

A person wearing a red helmet, a grey t-shirt with a logo, and a safety harness is working on a tree. They are holding a chainsaw and appear to be cutting a branch. The background is filled with green leaves and tree branches.

# TCI MAGAZINE 2020 MEDIA KIT



## ABOUT *TCI MAGAZINE*

*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, 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. Plus, *TCI Magazine* is free to U.S.-based companies.





A professional arborist is shown in a forest, wearing an orange helmet with a clear face shield, a dark blue short-sleeved shirt, and red protective chaps over dark pants. He is using a chainsaw to cut through a tree stump. Wood chips are flying in the air around him. The background consists of green foliage and tree trunks.

# WHY ADVERTISE IN *TCI MAGAZINE*

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

- 24,000 Subscribers
- 82% Tree Care Companies (others include utilities, landscapers, etc.)
- 84% Decision Makers (presidents, vice-presidents, managers, directors)

*Based on an independent annual audit*



# 2020 TCI MAGAZINE EDITORIAL CALENDAR

## JANUARY

Training Issue

### Ad Closing:

11/29/19

### Materials Due:

12/6/19

### Special Features:

Trucks & Stump Grinders; Employee competency; Trainers for hire

## FEBRUARY

Cranes Issue

### Ad Closing:

12/27/19

### Materials Due:

01/03/20

### Special Features:

Cranes; PPE; Crane & K-Boom Best Practices; Soil Amendments & Pest Management

## MARCH

Women in Tree Care Issue

### Ad Closing:

1/31/20

### Materials Due:

02/07/20

### Special Features:

Log Loaders; Skid Steers; Profile of a Minority-Owned Business

## APRIL

Plant Health Care Issue

### Ad Closing:

2/28/20

### Materials Due:

03/06/20

### Special Features:

Cabling and Bracing; Spray Equipment; Soil Amendments; Pest Management

## MAY

Workforce Development Issue

### Ad Closing:

03/27/20

### Materials Due:

04/03/20

### Special Features:

Chippers; ROW Equipment; Employee Recruitment Best Practices

## JUNE

Chain Saws & Hand Tools Issue

### Ad Closing:

04/24/20

### Materials Due:

05/01/20

### Special Features:

Chain Saws; Hand Tools; Labor-Savers

## JULY

Rigging Issue

### Ad Closing:

05/29/20

### Materials Due:

06/05/20

### Special Features:

Grapples and Other Attachments; Rigging Cycles-to-Failure

**Special Issue: Summer Buyer's Guide**

## AUGUST

Climbing Issue

### Ad Closing:

06/26/20

### Materials Due:

07/03/20

### Special Features:

Climbing Gear; Ropes Basics are Boring: NOT!

**Bonus Circulation – ISA Conference**

## SEPTEMBER

Business & Technology Issue

### Ad Closing:

07/24/20

### Materials Due:

08/07/20

### Special Features:

Trucks; Attachments; Delegating & Elevating

## OCTOBER

Storm Prep Issue

### Ad Closing:

08/28/20

### Materials Due:

09/04/20

### Special Features:

Storm Readiness; What's in Your Go Bag?

## NOVEMBER

TCI EXPO Show Issue

### Ad Closing:

09/25/20

### Materials Due:

10/02/20

### Special Features:

Aerial Equipment; Rigging

**Bonus Circulation – TCI EXPO**

## DECEMBER

Fleet/Driver Issue

### Ad Closing:

10/30/20

### Materials Due:

11/6/20

### Special Features:

Chippers; Stump Grinders; Leasing and Financing; Fleet Management

**Special Issue: Winter Buyer's Guide**

# 2020 TCI MAGAZINE AD RATES

## MONTHLY AD RATES

SIZE	1X	3X	6X	12X
Full Page	\$4,077	\$3,993	\$3,783	\$3,568
2/3 Page	\$3,548	\$3,451	\$3,393	\$3,259
1/2 Page Island	\$3,103	\$3,024	\$2,962	\$2,865
1/2 Page	\$2,684	\$2,608	\$2,547	\$2,477
1/3 Page	\$2,000	\$1,948	\$1,900	\$1,798
1/4 Page	\$1,410	\$1,381	\$1,350	\$1,303
1/6 Page	\$1,178	\$1,150	\$1,131	\$1,081
Two-Page Spread	\$7,867	\$7,821	\$7,375	\$6,918
Premium Cover	\$5,436	\$5,350	\$5,152	\$4,926

Prices are net



### MARKETPLACE

Take advantage of TCI Magazine's one stop shop for readers' business needs, with pages dedicated to business card size advertising.

