

Landscape & Amenity

2014 Media Details

PRODUCT UPDATE



The UK's leading **multi-media** platform for the landscape, amenity and grounds care sector

Launched in 1998, Landscape & Amenity Product Update and its website www.landscapeandamenity.com have become the leading media platform in print and online for landscape and amenity product, technical and case study information.

The mix of professionally written editorial content, manufacturer articles and detailed product information are presented in a format that is ideal for reflecting the visual nature of this industry sector. The tabloid size publication is popular with our readers, a fact that is reflected in our growing ABC audited circulation of buyers, specifiers, operators and groundcare professionals who request a copy of the title each month.

Our new website www.landscapeandamenity.com continues to see a month on month increase in traffic levels from readers who increasingly search for news and information in this way.

Our sales and editorial policy is to fully engage with you the customer to provide a credible media plan that will connect your business, your products and services with readers from across the landscape, groundcare and amenity sectors.

IN PRINT & DIGITAL

Landscape & Amenity Product Update

Play & Activity Today

Urban Update

The Wall Planner

Direct Mail

ONLINE

www.landscapeandamenity.com

www.playandactivitytoday.com

www.landscapespecification.com

www.landscapeproductdirectory.com

www.lapvideo.co.uk

Weekly eBulletin

Social Media



Landscape & Amenity Product Update

Landscape & Amenity Product Update is published 12 times per year and along with its digital issue is sent out to an audience of over 25,000 groundcare, grounds maintenance, landscape architects, landscape contractors and procurement officers working in both the private and public sector. In addition Landscape & Amenity Product Update is also mailed to relevant professionals who have been identified from Glenigan working on new build landscaping projects.

MONTHLY FEATURES

- News & Product Developments
- Street Furniture & Lighting
- Pedestrianisation & Hard Landscaping
- Fencing & Security
- Sports & Play Equipment
- Water Management
- Green Issues & Waste Management
- Machinery, Plant & Vehicles

Play & Activity Today

A quarterly magazine supplement published in association with the API (Association of Play Industries), designed to update both purchasers & specifiers of sports & play ground equipment including safety surfacing.

We mail 10,000 copies of Play & Activity Today along with Landscape & Amenity four times a year – February, May, August & November.

The digital interactive issue of Play & Activity Today is then emailed to a further 9,000 individuals who prefer to receive the publication in this format.



Circulation & Statistics

Landscape & Amenity Product Update is published 12 times per year and along with its digital issue is sent to a combined audience of over 25,000 groundcare, grounds maintenance, landscape architects, landscape contractors and procurement officers working in both the private and public sector. When you combine this circulation with our online database, web traffic and social media following, we can deliver your product offer to a potential circulation of over 90,000.

LOCAL AUTHORITIES

Parks & Open Space Officers/Managers, Grounds Maintenance, Sports & Leisure Departments, Greenkeepers & Groundsmen, Procurement Officers, Landscape Architects, Town Planning/Urban Environment Officers, Landscape & Amenity Departments.

LANDSCAPE CONTRACTORS & PROFESSIONAL GARDENERS

Private Contractors, Managers, Engineers, Directors & Chief Executives, Specialist Arboricultural Contractors and Horticulture Consultants.

GROUNDSMAN & GREENKEEPERS

Universities, Colleges, State & Independent Schools, Theme Parks, Entertainment Venues, Caravan Parks, Professional & Non-professional Sports Clubs inc. League & Non-league football, bowls, rugby, cricket and golf courses.

URBAN PLANNING & ARCHITECTURAL DESIGN

Landscape Architects, Town Planning Consultants, Urban Development Officers, Architectural Technicians, Surveyors

PRIVATE ESTATES, NATIONAL TRUST & ENGLISH HERITAGE

Estate Managers, Gardeners & Groundsmen, Park Rangers, Operations, Managers and Trustees

TOTAL

PRINT

2841

2749

2911

998

501

10,000

DIGITAL

4935

5258

4013

781

487

15,474



Click here to view latest circulation analysis, and ABC certificate.

