



Arboricultural
ASSOCIATION

trees.org.uk

Arboricultural Association

Media Pack 2019



The Voice of Arboriculture



About Us

The Arboricultural Association is the largest institution in the UK for tree care professionals. Since 1964 we've been here to support arborists and promote the benefits of trees. The association delivers professional standards and guidance, ensuring responsible management.

The Arboricultural Association offers accreditations, membership and around 100 training courses per year for arborists and tree surgeons. We aim to raise standards of education and knowledge across the industry through our events and training activities.

- We've welcomed **796** new members and **30** new ARB Approved Contractors.
- Flagship events and training courses have eclipsed all previous records.
- Our marketing has reached and engaged with more professionals and members of the public than ever before
(Facebook marketing reached a total of 155,000 individuals from January to October).
- Website traffic increased by **3,000** unique page views per month vs 2017.
- **We listen** to our members and customers; using analytics, surveys and feedback to improve and evolve our services to ensure we remain relevant to both the industry and the public.
- Social Media Audience of over **22,000**.

**For all advertising options contact
Jane Stuart jane@trees.org.uk**

Online Channels



Website

Over **80,000** page views per month

Top pages excluding homepage:

Help and Advice – **141,000** views per year

ARB Approved Contractor Directory (*Sponsorship available*) – **103,064** views per year

Registered Consultant Directory – **44,605** views per year

Training And Events – **71,592** views per year

Website Advertising Options

We have advertising space available* on most pages** in the sidebar of our website. We can negotiate based around your requirements.

* Alternative periods available on request contact jane@trees.org.uk

** Certain pages restricted from advertising including: Homepage, Book Shop, Membership, Find a Consultant.

SQUARE
350 x 350px

SKYSCRAPER
350 x 720px

Advertising a Job

Adverts are not only posted to JobFinder section but are also posted to 8,500 Facebook followers and 5,700 Twitter followers

Pricing (based on word count and number of weeks, company logo included).

Weeks	2	4
Up to 200 words	£200	£320
Over 200 words	£270	£350

Please email your advert and logo, plus details of which option you're booking to jane@trees.org.uk

Arboricultural Association Media Pack 2019

Online Channels



E-newsletters

The Association sends one email per week to over **3,000 members** on average

These alternate between a news update (**eBlast**) and a training update (**ePulse**)

Our member communications have excellent open and click through rates.

34% Open Rate

(Industry average 24.98%)

12% Clickthrough Rate

(Industry average 4%)



Social Media

Facebook – **12,560 Followers**

Twitter – **6,830 Followers**

Instagram – **1,370 Followers**

LinkedIn – **930 Followers**

Total reach (2017) over **200,000**



2018 #ArbMatters
Social Media Campaign

The Voice of Arboriculture

The ARB Magazine



2019 ARB Magazine copy deadlines

Spring	17/12/18
Summer	28/03/19
Autumn	01/07/19
Winter	03/10/19

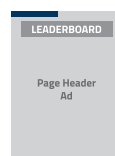
Dates indicated above are for print-ready artwork to be supplied to the Arboricultural Association.

The ARB Magazine is the exclusive quarterly magazine for over **3,000 Members** and **300 Tree Surgery Businesses**. Copies of Spring, Summer, Autumn and Winter issues are sent directly to all of them, while they also receive digital copies.

The ARB Magazine is one of the top member benefits featuring unparalleled science and opinion. Adverts placed in the digital edition will click through to your website.

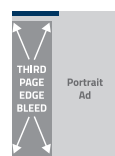
Circulation - **3,500**

Advertising Options



Leaderboard

Size Landscape:
180 x 32mm no bleed
Contained within a page.



Skyscraper Leader

Size Portrait:
80.5mm x 265mm
plus 3mm bleed all around
Designed to bleed in to or out of a page.



Half Page Landscape

Size within page:
180 x 130.5mm no bleed
Size bleeding off page:
210 x 142.5mm
plus 3mm bleed all around



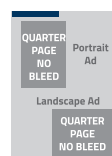
Full Page with bleed

Size Landscape:
210 x 297mm plus 3mm
bleed all around
Available for Rear Cover, Inside
Cover and Inner Pages.



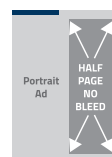
Skyscraper

Size Portrait:
57.5 x 265mm no bleed
Contained within a page.



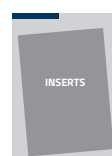
Quarter Page

Size Portrait:
88 x 130.5mm no bleed
Size Landscape:
118.5 x 92.5mm no bleed
Contained within a page.



Half Page Portrait

Size within page:
88 x 265mm no bleed



Inserts

Size:
A4 or A5 supplied already
printed to us
These will be packed with
the magazine.

(Significant discounts for multiple issue bookings and members are available on request)

Events and Sponsorship



ARB Show

The Association's 2 flagship events are key dates on the calendars of all arborists and related professions. The ARB Show, held at Westonbirt in May is the biggest industry trade fair attracting record numbers with over **100 Exhibitors** and over **8,000 visitors** over 2 days.

Annual Conference

The National Amenity Conference, held every September, has been the platform for sharing the latest research, practices and developments for over 50 years. As well as training and professional development, the Association gives **400 arborists** at the top of their fields a chance to network, collaborate and share ideas.



"This year's Arboricultural Association Conference at Exeter, Soils & Trees, maintained its position as one of the best in the world. Well done to the Arboricultural Association"

Sponsorship Opportunities are available for the areas listed below
– contact Stephen Hodsman stephen@trees.org.uk for more details.

- 📍 **ARB Show** (Main Arena, Kids Climbing Tree & Climbing Wall, Tree Climbers Forum)
- 📍 **Annual Conference** (Co-sponsor, speaker sponsor, awards dinner sponsor, delegate folder sponsor and more)
- 📍 **Climbing Competitions**
- 📍 **Training & Events**

Download the Becoming a Sponsor PDF:

www.trees.org.uk/Becoming-a-Sponsor