

# LAPU

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



## MEDIA DETAILS 2024

**25** Celebrating over 25 years in the landscape and grounds care 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.**

*Bayer*

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

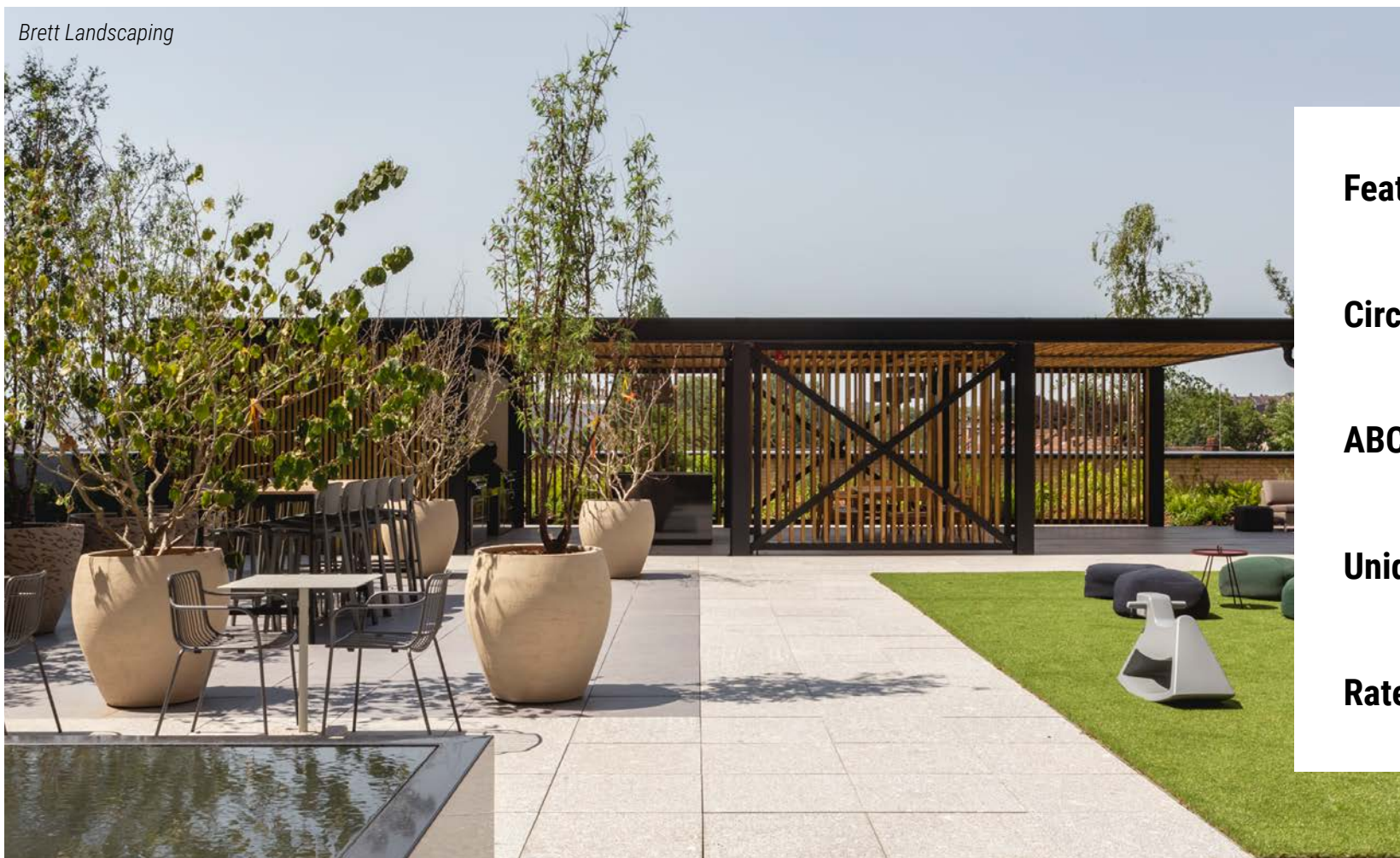




Landscape & Amenity **Product Update**

One of the industry's most established and well respected titles, Landscape & Amenity Product Update boasts a 5,525 ABC-audited print circulation, further enhanced with a 15,498 digital 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.