Circulation & Statistics



Our online circulation consists of over 15,000 key specifiers within the landscaping sector to whom we email on a fortnightly basis. Many of these decision makers are also active users of our websites.

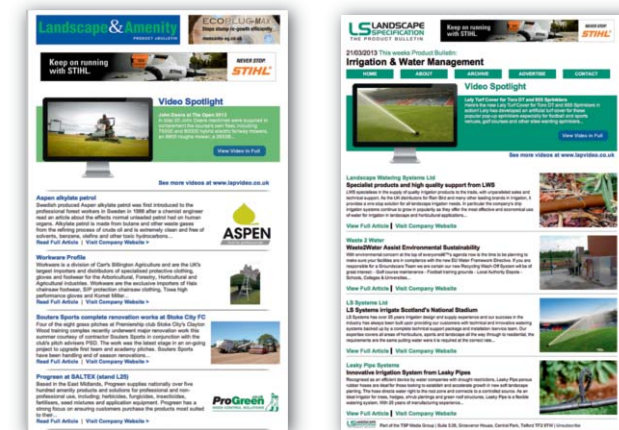
We use google analytics across all of our websites. This gives our advertisers up to date information on their performance.

By using Google Analytics we ensure that we provide you with independently reliable statistics and in depth analysis of the advertising that you have placed across our online platforms.

DEDICATED eBULLETINS

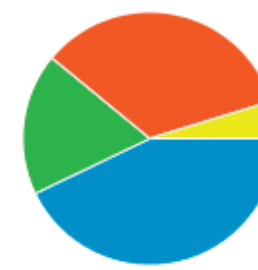
Landscape & Amenity Product Update also offers both a news based and product based weekly eBulletin. These eBulletins are sent to both requested users and named project contacts sourced through Glenigan

Registered eBulletin Recipients	9,436
Glenigan Project Contacts	6,038
TOTAL CIRCULATION	15,474



ONLINE TRAFFIC*

Google Analytics



Twitter Pinterest



Facebook

Linkedin



2014 Editorial Feature Programme

JANUARY 2014

- Grass Seed & Wild Flowers
- Natural Stone & Aggregates
- Chainsaws and Forestry Equipment
- Work Wear & Protective Clothing

Special Report: ATVs, UTVs & Work Trucks – Jane Carley

FEBRUARY 2014

- Fencing & Security Products
- Horticulture Update
- BTME 2014 Review
- Diggers, Excavators, Loaders & Skid-steers
- Road Sweepers & Street Cleaning Machinery

Special Report: Urban Update - Paul Groves

Special Supplement: Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA
- Water Play
- Timber Play

MARCH 2014

- Pesticides, Herbicides, Fungicides & Spraying Equipment
- Fertilisers
- Commercial Vehicles & Pickups
- Aerators
- Artificial Turf and Maintenance

Special Report: Ride on Mowers – Jane Carley

APRIL 2014

- Ground Reinforcements & Retaining Walls
- Green Roofs, Garden Roofs & Living Walls
- Pedestrian and Remote Controlled Mowers
- Sports & Outdoor Hard Surfaces
- Fuel Storage, Delivery & Efficiency

Special Report: Sports Turf Maintenance – Jane Carley

MAY 2014

- Water Management - Irrigation
- Recycling & Waste Management
- Horticultural Update
- Soils, Dressings, Composts & Treatments
- Brushcutters

Special Supplement: Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA
- MUGAs
- Safety Surfacing

JUNE 2014

- Pesticides, Herbicides, Fungicides & Spraying Equipment
- Fertilisers
- Weed Control
- Aerators
- Sweepers, Collectors, Blowers and Vacs

Special Report: 2 & 4 Wheel Tractors – Jane Carley

2014 Editorial Feature Programme

JULY 2014

- Grass Cutting Machinery
- Commercial Vehicles & Trailers
- Water Management - Irrigation
- Retaining Walls & Bank Revetments

Special Report: Urban Update - Paul Groves

Special Report: ATVs, UTVs & Work Trucks - Jane Carley

AUGUST 2014

- IOG SALTEX Preview
- Fencing & Security
- Street Furniture & Lighting
- Sports & Outdoor Hard Surfaces
- Hand Held Tools