**Business Card**  
(3.5" x 2") – \$300

**Double Business Card**  
(7" x 2" or 3.5" x 4") – \$600

### DIGITAL ENHANCEMENTS

**Additional Hyperlink** – \$25  
Enhance your print ad online by adding a specific URL and direct readers to your website with one click.

**Video/Audio Upgrade** – \$200  
Generate greater awareness of a product, service or promotion and provide additional information right at the point of contact by embedding video or sound into your ad online.

### SPECIAL OPPORTUNITIES

**Postcard Tip In:**  
Starts at \$3,000

**Inside Cover Fold Out:**  
Starts at \$5,500

**Center Spread Fold Out:**  
Starts at \$5,500

**1-4 Page Polybag Ride Along:**  
Starts at \$8,500

**4 Page Tip In:**  
Starts at \$8,500

*Prices provided are estimates and are subject to individual quotes (based on ad content, paper weight, surcharges, postage, etc.). Please contact TCIA for customized quote and details.*





# 2020 *TCI MAGAZINE* AD SPECIFICATIONS

DESCRIPTION	WIDTH/HEIGHT (INCHES) LIVE SIZE	WIDTH/HEIGHT (INCHES) BLEED AREA
Full Page (Trim Size)	8.125 x 10.875	8.375 x 11.125
2/3 Page	4.875 x 10.00	
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 (Trim Size)	16.25 x 10.875	16.5 x 11.125

## AD REQUIREMENTS

- PC format digital ads required
- Preferred file types are as follows: .PDF, .TIFF or .EPS
- Color ads must be in CMYK format, 300 dpi
- To ensure font accuracy, please convert all text to outlines before sending.

## SUBMITTING ADS

Upload to your File Transfer website (DropBox, WeTransfer, etc.) and advise TCIA when/how to access by emailing [sblanchette@TCIA.org](mailto:sblanchette@TCIA.org)

### *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 safety standard upon request. Our goal is to partner with you to improve safety in the industry.

# TCI MAGAZINE AUDIT REPORT

Audit period: July 1, 2017-June 30, 2018

Average net  
circulation  
(Print edition)

**24,815**

Average monthly  
unique users  
(Digital edition)

**12,136**

## TCIA SOCIAL MEDIA



Average likes

**16,187**



Average followers

**6,958**



Average followers

**6,320**



Average followers

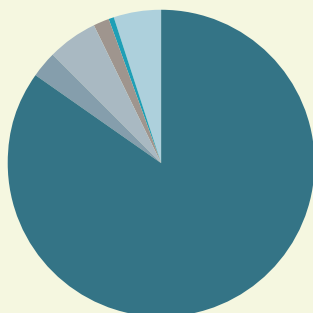
**2,224**

Average website  
unique users

**20,121**

Average  
e-Newsletter  
subscribers

**8,876**



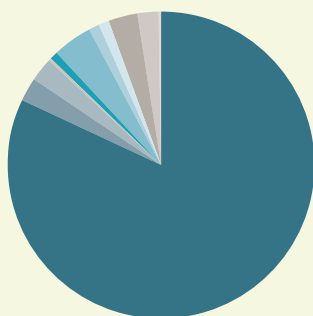
## OPTIONAL PUBLISHER REPORTING - TITLE

June 2018

- Presidents, Vice Presidents, Managers & Directors (84.8%)
- Superintendents & Supervisors (2.8%)
- Arborists, Landscapers & Grounds Managers (5.3%)
- Foresters, Consultants & instructors (1.8%)
- Government Official (0.3%)
- Purchasing Agents (0.1%)
- Other (4.9%)