Brett Landscaping

**Feature Programme** - Full 2024 features list.

**Circulation** - Complete circulation data.

**ABC Audit** - What it means to have an ABC audited circulation.

**Unique Reader Enquiry Service** - Fully trackable advertising.

**Rates & Data** - 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.



## 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.



## 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 2024





## 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.

**Landscapeandamenity.com**

**Landscape Directory**

**Landscape Library**

**Landscape Videos**

**Landscape Specification**

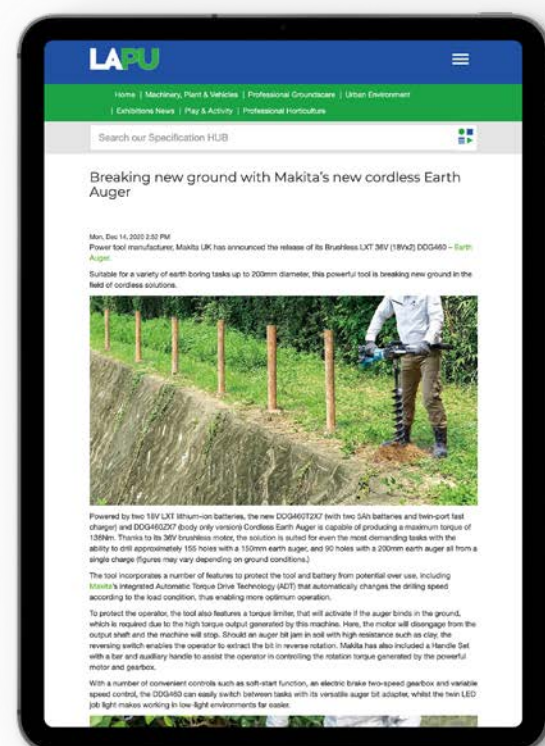
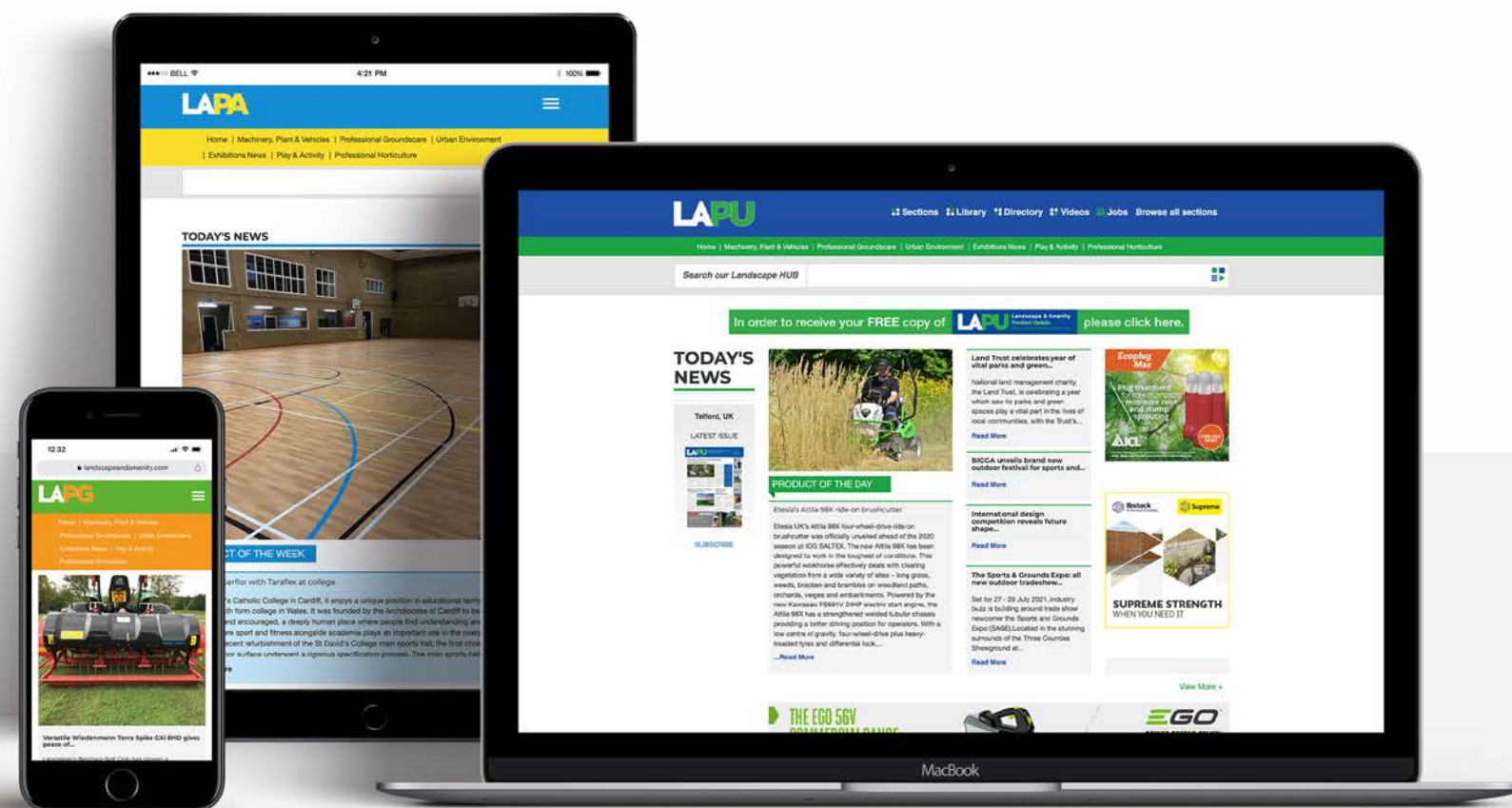
**Email Marketing**