Special Supplement: Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA
- Playfair 2014 Preview
- BMX & Skate Ramps

SEPTEMBER 2014

- IOG SALTEX Review
- Pedestrianisation
- Shelters, Covered Walkways & Cycle Storage
- Horticultural Update
- Brushcutters

Special Report: Forestry Equipment – Jane Carley

OCTOBER 2014

- Winter Maintenance & Snow Clearing Equipment
- Work Wear & Protective Clothing
- Trailers
- Sweepers, Collectors, Blowers and Vacs

Special Report: Urban Update - Paul Groves

Special Report: Hedge & Verge Mowers – Jane Carley

NOVEMBER 2014

- Trees, Shubs & Planters
- Artificial Turf & Maintenance
- Water Management - Drainage
- Chainsaws
- Diggers, Excavators, Loaders & Skid-steers

Special Supplement: Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA
- MUGAs
- Teen Shelters

DECEMBER 2014

- BALI Preview
- Snow Clearing Equipment
- Round Up of the Year's most interesting products.

All product releases and articles should be submitted for consideration and sent to editorial@landscapeandamenity.com

Online

Landscape & Amenity Product Update continues to be supported on a daily basis with a new and much improved website www.landscapeandamenity.com

Reflecting the industry's need for instant access to product information, manufacturer news, video footage & product brochures, www.landscapeandamenity.com promises to become the go to media platform for this diverse and exciting market.

A digital version of Landscape & Amenity Product Update also features online in a tablet and smartphone compatible format.

A supporting social media network helps keep the very latest product news in front of those who interact online.



ONLINE CATEGORIES:

- Today's Story
- Product Of The Day
- Video Library
- Product Directory
- Used Machinery
- eBulletin Archive

POSITIONS AVAILABLE:

- Banner
- Skyscraper
- Mid-Page Unit (MPU)
- Button
- Article Support Banner **New**

WHAT MAKES US DIFFERENT

When you advertise your products and services across our print and online media platforms, we will actively support your campaign with editorial support both on the website and via our social media channels.

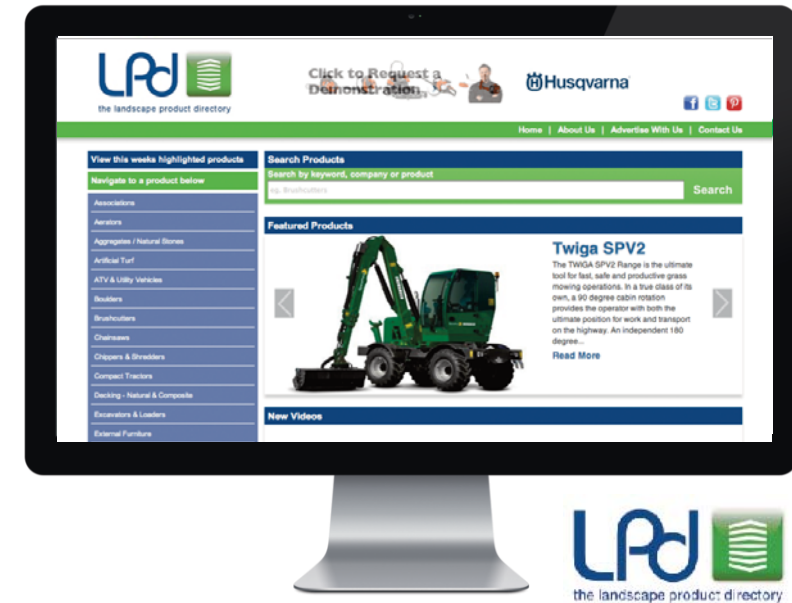


Landscape Product Directory

Our new website includes a brand new product directory that provides our readers with instant access to detailed product and company information, technical data & documents, images, brochure downloads and video. There are a range of entry levels dependant on the amount of information you wish to include.

www.landscapeproductdirectory.com

- **Free Company Listing** - A company entry to include full address and contact details.
- **Bronze** - Detailed company profile including 100 word overview plus 3 product listings, 2 downloadable brochures, 2 videos, 2 technical data downloads.
- **Silver** - Detailed company profile including 100 word overview plus 5 product listings, 5 downloadable brochures, 5 videos and 5 technical data downloads.
- **Gold** - Detailed company profile including 100 word overview plus 10 product listings, 10 downloadable brochures, 10 videos and 10 technical data downloads.
- **Platinum** - Detailed company profile including 100 word overview plus 20 product listings, 20 downloadable brochures, 20 videos and 20 technical data downloads.

