

DID YOU KNOW?

## GO-TO INFORMATION SOURCE

Tree Services has all the markets covered — over 17,000 print subscribers; 5,100 average unique visitors per month on TreeServicesMagazine.com; 5,700 e-newsletter subscribers and over 2,300 social media followers.

## THE TOP PUBLICATION

Arborists and tree care contractors turn to Tree Services for the critical educational content, professional insights and key product information they need to help them build safe and successful businesses. As the publication arborists and tree care contractors rely on, Tree Services is the top informational source for key decision-makers who hold the buying power in the tree service and arboriculture industries.

## 8K+ PAGE VIEWS

We think in a digital mindset. We add more content and up-to-date news to TreeServicesMagazine.com every month that will help you become better arborists and run better businesses.

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	SPECIAL FOCUS	FEATURES	DIGITAL EXTRAS
<b>JANUARY/FEBRUARY</b> Print Ad Close: 1/19	<b>State of the Industry Survey</b>	<b>Tree Health:</b> Importance of Location // <b>Talking:</b> Chain Saws // <b>Talking:</b> Chippers // Rope & Saddle Issues // Winter Effects on Trees // Working Mobile // Splicing	<b>Expanded:</b> State of the Industry Survey // <b>Trade Show Coverage:</b> Southern Chapter ISA // New Products for the New Year // Benefits of Monday Meetings // <b>Share With Us:</b> Your Rope & Saddle Setup // Industry News // From the Archives
<b>MARCH</b> Print Ad Close: 2/16	<b>The Safety Issue</b>	<b>Tree Health:</b> Review, Repair, Replace // Safety in Climbing // Fitness & Safety // ANSI Standards // PPE & First Aid Review // Risk Assessment // Chain Saw Safety // Chipper Safety	Diseases of Crabapples // Safety Review // <b>Share With Us:</b> Your Safety Tips // <b>Share With Us:</b> How Do You Stay Fit on the Job? // Industry News // From the Archives
<b>APRIL</b> Print Ad Close: 3/14	<b>Chipper Maintenance 101</b>	<b>Tree Health:</b> Utilities // <b>Talking:</b> Lifts & Cranes // Arbor Day // Crane Use // Proper Pruning // Footlocking	International Tree Climbing Championship // Arbor Day Coverage // <b>Share With Us:</b> How Does Your Company Celebrate Arbor Day? // Fuel Choices // Industry News // From the Archives
<b>MAY/JUNE</b> Print Ad Close: 5/17	<b>Proper Climbing Practices</b>	<b>Trade Show Preview:</b> International Society of Arboriculture Conference & Trade Show // <b>Tree Health:</b> Leaf Feeders // <b>Talking:</b> Disease & Pest Control Products // Utility Line Safety // Annual Tree Care Accident Report // International Tree Climbing Championship	Woodlots // <b>Share With Us:</b> Storm Stories // Angling for a Raise // Industry News // From the Archives
<b>JULY/AUGUST</b> Print Ad Close: 7/13	<b>Trees &amp; Drought</b>	<b>Tree Health:</b> Irrigation & Trees // <b>Talking:</b> Trimming Equipment & Vegetation Management // Wildfires & Tree Care // Abiotic Influences // Career Advancement // Water & Tree Care	<b>Trade Show Coverage:</b> International Society of Arboriculture Conference & Trade Show // <b>Share With Us:</b> Social Media & Your Business // <b>Share With Us:</b> Moving Up the Career Ladder // Industry News // From the Archives
<b>SEPTEMBER</b> Print Ad Close: 8/16	<b>Tree Care Company Wish List</b>	<b>Trade Show Coverage:</b> International Society of Arboriculture Conference & Trade Show // <b>Tree Health:</b> Tree Wounds // Weather Forecasting & Tree Care // Emerald Ash Borer // Getting Certified	<b>Trade Show Coverage:</b> Paul Bunyan Show // <b>Share With Us:</b> What Apps Do You Use? // Industry News // From the Archives
<b>OCTOBER</b> Print Ad Close: 9/14	<b>Equipment Trends</b>	<b>Trade Show Preview:</b> Tree Care Industry Expo // <b>Tree Health:</b> Parts You Can't See // <b>Talking:</b> Stump Grinders // Wood Waste Solutions // Crew Leadership	<b>Trade Show Coverage:</b> Tree Care Industry Expo // <b>Share With Us:</b> Your Wood Waste Solutions // Processing Firewood // Industry News // From the Archives
<b>NOVEMBER</b> Print Ad Close: 10/12	<b>Snowstorms</b>	<b>Tree Health:</b> Winter Protection // <b>Talking:</b> Skid Loaders // Upgrading Your Skid-Steer or Compact Loader // Tree Care Company Profile // TREE Fund	<b>Trade Show Coverage:</b> Tree Care Industry Expo // <b>Share With Us:</b> Your Snow Storm Stories // Industry News // From the Archives
<b>DECEMBER</b> Print Ad Close: 11/14	<b>The Business Issue</b>	<b>Trade Show Coverage:</b> Tree Care Industry Expo // <b>Tree Health:</b> Customer Service Tactics // <b>Talking:</b> Climbing/Ropes // Hiring // Estimating // Labor Scarcity // Bidding // Branding Your Business // Financing Equipment // Business Management	<b>Trade Show Coverage:</b> New England GROWS // <b>Share With Us:</b> Business Management Tips // Industry News // From the Archives

## FEATURED EVERY MONTH

**TREE TALK** // Features news tidbits, trivia, social media posts, a useful Pro Tip and general items of interest from around the arboriculture industry.

**NEW PRODUCTS** // We highlight several recently released products that could save you and your business time, money and sanity.

**TREE HEALTH** // Industry expert John C. Fech (ISA-certified arborist, TRAQ and horticulturist with the University of Nebraska) takes an educational and scientific look at issues trees face, as well as other industry topics.

**TREE OF THE MONTH** // We select a specific tree species to profile and provide everything you need to know about it.



**FROM THE EDITOR** // Editor in Chief Robert Meyer provides his unique view on critical and topical industry subjects.



**OUT IN THE FIELD** // Consulting arborist and author Vic Foerster shares stories, moments, insights and anecdotes from his decades of experience.

## SPECIAL PACKAGES

**TALKING** // Tree Services engages experts from manufacturers to provide insight tree care pros can apply to essential tasks.

**SHARE WITH US** // We utilize social media to constantly interact and engage with arborists across the country.

**INTERNATIONAL SOCIETY OF ARBORICULTURE** // Throughout the year, we supply content curated by the International Society of Arboriculture, the organization that promotes the professional practice of arboriculture and fosters a greater awareness of the benefits of trees.

### EVENT COVERAGE

Tree Services provides extensive coverage of both the ISA International Conference and Trade Show and the Tree Care Industry Expo — before the events, during the events and afterwards. We also attend and cover various regional events throughout the year.

