



# 2021

MEDIA PACK



[www.timbermedia.co.uk](http://www.timbermedia.co.uk)



**Timber Trader UK** is a quarterly magazine covering the timber supply chain from the forest via primary processors, to the merchant sector and all those moving and selling timber to end-users. Aimed primarily at Builders' and Timber Merchants, Sawmillers and Timber Importers, the publication is run by a team with a passion for the material, who have over 30 years' experience serving the timber marketplace. **Timber Trader UK** is a sister publication to **Timber Construction** aimed at those working with timber across the construction and building design sectors.

You can read the latest issues of both online by visiting: [www.timbermedia.co.uk](http://www.timbermedia.co.uk) and clicking on either of the front cover images – this will take you to our hyperlinked digital edition.

Historically timber products have been advertised and promoted in the Builders' Merchant press, but **Timber Trader UK** is changing that by giving a dedicated platform for manufacturers and suppliers of timber product. We are highlighting the importance of timber as a building material and creating a strong identity for the wider timber supply chain, so our advertisers can showcase their products to their target audience.

For 2021, **Timber Trader UK** will be extending its reach into the machinery, tools and timber hardware sector, to feature the latest products on the market.

**For print and digital advertising opportunities call Terry Hanlon now on 01925 270093.**

## Distribution figures

Timber Merchants	65%
Foresters	21%
Sawmillers	9%
Importers	5%

The E-Zine version is also hosted on the **TIMBERWeb** site, which has a global membership of over 53,000 timber buyers, so our online presence is impressive and with **all** adverts hyperlinked back to the URL of the advertisers choice, we help to deliver you top quality traffic.

**Total readership:**  
4,665

For advertising enquiries contact:

**TERRY HANLON**

01925 270093

[terry.hanlon@timbermedia.co.uk](mailto:terry.hanlon@timbermedia.co.uk)

For editorial enquiries contact:

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For artwork enquiries contact:

**PETE AWAD**

[artwork@timbermedia.co.uk](mailto:artwork@timbermedia.co.uk)

## Editorial features

### Regulars

News Merchant Focus Forester Focus Sawmiller Focus

### Special Features\*

\*Features are not guaranteed and may be subject to change at any time.

#### Winter (January) 2020/21

- Sustainable Supply Chain
- UK Timber & Forestry Policy
- Racking & Storage
- ERP Systems
- Transport & Logistics

#### Summer (July) 2021

- Flooring
- Healthy Working Environments
- Kiln Technology
- Plywood & Panel Products
- Timber Treatments







#### Spring (April) 2021

- Cladding & Decking
- On-Site Safety
- Digital Tools & Technology
- Supplying British Timber
- Training & Skills Development

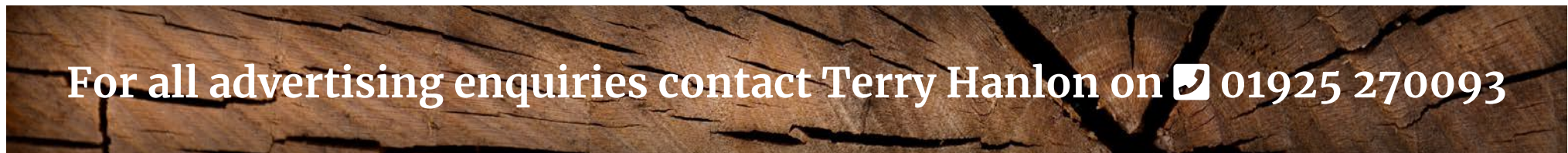
#### Autumn (October) 2021

- Timber Expo Review
- Certification & Accreditation
- Warehousing
- Achieving Net Zero Targets
- Packaging & Pallets





Advertising space	Dimensions: Trim	Dimensions: Bleed	Dimensions: Type Area	Cost per insertion
 Double page spread	↔ 420mm ↓ 297mm	↔ 426mm ↓ 303mm	↔ 395mm ↓ 266mm	£1,500
 Full page (portrait)	↔ 210mm ↓ 297mm	↔ 216mm ↓ 303mm	↔ 185mm ↓ 266mm	£900
 Half page (portrait)	↔ 90mm ↓ 266mm			£500
 Half page (landscape)	↔ 185mm ↓ 130mm			£500
 Quarter page (portrait)	↔ 90mm ↓ 130mm			£275
 Quarter page (landscape)	↔ 185mm ↓ 62mm			£275