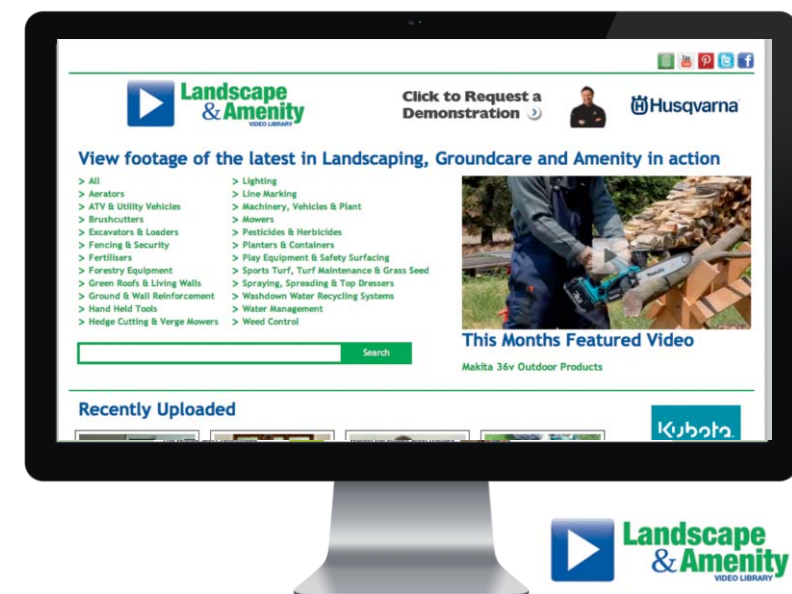


Landscape Video Library

The new website also hosts our highly successful Landscape Video Library which has received unprecedented viewing figures since its launch in January 2012.

We synchronised the site with You Tube in March 2012. Entitled LAPU Video, it has further increased the exposure our clients are receiving from this exciting media channel.

www.lapvideo.co.uk



Email Marketing

Email marketing is a proven method of promoting your business and its products in a strategic and affordable way. Ideal for supporting campaign marketing, launching new products or boosting interest in your business, Landscape & Amenity's range of email marketing platforms select key personnel from a database of over 50000 individuals involved in the landscape, groundcare & amenity markets.

eBulletins can be tailored to meet your exact demographic requirement and our in house studio and editorial team can also assist with design and copy writing of your advertisement or editorial mailer.

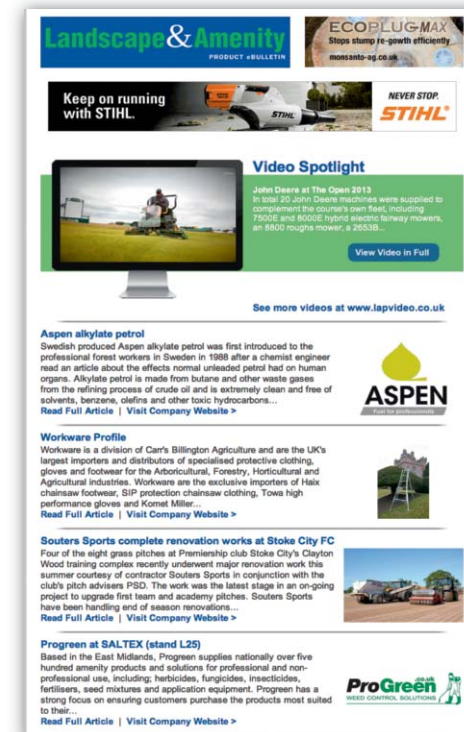
EMAIL OPPORTUNITIES:

