



THE TIMBER INDUSTRY MAGAZINE

Established in 1873

media details
2011



www.ttjonline.com



Timber Trades Journal (TTJ) is the most widely and highly respected title in its market, renowned for its editorial content and impartial perspective on latest business and market trends across the timber industry. The magazine also has a widespread reputation as a forum for the timber sector.

Leading industry players and senior executives from trade bodies throughout the UK and worldwide not only read it, they write for it too, giving their expert views on key topics and issues of the day. Our people page is the place for the industry to post appointment and promotion news. All this, and the fact that the TTJ has been published for nearly 140 years, has created tremendous industry identification with the title and an invaluable sense of ownership.

The TTJ's core readership is timber importers and distributors. Our coverage ranges from forestry and primary production, through sawmilling and initial processing, to shipping, distribution and end user

markets. We also cover technical issues, wood-processing machinery and timber treatments and finishes. We run supply and pricing trend reports for the industry's key material, product and customer sectors in every edition and regular special focus articles on the timber sectors of individual producer countries. As a result we are an international publication and our global reputation is underlined by the fact that overseas organisations and businesses sponsor our TTJ business conferences and the prestigious annual TTJ Awards.

The TTJ is also the prime marketing vehicle for suppliers to the timber industry. Influential, taken seriously, read in depth and distributed across the UK and globally, it provides the setting for advertising to have maximum impact with key decision makers.

In today's increasingly environmentally-conscious global market, the issues of timber and forestry eco certification, deforestation and illegal logging are also absolutely vital. The TTJ is the sole publication tackling these issues in depth and keeping up to date on latest developments worldwide.

And our online presence, www.ttjonline.com, has cemented TTJ's reputation as a forward-thinking, evolving publication for the 21st century. The site is updated with exclusive new content daily, sends out weekly news bulletins, carries an archive of our market reports and special features and includes a comprehensive directory.

TTJ circulation and readership

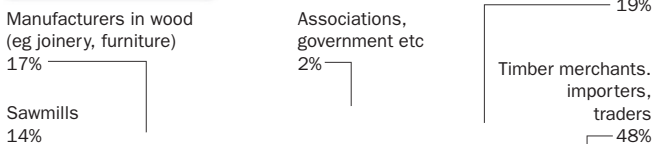
TTJ is the definitive publication for the timber industry and has been around since 1873. TTJ is published every two weeks and is backed up by the industry's leading website, www.ttjonline.com which is updated with news and information daily.

TTJ and the TTJ website (www.ttjonline.com) are backed by our products and services, which provide an excellent platform to market your business and its products. These include Timber & Sustainable Building (www.timber-building.com) and our famous TTJ Awards ceremony, which is the social highlight of the year for the timber industry.

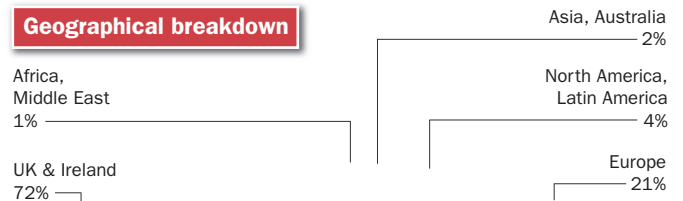
TTJ stats at a glance

- > Readership: **23,214**
- > Circulation: **4,380** subscribed (with an additional **1,200** digital copies emailed out)
- > Average number of readers per copy: **5.3** (according to reader research)

Type of business



Geographical breakdown





Issue and features

January 8/15

Marketing

January 22/29

Floor, roof and wall systems

February 5/12

Dust extraction

February 19/26

Ecobuild preview

March 5/12

Trussed rafters and roofing products

March 19/26

Biomass and wood energy

April 2/9

Software and IT

April 16/23

US hardwoods and directory

April 30/ May 7

Tropical timber

May 14/21

Ligna preview

Machinery and power tools

May 28/June 4

Timber frame

June 11/18

Ligna review

June 25/July 2

Germany

Issue and features

July 9/16

Mouldings and moulders

July 23/30

Panels and sheet materials

August 6/13

Engineered timber

August 20/27

Glee preview and garden products

September 3/10

TTJ Awards supplement

Timber Expo preview

September 17/24

Shingles & cladding, plus Canadian market overview

October 1/8

Interbuild preview

Website design and online trading

October 15/22

Handling, storage and delivery vehicles

October 29/ November 5

Joinery at the merchant/windows and doors

November 12/19

Preservatives and fire retardants

November 26/December 3

Sweden and Finland

December 10/17

European hardwoods

December 24/31 (published December 17)

Coatings and finishes

Rates, mechanical data and online statistics

DOUBLE-PAGE SPREAD	
Bleed	303x426mm
Trim	297x420mm
Type area	280x400mm
Bleed page	303x216mm

FULL PAGE	
Bleed	303x216mm
Trim	297x210mm
Type area	280x192mm
Front cover ad position	200x190mm

OTHER SIZES	
Half page across	130x192mm
Half page upright	280x92mm
Quarter page across	60x192mm
Quarter page upright	130x92mm

DISPLAY ADVERTISING RATES (£) FULL COLOUR			
Size	1x rate	3x rate	12x rate
Full page	2,195	2,155	2,070
Half page	1,545	1,535	1,495
Quarter page	1,225	1,215	1,185

SPECIAL POSITIONS	
Front cover package (includes inside front cover)	£3,449
Double-page spread full colour	£3,699
Outside back cover	£2,449
Inside back cover	£1,649
Early right-hand page (page 5 or 7)	£2,249
Advertiser profile (inside and outside back cover)	£2,980
Loose inserts, A4 single sheet (100 gsm)	£POA*
Bound inserts, A4 single sheet (100 gsm)	£POA*
Run-ons or reprints	£POA*

*POA = Prices on application

ADVERTISER DIGITAL FACTSHEET	
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CLASSIFIED & RECRUITMENT ADVERTISING					
Classified					
£15 per single column centimetre rate					
<i>Series discounts</i>	<i>3 issues – 5%</i>	<i>6 issues – 10%</i>	<i>12 issues – 15%</i>	<i>24 issues – 20%</i>	
Recruitment					
1/4 page £800		1/2 page £1,500			

ONLINE ADVERTISING INFORMATION		
Advert type	Size (pixels)	Prices from (per month)
Skyscraper	120x600	£450
Standard banner	468x60	£400
Standard button	120x90	£275
Section advert	250x250	£375
Editorial embedded ads	180x150	£250
Email newsletter sponsorship	-	£150 per week (minimum period 1 month)
Sponsorship	-	prices available on request
Classified enhancements	-	prices available on request
Recruitment advertising	-	prices available on request
Sizes based on a minimum resolution of 72dpi		

www.tjonline.com statistics

TTJ statistics using Google Analytics.
From June to October 2009
www.tjonline.com received:

- > A Google ranking of 5
- > 26,778 unique visitors (5,356 visitors per month)
- > 176,907 page views (35,381 pages viewed very month)
- > Each visitor viewed on average 3.23 pages per visit
- > Each visitor spent on average 2 minutes 42 seconds on site per visit
- > 54% of visitors return regularly to site
- > Each visitor on average views 2.1 pages per visit

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