# LAPU

## Online

**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          | £100   |
| 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) |



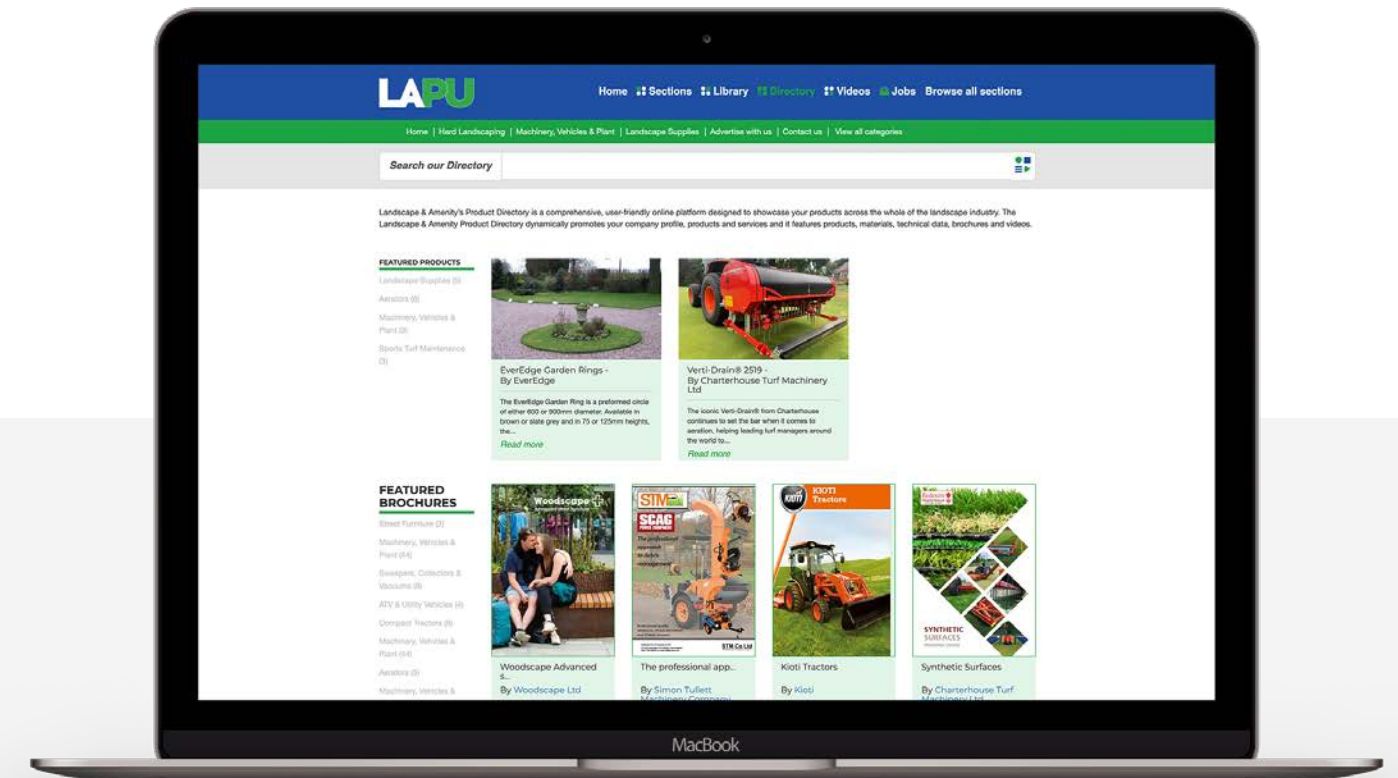
