



the landscape product directory



Media Pack



Features & benefits

The Landscape Product Directory has many features that can help you generate more leads.

- A definitive collection of the latest and most advanced products from manufacturers and distributors.
- Our online audience includes active users of professional landscape, groundcare and amenity products, meaning your product range will be viewed in much detail by the right people at the right time.
- Customisable product profiles enable you to include high quality images, video demonstration footage, downloadable brochures, technical data & detailed product information along with interactive web-links
- An easy to use interface means the right product can be found with the minimum of effort.
- The opportunity to feature your products on the homepage.
- The Landscape Product Directory is accessible on tablet & mobile phone devices.
- The Landscape Product Directory will be supported with an ongoing marketing campaign including on the page advertising, PR, weekly New Product eBulletin and social media interaction.

Search Facility

The Landscape Product Directory has a built in search facility designed to make it easy to find your products. There are two ways to search the site:

- **The Search Bar.** This allows users to type in any keyword, company or product name. We will optimise the results so that your products appear in as many relevant categories as possible.
- **Category Search.** A list of categories allows online users to navigate to relevant products and view literature, video demonstration footage, product details, images and download brochures.



Profile Options

We have a profile option to fit any company, from those who may wish to feature just one product to larger companies with 20 or more products to showcase.

Listings include a company profile, full contact details, quick links to downloadable literature, video and product information. There is also a detailed overview of the product, together with high quality imagery, allowing any user to make informed decisions quickly. An example product listing is shown below.

Rates

Our pricing options are designed to fit any size of company. Take a look at the options below and decide which is the best for you. Of course, if you need any help deciding you can always talk to one of our consultants who will be happy to answer your questions. We do allow free listings, however this only includes your company contact details.

Bronze - £200 for 12 months

Detailed company profile including 100 word overview plus two product listings, 2 downloadable brochures, 2 video and 2 technical data downloads

Silver - £350 for 12 months

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

Gold - £550 for 12 months

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

Platinum - £750 for 12 months

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

Bespoke Package - £POA

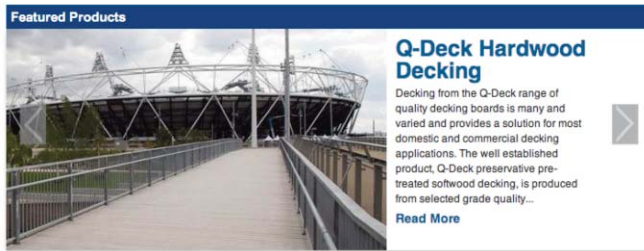
Companies requiring a specific package to suit their individual needs can also be accommodated via our unique bespoke package. For more information please contact your local area consultant.

The screenshot shows the LPA website interface. At the top, there is a logo for LPA (the landscape product directory) and a search bar labeled 'RUready2search?'. Below the search bar, there is a navigation menu with categories such as 'View this weeks highlighted products', 'Browse to a product below', and a list of product categories including 'Agriculture / Heavy Duty', 'ATV & Utility Vehicles', 'Climbers & Shredders', 'Compact Tractors', 'Excavators & Loaders', 'Fertilisers', 'Flowers, Trees & Shrub', 'Furniture Equipment', 'Glass, Stone & Water Features', 'Green House & Living Walls', 'Ground & Soil Reinforcement', 'Hand Held Tools', 'Heat & Cooling', 'Hedge Cutting & Hedge Mowers', 'Landscape Supplies', 'Lawn Mowers', 'Machinery, Vehicles & Plant', 'Pesticides & Herbicides', 'Planters & Containers', 'Play Equipment & Safety Surfing', and 'Recording & News Management'. The main content area displays a product listing for 'JCB Workmax UTV - JCB Visit website'. The listing includes a search bar, a product image of a yellow and black utility vehicle, and a detailed description: 'The JCB WORKMAX 1000 D is a tough, versatile, powerful UTV, designed to carry out a wide range of tasks. Powered by a 20 hp 1020cc three-cylinder Kohler diesel engine, these utility trucks weigh 850 kg, have an all-up load capacity of 700 kg and have an unbraked tow limit of 500 kg. Built with heavy-duty load carrying components (like the steel chequer-plate drop-sided rear cargo deck), independent all-round suspension, and superior off-road and hi-torque performance (due largely to a 228 mm minimum ground clearance), put simply, the JCB WORKMAX 1000 D is at home anywhere, carrying out more of less any task. The JCB WORKMAX 1000 D is designed to produce'. Below the description, there are two buttons: 'Download Brochure' and 'Video'. At the bottom of the page, there is a 'Company' section with contact information for JCB Power Products, including a telephone number (+44(0) 1883 583312) and an email address (info@jcbpower.com).

Home page

Featured products

A great add on to your listing is to have one of your products featured on our homepage. For a period of one month, your entry will appear on a loop with three other companies.



Category page

Featured product

On each category heading there is an opportunity for a solus position for your company's products. Featuring a loop of four images, this sponsored position is a unique way of promoting your product portfolio.

Rates

Home page featured product (one of four) -

£250 per month

Category page featured product (Solus position) -

£250 per month

What's new in the Directory

To help make the most of your directory listing we send out a weekly e-bulletin to drive traffic to the website and your product entries.

This bulletin is sent to over 9,000 known and named emails and is designed to give those products featured the maximum amount of exposure to their target audience.

The screenshot shows the LPI website directory page. At the top, there are logos for 'LPI the landscape product directory' and 'west Visit us at www.harrywest.co.uk'. Below this is a banner for 'A powerful online product directory for those who work across the landscape, grounds and amenity sectors'. The main content area is titled 'Featured Product' and features 'Porus Paving Solution' with a description and a 'Read more...' link. Below this is a 'Latest Products' section with three items: 'Multihog MH90' by Mulhogg Limited, 'Supaturf XCEL' by Vimax Limited, and 'ArbTrak 150 Chipper & Shredder' by Greenback Ltd. At the bottom is a 'Latest Brochures' section with four items: 'Tuffmats', 'Classic Stone Lakeland', 'Baits for Autumn...', and 'Etesia Mowers'. The footer contains copyright information and social media icons.

Contact us

To discuss your requirements please contact
one of our sales consultants on:

t: 01952 234000 **f:** 01952 234003
e: sales@landscapeproductdirectory.com

Grosvenor House, Central Park,
Telford TF2 9TW



www.landscapeproductdirectory.com