

Forestry Australia

2024 Media Kit

*Opening the door to Forestry Australia
and our members*



Forestry
AUSTRALIA

*Scientists, professionals and growers who manage, study
and care for our forests.*

ABOUT FORESTRY AUSTRALIA

Forestry Australia is the professional association of 1,200 plus forest scientists, farm foresters and forestry professionals. Our database also contains an additional 1,800 forestry sector contacts.

Our members are committed to the principles of active, adaptive, and sustainable forest management and apply these principles to generate environmental, economic and social outcomes in all types of forests across all forest tenures.

We are ... Scientists, professionals and growers who manage, study and care for our forests

WHY TO ADVERTISE WITH US

Forestry Australia provides you the perfect platforms to increase brand awareness, raise the profile of your products and services and assist you to communicate your messages with key forestry professionals, businesses and decision makers.

01

YOUR PROFILE

Promote your organisation to an engaged and targeted national audience

02

UPDATE

Inform and update stakeholders on new initiatives and developments within your organisation.

03

SUPPORT

Demonstrate your support of our profession and our people

04

ALIGNMENT

Align your brand with Forestry Australia, the leading association for forest scientists, professionals,



ADVERTISING & SPONSORSHIP OPPORTUNITIES

Forestry Australia offers the following advertising and sponsorship opportunities:

1. Advertise in *The Forester*
2. Advertise in our fortnightly e-News
3. Webinar Program Sponsorship

ABOUT OUR MEMBERS

Forestry Australia has over 1,200 engaged members in all branches of forest management, growing and conservation in Australia. Beyond our membership, we also communicate with *more than 1,800 forestry contacts*.

Our membership has increased by 20% since January 2020. Student and Young Professional Membership has doubled, and now makes up over 16% of our membership. Forestry Australia's diversity continues to grow with a quarter of our members identifying as female.

Our members are *engaged* and *highly satisfied*, in 2023 85% of members reported that they are satisfied or highly satisfied with their Forestry Australian membership.



ADVERTISE IN THE FORESTER

The Forester publication is an online *member-only* resource that is produced each quarter. *The Forester* is best suited to articles about people and news, and reports on events. It provides a forum for opinion and anecdote, and technical information.

Reach and frequency

This publication reaches more than 1,200 members and it is scheduled to be distributed *February, July, September* and *December* each year. To view deadlines, click [HERE](#)



Advertising Rates (exc. GST)

Single Issue

Full A4 page: \$750

1/2 page landscape: \$500

1/4 page landscape: \$250

4 Issues

Full A4 page: \$600 *per issue*

1/2 page landscape: \$400 *per issue*

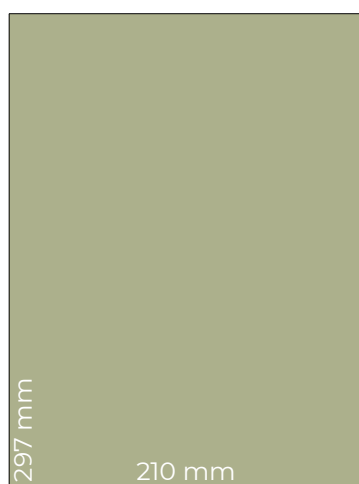
1/4 page landscape: \$200 *per issue*

Advertising Specifications

Full page ad

Width: 210 mm

Height: 297 mm



Half page ad

Width: 210 mm

Height: 148 mm



Quarter page ad

Width: 210 mm

Height: 74 mm



ADVERTISE IN OUR E-NEWS

Forestry Australia's e-News is one of highest performing member benefits where we communicate news about the sector, events, opportunities and important information for our members and non members. To view publication dates and material deadline, click [HERE](#).

Reach and frequency

Publication	Reach	Frequency
Member e-News	1,200 members	fortnightly
Non Member e-News	1,855 non Members	monthly

Advertising Rates (exc. GST)

Single Issue: Members Only
600 x 200 px: \$300

3 Issues: Members only
600 x 200 px: \$750

Single Issue: Members & non Members
600 x 200 px: \$500

3 Issues: Members & non Members
600 x 200 px: \$950

Specifications

600 x 200px Ad: Can include, an image, your logo and a link to your website.



SPONSORSHIP - WEBINAR PROGRAM

Launched in 2019 Forestry Australia's highly successful webinar program is considered to be one of our most valued and best performing member benefits. In 2023 we received over 1,750 registrations to Forestry Australia's Webinar Program from members, non-members and forestry stakeholders.

Reach and frequency

An average of 120 registrations per webinar, with a least one webinar available each month.

Sponsorship Rate (exc. GST):

\$10,000 a year

Sponsorship Benefits:

- Exclusive recognition as a 2024 Webinar Program sponsor
- Complimentary registration for *all* your staff to every 2024 Webinar and Science Session.
- Acknowledgement:
 - Organisation's logo on webinar communications and marketing (including broadcast emails and our website)
 - Acknowledgement and recognition as a Program Sponsor by webinar Chair
 - Organisation logo on title slides



CONTACT DETAILS

If you are interested in any of the packages, please contact:

Andrea Diem

Branch, Events & Communication Officer

Forestry Australia

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E: events@forestry.org.au

W: www.forestry.org.au

Andrea will discuss with you, preferred advertising options and payment.