# LAPU

## 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.



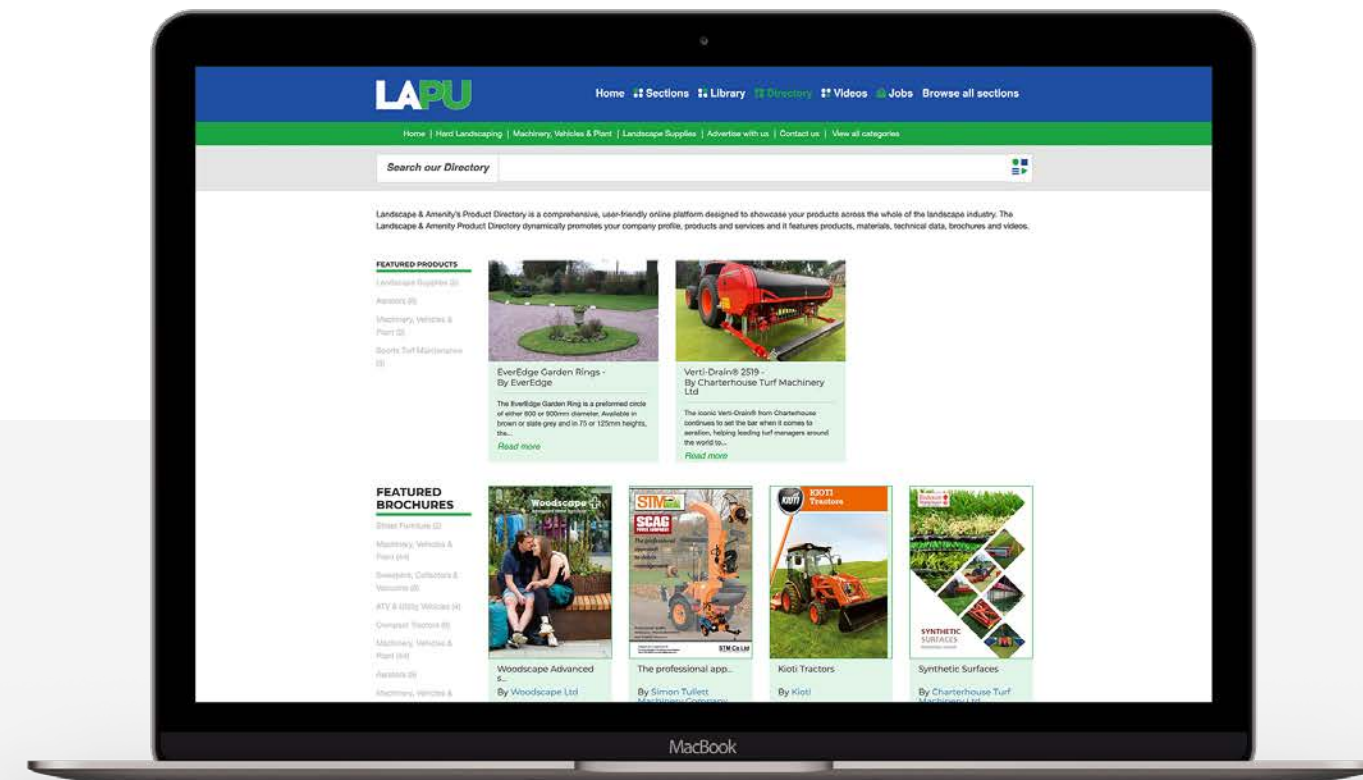




[www.landscapeandamenity.com/library](http://www.landscapeandamenity.com/library)

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.