Digital edition  
subscribers  
(Unduplicated)

**476**



## OPTIONAL PUBLISHER REPORTING - INDUSTRY

June 2018

- Tree Service (82.3%)
- Manufacturer & Distributor (2.3%)
- Government Agency (2.6%)
- Advertising Agency (<0.1%)
- Extension Service (0.2%)
- Hospital, Golf Course, Office & Apartments (0.7%)
- Consulting Firm (4.3%)
- Utility (1.2%)
- School or University (0.9%)
- Landscape Contractor (3.0%)
- Other (2.4%)
- Other Paid (0.1%)

Unique digital  
edition users  
(Web)

**11,644**

Unique digital  
edition users  
(Mobile)

**492**



For a copy of the full 2019 audit report, contact TCIA.



# ADDITIONAL ADVERTISING OPPORTUNITIES



## BUYERS GUIDE:

This stand-alone print and digital supplement to *TCI Magazine* is the go-to resource for tree care companies looking for products and services.

*4 Color Ad, with text (100 words or less) and graphics (3"x2")* – \$850

*Alphabetical Listing* – FREE for TCIA Members (\$100 for additional listings)

*Alphabetical Listing with Marketing Message* – \$25 per Line (4-line minimum)

## TCIA.ORG BANNER ADVERTISING:

Visitors are coming to TCIA.org for news, safety articles, training and events information and more. Ads are available on the following pages:

- Supplier Directory, which is used by tree care professionals for their purchasing needs.
- Events Landing Page, which lists all upcoming industry events.

*Premium Monthly Banner Ad*      \$300

*Monthly Banner Ad*      \$200

*Banner Ad Specs:* Display Size is 250 pixels by 150 pixels

*File Size:* Under 3mb

*Format:* PNG or JPEG

## EQUIPMENT CLASSIFIEDS:

Advertisement is 250 characters and runs in one issue of *TCI Magazine* (and on TCIA.org) for one month.

*Text* – TCIA Member – \$70 | Non-Member – \$80

*Text and Graphic* – TCIA Member – \$80  
Non-Member – \$90

## TCIA EMAIL ADVERTISING:

Secure your spot as a featured advertiser in one of TCIA’s monthly email blasts, which each feature a high open rate.

*TCI Magazine Email*      \$300

Sent monthly to nearly 12,000 subscribers.  
Features a 20% open rate.

*Member Connections Email*      \$300

Sent monthly to 6,000 TCIA member company emails. With a 20% open rate, this email is a great way to get in front of your audience.

*Banner Ad Specs:* Display Size is 650 pixels by 300 pixels

*File Size:* Under 3mb

*Format:* PNG or JPEG

## TREEWORKER:

Written by arborists for field employees, this monthly print (and digital) publication is a “must” read with a long shelf life.

*Full Page Ad*      \$550

*Half Page Ad*      \$375





## CAREER CENTER:

Our Career Center on OutsideCareers.org is an industry-specific job board that caters exclusively to tree care work. No more competing amongst other skilled trades on an open job board. Job seekers are specifically interested in a career in arboriculture!

**Economy Package:** Advertisement is limited to 500 characters, runs online for 30 days, and allows you to interact immediately with anyone who contacts you directly.

TCIA Member – \$75

Non-Member – \$125

**Basic Package:** Advertisement allows for unlimited characters, runs online for 30 days, and includes your logo featured on the TCIA Career Center homepage.

TCIA Member \$299

Non-Member \$399

**Premium Package:** Advertisement allows for unlimited characters, runs online for 60 days, gives unlimited access to the resume database for

60 days, includes your logo featured on the TCIA Career Center homepage, distribution to our Partner Network of job boards, and your job will be highlighted in search results and job alerts to job seekers. Your job will also be sent out in our monthly Job Watch email to 7,000+ tree care professionals.

