



the **Groundsman**

IOG

MEDIA PACK 2013

Introduction

The Institute of Groundsmanship was established in 1934 to develop and raise the profile of professional & non-professional groundsmanship here in the UK and around the world. We provide a voice for our membership and offer the highest quality training, support and advice to those working in the grounds care industry.

Our Vision

"To promote quality surfaces and quality services and establish the IOG as 'the' leading professional organisation for grounds management, recognised by the national governing bodies and the public, private and voluntary sectors for its industry knowledge and technical expertise."

To achieve this we work closely with the National Governing Bodies of Sport to develop sport and sporting surfaces in the UK and Ireland, to develop training courses, and to ensure that recognition of the profession and the need for quality standards at all levels is at the top of their agenda.

We deliver a range of local, regional and national events including seminars, conferences and awards programmes, in conjunction with leading representatives from all facets of the industry. We also run a leading industry exhibition - IOG SALTEX.

We work in partnership with colleges and awarding bodies to ensure there are adequate and appropriate educational opportunities for all sectors of the industry. We are also in touch with a wide range of employment matters which enables us to provide employers and employees alike with up to date advice on all aspects of employment from Health and Safety issues to recommended salaries and job descriptions.

Most importantly, we try to ensure that all of our products and services, including membership, represent true value for money. As an organisation committed to supporting our industry we reinvest in, and subsidise, many of our activities in order to ensure access for all.

The IOG has a proud history and can point to many successes for more than 75 years, with a strong membership base, successful events and award-winning magazine The Groundsman.





The Groundsman

The voice of the industry with practical approaches.

The Groundsman is the UK's leading magazine for anyone involved in the maintenance of grounds - professionals, non-professionals, volunteers and suppliers who serve them.

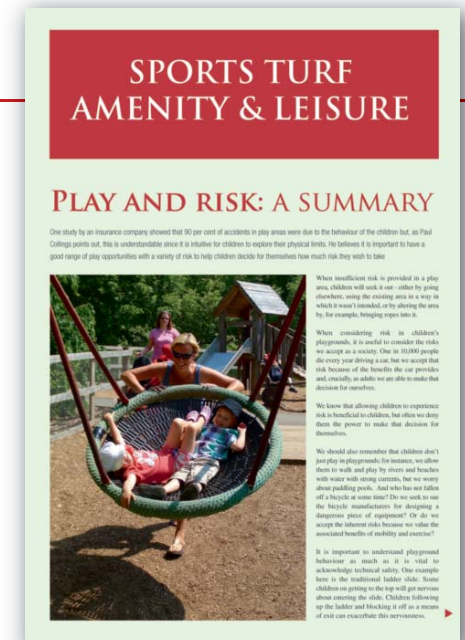
Serious industry issues, advancements & advice all accessible in a jargon-free manner using regular analysis, comments and features from around the world. Behind the scenes preparations at all the major sporting events to practical and timely planning and maintenance features.



Sports Turf, Amenity & Leisure

Science, technology and innovation - an independent bi-monthly supplement publishing news & views that shape the groundscare industry.

Global & local industry research, development projects, scientific & technological developments and trials that have an immediate impact on the sports turf, amenity and leisure sectors of grounds management in the UK & Ireland. Practical advice on management, delivery, legal and career development for the professional & non-professional.



Readership

The Groundsman reaches an IOG membership subscription of more than 5,500 industry professionals across the UK and Ireland, with a total readership of more than 10,000 buyers.

In addition to over 5,500 IOG members, both magazines are also sent directly to key contacts at stadia and league grounds for major sports, local authorities, independent schools, colleges & universities, private contractors, National Governing Bodies of Sport and relevant associations.

Readership Profile

Head/Deputy Groundsman
Local Authority Parks Officer
Landscape Architect
Estate Manager
Owner
Grounds Manager

Greenkeeper
Leisure Facilities Manager
Park Keeper
Bursar
General Manager
Contracts Manager

Sports Ground Manager
Landscape Gardener & Designer
Arborist
Principal
Chief Leisure Officer

Industry Sector Profile

Public Sector - Local authorities & parish councils

Contractors - Maintenance, landscaping, gardening, construction & forestry

Education - Universities, schools & colleges

Private Sector Facilities - Football, cricket, golf, tennis, rugby, bowls, hockey & racecourse

Attractions, Tourism & Heritage - Country park, national estate, zoo, leisure park & holiday park

Dealers & Manufacturers - Machinery, materials, play & plant equipment



2013 Feature programme

Monthly features based on face-to-face interviews with groundsmen, plus industry news, iog regional news and maintenance calendar plus regular career development & training updates

2013 Editorial Programme – The Groundsman

REGULAR MONTHLY FEATURES INCLUDE:

Industry News – a review of what's happening in the grounds care sector

IOG News – IOG news, regional views and an update from the IOG's Young Board of Directors

Grow with the IOG – how the IOG's expert training and education initiatives can aid new or advanced career opportunities in groundsmanship

Get into Grounds – grassroots groundsmanship for young people and volunteers

Ahead of the Game – we talk to professional groundsmen about turf trends and industry challenges

IOG Best Practice – taking a closer look at our 2012 IOG Industry Award Winners

Technical Update – a round-up of the industry's latest research, development and innovations

Environmental Issues – an expert's account of some of the issues affecting grounds care

Profile – an interview with a leading figure within the grounds care sector or report on a round-table event

Amenity & Leisure – analysis, comment and opinion from the amenity and leisure sector

IOG In Action – a focus on product launches and developments and how they are used in practice

Case Studies – a 'day in the life' format that reviews 'on-the-job' grounds care practice