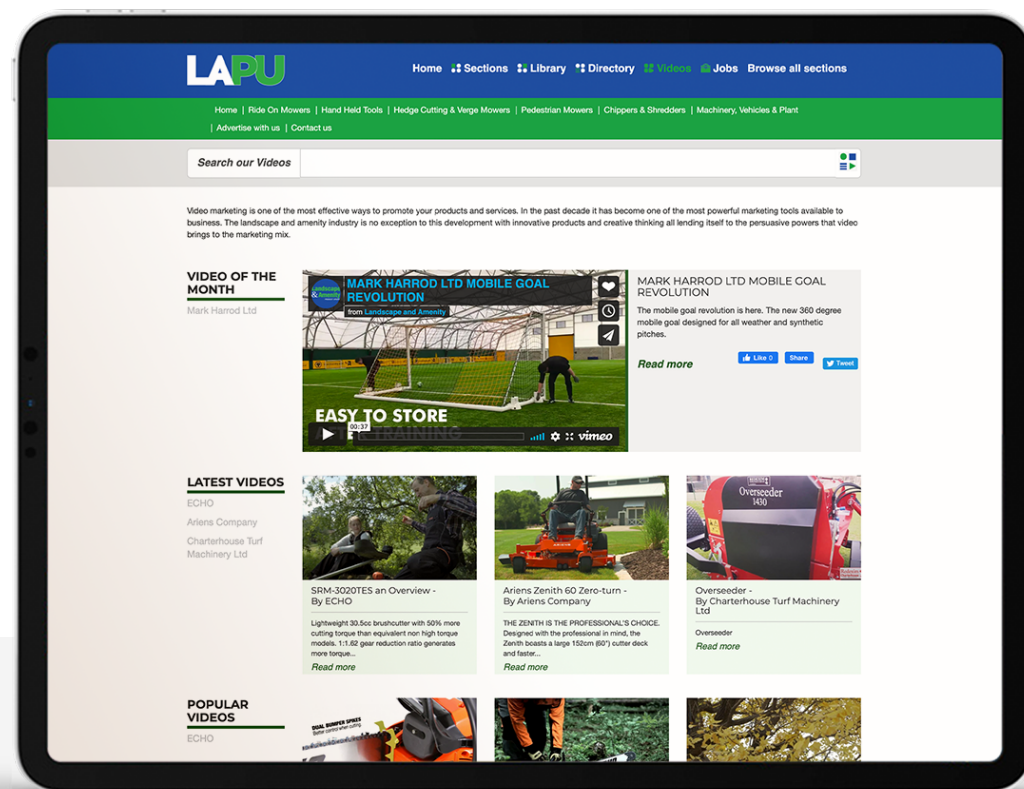
Simply forward your brochures in PDF format and we will upload them to a dedicated company page. Brochures can be searched by company, product or via our comprehensive product category listings.







