



TCI MAGAZINE

Official publication of the TREE CARE INDUSTRY ASSOCIATION

2021 Media Kit

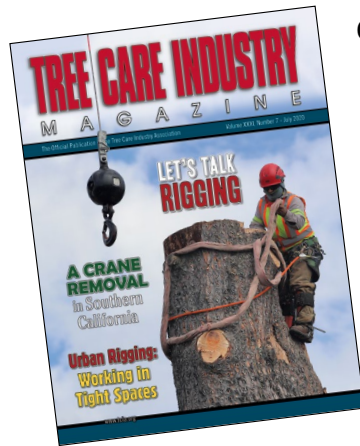
For the industry's most widely read periodical.
It's not just advertising – it's engagement.



Contact us at
advertising@tcia.org

TCI MAGAZINE IS THE MOST WIDELY READ PERIODICAL IN THE TREE CARE INDUSTRY.

The Tree Care Industry Association (TCIA) is proud of the long-term partnership we have with our advertisers, and we appreciate your business. Your advertising dollars allow us to produce the best magazine in the tree care industry — bar none.



Our readership includes the industry's most professional and well-respected arborists and safety professionals. Together we strive to make our profession one of higher standards and clear safety initiatives.

Informative articles on regulations, standards, best practices, safety, innovations, products and equipment combine to make *TCI Magazine* a must-read for tree workers, tree care company owners and anyone who wants a fresh, insightful look at our industry.

TCIA is excited to announce that we are redesigning the look and feel of *TCI Magazine* for 2021! Same great articles, same great readership - fresh new style!

Cover image courtesy of Heather Rau, a Forestry Keeper with the Three Rivers Park District Forestry Crew. Photo Credit: Eric Johnson - Forestry Technician

WHY ADVERTISE ?

TCI Magazine has the highest circulation for audited publications in the tree care industry, along with more readers, decision-makers and credibility than any other advertising outlet in the industry.

24,900+ monthly subscribers

including:

73.8% Tree Care Companies
(others include utilities, landscapers, etc.)

82.9% Decision Makers
(owners, presidents, vice-presidents, managers, directors)

Figures based on an independent annual audit, see page 5 for details.



Photo courtesy of Denise Harrison, Harrison's Pro Tree Service, Ohio

2021 Editorial Calendar

JANUARY

Topics:
Training & Employee Competency

Ad Closing:
11/27/20

Materials Due:
12/04/20

Features:
Developing Employees
Grapples & Attachments

FEBRUARY

Topics:
Cranes

Ad Closing:
1/01/21

Materials Due:
1/08/21

Features:
Cranes & Knucklebooms
Lessons from COVID-19

MARCH

Topics:
Women in Tree Care

Ad Closing:
1/29/21

Materials Due:
2/05/21

Features:
Spray Equipment
Leasing & Financing

APRIL

Topics:
Plant Health Care

Ad Closing:
2/26/21

Materials Due:
3/05/21

Features:
Skid Steers
The Business of PHC

MAY

Topics:
Workforce Development

Ad Closing:
4/02/21

Materials Due:
4/09/21

Features:
Employee Performance
ROW Equipment

JUNE

Topics:
Technology in Tree Care

Ad Closing:
4/30/21

Materials Due:
5/07/21

Features:
Abiotic Tree Problems
Phone Apps for Tree Care

JULY

Topics:
Rigging Equipment & Techniques

Ad Closing:
5/28/21

Materials Due:
6/04/21

Features:
Lowering Devices
PPE & Fall Protection
Special Issue:
Summer Buyers' Guide

AUGUST

Topics:
Climbing Systems & Techniques

Ad Closing:
6/25/21

Materials Due:
7/02/21

Features:
Rigging/Climbing Basics
Retaining Great Employees

SEPTEMBER

Topics:
Storm Preparation & Response

Ad Closing:
7/30/21

Materials Due:
8/06/21

Features:
Grapple Saws
Large Tree Moving

OCTOBER

Topics:
Fleets & Drivers

Ad Closing:
8/27/21

Materials Due:
9/03/21

Features:
Navigating DOT Regulations
Trucks & Log Loaders

NOVEMBER

Topics:
TCI EXPO Show Issue!

