

# LAPU

A well respected multi-media platform that promotes products and systems to professionals working across the UK landscape and groundcare industry in both the public and private sector.



## MEDIA DETAILS 2023

**25** Celebrating over 25 years in the landscape and groundcare industry



# The Landscape Family



For over 25 years we have been helping manufacturers and suppliers of landscape, groundcare and amenity equipment to promote their products and services to this lucrative market place.

### In Print and Digital

Landscape & Amenity Product Update  
Professional Groundsman  
Play & Activity Today

### Online

Landscapeandamenityonline  
Landscape Specification  
Landscape Blog

### Email Marketing

Solus ebulletins  
Direct Mail

### Social Media

Campaigns available across Twitter, Facebook and LinkedIn.

Talk to one of our experienced media representatives today about the exciting packages we can deliver to help promote your brand and product.

The companies to the right represent a snap shot of the types of organisations we communicate with on a daily basis.

Aintree Racecourse Allen Pyke Associates Alton Towers ASA Landscape Architects Ascot Racecourse Ashford Borough Council B.A.A Heathrow Airport Barton Willmore Partnership Bedford Borough Council Bellway Homes Limited Birmingham City Council Bond Bryan Architects Bovis Homes Limited, Cambridgeshire County Council Center Parcs Longleat Forest Channel 4 Television	Chelmsford Borough Council Cheltenham Racecourse Chester Zoo Cirencester College Cirencester Town Council Cumbria County Council Dartmoor National Park Authority David Wilson Associates David Wilson Homes De Vere Carden Park Hotel & Golf Resort Derby City Council Derbyshire County Council Doncaster Racecourse Eton College Gloucester City Council	Goodwood Racecourse Hampshire County Council Hilton Hotels Hoburne Holidays Isle of Wight Council ITV Studios J Sainsbury Plc Jacobs UK Ltd Lake District National Park Authority Leicester City Council Leicester Tigers Training Ground Longleat Safari Park Macdonald Hotels Manchester Airport Group Manchester City Football Club Marlborough College	Mere Golf & Country Club Milton Keynes Borough Council Morgan Sindall Construction Myerscough College National Exhibition Centre National Trust - Hidcote Manor Network Rail Infrastructure Newbury Town Council Northwest Boroughs NHS Trust Norwich City Council Nottingham City Council Nottinghamshire County Cricket Club Oxford City Council Persimmon Homes Pinewood Television Studios	Portsmouth City Council Radley College Reaseheath College Royal Ascot Golf Club Royal Horticultural Society Royal Museums Greenwich Royal Wimbledon Royal Wootton Bassett Town Council Scottish Borders Council Stafford Showground Ltd Stoke-on-Trent City Council Sussex County Cricket Club Taylor Wimpey (North East) Telford & Wrekin Council Terra Firma Consultancy Thames Valley Police	The Belfry Golf Club† The Big Bad Film Company The Caravan Club The Dulwich Estate The Gardeners Guild The Landscape Agency Wakefield Council Walsall Academy Warwickshire County Council Warwickshire County Cricket Club Watermouth Castle Wembley Park Ltd Weston Park Enterprises Ltd Worcestershire County Cricket Club
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Landscape & Amenity **Product Update**

One of the industry's most established and well respected titles, Landscape & Amenity Product Update boasts an 5,525 ABC-audited circulation of leading industry professionals. The magazine spearheads a dynamic multi-media platform for all UK landscape, groundscare and amenity news, views, products and technical issues.

The mix of professionally written editorial content, manufacturer-led articles and detailed product information showcase the world-leading innovation that characterises this important and vibrant UK industry.



[Click here to view digital edition](#)

Brett Landscaping



**Feature Programme** - [Click here to view our 2023 features list.](#)

**Circulation** - [Click here to view circulation data.](#)

**ABC Audit** - [What it means to have an ABC audited circulation.](#)

**Unique Reader Enquiry Service** - [Click here to view details.](#)

**Rates & Data** - [Click here for details of advertising and editorial opportunities.](#)





Landscape & Amenity **Professional Groundscore**

**Professional Groundscore is published within Landscape & Amenity Product Update and has been specifically created to highlight the global influence of the UK's groundscore sector.**

From innovative grass roots volunteers through to world class professionals operating on an international stage, this sector is thriving.

Professional Groundscore highlights the success of groundscore teams, as well as putting the spotlight on manufacturers and companies providing innovative products and services. Through a mix of news stories, interviews, technical articles and product information we celebrate this important sector.