[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

#### Premium Package £1,200 a year

*Bespoke packages available based on the above, specifically tailored to your individual requirements from £250.*

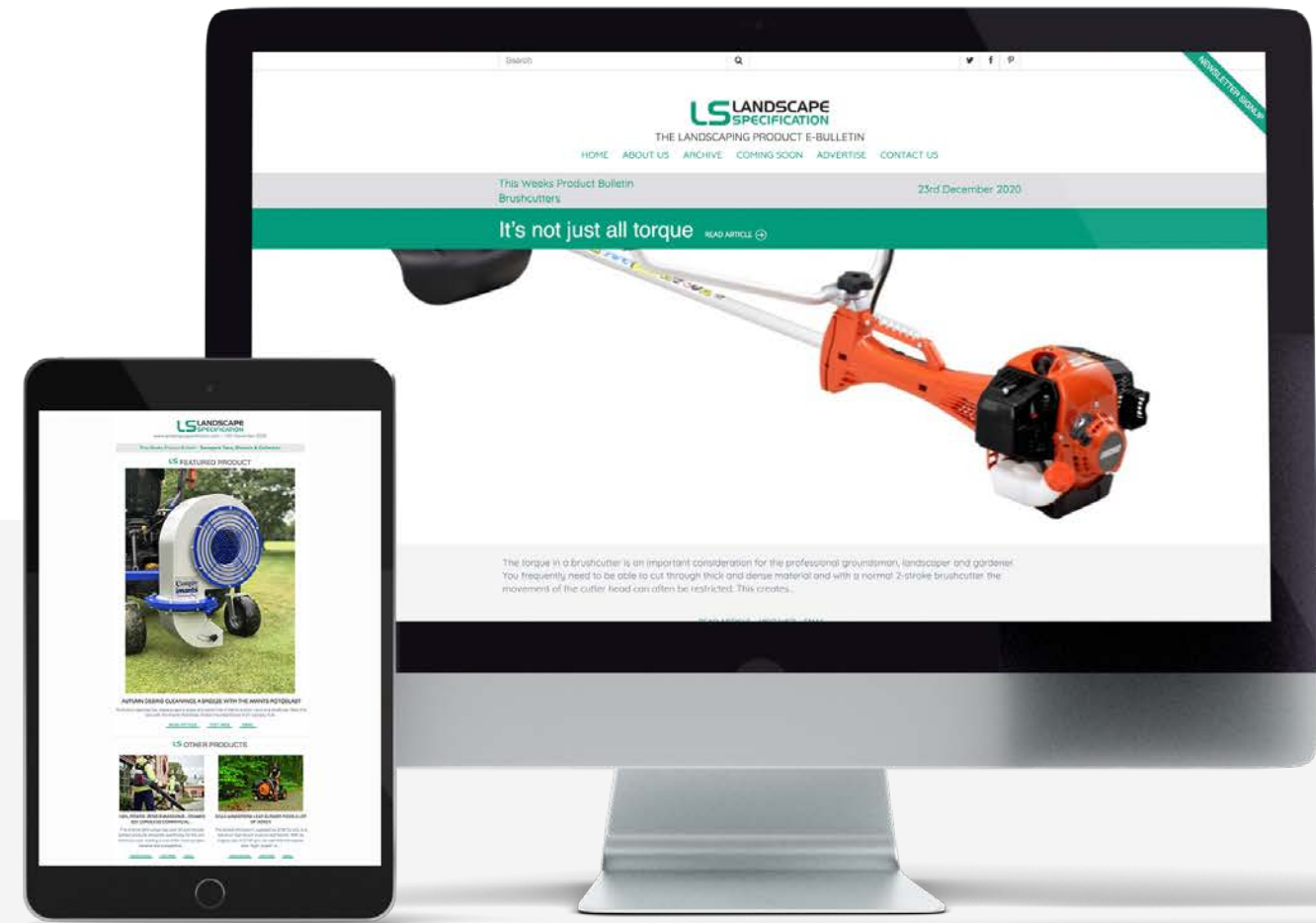




www.landscapespecification.com

**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 ebulletins

## 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

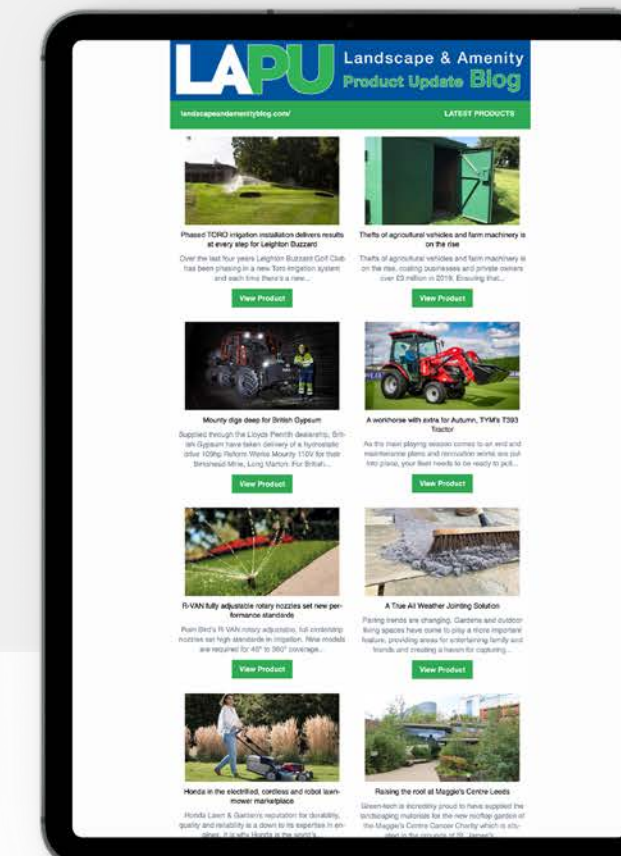
