


# PITCHCARE

## MEDIA INFORMATION



**2025**

**OFFERING YOU A  
TARGETED ROUTE  
TO MARKET  
FOR 2025!**

**DON'T  
MISS  
OUT!**

**REACH OVER  
26,000  
TURFCARE  
PROFESSIONALS**

EVOLVING, EDUCATING, ENGAGING THE TURFCARE COMMUNITY

YOU KNOW WHO WE ARE, BUT...

# PITCHCARE MAGAZINE



**The industry's leading title and respected platform for all your news, advice, experience and knowledge offering a progressive approach to advertising and media.**

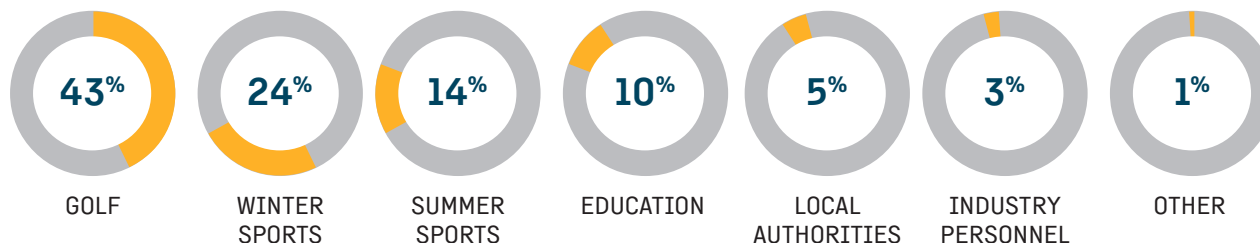
We recently made bold steps to give our audience a reinvigorated Pitchcare, starting with our magazine.

The changes were driven by feedback from the turf community and we bring you a more streamlined publication. Published bi-monthly we bring you views and issues affecting the sport and amenity turf management industry today, snappier content and shorter feature articles, alongside increased focus on topical news and information aimed at engaging and educating the turf care audience.

New regular sections include wellbeing, spotlight on science, wildlife and ecology and topical top tips. In a digital dominated era, where magazines increasingly compete for your attention and time, we're very aware that our content must be informative and in a presentable and easily deliverable format.

**We offer a voice to turf care professionals at all levels, from the volunteer groundsmen doing sterling work at bowls and cricket clubs to the grounds and greens teams looking after the UK's top sporting venues.**

## READERS BY SECTOR



## DATES FOR YOUR DIARY

### JANUARY/FEBRUARY 2025 BTME issue

Editorial deadline: 12th December 2024  
Artwork deadline: 20th December 2024  
Published: 16th January 2025

### MARCH/APRIL 2025 ScotsTurf & SouthTurf issue

Editorial deadline: 7th February 2025  
Artwork deadline: 17th February 2025  
Published: 3rd March 2025

### MAY/JUNE 2025

Editorial deadline: 14th April 2025  
Artwork deadline: 25th April 2025  
Published: 14th May 2025

### JULY/AUGUST 2025

Editorial deadline: 13th June 2025  
Artwork deadline: 25th June 2025  
Published: 12th July 2025

### SEPTEMBER/OCTOBER 2025 GroundsFest issue

Editorial deadline: 11th August 2025  
Artwork deadline: 19th August 2025  
Published: 4th September 2025

### NOVEMBER/DECEMBER 2025 Saltex issue

Editorial deadline: 15th October 2025  
Artwork deadline: 24th October 2025  
Published: 10th November 2025

# PITCHCARE ADVERTISING COSTS

We understand that the placement of an advertisement is of paramount importance for maximum impact. Where possible, advertisements will be placed within the relevant sector of the magazine. **Special positions or sizes are available on request.**

## DISPLAY

SIZE	SINGLE	SERIES OF 3	SERIES OF 6
Quarter page	£475	£425	£375
Half page	£675	£615	£515
Full page	£1200	£1000	£850
Half DPS	£1200	£1000	£850
Full DPS	£2100	£1900	£1600

## CLASSIFIED

Small	£25 per insert
Medium	£50 per insert
Large	£75 per insert

## OTHER

Cover wrap	£1200
Loose Inserts (max 50gsm)	£1200
Inserts printed with magazine	POA

## MISC

Whilst we do not carry articles that are purely PR, we are happy to work with our clients to provide technical articles and general feature articles.