[Click here to view digital edition](#)

## Typical subjects covered

- Ride-on Mowers
- Pedestrian & Remote Mowers
- Compact Tractors/Groundscore Machinery
- Brushcutters
- Sweepers, Blowers, Collectors & Vacuums
- Battery Powered Products
- Aeration
- Artificial Turf Management
- Grass Seeds & Wildflowers
- Fertilisers
- Line Marking
- Handheld tools







Landscape & Amenity **Play & Activity**

**Play & Activity** has been at the forefront of campaigns to raise awareness of the importance of the play industry for more than a decade.

As the focus of both central and local government shifts to increasing physical activity and safeguarding the long-term future of the UK's parks and green spaces, this quarterly supplement is designed to update purchasers and specifiers of sports and playground equipment and surfacing.

We put the spotlight on the innovative products and services from manufacturers and other specialists helping creating high-quality play and activity facilities.



[Click here to view digital edition](#)



## Typical subjects covered

- Outdoor playground equipment
- Timber, water and natural materials
- MUGAs
- Indoor play equipment
- Sensory and specialist play provision
- Schools and public sector
- Safety surfacing and flooring
- Sport and outdoor fitness equipment
- Fencing and security solutions



# LAPU

## Online

Landscapeandamenity.com is a free to use open platform providing our content providers with a host of opportunities to promote their products and services.

Landscapeandamenity.com is the digital platform for today's landscape, groundcare and amenity industry.

## MEDIA DETAILS 2023



# LAPU

## Online

### Connecting with your target audience in the right place at the right time.

Landscape & Amenity provides you with a multitude of digital solutions to help you connect with your target market. Whether this is news coverage on our home page, banner and MPU advertising, optimised articles with links back to your website, products, brochures and video entries, email marketing, PPC or social media.

Landscapeandamenity.com is supported by a range of specialist digital platforms including Landscape Specification and our specialist email marketing and social media platforms each with their own unique way of delivering your online message.



Our website generates upwards of 20,000 visits a month, our social profiles are nearing 10,000 followers and our online database has over 80,000 named contact email addresses.

Whichever one of our digital platforms you choose our proactive approach across multiple channels will ensure your product receives the maximum online exposure.

**Click on the links below to go to each platform or continue to scroll through:**

**Landscapeandamenity.com**

**Landscape Directory**

**Landscape Library**

**Landscape Videos**

**Landscape Specification**

**Email Marketing**





**Landscapeandamenity.com is the hub for all of our online activity. The homepage is visited by 1000's of landscape architects, landscape contractors, groundsmen, and specifiers every month. All news articles are divided into various sections so that they can be searched via product type or sector.**



All of the articles included on Landscapeandamenity.com benefit from our dynamic URL system.

Key areas within your article link back to relevant pages on your own website, creating multiple backlinks which is great for SEO.

In addition to the standard article entry, we also have 'Product of the day' which is the main featured product at the top of the homepage. It is also included on a weekly e-newsletter and posted across all of our social media channels. Many of the articles we publish feature on Google news ensuring that you receive exposure not only from people visiting the site, but also through Google searches.

## Pricing

Product of the day	£125 (Including eNewsletter and social post)
1 News Article	£105
6 or more news articles	£90 per article
12 plus news articles	£75 per article (articles can be uploaded at any time during the year)



# LAPU

## Directory

[www.landscapeandamenity.com/directory](http://www.landscapeandamenity.com/directory)

Landscapeandamenity.com's directory is a comprehensive, user friendly product directory designed to showcase your products to landscape architects, landscape contractors, groundsman, parks and leisure officers together with other decision makers working across the whole of the landscape and groundcare industry.

The directory allows you to promote your company profile, products, services, technical data, brochures, videos, contact information and social feeds, all within your own dedicated section.







[www.landscapeandamenity.com/library](http://www.landscapeandamenity.com/library)

Landscapeandamenity.com's product library is the perfect resource for landscape architects, landscape contractors, groundsman and other decision makers within the landscape and groundcare industry who are looking for a fast and efficient way to view and download your company's product literature.

Simply forward your brochures in PDF format and we will upload them to a dedicated company page. Brochures can be searched by company, product or via our comprehensive product category listings.







[www.landscapeandamenity.com/library](http://www.landscapeandamenity.com/library)



Landscapeandamenity.com's video library allows you to include your product videos into your profile as well so that architects and specifiers can see your products in action.

As with all of our online platforms, the directory provides links back to your website. This means the more brochures, videos and company information you include, the more successful your dedicated directory listing will become.

## Proactive Promotion



**The directory is more than just a website. It proactively advertises your products and services to our readers. Each month we promote your products, brochures and videos via dedicated eBulletin, social media posts and news stories to over 20,000 decision makers within the landscape, groundcare and amenity sectors:**

These include:

- Stay Connected & Stay Informed eBulletin
- Solus eshot
- Facebook, Twitter and Instagram

Your listing lasts for a whole year and our proactive promotion ensures your profile receives visits month on month.

