AUSTRALIAN Forests & Timber NEWS

www.timberbiz.com.au

Incorporating AUSTRALASIAN FOREST LOGGER & SAWMILLER

Print & Online Media Kit 2020

One of Australia's most important economic sectors

General Overview of the health of the Australian forestry and timber industry

(ABARES, 2019)

- Sales and service income generated by the forest product manufacturing industry was $23.0 billion in 2016–17.
- Total employment in the forestry, wood, pulp and paper manufacturing industries was 76,381 persons in 2017-18 – (Australian Bureau of Statistics' (ABS) Labour Force Survey data.)
- Australia's total commercial plantation estate was 1,955,100 hectares in 2016-17.
- Hardwood total log products: Estimated 15,358 thousand cubic metres in 2017-18.
- Softwood total log products: Estimated 17,551 thousand cubic metres in 2017-18.
- Sawnwood production:
  - Hardwood: 665 thousand cubic metres in 2016-17.
  - Softwood: 4,578 thousand cubic metres in 2016-17.

Positive Trends within the Australian forestry and timber industry:

(Australian Bureau of Statistics, 2019)

- ABS data on industry value added shows that the forestry and forest product manufacturing industries together have grown for the fourth consecutive year, up 4.4 per cent to $8.8 billion in 2016–17.
- Following four years of consecutive growth, the estimated volume of logs harvested stabilised at 32.9 million cubic metres in 2017–18.

Australia's total commercial plantation area was around 2 million hectares in 2015–16: softwood (1,036,800 hectares) and hardwood (928,300 hectares).

In 2015–16 softwood sawmills produced an estimated 4.4 million cubic metres of sawnwood. Hardwood sawmills produced an estimated 675,000 cubic metres of sawnwood.

This is an industry that is both sustainable and fundamental to the well-being of the Australian economy.

The publication

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

Circulation

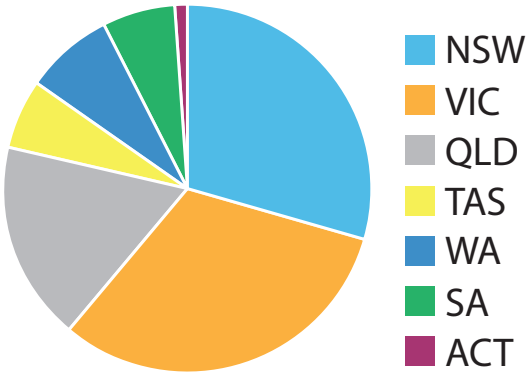
Australian Forests & Timber News is distributed to an extensive and targeted industry circulation and readership, mailed directly to the industry including contractors, forest managers, service providers and investors, mill operators and processors, government bodies and subscribers.

Bruce Mitchell – Editor

Gavin de Almeida – Advertising Sales Manager

DISTRIBUTION OF AUSTRALIAN FORESTS & TIMBER NEWS

READERSHIP 8,000+ EST



For further information contact Gavin de Almeida

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All email and web addresses in ads are hyperlinked in the online version.
Ensure your ad is supplied as an unflatterned,high resolution PDF to ensure links are interactive online.

Features and editorial program 2020

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.

Our planned special features for 2020 are:

February	April	May	June
Feller Bunchers Steep Slope Shredders Grinders Fire Haulage	Harvesters Tyres and Chains Hydraulics Training and Education Scanning Software/Control Systems Mill Technology	Forwarders Skidders Waste Management Mulchers Chainsaws Fuels and Lubricants Kilns	Harvesting Heads Log Handling Chippers Plantation Development Bio Fuels Saw Lines Excavation and Stump Pulling Finance and Insurance
August	**September**	**November**	**December**
Skidders Feller Bunchers Shredders Grinders Steep Slope WoodTECH Haulage	Harvesters Mill Technology Tyres and Chains Hydraulics Scanning Software/Control Systems Training and Education ForestTECH	Forwarders Skidders Mulchers Chainsaws Green Triangle TIA Fuels and Lubricants Fire Kilns	Harvesting Heads Chippers Log Handling Feller Bunchers Fire Bio Fuels Saw Lines Finance and Insurance

Each issue of *Australian Forests & Timber News* is available online as the printed copy goes out. All email and web addresses in ad's are hyperlinked to allow instant click-through.

To see our latest issue, go to www.timberbiz.com.au/aft/

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2020 advertising rates

Main body (5 column pages)

Size	Dimensions (WxH)	Base	4+	6+
Double Page	491mm x 352mm*	$4,500	$4,050 (per issue)	$3,825 (per issue)
Double Page 12cm Strip	460mm x 120mm	$2,860	$2,574 (per issue)	$2,431 (per issue)
Full page	251mm x 352mm*	$3,150	$2,835 (per issue)	$2,678 (per issue)
1/2 Page (Horizontal)	220mm x 150mm	$2,115	$1,904 (per issue)	$1,798 (per issue)
Quarter Page	110mm x 150mm	$1,260	N/A	N/A
12cm strip	220mm x 120mm	$1,430	N/A	N/A
10cm strip	220mm x 100mm	$1,190	N/A	N/A
8cm strip	220mm x 80mm	$950	N/A	N/A
13 x 2	85mm x 130mm	$765	N/A	N/A
10 x 2	85mm x 100mm	$585	N/A	N/A

*Dimensions include 5mm bleed on outside edges, please give safety margin of 15mm on all sides for copy area

NOTE: Half Column Width Adverts should not be booked, unless there are two side-by-side.

