

The logo for TCI MAGAZINE features a stylized tree icon above the text "TCI MAGAZINE". Below the title, it reads "Official publication of the TREE CARE INDUSTRY ASSOCIATION".

# 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.*

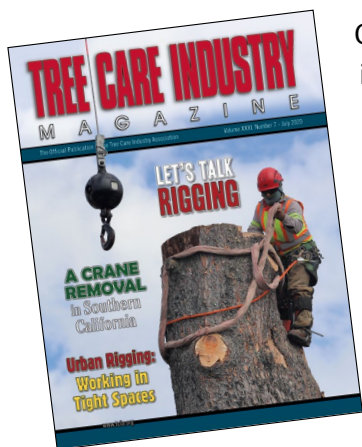
A low-angle photograph of a large, leafless tree against a bright blue sky. A person is visible climbing the tree, silhouetted against the sun. The sun is low on the horizon, creating a lens flare effect. The background shows a dense forest of evergreen trees.

Contact us at  
[advertising@tcia.org](mailto: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



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



A woman wearing an orange safety suit, helmet, and goggles is using a chainsaw to cut a large log in a snowy field. The log is lying on the ground, and the woman is crouched next to it. The background shows a snowy landscape with some trees and a building in the distance.

# 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.*

# 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

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

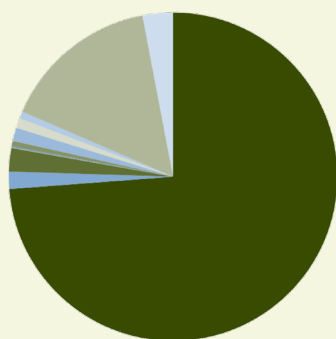
15,655

Unique digital edition users | Mobile

2,985

Average e-Newsletter subscribers

11,870



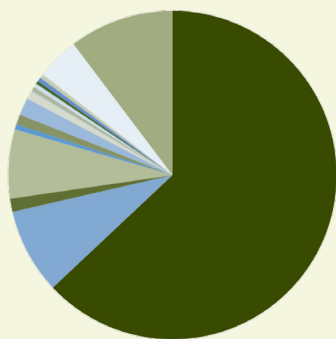
## Where our readers work

- 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](mailto:advertising@tcia.org)



## 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%
- Grounds Managers 0.4%
- Government Official 0.3%
- Consultants 0.4%
- Instructors 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

## 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](mailto: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)

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





# 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](mailto: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)*

2 large ads available each month

\$600

### *Small ad (325 x 325 pixels)*

3 small ads available each month

\$300

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)*

2 large ads available each month

\$600

### *Small ad (325 x 325 pixels)*

3 small ads available each month

\$300

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*



The gang at Pine Valley  
Tree Services, New Jersey  
reading the *TCI Magazine*!  
Photo by Jordan Tielman,  
BadMedia, LLC.

# 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](mailto:advertising@tcia.org) for a customized quote and details.



# Additional Opportunities

## TCI EXPO'21 - Indianapolis, Indiana November 4-6, 2021 | [expo.tcia.org](https://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](https://summit.tcia.org)

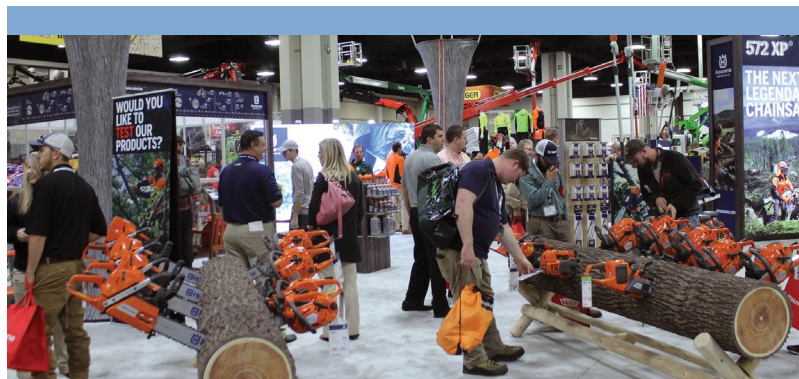
Participate as an exhibitor in the first ever Virtual Summit and come together with colleagues at one of the largest virtual networking events in the tree care industry. There will be online learning from 25+ industry experts; a networking lounge where group discussions can take place and 1-on-1 conversations 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](https://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](mailto: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](mailto: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.







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