**Take a look at our premium promotion package below**

### Directory sample package:

- Homepage coverage
- Regular ebulletins for each area of your profile (articles, brochures, directory and video)
- Social media posts sent across all of our social platforms
- Profile keyword optimisation to help with Google rankings and internal searches on Landscape & Amenity Online.
- SEO Backlink programme to improve your own Google rankings

### A Premium listing would typically include

- Directory to include up to 12 products
- Library to include up to 10 brochures
- Video Library to include up to 12 videos
- Unlimited articles added throughout the year, once a month. All of which will be optimised for Google and internal searches, as well including "do follow" backlinks to your website to improve your own Google rankings.

### Proactive Promotion

- Feature within 4 *Stay Connect & Stay Informed* ebulletins throughout the year
- Feature on the Landscape Directory homepage twice throughout the year
- 10 social posts promoting the profile throughout the year

**£1,000 a year**

*Bespoke packages available based on the above, specifically tailored to your individual requirements.*





www.landscapespecification.com

**The Landscape Specification eBulletin is sent once a month to over 18,000 working landscape architects, designers, contractors, groundsman and parks and leisure managers.**

It is an ideal platform to promote news stories, product launches and time specific campaigns such as webinars.



Pricing	
Premium Position (Top Spot)	£185.00
Run of Bulletin	£150.00
Banner advertising	£125.00

Landscape Specification eBulletin Circulation (average)	
Job Title	eBulletin
Local Authorities	6984
Landscape Contractors & Professional Gardeners	6018
Groundsman & Greenkeepers	3681
Urban Planning, Housebuilders & Architectural Design	955
Private Estates, National Trust & English Heritage	720
<b>Total</b>	<b>18,358</b>



## Email marketing, solus email & weekly ebuletins

## Email marketing

To run any type of email campaign you have to be confident in the mailing list that you are using. At TSP Media we manage our data 24/7 to ensure that we are 100% up to date with our readers contact details. All of our data is GDPR compliant and our unique access to Glenigan planning information ensures that we reach active specifiers as they start work on live construction projects.

## Solus Email

Solus eshots are recognised as being one of the best ways of reaching your target audience. They are unique to you and your target audience and can be demographically selected from our database of over 150,000 named email addresses.

You simply select your audience from our email database selection form and supply us with an HTML file and the date that you would like to promote your message.

If you don't have an HTML email already constructed, then one of our experienced web designers are on hand to help and create. Each solus eBulletin contract includes a full stats pack detailing delivery, open rates and click through performance.

- **Our solus eshot costs are priced on a per 000 basis\***
- **HTML design costs available on request**

**Click here to select your target audience.**



*\*\*minimum booking of 3000 in smaller text*



EACH MONTH WE FEATURE:

Product News | Latest Industry News | Machinery, Plant & Vehicles | Play & Sports News

MONTH & FEATURES	SUPPLEMENT	EBULLETIN
JANUARY 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Brushcutters</li><li>Forestry Equipment</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Battery Power; Aeration; Artificial Turf, BTME 2023 Preview	Battery Power  BTME 2023 Preview
FEBRUARY 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Hedge &amp; Verge Mowers (Jane Carley)</li><li>Fencing</li><li>Sweepers, Collectors, Blowers &amp; Vacs</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Play & Activity	Hedge, Verge & Slop Mowing  Fencing
MARCH 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Weed &amp; Pest Control</li><li>Green Roofs &amp; Living Walls</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Ride-on Mowers (Jane Carley); Grass Seeds & Wildflowers	Amenity Spraying & Weed Control  Ride-on Mowers
APRIL 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Sports Turf Maintenance (Jane Carley)</li><li>Soils &amp; Treatments</li><li>Water Management</li><li>Pedestrian &amp; Remote Mowers</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Best of British	Sports Turf Maintenance  Best of British
MAY 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Workwear &amp; Protective Clothing</li><li>ATVs, UTVs &amp; Work Trucks</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Grass Cutting Machinery; Brushcutters; Battery Power	Grass Cutting & Mowing  Battery Power
JUNE 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>SAGE 2023 Exhibition Preview</li><li>Two &amp; Four Wheel Tractors (Jane Carley)</li><li>Sweepers, Collectors, Blowers &amp; Vacs</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Play & Activity	Play & Activity  SAGE 2023 Exhibition Preview

EACH MONTH WE FEATURE:

Product News | Latest Industry News | Machinery, Plant & Vehicles | Play & Sports News