Synthetic Surfaces – offering education and expertise on all aspects of new and existing synthetic surfaces

Money Matters – a guide to some of the financial potential and pitfalls in grounds care

Facility Design & Construction – we look at the turf care challenges at new builds and renovations

Maintenance Calendar – a monthly guide to grounds maintenance

Weather – what to expect for the month ahead - using Greencast's forecasts and predictions

Innovations 2013 Editorial Programme

These monthly reports will take a closer look at the latest research and development in grounds care products and procedures to ensure quality surfaces and optimum performance:

JANUARY

- Grass Seed
- Artificial Surface Maintenance

FEBRUARY

- Aeration
- UTVs and Work Trucks
- BTME 2013 Review

MARCH

- Pedestrian Mowers
- Compact Tractors

APRIL

- Ride-On and Mounted Mowers
- Irrigation Management

MAY

- Weed and Pest Control
- Spraying Equipment

JUNE

- Line Marking
- Natural and Artificial Surface Maintenance

JULY

- Fertilisers
- Sweepers, Collectors and Vacs

AUGUST

- IOG SALTEX Preview
- Artificial Surface Maintenance

SEPTEMBER

- Top Dressers and Spreaders
- Brushcutters

OCTOBER

- Aeration
- Fuel Storage, Delivery and Efficiency
- IOG SALTEX 2013 Review

NOVEMBER

- Estate Management Equipment
- Drainage Management

DECEMBER

- Trailers
- 2013 IOG Conference and Industry Awards Review
- BIGGA BTME 2014 Preview

Advertising opportunities in The Groundsman

Display advertising

Full page: £1135

Half Page: £700

Quarter Page: £490

Double page spread: £1925

Classified advertising

Classified: £20.50 per single column cm

Recruitment: £490 per Quarter Page

(Advert will also be placed on the Jobs Section of the IOG website for one month)

Specials

Sponsorship of quarterly wall chart: £2000

Advertising on annual wall planner: £500

Series Discounts

3 insertions 5%, 6 insertions 10%, 12 insertions 15%

IOG Corporate Member discount

5% off rate card

Magazine Advertising Copy Instructions Display Advert Size and Specification (H x W)

Quarter page portrait: 136mm x 87mm

Quarter page landscape: 66mm x 180mm

Landscape banner: 35mm x 180mm

Half page portrait: 277 x 87

Half page landscape: 136mm x 180mm

Full page: 297mm x 210mm (3mm bleed)

Full page back and inside cover:

297mm x 210mm (3mm bleed)

Double page: 2 pages 297mm x 420mm

(40mm centre gutter)

Classified sizes

Single block: 48mm x 50mm

Double block

Horizontal: 48mm x 105mm

Vertical: 110mm x 48mm

Triple block:

Horizontal 48mm x 160mm

Vertical 175mm x 48mm

Quadruple block: 110mm x 105mm

All material supplied as high-resolution flattened CMYK pdf files, with fonts outlined set at 300dpi with 3mm bleed and trim marks. Low-resolution files, spot colours will not be accepted.



IOG ONLINE - Online Advertising

www.iog.org has received 150,435 visits to the site since the 1st January 2012. That's approximately 12,500 per month. The IOG homepage is the most visited, followed by IOG SALTEX.

58% of the visitors read more than one page; 45% of visitors visit the site from a search engine; 41% key in the address directly into the address bar; 22% come from referring sites.

Geographical breakdown: 115,000 visitors are from the UK 3,000 from Ireland 1,700 from the USA We have a range from Australia, France, Italy, Netherlands, Czech rep. Spain and Germany – between 400 and 1,000 from each country.

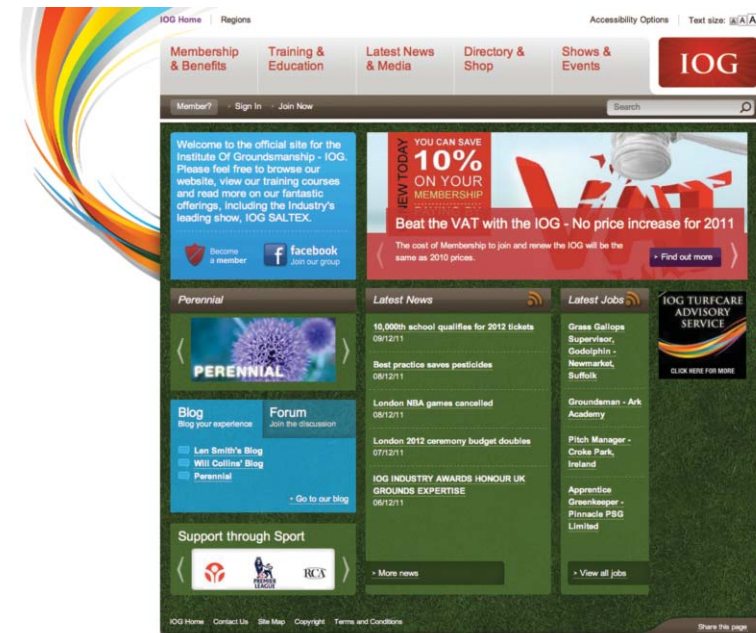
2012 Key Facts

Up 30% on visits
89,500 unique visitors
23,000 more repeat visitors 40% more pages viewed
More users are visiting the site from a referral (up 6%),
less are visiting from Google or direct landings.
Geographically, UK visitations have doubled.

E-communications

For a targeted campaign we can use our email data, collected and updated annually from our website, exhibitions and events, membership database, training delegates and more, to promote your products or events. Our data can be broken down by region or by other variables on request.

E-shots are available from £150 per 1000 contacts.



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