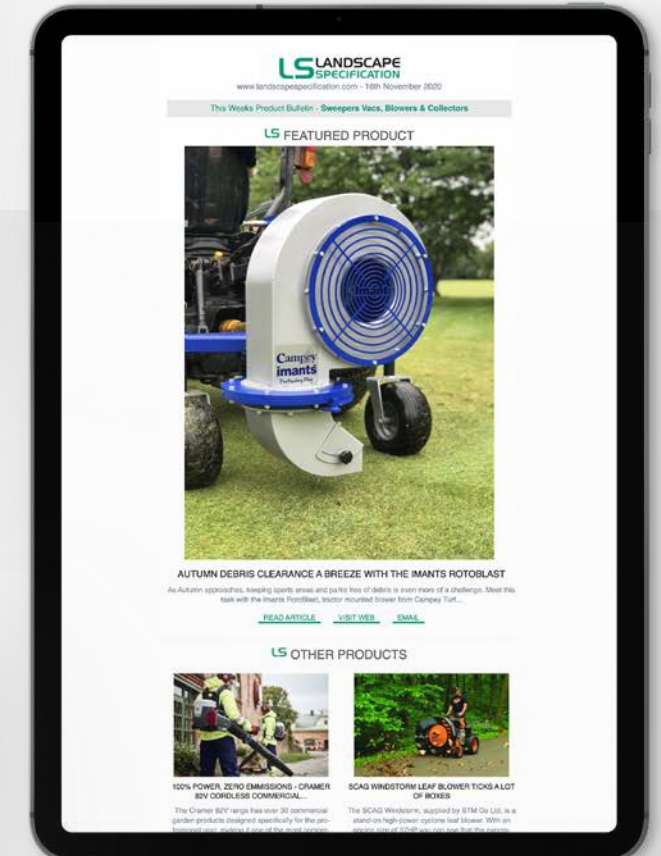
Solus eshots are recognised as being one of the best ways of reaching your target audience. They are unique to you and your target audience and can be demographically selected from our database of over 150,000 named email addresses.

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 1000 basis\***
- **HTML design costs available on request**

\* Based on a minimum of 3000 booked.