MONTH & FEATURES	SUPPLEMENT	EBULLETIN
JULY 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Weed &amp; Pest Control</li><li>Top Dressers &amp; Spreaders</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Turf Maintenance (Jane Carley); Line Marking	Line Marking  Weed & Pest Control
AUGUST 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Grounds Fest 2023 Preview</li><li>Compact Tractors</li><li>Ride-on Mowers</li><li>Hedge &amp; Verge Mowers</li><li>Fencing &amp; Security</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Play & Activity	Compact Tractors & Attachments  Grounds Fest 2023 Preview
SEPTEMBER 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Estate Management</li><li>Brushcutters</li><li>Winter Maintenance</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Weed & Pest Control; Artificial Turf Maintenance; Sweepers, Collectors, Blowers & Vacs	Sweepers, Collectors, Blowers & Vacs  Artificial Turf Maintenance
OCTOBER 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Water Management</li><li>ATVs, UTVs &amp; Work Trucks</li><li>Commercial Vehicles</li><li>Battery Power</li><li>Machinery, Plant &amp; Vehicles</li></ul>	SALTEX 2023 Preview	SALTEX 2023 Preview  ATVs, UTVs & Work Trucks
NOVEMBER 2023		
<ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Grass Seeds &amp; Wildflowers</li><li>Hard Landscaping &amp; Aggregates</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Professional Groundscare: Natural Turf Management; Line Marking; Fertilisers; Hand-held Tools	Grass Seeds & Wildflowers  Natural turf management
DECEMBER 2023		
<ul style="list-style-type: none"><li>Hedge &amp; Verge Mowers (Jane Carley)</li><li>SALTEX Preview</li><li>BTME 2024 Preview</li><li>Product of the Year 2023</li><li>Machinery, Plant &amp; Vehicles</li></ul>	Play & Activity	BTME 2024 Preview



CIRCULATION BREAKDOWN

Landscape & Amenity Product Update is published 12 times per year & along with its digital issue is sent to a combined audience of over 24,000 groundscare, grounds maintenance, landscape architects, landscape contractors & procurement officers working in both the private & public sector. When you combine this circulation with our online database, web traffic & social media following, we can deliver your product offer to a potential circulation of over 90,000.

	PRINT	DIGITAL
<b>LOCAL AUTHORITIES</b> Parks & Open Space Officers/Managers, Grounds Maintenance, Sports & Leisure Departments, Greenkeepers & Groundsman, Procurement, Landscape Architects, Town Planning/Urban Environment Officers, Landscape & Amenity Departments.	1,165	4,952
<b>LANDSCAPE CONTRACTORS &amp; PROFESSIONAL GARDENERS</b> Private Contractors, Managers, Engineers, Directors & Cheid Executives, Specialist Arboricultural Contractors & Horticulture Consultants.	1,249	5,017
<b>GROUNDSMAN &amp; GREEN-KEEPERS</b> Universities, Colleges, State & Independent Schools, Theme Parks, Entertainment Venues, Caravan Parks, Professional & Non Professional Sports Clubs, inc League and Non-league football, bowls, rugby, cricket & golf courses.	2,495	3,725
<b>URBAN PLANNING &amp; ARCHITECTURAL DESIGN</b> Landscape Architects, Town Planning Consultants, Urban Development Officers, Architectural Technicians, Surveyors.	512	1,001
<b>PRIVATE ESTATES, NATIONAL TRUST &amp; ENGLISH HERITAGE</b> Estate Managers, Gardeners & Groundsmen, Park Rangers, Managers & Trustees.	104	803
<b>TOTAL</b>	<b>5,525</b>	<b>15,498</b>



DIGITAL EDITION

As well as our printed magazine we publish a high quality, fully interactive digital turn page edition of Landscape & Amenity Product Update.



Emailed  
to over  
15,000



RATES & ARTWORK DIMENSIONS

ADVERT TITLE	TECHNICAL DATA	1 INSERT OR MORE	3 INSERTS OR MORE	6 INSERTS OR MORE	12 INSERTS OR MORE
Full page tabloid	420mm h x 297mm w + 3mm bleed	£4,200	£3,700	£,3200	£2,700
Half page tabloid	200mm h x 277mm w	£2,100	£1,900	£1,700	£1,400
Quarter page tabloid	200mm h x 136mm w	£1,055	£1,000	£900	£750
25cm x 4 columns (A4 page)	250mm h x 183mm w	£1,850	£1,650	£1450	£1200
8cm x 6 columns (Front cover)	80mm h x 277mm w	£1,055	£950	£850	£700
13cm x 4 columns (1/2 A4 page)	130mm h x 183mm w	£960	£860	£810	£660
13cm x 2 columns (1/4 A4 page)	130mm h x 89mm w	£480	£420	£370	£320
Classified panel	90mm h x 90mm w	£185	£150	£125	£100

EDITORIAL SUBMISSIONS	PRICE	If you are interested in discussing editorial submissions please contact the Landscape team on <b>kellie@tspmedia.co.uk</b>
100 words including image	£100	
200 words including image	£180	
300 words including image	£250	



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