

# Daily Timber News

## Media Kit 2021



The timber industry e-newsletter

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**R M**  **RYAN  
MEDIA**  
INDEPENDENT & AUSTRALIAN OWNED



# Daily Timber News

Media Kit 2021 Print & Online

## Daily Timber News Profile

Daily Timber News (DTN) provides a snapshot of business, research and marketing content from local and international forests and timber media sources.

DTN offers advertisers a range of promotional and advertising placements designed to maximise exposure to key decision-makers in the forest and timber industry.

Animated advertisements are now available, so that your message stands out even more, and we can assist with your artwork.

6,500  
subscribers  
emailed each  
Monday,  
Wednesday and  
Friday

Opens - 24%  
(industry average 15.8%)  
Clicks - 6%  
(industry average 2.7%)



## Advertisements

### Masthead Advertisement

This option places your company at the top of the Daily Timber News. Only one position available. *\*Space strictly limited.*

### Banner

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. *\*Choice of positions. Space strictly limited.*

### Double Tile

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

### Vertical Display

This option is one of the largest and most prominent advertising option which maximises exposure of your advertisement on the left hand column. *\*Only two positions available. Space strictly limited.*

### Column

This option is one of the largest and most prominent advertising option which maximises exposure of your advertisement on the right hand column.

### Double Banner

This option integrates your company's message into the daily news stories. We offer a variety of ad formats designed specifically for B2B audiences. *\*Choice of positions. Space strictly limited.*

### Tile

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

### Articles/Announcements

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

*\*subject to availability*

*^Excludes weekends and public holidays*

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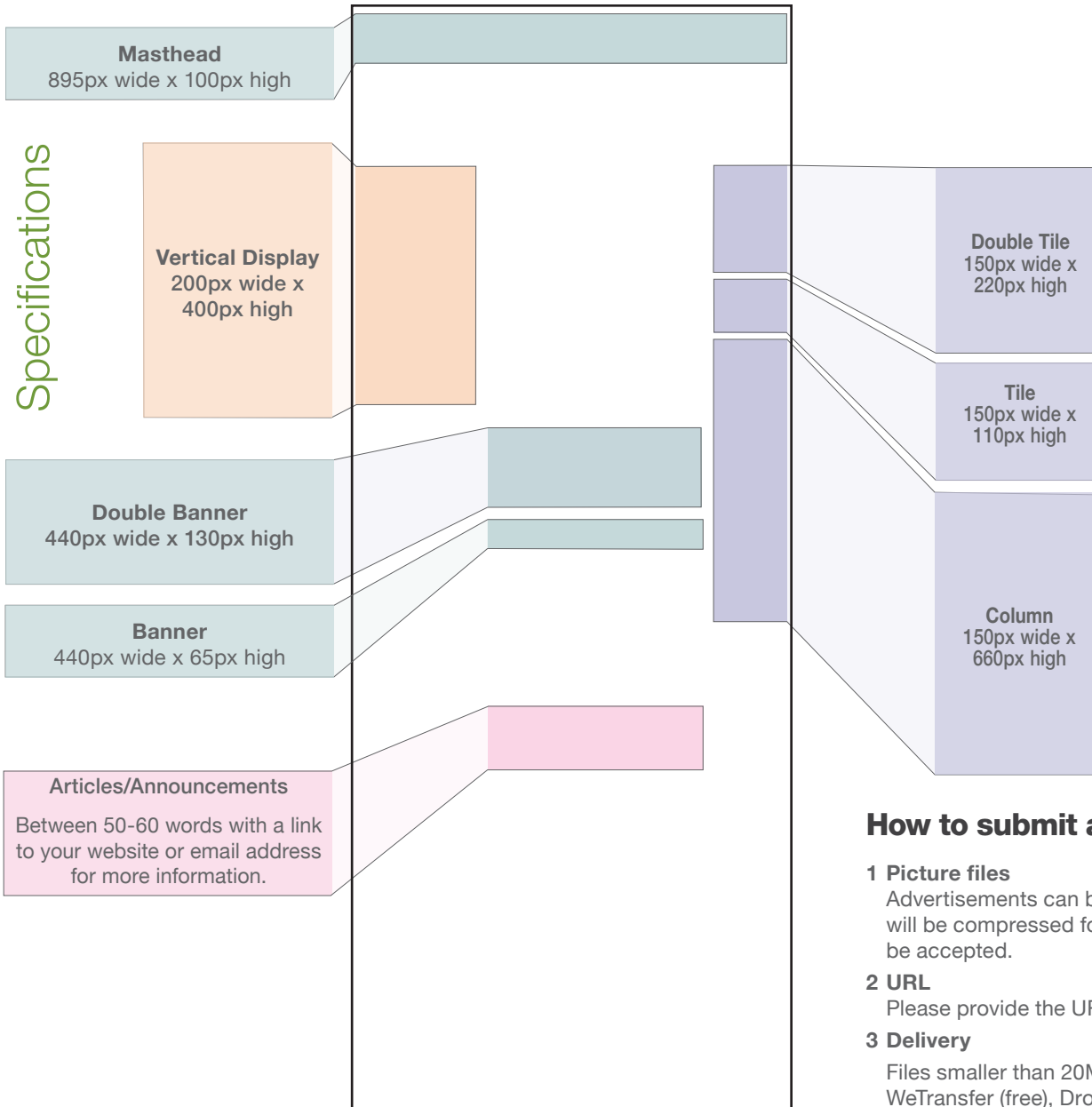
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## Rates

### \*Published monthly

*Rates per month ex GST	1 month
^Masthead	\$880
#Double Banner	\$770
#Banner	\$385
Vertical Display - primary	\$880
Vertical Display - secondary	\$770
Tile	\$242
Double Tile	\$374
Column	\$1122
Articles/Announcements (1 week)	\$132

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

#### 1 Picture files

Advertisements can be submitted as .gif, .jpg, .tif, .eps, .ai, .pdf, .bmp, .psd. Material will be compressed for web at our own discretion. Flash and Shockwave files cannot be accepted.

#### 2 URL

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

#### 3 Delivery

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

#### Terms and conditions

All prices in AUD. Rates do not include GST or agency commission. 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. Daily Timber News advertising is always subject to availability. \*Except where otherwise specified. ^Option subject to availability (one per issue). \*Actual position at publisher's discretion, up to ten banners per issue. 20% Rate premium applies for animated .gifs.

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