

# ONTARIO 2024 Arborist

MAGAZINE + BLOG  
INFO KIT FOR AUTHORS



Connect and engage with thousands of arborists across Ontario through the publication and digital media they go-to first.



# Print and Digital Media in a niche market

## Our Proven Readership

The niche market of professional arborists and their suppliers in Ontario look to **Ontario Arborist** and ISA Ontario as their leading source of provincial industry information.

**1200+** Active ISA Ontario Members

**4000+** Social Media Followers

**9500+** Expected Readers

**2000+** Email Audience

**58%** Email Newsletter Open Rate

## The Magazine

The award-winning **Ontario Arborist** magazine is the bi-monthly publication of the Ontario Chapter of the International Society of Arboriculture (ISAO); a non-profit organization dedicated to research and education on proper tree care in Ontario.

The **Ontario Arborist** keeps professionals updated on ISA programs and activities, industry information, leading research and local events.

## The Website

ISAOntario.com is a vital resource for members and provides a great advertising opportunity for our partners. Our educational and informative content provides our members with event updates, certification options, business development opportunities and a very popular job bank.



# Ontario's Leading Magazine for the arboriculture industry

## Topics

ISAO is looking for content relevant to Ontario Arborists in the following topics:

- Industry News
- Safety
- Plant Health
- Insects, Birds and Wildlife
- Training, Education and Events
- Technology, Gear and Equipment Reviews
- Business and Marketing
- Health and Wellness
- Lifestyle

## 2024 Production Schedule

Issue	Space Closes	Materials Due	Delivery
<i>Feb/Mar 24</i>	15 DEC 2023	<b>20 DEC 2023</b>	15 FEB 2024
<i>Apr/May 24</i>	15 FEB 2024	<b>25 FEB 2024</b>	15 APR 2024
<i>Jun/Jul 24</i>	15 APR 2024	<b>25 APR 2024</b>	15 JUN 2024
<i>Aug/Sep 24</i>	15 JUN 2024	<b>25 JUN 2024</b>	15 AUG 2024
<i>Oct/Nov 24</i>	15 AUG 2024	<b>25 AUG 2024</b>	15 OCT 2024
<i>Dec/Jan 25</i>	15 OCT 2024	<b>25 OCT 2024</b>	15 DEC 2024

## Article Submissions

Please reach out to Bridget Dilauro ([info@ISAOntario.com](mailto:info@ISAOntario.com)) and Christine Bennis ([christinembennis1@gmail.com](mailto:christinembennis1@gmail.com)) with a synopsis of the article you plan on writing, including the issue, and topic. Feature articles should be between 1500 and 2200 words. All other articles may be between 750 and 1500 words. If possible, please submit a variety of high-resolution photos to support your article. Even photos captured with a current mobile phone will do the trick, if they're taken and shared at maximum resolution. Please make use of subheadings to structure your article for skim-readers and to add emphasis to the meat of your content. Extra points go to authors that include pull quotes or complete interviews with ISA Ontario members! Articles and photos will go in front of the ISAO Communications Committee for approval and editing. Approved articles will be posted to Ontario Arborist and eventually to the ISAO Blog, with traffic coming from our e-newsletter and social channels. As a non-profit, ISAO's budget for written content is quite lean but please email Bridget Dilauro directly for our author compensation rates.

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[ISAOntario.com/Blog](https://ISAOntario.com/Blog)

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## Contact Us

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