Ad Closing:
10/01/21

Materials Due:
10/08/21

Features:
Chippers & Stump Grinders
Marketing Your Business

DECEMBER

Topics:
Portable Power Tools

Ad Closing:
10/29/21

Materials Due:
11/05/21

Features:
Aerial Equipment
Electrical Hazards & Tree Care
Special Issue:
Winter Buyers' Guide

Independent Audit Report Based on monthly averages

Unique users | Digital edition

14,762

Net circulation | Print edition

24,904

Unique digital edition users | Web

11,777

Average tcia.org unique users

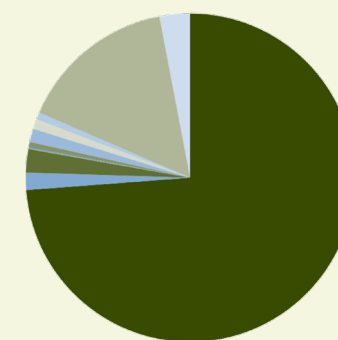
15,655

Unique digital edition users | Mobile

2,985

Average e-Newsletter subscribers

11,870



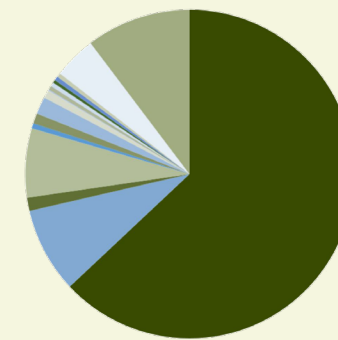
Where our readers work

- Tree Service Company 73.8%
- Manufacturer & Distributor 1.7%
- Government Agency 2.3%
- Advertising Agency 0.1%
- Extension Service 0.1%
- Hospital, Golf Course, Office & Apartments 0.5%
- Consulting Firm 1.3%
- Utility 1.0%
- School or University 0.7%
- Landscape Contractor 15.5%
- Other 3%



*Audit period: July 1, 2018-
June 30, 2019*

*For a copy of the full 2020
audit report, email
advertising@tcia.org*



Who our readers are

- Owner 63%
- Forester 1%
- Grounds Managers 0.4%
- President 8.4%
- Supervisor 1.7%
- Government Official 0.3%
- Vice-President 1.3%
- Director 0.8%
- Consultants 0.4%
- Manager 6.8%
- Purchasing Agent 0.1%
- Instructors 0.4%
- Superintendents 0.5%
- Landscapers 0.4%
- Arborist 4.2%
- Other 10.3%

TCIA Social Media Stats as of June 30, 2020



24,845
Followers



7,770
Followers



16,100
Followers



7,599
Followers

Print Ad Specifications

DESCRIPTION	WIDTH/HEIGHT (INCHES) LIVE SIZE width x height	WIDTH/HEIGHT (INCHES) BLEED AREA width x height
Full Page (Trim Size)	8.125 x 10.875	8.375 x 11.125
1/2 Page Island	4.875 x 7.50	
1/2 Page Horizontal	7.50 x 4.875	
1/3 Page Vertical	2.25 x 10.00	
1/3 Page Horizontal	4.875 x 4.875	
1/4 Page Vertical	2.25 x 7.50	
1/4 Page Horizontal	4.875 x 3.625	
1/6 Page Vertical	2.25 x 4.875	
1/6 Page Horizontal	4.875 x 2.50	
Two-Page Spread	15.625 x 10	16.25 x 10.875

Print Ad Rates (MONTHLY)

