

SouthernTM



Background

Operating now for 20 years, this is a range of unique online media reaching 22,000 recipients in topline management of the worldwide forestry and natural resources sectors.

Southern Online

A fortnightly international news headlines service containing mostly southern hemisphere forestry and forest products industry information. A platform for updates, blogs, podcasts, articles and job opportunities via southern.com.

Forest Information Update

A free monthly e-newsletter for the global natural resources and forest inventory and monitoring community.

Southern Hemisphere Forest Industry Journal

Thirty six pages of online magazine with “turning page” technology. News, in-depth articles, Southern market report, book reviews, letters. Available online and emailed to recipients worldwide.

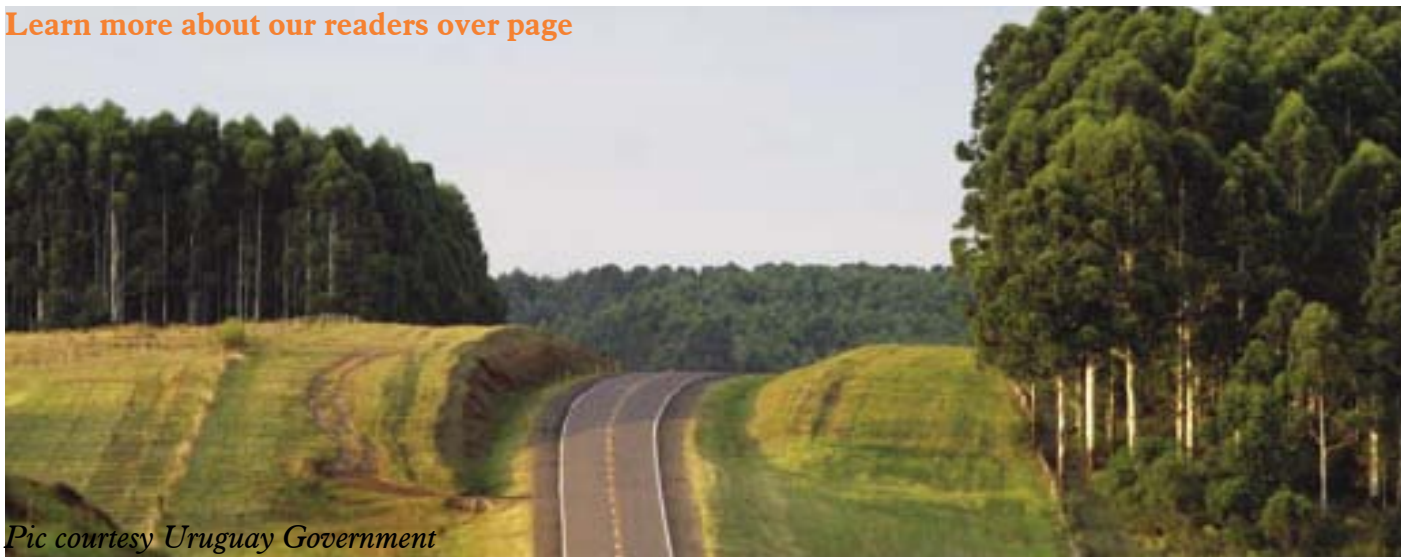
Advertising Rates and Options

US\$12,000 Package - This is premium gold sponsorship with branding banners, text and advertorials across all three media options for 12 months. Change outs of content acceptable every month if required. Links for click through to your website.

US\$5,000 Package - Branding Banners across all three media; links for click through to your website. six months duration.

US\$2,000 Package - For a short term (one month) banner campaign across all three media; links for click through to your website. four weeks duration.

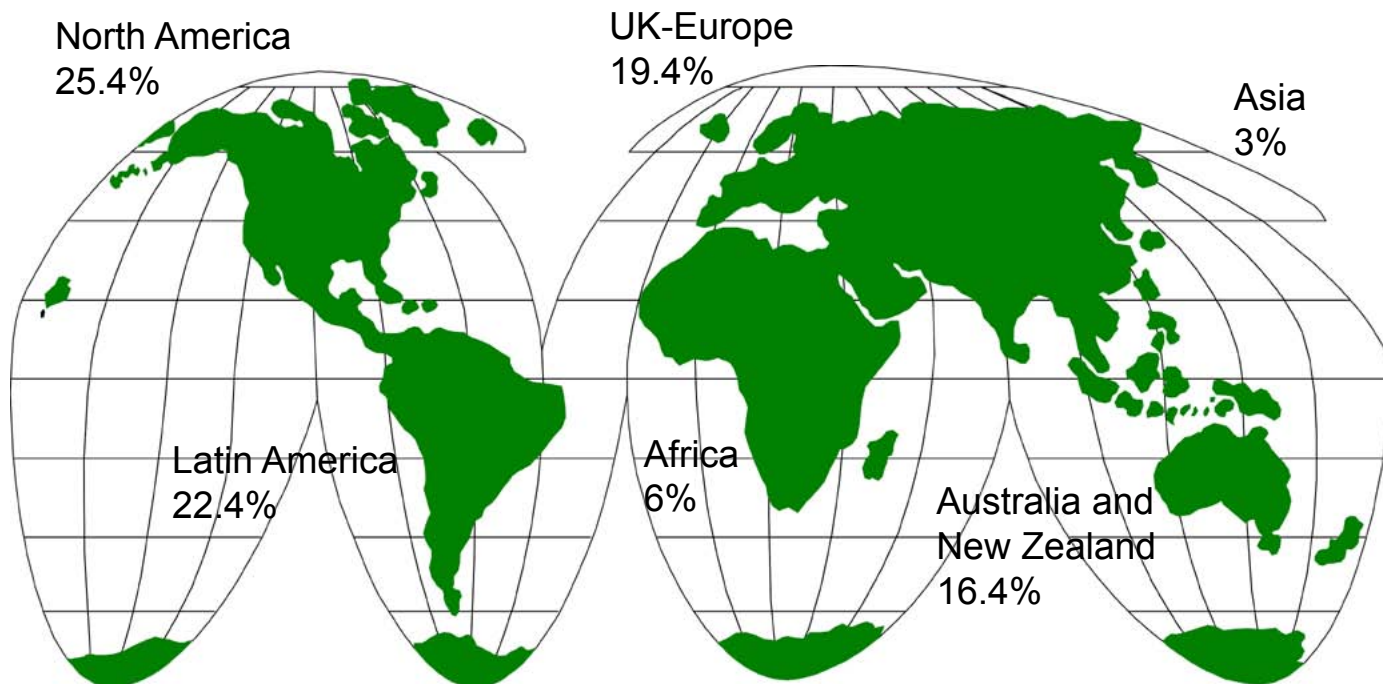
[Learn more about our readers over page](#)



Pic courtesy Uruguay Government

Our influential readers

The influential readers of Southem products span the globe. Just on a quarter are in North America and 22% are in Latin America, with a further 19% in UK-Europe. Of the total recipients of Southem products, 16% are in Australia and New Zealand.



Southem readership spans a broad range of decision-makers in corporate, government and private sector professional positions. This influential group of readers is active in all aspects of the forestry, natural resources, and climate change sector, from establishment, management and marketing to development and trade.

Age and Profile

Highly qualified senior professionals in management, research, education and planning, including top forestry schools and universities worldwide. Aged mostly 40-to-60 years.

79% Make Purchase Decisions

These are for all products and services (details available on request). Sixty six per cent (66%) say they want services and product information.

Do They Read Our Material?

YES and they rate it eight-to-nine out of 10 for quality. Up-to-date forestry intelligence gathered is used to influence decisions.

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