- Fortnightly News eBulletin
- Fortnightly Product eBulletin
- Customer Specific eBulletin
- List Rental
- Design & Copy Writing Service Available

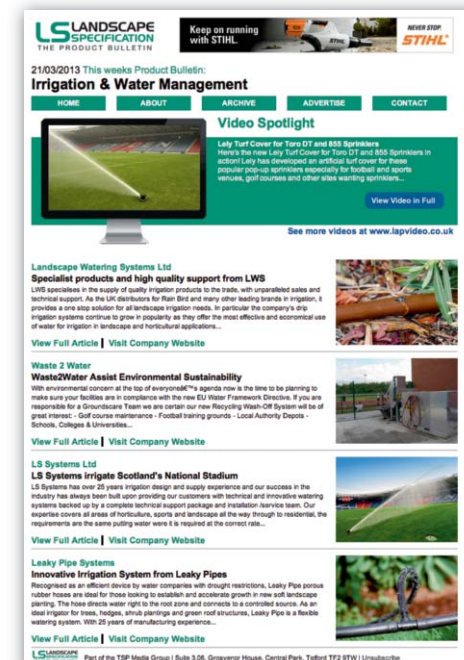


Our parent company TSP Media are one of the industry's leading publishers in the construction sector. Their subscription to Glenigan provides us with 24/7 access to a database that includes named individuals working on projects currently moving through the planning process where landscaping and groundcare are key elements of the build programme.

Call us today to learn how we use this data and how you can incorporate it into your marketing strategy.



Fortnightly News eBulletin



Fortnightly Product eBulletin

Email Marketing



A fortnightly product bulletin featuring a different subject in each mailing, Landscape Specification is emailed to over 8,000 relevant email addresses and is an ideal platform from which to promote new and existing products.

2014 PRODUCT EBULLETIN PROGRAMME

JANUARY

- 09/01/14 Amenity Pesticides & Sprayers
- 23/01/14 BTME 2014 Review

FEBRUARY

- 06/02/14 Ground Reinforcement & Retaining Walls
- 20/02/14 Grass Seeds & Wildflowers

MARCH

- 06/03/14 Street Furniture & Lighting
- 20/03/14 Irrigation & Water Management

APRIL

- 03/04/14 Sports Turf & Turf Maintenance
- 17/04/14 Mowers & Remote Mowing

MAY

- 01/05/14 Play Equipment & Surfacing
- 15/05/14 Compact Tractors & Attachments
- 29/05/14 Green Roofs Roof Gardens & Living Walls

JUNE

- 12/06/14 Pedestrianisation
- 26/06/14 Brushcutters

JULY

- 10/07/14 Hedge & Verge Mowers
- 24/07/14 Fencing & Security

AUGUST

- 07/08/14 API Playfair Preview
- 21/08/14 IOG SALTEX Preview

SEPTEMBER

- 11/09/14 IOG SALTEX Review
- 18/09/14 Sweepers Vacs, Blowers & Collectors

OCTOBER

- 02/10/14 Forestry Equipment, Chippers & Chainsaws
- 16/10/14 Winter Maintenance & Snow Clearance
- 30/10/14 Shelters & Covered Walkways

NOVEMBER

- 06/11/14 Benches Bollards & Railings
- 20/11/14 Drainage & Water Management

DECEMBER

- 04/12/14 Commercial Vehicles & Trailers
- 11/12/14 BTME 2015 Preview

Social Media

In today's interactive society social media should be an important part of any company's marketing strategy. We utilise social media platforms to enhance our online coverage of your products or services. Any media that we add to our website is automatically added to our social media platform. We have a growing following of key landscaping and groundscape professionals and are very careful in who we target.

This social media strategy has proven extremely successful with a high engagement rate from users who are actively involved in day to day landscaping projects.



WHAT MAKES US DIFFERENT

All advertisers and editorial contributors to our print and online publications qualify for exposure across our social media channels.



News items can be posted online throughout the day.

