

Daily Timber News *timb@rbiz*



Industry's Leading Media - in Print and Online



Digital Media Kit 2023

Jon Andryciw

j.andryciw@ryanmediapl.com.au

+61 8 8369 9517

Daily Timber News
timb@rbiz

Digital Media Kit 2023 | www.timberbiz.com.au

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

Our business is YOUR BUSINESS

Ryan Media has Australia and New Zealand's most extensive range of platforms directly targeting the forest and timber industry.

Ryan Media
- the leading
media source
for the timber
industry,
since 1963



timberbiz.com.au

Direct traffic to your website with Australia's leading timber industry web portal, www.timberbiz.com.au
Home to Australia's leading timber and forest publications, *Australasian Timber Magazine*, *Forests & Timber News* and *Daily Timber News*.

Forests and Timber industry visitors are driven to the Timberbiz site from *Daily Timber News* social media.

An invaluable resource for the forest and timber industry in Australia and New Zealand.



Daily Timber News



Distributed to over 5,500 readers and growing daily, *Daily Timber News* offers a snapshot of forest and timber business, research and marketing content gleaned from Australian and international wine media sources.
Emailed three times per week to the inbox of key executives and decision makers in the forest and timber industry.

We offer advertisers a range of advertising options designed to maximise their exposure to this market. Advertisements are hyperlinked to nominated website pages, assisting our customers in driving online traffic their way.
Flexible timing and placement means advertisers can change their message to suit a particular season or to coincide with a new product release.

Meet YOUR AUDIENCE

17,500



Website views
per month



5,500

subscribe to *Daily Timber News**

* Subscribe for free to the forest & timber industry's e-newsletter
- delivered to your inbox.

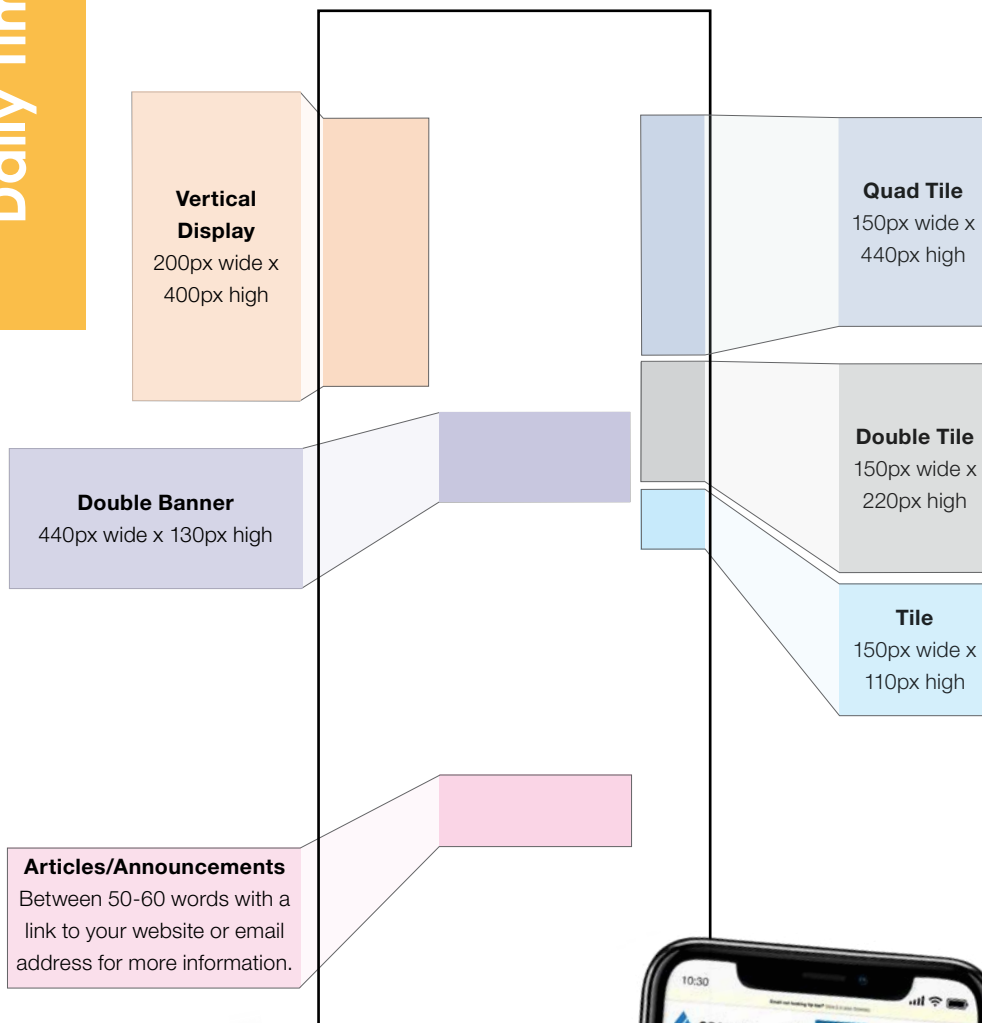


31% open rate
4.8% click through rate

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

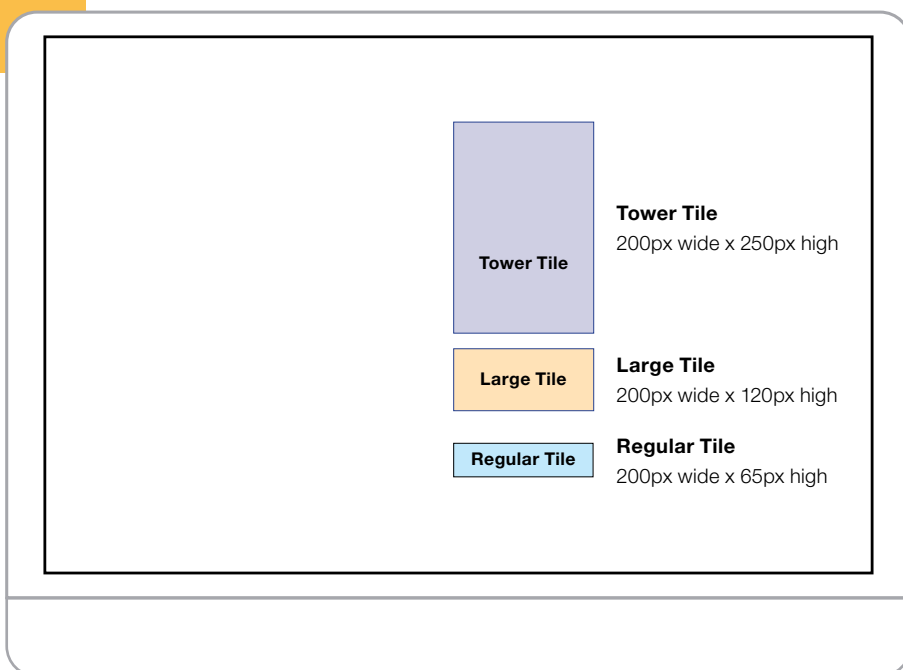
Tower Tile advertisements promote your company logo, product image, short description and website/email link for maximum impact.

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.



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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.