TCIA Member \$499

Non-Member \$599

## Career Center Upgrades:

Print Upgrade (Included in TCI Magazine) – \$40

Job Watch Email (Sent to 7,000+ tree care professionals) – \$199

Partner Network – \$119

Veterans Network – \$99



# ADDITIONAL OPPORTUNITIES

## TCI EXPO 2020

Baltimore, Maryland – Thursday October 29 through Saturday, October 31, 2020.

TCI EXPO is the world's largest tree care industry trade show and conference. Over the years, TCI EXPO has grown beyond just a huge industry showroom – though that's still the show's strength.

TCI EXPO is the only trade show for the tree care industry that features a full slate of seminars designed specifically for commercial tree care business owners. That's why you'll find more business owners at TCI EXPO than anywhere else.

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



## TCI EXPO 2020 EXHIBITING RATES

	Before Jan. 1, 2020	After Jan. 1, 2020
TCIA Member	\$1,750	\$1,800
Non-Member	\$2,180	\$2,230

Prices are per 10x10 booth

## TCIA ASSOCIATE MEMBERSHIP

Are you a tree care industry supplier, manufacturer or service provider? Join TCIA as an Associate Member to put your product or service in front of a large base of tree care company members!

*Membership benefits include:*

### TCI EXPO

Associate members receive up to 25% off booth space registration.

### Advertising

Associate members are highlighted online in the Supplier Directory and in the Buyers' Guide.

### New Ways Reach Your Customers

Take advantage of opportunities to connect with your customers:

- Mailing Lists: Cut through the email clutter. Rent an efficient, custom-designed, pre-sorted mailing list of TCIA members or *TCI Magazine* subscribers.

- Representation: Associates are represented on the TCIA Board of Directors, the ANSI A300 Tree Care Management Standards Committee, etc.

### Industry Involvement

Embed yourself in the industry with opportunities exclusive to associates:

- Storm Network: Join the community of TCIA members who collaborate on the storm network
- Member Discounts: Enjoy discounts on frequently used services like shipping companies, phone service providers and more.

## ASSOCIATE MEMBERSHIP RATES

### Annual Rates:

Manufacturer: \$687

Distributor: \$490

Support Services: \$490



## PARTNERSHIP OPPORTUNITIES

Partners Advancing Commercial Tree Care (PACT) is a strategic partnership that champions the growth and development of our industry. The support from our PACT partners help fund our programs, including our education and training efforts, while also providing our partners with benefits.

### ANNUAL PARTNERSHIP RATES

No matter your company size, there is an opportunity to become a PACT partner.

CROWN Partners	\$20,000
BRANCH Partners	\$15,000
ROOT Partners	\$7,500
SEED Partners	\$2,500



### LEARN MORE:

670 N. Commercial St., Suite 201  
Manchester NH 03101  
603.314.5380  
advertising@tcia.org  
TCIA.org



## ADDITIONAL OPPORTUNITIES

### Looking to support the future?

The Robert Felix Memorial Golf Tournament, held at Winter Management Conference, and Student Career Days, held at TCI EXPO, raise funds for students of arboriculture. Supporting these events helps grow the industry and puts your company in front of current company owners and future tree care workers.

### Looking to make a difference in the industry?

As the voice for the tree care industry, the Voice for Trees Political Action Committee works through the legislative process to advance issues vitally important to the tree care industry. The VFT political action committee organizes TCIA members and raises funds necessary to positively affect national tree care issues such as immigration, pesticide regulations, hours of service rules, and changes in the American workplace.

### Looking to meet customers face to face?

The Arborist Safety Training Institute (ASTI) provides grants for job and safety training to minimize consequent deaths and injuries, and promote overall workforce safety. TCIA Associate Members are encouraged to apply for grants to fund a safety training workshop at their facility.

### Looking to promote your product?

Through our Affinity program, TCIA teams up with Associate Members (like you) that provide valuable products and services to our members. You provide cost savings and special services (basically, giving back a portion of your sales to TCIA that are applied as credits toward our tree care members' dues), while TCIA promotes your Affinity partnership (and your products/services) on your behalf.





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[TCIA.org](http://TCIA.org)  
Published information  
accurate as of September 2019.

