mm x 330mm*	\$2,890
Half page	210mm x 145mm (H)	\$1,550
Quarter page	100mm x 145mm (V)	\$790
Double page 12cm strip	450mm x 120mm	\$2,600
12cm strip	210mm x 120mm	\$1,300
10cm strip	210mm x 100mm	\$1,080
8cm strip	210mm x 80mm	\$920
13x2	81.6mm x 130mm	\$690
10x2	81.6mm x 100mm	\$520

**NEW!**

Fold-out centrefold



The following loading applies: Back Page 25%, Inside Front and Inside Back Covers 20% and Early News 10%. Multiple insertion discounts apply. \*Dimensions include 5mm bleed on outside edges, please give safety margin of 15mm on all sides for copy area.

## CLASSIFIED SECTION

(6 column pages)

Standard rates are \$13.40 per column centimetre for full colour - minimum of two columns.

### Example ad options:

15cm x 2 column ad = \$402 ex GST

12cm x 2 column ad = \$322 ex GST

10cm x 2 column ad = \$268 ex GST



## How to submit advertisements

We want to display your advertisement to its full potential. If you have any queries about how to supply your artwork, please contact your sales representative.

### Files

Advertisements can be submitted as Press Ready PDFs.

All finished artwork should be provided at 300dpi, CMYK, with fonts embedded. Images and logos submitted should be supplied at 300dpi, CMYK in either EPS, PDF or PSD format.

Contact Andrew Everett for details on tailored print & online advertising packages.