SIZE	1X	3X	6X	12X
Full Page	\$4,077	\$3,993	\$3,783	\$3,568
1/2 Page Island	\$3,103	\$3,024	\$2,962	\$2,865
1/2 Page Horizontal	\$2,684	\$2,608	\$2,547	\$2,477
1/3 Page Vertical or Horizontal	\$2,000	\$1,948	\$1,900	\$1,798
1/4 Page Vertical or Horizontal	\$1,410	\$1,381	\$1,350	\$1,303
1/6 Page Vertical or Horizontal	\$1,178	\$1,150	\$1,131	\$1,081
<i>Premium Full</i> Inside Front Cover	\$5,436	\$5,350	\$5,152	\$4,926
<i>Premium Full</i> Back Cover	\$5,436	\$5,350	\$5,152	\$4,926
<i>Premium Full</i> TOC adjacent	\$4,800	\$4,714	\$4,594	\$4,373
<i>Premium Full</i> Inside Back Cover	\$4,800	\$4,714	\$4,594	\$4,373
Two-Page Spread	\$7,867	\$7,821	\$7,375	\$6,918

SUBMITTING ADS

Upload to your preferred file transfer website (DropBox, WeTransfer, etc.) and then advise TCIA when/how to access by emailing sblanchette@TCIA.org

PRINT AD REQUIREMENTS

- Preferred file types: .PDF, .TIF or .EPS
- Color ads must be in CMYK format, 300 dpi
- To ensure font accuracy, please convert all text to outlines before sending.



Digital Advertising Opportunities

NEW PROCESS! NEW OPPORTUNITIES! NEW WEBSITE!

TCIMAG.TCIA.ORG

We're excited to announce that we've launched our new *TCI Magazine* website! Featuring all the safety articles, training information and great industry cutting-edge news you've come to expect and depend on from *TCI Magazine*! Banner ads are limited in quantity.

Large sidebar ad (250 x 600 pixels)

\$96 per 4,000 impressions
5 concurrent ad spots available

Small sidebar ad (250 x 150 pixels)

\$72 per 4,000 impressions
5 concurrent ad spots available

Mid-article ad (780 x 90 pixels)

\$72 per 4,000 impressions
5 concurrent ad spots available

TCIA MOBILE APP

Reach more than 1,000 arborists in the palms of their hands with the TCIA Mobile App! Your ads can accompany the events, forums and newsfeed sections of the app, putting your product front and center year-round. Email advertising@tcia.org for sizes and pricing.

PRINT & DIGITAL PACKAGES

Save up to **50%** on digital ads with multi-channel advertising! Specially priced packages, based on print ads per month plus the number of impressions per digital ad are available. The more you buy, the more you save! *Available only once per calendar year at the time of contracting for print advertising.*

TCIA EMAILS

TCI Magazine Email - this email expands on the *TCI Magazine* readership, directing recipients to the new *TCI Magazine* website!

Large ad (650 x 325 pixels) \$600
2 large ads available each month

Small ad (325 x 325 pixels) \$300
3 small ads available each month

Sent monthly to more than 11,870 *TCI Magazine* subscribers. Average Open Rate: 23.37%.

TCIA Member Connections Email - this is a great way to get in front of our engaged and motivated members each month!

Large ad (650 x 325 pixels) \$600
2 large ads available each month

Small ad (325 x 325 pixels) \$300
3 small ads available each month

Sent monthly to 9,400 TCIA member contacts. Average Open Rate: 23.98%.

ENHANCE YOUR DIGITAL ADS!

Video Upgrade \$200

Generate greater awareness of a product, service or promotion and provide additional information right at the point of contact by embedding video into your ad online. This upgrade is specific to the digi-mag version of *TCI Magazine*.

The file size for all digital ads should be under 3 mbs; acceptable formats are .PNG or .JPG



Additional Advertising

BUYERS' GUIDE (PRINT)

This stand-alone print and digital supplement to *TCI Magazine* is the go-to resource for tree care companies looking for products and services. You get two great opportunities, the July (Summer Issue) and the December (Winter Issue).

4-color ad, with text (100 words or less) and graphics (3" x 2") \$850

Alphabetical listing FREE
for TCIA Corporate Members

Additional listing \$100

Alphabetical listing with marketing message \$25
(per line, 4-line minimum)

SUPPLIERS' DIRECTORY (ONLINE)

TCIA's online Suppliers' Directory feeds directly from membership information in the TCIA database, giving you maximum exposure all year long as our members search for the best tree care industry products and services for their businesses! The Suppliers' Directory listing is available to our Corporate Members free of charge!