**Frequency:** Quarterly    **Series discount:** 2 issues – 5% • 4 issues – 10% • 6 issues – 15%    **Copy date:** First of the month prior to publication




Special positions (subject to availability)	Cost
Outside back cover	£1,350
Inside front cover	£1,500
Inside back cover	£1,250

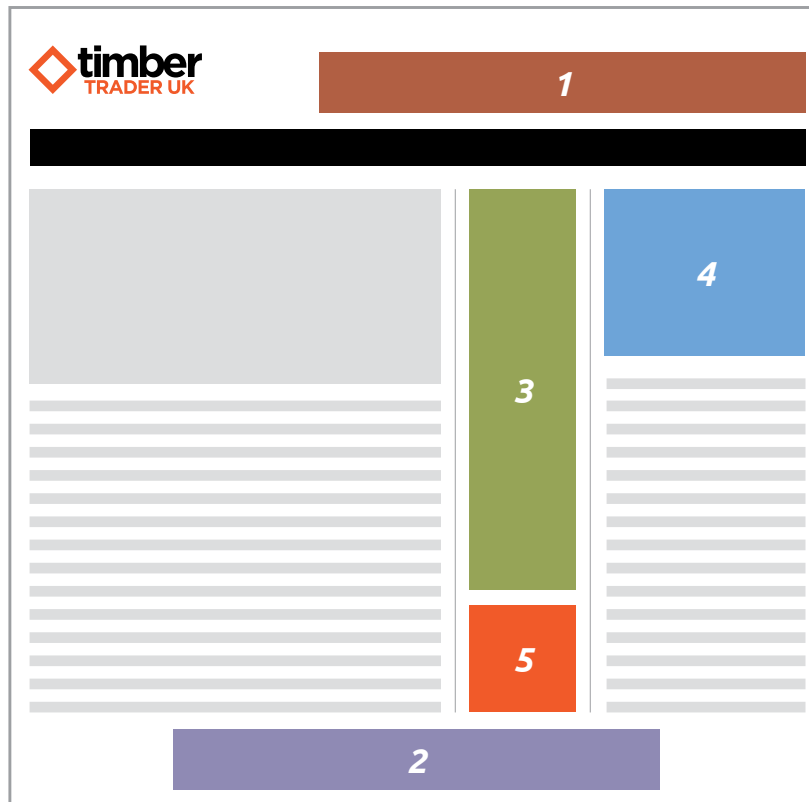
Inserts cost: All orders subject to Timber Media's Terms and Conditions			
Under 18gm	£85 per 1,000	Maximum size	A4 (297x210mm)
Over 18gm	Price on application	Bound	Rates on application
Minimum charge	£250	Minimum charge	£250

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With the latest timber industry news, engaging features and opinion pieces [www.timbermedia.co.uk](http://www.timbermedia.co.uk) offers advertisers a range of excellent opportunities to promote their company, products and services.



Size	Period	Standard	Premium
<b>1 Leaderboard</b> (header) ↔ 728px ↓ 90px	3 months	N/A	£970
	6 months	N/A	£1,850
	Annual	N/A	£3,240
<b>2 Leaderboard</b> (footer) ↔ 728px ↓ 90px	3 months	N/A	£970
	6 months	N/A	£1,850
	Annual	N/A	£3,240
<b>3 Wide Skyscraper</b> ↔ 160px ↓ 600px	3 months	£520	£800
	6 months	£975	£1,500
	Annual	£1,690	£2,600
<b>4 Medium Rectangle</b> ↔ 300px ↓ 250px	3 months	£450	£675
	6 months	£675	£950
	Annual	£1,100	£1,500
<b>5 Square Button</b> ↔ 160px ↓ 160px	3 months	£325	£500
	6 months	£585	£900
	Annual	£910	£1,400

Premium pages are classed as Home, News and Features.  
Bespoke positions available on request.

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