EACH MONTH WE FEATURE:

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

| MONTH & FEATURES  | SUPPLEMENT  | EBULLETIN   |
|---|---|---|
| JANUARY 2024  |   |   |
| <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 2024 Preview | Battery Power<br><br>BTME 2024 Preview                |
| FEBRUARY 2024   |   |   |
| <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<br><br>Fencing             |
| MARCH 2024  |   |   |
| <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<br><br>Ride-on Mowers |
| APRIL 2024  |   |   |
| <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<br><br>Best of British        |
| MAY 2024  |   |   |
| <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<br><br>Battery Power           |
| JUNE 2024   |   |   |
| <ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>SAGE 2024 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<br><br>SAGE 2024 Exhibition Preview   |

EACH MONTH WE FEATURE:

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

| MONTH & FEATURES   | SUPPLEMENT   | EBULLETIN   |
|--|--|---|
| JULY 2024  |  |   |
| <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<br><br>Weed & Pest Control                                 |
| AUGUST 2024  |  |   |
| <ul style="list-style-type: none"><li>Street Furniture &amp; Pedestrianisation</li><li>Hard &amp; Soft Landscaping</li><li>Grounds Fest 2024 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<br><br>Grounds Fest 2024 Preview         |
| SEPTEMBER 2024   |  |   |
| <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<br><br>Artificial Turf Maintenance |
| OCTOBER 2024   |  |   |
| <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 2024 Preview  | SALTEX 2024 Preview<br><br>ATVs, UTVs & Work Trucks                     |
| NOVEMBER 2024  |  |   |
| <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<br><br>Natural turf management                |
| DECEMBER 2024  |  |   |
| <ul style="list-style-type: none"><li>Hedge &amp; Verge Mowers (Jane Carley)</li><li>SALTEX Preview</li><li>BTME 2025 Preview</li><li>Product of the Year 2024</li><li>Machinery, Plant &amp; Vehicles</li></ul>   | Play & Activity  | BTME 2025 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 20,000 groundscape, 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><br>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><br>Private Contractors, Managers, Engineers, Directors & Cheid Executives, Specialist Arboricultural Contractors & Horticulture Consultants.  | 1,249        | 5,017         |
| <b>GROUNDSMAN &amp; GREEN-KEEPERS</b><br>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><br>Landscape Architects, Town Planning Consultants, Urban Development Officers, Architectural Technicians, Surveyors.  | 512          | 1,001         |
| <b>PRIVATE ESTATES, NATIONAL TRUST &amp; ENGLISH HERITAGE</b><br>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><br><b>colette@tspmedia.co.uk</b> |
|---------------------------|-------|--|
| 100 words including image | £100  |  |
| 200 words including image | £180  |  |
| 300 words including image | £250  |  |



# Contacts

---

**Publishing Director**

Martyn Smith - [martyn@tspmedia.co.uk](mailto:martyn@tspmedia.co.uk)

**Group Editor**

Paul Groves - [paul.groves@tspmedia.co.uk](mailto:paul.groves@tspmedia.co.uk)

**Head of Landscape Division**

Kellie Wake - [kellie@tspmedia.co.uk](mailto:kellie@tspmedia.co.uk)

**Area Sales Manager**

Colette Clark - [colette@tspmedia.co.uk](mailto:colette@tspmedia.co.uk)

**Production & Design**

Scarlett Vaughan-Evans - [scarlett@tspmedia.co.uk](mailto:scarlett@tspmedia.co.uk)

**Circulation & Database Management**

Becki Everitt - [becki@tspmedia.co.uk](mailto:becki@tspmedia.co.uk)

**Digital Development**

Ellie Harvey - [ellie@tspmedia.co.uk](mailto:ellie@tspmedia.co.uk)

# TSPMEDIA

PUBLISHERS FOR THE CONSTRUCTION INDUSTRY

TSP Media Limited  
Grosvenor House, Central Park,  
Hollinswood Road, Telford, Shropshire, TF2 9TW  
Tel: 01952 234000 | [www.tspmedia.co.uk](http://www.tspmedia.co.uk)

