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
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!
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.*

**WHY ADVERTISE?**

advertising@tcia.org
## 2021 Editorial Calendar

### JANUARY
**Topics:**
TCI Virtual Summit Show Issue!

**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

Unique users | Digital edition
14,762

Unique digital edition users | Web
11,777

Unique digital edition users | Mobile
2,985

Net circulation | Print edition
24,904

Average tcia.org unique users
15,655

Average e-Newsletter subscribers
11,870

Where our readers work
- Tree Service Company 73.8%
- Owner 63%
- Manager 6.8%
- Superintendents 0.5%
- President 8.4%
- Vice-President 1.3%
- Manager 6.8%
- Superintendents 0.5%
- Owner 63%
- President 8.4%
- Vice-President 1.3%
- Manager 6.8%
- Superintendents 0.5%
- Government Agency 2.3%
- Government Official 0.3%
- Consultants 0.4%
- Instructors 0.4%
- Arborist 4.2%
- Other 10.3%
- Grounds Managers 0.4%
- Government Official 0.3%
- Consultants 0.4%
- Instructors 0.4%
- Arborist 4.2%
- Other 10.3%
- Advertising Agency 0.1%
- Director 0.8%
- Purchasing Agent 0.1%
- Landscapers 0.4%
- Owner 63%
- President 8.4%
- Vice-President 1.3%
- Manager 6.8%
- Superintendents 0.5%
- Government Agency 2.3%
- Government Official 0.3%
- Consultants 0.4%
- Instructors 0.4%
- Arborist 4.2%
- Other 10.3%
- Extension Service 0.1%
- Utility 1.0%
- School or University 0.7%
- Landscape Contractor 15.5%
- Other 3%

Who our readers are
- Owner 63%
- President 8.4%
- Vice-President 1.3%
- Manager 6.8%
- Superintendents 0.5%
- Forester 1%
- Supervisor 1.7%
- Director 0.8%
- Purchasing Agent 0.1%
- Landscapers 0.4%
- Arborist 4.2%
- Other 10.3%

TCIA Social Media Stats as of June 30, 2020

Facebook
24,845 Followers

Twitter
7,770 Followers

Instagram
16,100 Followers

LinkedIn
7,599 Followers

Audit period: July 1, 2018 - June 30, 2019
For a copy of the full 2020 audit report, email advertising@tcia.org
## Print Ad Specifications

<table>
<thead>
<tr>
<th>DESCRIPTION</th>
<th>WIDTH/HEIGHT (INCHES)</th>
<th>WIDTH/HEIGHT (INCHES)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page (Trim Size)</td>
<td>8.125 x 10.875</td>
<td>8.375 x 11.125</td>
</tr>
<tr>
<td>1/2 Page Island</td>
<td>4.875 x 7.50</td>
<td></td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>7.50 x 4.875</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Vertical</td>
<td>2.25 x 10.00</td>
<td></td>
</tr>
<tr>
<td>1/3 Page Horizontal</td>
<td>4.875 x 4.875</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Vertical</td>
<td>2.25 x 7.50</td>
<td></td>
</tr>
<tr>
<td>1/4 Page Horizontal</td>
<td>4.875 x 3.625</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25 x 4.875</td>
<td></td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.875 x 2.50</td>
<td></td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>15.625 x 10</td>
<td>16.25 x 10.875</td>
</tr>
</tbody>
</table>

## 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.
# Print Ad Rates (MONTHLY)

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

**Table 1: Digital Advertising Opportunities**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price per 4,000 impressions</th>
<th>Concurrent Ad Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large sidebar ad (250 x 600 pixels)</td>
<td>$96</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Small sidebar ad (250 x 150 pixels)</td>
<td>$72</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Mid-article ad (780 x 90 pixels)</td>
<td>$72</td>
<td>5</td>
<td></td>
</tr>
</tbody>
</table>

**Table 2: TCIA Emails**

<table>
<thead>
<tr>
<th>Email Type</th>
<th>Description</th>
<th>Ad Sizes</th>
<th>Prices per 4,000 impressions</th>
<th>Concurrent Ad Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>TCI Magazine Email</strong></td>
<td>This email expands on the <em>TCI Magazine</em> readership, directing recipients to</td>
<td>Large ad (650 x 325 pixels)</td>
<td>$600</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>the new <em>TCI Magazine</em> website!</td>
<td>Small ad (325 x 325 pixels)</td>
<td>$300</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sent monthly to more than 11,870 <em>TCI Magazine</em> subscribers. Average Open</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Rate: 23.37%.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TCIA Member Connections Email</strong></td>
<td>This is a great way to get in front of our engaged and motivated members</td>
<td>Large ad (650 x 325 pixels)</td>
<td>$600</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>each month!</td>
<td>Small ad (325 x 325 pixels)</td>
<td>$300</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Sent monthly to 9,400 TCIA member contacts. Average Open Rate: 23.98%.</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Table 3: Mobile App Advertisements**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Size</th>
<th>Price per 4,000 impressions</th>
<th>Concurrent Ad Spots</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large ad (650 x 325 pixels)</td>
<td>$600</td>
<td>2 large ads available each month</td>
<td></td>
</tr>
<tr>
<td>Small ad (325 x 325 pixels)</td>
<td>$300</td>
<td>3 small ads available each month</td>
<td></td>
</tr>
</tbody>
</table>

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.

**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*
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 out 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**

<table>
<thead>
<tr>
<th></th>
<th>Before 1/1/21</th>
<th>After 1/1/21</th>
</tr>
</thead>
<tbody>
<tr>
<td>TCIA Member</td>
<td>$1,750</td>
<td>$1,800</td>
</tr>
<tr>
<td>Non-Member</td>
<td>$2,180</td>
<td>$2,230</td>
</tr>
</tbody>
</table>

*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!

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**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.