In all other instances, the advert should be booked as either 2 column or 3 column wide whenever possible in order to maintain the publications grid.

General

Casual column centimetre rate for display ad sizes different to the standard sizes is $23.81

The following loading applies: Back Page 25%, Inside Front and Inside Back Covers 20% and Early News 10%

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

Classified section (6 column pages)

Standard rates are $13.40 per column centimetre for full colour.

Contact Gavin de Almeida for details on tailored print & online advertising packages.

Publication dates and deadlines

Edition	Booking	Art material
February	21 Jan	23 Jan
April	3 Mar	5 Mar
May	14 Apr	16 Apr
June	26 May	28 May

Edition	Booking	Art material
August	14 Jul	16 Jul
September	25 Aug	27 Aug
November	6 Oct	8 Oct
December	17 Nov	19 Nov

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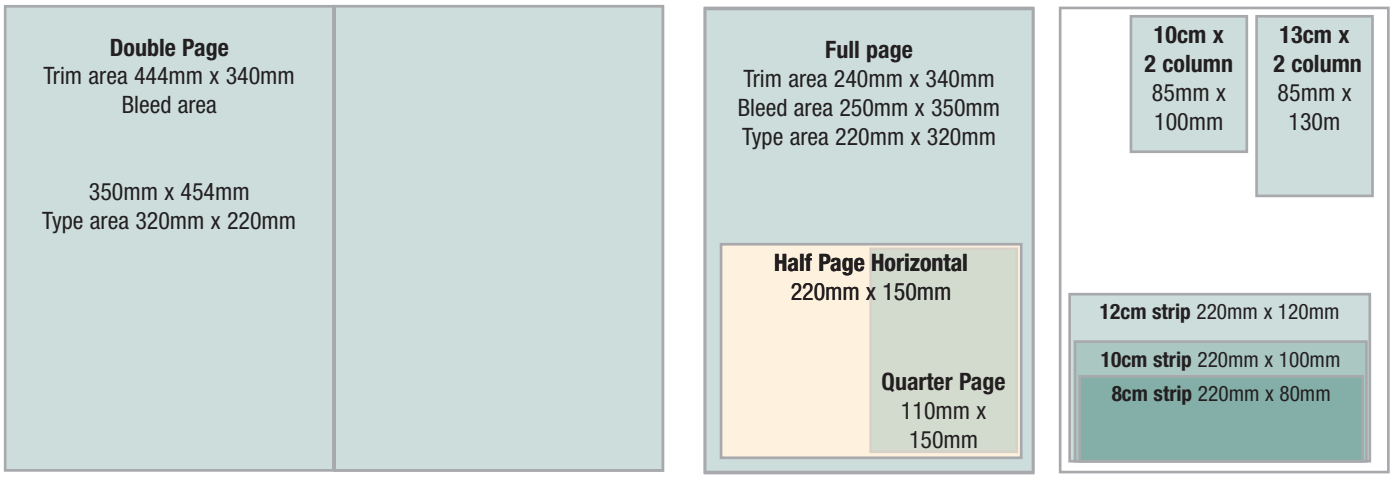
Media Kit 2020 Print & Online

2020 technical specs

Advertisement details



If including web or email addresses in advertising material, ensure you supply an unflattened high resolution pdf to ensure interactive links remain active in the advertisement when it appears in the on-line version.

How to submit artwork

We want to display your advertisement to its full potential. Our friendly production 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 phone (08) 8369 9500 for more information or send email to production@forestsandtimber.com.au.

.indd
Adobe InDesign
Supply InDesign files with all images and font files separately. Provide a hard copy proof.

.pdf
Adobe Acrobat
Please supply artwork using the highest quality settings.

.eps or .ai
Adobe Illustrator
Supply Illustrator EPS or AI files with all images and font files separately. Outlined type format is recommended.

Email files up to 20 MB to production@forestsandtimber.com.au.
Prior to sending native files via email please compress using DropStuff or WinZip, PDF files need no further compression.
FTP service for large files available on request.

Supply all images/logos in separate files in CMYK colour at 300dpi resolution for colour and grayscale and 1200dpi for bitmaps.
If SPOT or RGB colours are used in your advertisement, the final result may not exactly match the original once the file has been converted.
DO NOT use images/logos from websites as their resolution of 72dpi does not meet print quality standards.

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