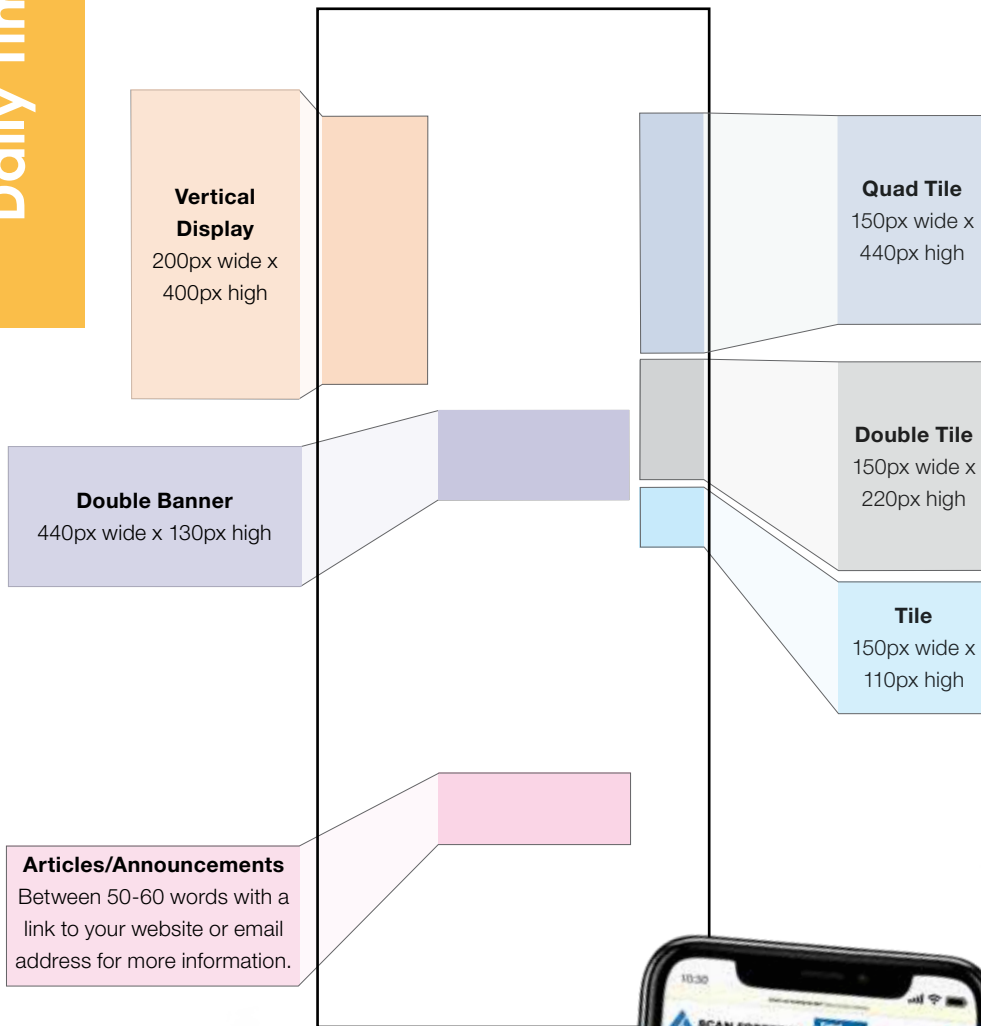
## ADVERTISEMENT DETAILS

<p><b>Double page</b></p> <p><b>Bleed area</b> (required file size) 470mm w x 330mm h</p> <p><b>Trim area</b> (final size) 460mm w x 320mm h</p> <p><b>Type area</b> (safety margin area) 440mm w x 300mm h</p>	<p><b>Quarter page</b> 100mm w x 145mm h</p> <p><b>Half page horizontal</b> 210mm w x 145mm h</p>	<p><b>Full page</b></p> <p><b>Bleed area</b> (required file size) 240mm w x 330mm h</p> <p><b>Trim area</b> (final size) 230mm w x 320mm h</p> <p><b>Type area</b> (safety margin area) 210mm w x 300mm h</p>	<p><b>10x2</b> 81.6mm w x 100mm h</p> <p><b>13x2</b> 81.6mm w x 130mm h</p>	<p><b>12cm Strip</b> 210 mm w x 120mm h</p> <p><b>10cm Strip</b> 210 mm w x 100mm h</p> <p><b>8cm Strip</b> 210 mm w x 80mm h</p>
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# Choose your **PLACE** - Daily Timber News

We want to display your advertisement to its full potential. Our friendly staff will be happy to help you with any queries you may have regarding the submission of your advertisements.

If you are unsure of how to supply your artwork, please contact us for more information.



## How to submit advertisements

### Files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg. Material will be compressed for web at our own discretion.

### URL

Please provide the URL (web address) for your ad to link to.

### Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.



### Vertical Display

This option is the largest and most prominent advertising option. Maximise exposure of your advertisement. Only three positions available.

### Quad Tile

The largest tile option to maximise the exposure of your advertisement in top positions.

### Banners

Banners integrate your company's message into the daily news stories. We offer two sizes and multiple positions\*.

\*subject to availability

### Double Tile

Double Tile advertisements promote your company logo, product image and/or short description and website/email link for maximum impact.

### Tile

Tile advertisements promote company logo, one-liner and website/email link to click through.

### Articles/Announcements

Press releases or announcements below the news section of the **Daily Timber News**. It appears as a link in **Daily Timber News** and is highly visible and actively read by subscribers.

### Terms and conditions

Banner, Tile, Double Tile and Display advertisements are purchased on a per-month basis and billed monthly in advance. Articles/Announcements are purchased on a weekly basis. Advertising is always subject to availability. \*Except where otherwise specified. Digital ads go live on the first Monday of every month. Artwork & URL required by Tuesday the week prior.

# Choose your **PLACE** - timberbiz Website

We want to display your advertisement to its full potential. Our friendly staff will be happy to help you with any queries you may have regarding the submission of your advertisements. If you are unsure of how to supply your artwork, please contact us for more information.

WE CAN BUILD YOUR AD CAMPAIGN, DESIGN YOUR GRAPHICS, AND SO MUCH MORE.



## Tower Tile

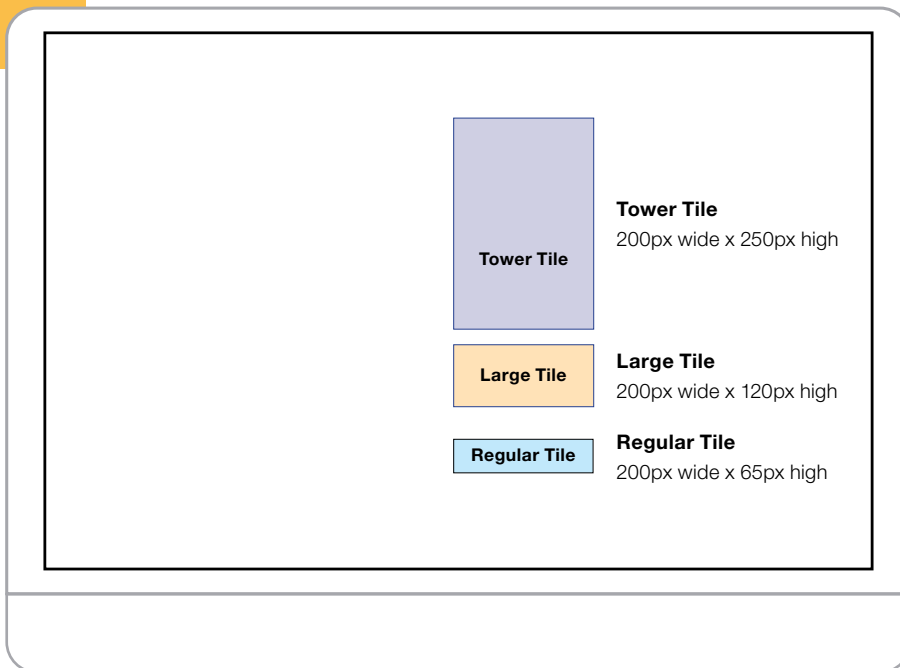
Tower Tile advertisements promote your company logo, product image, short description and website/email link for maximum impact.

## Large Tile

Large Tile advertisements promote company logo, product image and/or one-liner and website/email link to click through.

## Regular Tile

Regular Tile advertisements promote company logo, one-liner and/or website/email link to click through.