Speak to our commercial team for more details.
Tel: 01952 234000

Twitter



Pinterest



Facebook



Linkedin



Magazine Rates

Take advantage of our “AD Booster Package” and start to really see the benefits of how the Landscape & Amenity Product Update Media platform can perform for your business.

ADVERTISEMENT RATES

ADVERT SIZE	1 INSERT	3 INSERTS	6 INSERTS	11 INSERTS
Full Page Tabloid	£4200	£3700	£3200	£2700
Half Page Tabloid	£2100	£1900	£1700	£1400
Quarter Page Tabloid	£1055	£1000	£900	£750
25cm x 4 columns (A4 page)	£1850	£1650	£1450	£1200
8cm x 6 columns (Front Cover)	£1055	£950	£850	£700
13cm x 4 columns (1/2 A4 page)	£960	£860	£810	£660
25cm x 2 columns (1/2 A4 page vertical)	£960	£860	£810	£660
13cm x 2 columns (1/4 A4 page)	£480	£420	£370	£320
Classified Panel (9cm x 9cm)	£185	£150	£125	£100

MECHANICAL DATA

420mm h x 297mm w + 3mm bleed

200mm h x 277mm w

200mm h x 136mm w

250mm h x 183mm w

80mm h x 277mm w

130mm h x 183mm w

250mm h x 89mm w

130mm h x 89mm w

90mm h x 90mm w

EDITORIAL SUBMISSIONS

80 -90 words including image	£85
170-180 words including image	£160
340-360 words including image	£220
Landscape & Amenity eBulletin	£150

If you are interested in discussing editorial submissions in Landscape & Amenity please contact Richard Moore on 01952 234000 or editorial@landscapeandamenity.com

Book a schedule and
SAVE with multiple
insertions

CORPORATE PROFILE

PROFILE			
Front Cover Profile Includes Front Cover advert and Double Page editorial spread	£1950	Product Spotlight Includes Tabloid Quarter page advert and Tabloid Quarter page editorial above	£1250

Stand out from the crowd
with a corporate brand
profile

Online Rates - Websites & eBulletins

WEBSITE ADVERTISEMENT RATES (PER MONTH)

POSITION	PER MONTH	ROTATION X 3	12 MONTHS
Banner 545px x 70px	£900	£300	20%
Skyscraper 130px x 520px	£855	£285	20%
MPU 415px x 305px	£600	£200	20%
Button 130px x 130px	£300	£100	20%
Used Machinery Post	£25	N/A	20%

Banners, Skyscrapers and MPU's can be accommodated on all of our websites. To find out more on how an advertisement could support your video or product editorial, please contact a sales representative.

WEBSITE EDITORIAL

	1-12 ARTICLES	13-24 ARTICLES	25-52 ARTICLES
Editorial Support Banner	£500 Per Annum	£1000 Per Annum	£1500 Per Annum

Any product or project editorial featured on the website can include a special support banner which links our readers directly to your website.

www.landscapeandamenity.com accepts news, product, project and technical articles on a daily basis. Articles and product stories are regularly tweeted via our social media channel and where suitable posted on our pinterest site. Please submit any material for consideration to our editor Paul Groves, email: paul.groves@tspltd.co.uk

All articles featured on www.landscapeandamenity.com are archived on the site for a period of 12 months.

WEEKLY eBULLETIN'S

PRODUCT eBULLETIN	1 eBULLETIN	3 eBULLETINS	6 eBULLETINS
Article	£200	£175	£150
Solus Banner	£150	£125	£100
Skyscraper	£125	£100	£75
MPU	£100	£75	£50
NEWS eBULLETIN			
Article	£200	£175	£150
Solus Banner	£150	£125	£100
Skyscraper	£125	£100	£75
Video Entry	£100	£75	£50

Couple this opportunity with banners on our main website for maximum exposure

Fortnightly News eBulletin

Fortnightly Product eBulletin

Online Rates - Websites & eBulletins

DIRECT MAIL & eSHOTS

Our extensive database is available to purchase on a list rental basis, either using a recognised mailing third party or using our in house mailing facility. A full creative facility is also available if you require help and advice on the design of your direct mail leaflet or ebulletin.