SPECIAL PRINT OPPORTUNITIES FOR TCI MAGAZINE

Try something **NEW** with your advertising in 2021 and take advantage of print opportunities that reach readers in innovative ways, guaranteed to capture their attention.

Barn Door Cover \$7,800

Post Card (4" x 6") \$6,400
includes a 1/2-page horizontal ad

Bellyband \$6,250

Center Spread
4 page \$6,900
8 page \$9,900

Tipped Insert
4 page \$8,800
8 page \$10,500
both options include a full page ad

Polybag Ride-Along options available for pre-furnished pieces.

Prices provided are estimates and are subject to individual quotes (based on ad content, paper weight, surcharges, postage, etc.). Prices include printing. Please contact TCIA at advertising@tcia.org for a customized quote and details.

Additional Opportunities

TCI EXPO'21 - Indianapolis, Indiana November 4-6, 2021 | expo.tcia.org

Launch new products and receive invaluable face-to-face feedback from attendees at TCI EXPO. As an exhibitor at TCI EXPO, you will meet and network with loyal and potential clients. This is a prime opportunity to grow your industry presence while also learning about client expectations.

TCI EXPO 2021 EXHIBITING RATES

	Before 1/1/21	After 1/1/21
TCIA Member	\$1,750	\$1,800
Non-Member	\$2,180	\$2,230

Prices are per 10' x 10' booth

TCI Virtual Summit January 13-15, 2021 | summit.tcia.org

Participate as an exhibitor in the first ever Virtual Summit and come together with colleagues at one of the largest virtual networking events in the tree care industry. There will be online learning from 25+ industry experts; a networking lounge where group discussions can take place and 1-on-1 conversations can breakout from; and (most importantly) a virtual trade-show floor, complete with fully customizable booths for all virtual exhibitors. Virtual booths are \$450 for TCIA Corporate Members, \$650 for non-members.

Sponsorships 2021 | tcia.org

TCIA is proud to offer exclusive new sponsorship opportunities to our Corporate Members that will align with your company's annual marketing plan and business strategy. Enhance your company's visibility by determining the best fit for you!

Corporate Members are also invited to attend Winter Management Conference, Executive Arborist Workshops, and more!

Email corporate@tcia.org for additional information on any of the opportunities outlined above.



TCIA Corporate Membership

Are you a tree care industry supplier, manufacturer or service provider?

Join TCIA as a corporate member to put your product or service in front of a large base of tree care company members!

CORPORATE MEMBERSHIP BENEFITS INCLUDE:

TCI EXPO

- Up to 25% off booth pricing.

TCI Virtual Summit

- 30% off virtual booth pricing.

Advertising

- Free listings in the printed *Winter* and *Summer Buyers' Guides*
- Inclusion in the online Supplier Directory
- First dibs on reserving limited spots for our premium email banner ads (see page 8)

Connect with your customers

- Host a TCIA Webinar! Support the latest industry knowledge.
- Complimentary feature in the Cutting Edge section of the *TCI Magazine*.

Receive

- Discounts on TCIA Products

Representation

- TCIA Board of Directors, the ANSI A300 Tree Care Management Standards Committee, etc.

Contact corporate@tcia.org to learn more about joining TCIA!

Safe depictions of tree work

As the saying goes, "a picture is worth a thousand words." In this spirit, TCIA maintains a standard of, at a minimum, prohibiting any image in either editorial or advertising copy that appears to depict improper or unsafe practices according to OSHA requirements as well as the industry's ANSI Z133 safety standard for safe work practices.

If you have questions, please reach out. We maintain a list of common errors in ads and will be glad to provide this list, along with a copy of the Z133 standard for safety upon request. Our goal is to partner with you to improve safety in the industry.



TCIA
TREE CARE INDUSTRY
ASSOCIATION | TCIA.ORG

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