## How to submit advertisements

### Files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd, .mpeg. Material will be compressed for web at our own discretion.

### URL

Please provide the URL (web address) for your ad to link to.

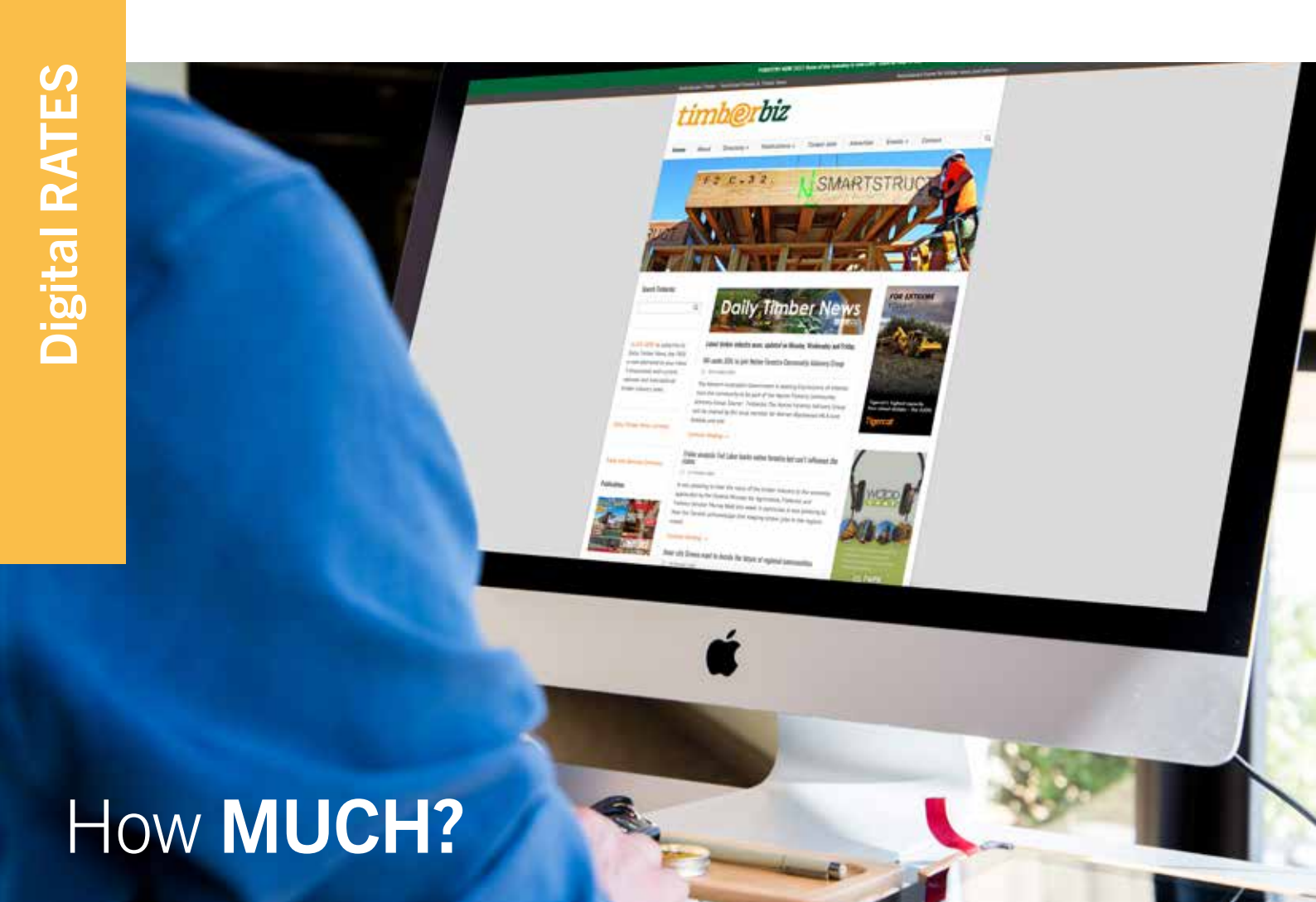
### Delivery

Files smaller than 20MB can be emailed. Files larger than 20MB can be provided via WeTransfer (free), Dropbox or other file transfer sites.

**Advertisements refreshed on the first Monday of every month. Artwork & URL required by Tuesday the week prior.**

### Terms and conditions

Banner and tile advertisements are purchased on a per-month basis and billed monthly in advance. Winetitles advertising is always subject to availability.



# How MUCH?

## Digital RATES Rates per month - excluding GST

### Daily Timber News

Vertical Display	\$840
Double Banner	\$840
Quad Tile	\$735
Double Tile	\$630
Tile	\$475
Articles/Announcements (1 week)	\$175

### Timberbiz Website

Tower Tile	\$750
Large Tile	\$550
Regular Tile	\$350

## PRINT AND DIGITAL PACKAGES

Maximise your reach and advertising dollars by combining print and online advertising. Talk to us today about a tailored campaign that suits your needs.