Cost per 000 list rental £150.00

SPECIAL eSHOTS DESIGN & LIST RENTAL OFFER

Customer Specific eShot £750 (DIRECT TO 3000 NAMED SPECIFIERS)

LANDSCAPE VIDEO LIBRARY

Add your latest video footage immediately online and then part of the next available Landscape & Amenity Video eBulletin. Your video will then remain on the Video Update website and YouTube Channel for the next 12 months.

Video eBulletins will be sent out in February, April, August and October. - £285

LANDSCAPE PRODUCT DIRECTORY

■ Company Listing with logo - £50.00

■ Bronze Entry - £200

Detailed company profile including 100 word overview plus two product listings, 2 downloadable brochures, 2 videos per, 2 technical data downloads.

■ Silver Entry - £350

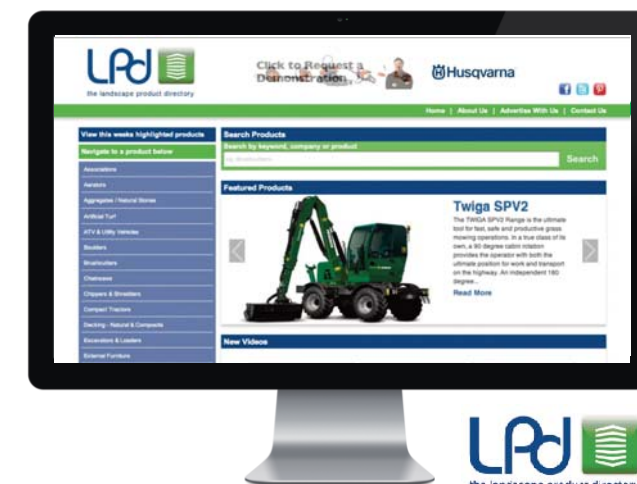
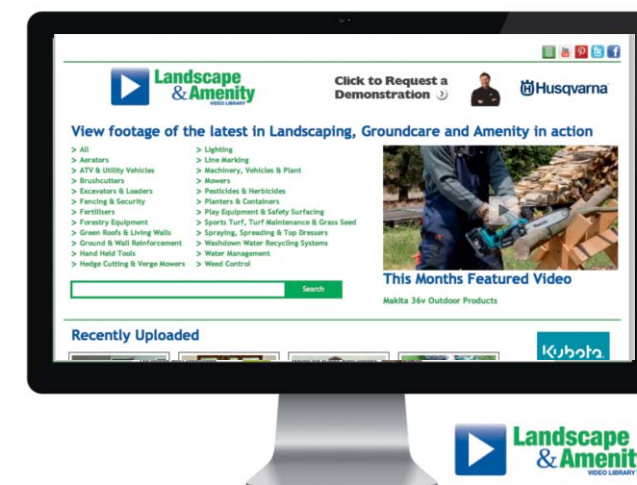
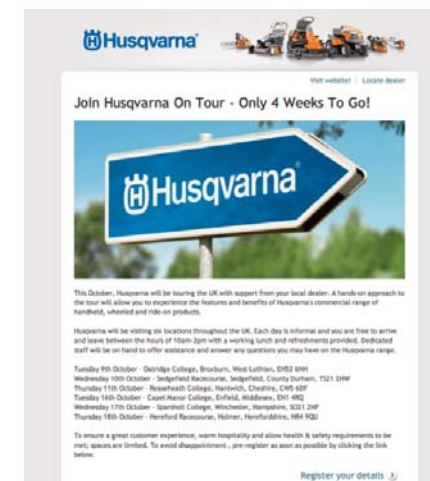
Detailed company profile including 100 word overview plus 5 product listings, 5 downloadable brochures, 5 videos, and 5 technical data downloads.

■ Gold Entry - £550

Detailed company profile including 100 word overview plus 10 product listings, 10 downloadable brochures, 10 videos and 10 technical data downloads.

■ Platinum Entry - £750

Detailed company profile including 100 word overview plus 20 product listings, 20 downloadable brochures, 20 videos and 20 technical data downloads.



Landscape & Amenity

PRODUCT



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