In addition, we will use product shots within articles to support our clients' advertising campaigns and, in addition, new product developments are featured in the magazine.

Agency Commission: 10%

All rates are subject to VAT at the standard rate

# MECHANICAL DATA

## DISPLAY

Full Page bleed*	213mm W x 303mm H
Trim Size	210mm W x 297mm H
Half Page	179mm W x 130mm H
Quarter Page	86mm W x 130mm H

## ONLINE

### GOLD

Desktop	...	1420px W x 285px H
Mobile	...	625px W x 325px H

### SILVER

Desktop	...	697px W x 128px H
Mobile	...	625px W x 275px H

### BRONZE

Desktop	...	331px W x 229px H
Mobile	...	415px W x 155px H

**In addition, article banners are also required:**

Desktop	...	1060px W x 265px H
Mobile	...	530px W x 265px H

## CLASSIFIED

Small Single Classified:	39mm W x 39mm H
Small Double Classified:	89mm W x 39mm H
Medium Single Classified:	39mm W x 53mm H
Medium Double Classified:	84mm W x 53mm H
Large Single Classified:	39mm W x 65mm H
Large Double Classified:	84mm W x 65mm H

## ARTWORK FILES

Please supply as Print Ready Adobe Acrobat PDF with bleed and crop marks to:

**kerry.haywood@pitchcare.com**  
cc **kellie@tspmedia.co.uk**

\*Pitchcare Magazine is perfect bound. Please allow an extra 3mm bleed on left edge for grip into spine when providing full page copy. Where A4 artwork is supplied a 1% enlargement may be made to allow bleed into spine.

## ADDED VALUE

Magazine advertisers also benefit from having hyperlinks on the online version of the magazine, which is made available to our full membership once the hard copy has been published. No other magazine provides such an extensive potential readership.

## FEATURES

If you wish to be included in specific features to showcase your products and/or services, don't hesitate to let us know. We will contact you with any relevant features we feel you may wish to be involved in.

# PITCHCARE ONLINE

Pitchcare is the largest online resource for sports and amenity turfcare professionals anywhere in the world with over 26,000 GDPR members.

Targeted advertising with banners on your PR and dedicated social posts



## SPONSORED CONTENT

Reach the largest audience in the turfcare community.



## BANNERS

Reach a targeted sector with sponsored content.

Choose from sector categories and your banner advert will show at the header and/or footer of relevant editorial.



## MOBILE MARKETING

Sponsored content available soon!



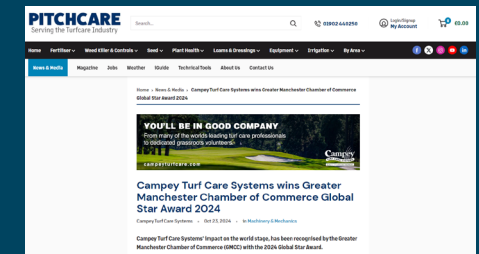
## MOBILE FRIENDLY

All advertising across the site is now optimised for mobile and hand held devices.

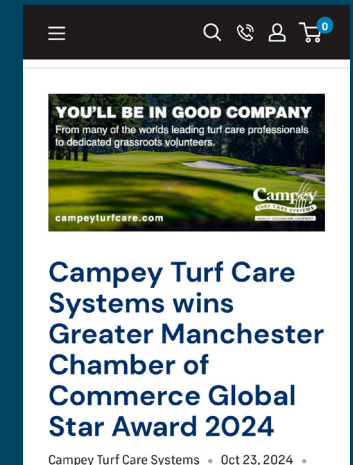
## BANNER OPTIONS:

- Gold Plus - £850 per month**  
Premium banner slider - ONLY 4 available!
- Gold - £500 per month**  
A 100% chance increase against bronze
- Silver - £250 per month**  
A 50% chance increase against bronze
- Bronze - £150 per month**  
Equal chance of being displayed

# ELEVATE YOUR DIGITAL ADVERTISING WITH PITCHCARE



DESKTOP



MOBILE

## E-SHOTS

Advertisers benefit from targeting our full online audience plus an email database of c11,000 industry related subscribers.

**One - £650**

Booked multiples at £500 i.e. 3 booked for year = total cost of £1500

In addition, bespoke newsletters can be targeted by sector, postcode etc. For this service we charge just £100 per 1000 members targeted - with a minimum cost of £200.



## EMAIL MARKETING

Mailed to c11,000 opted in database.



## SHOWCASE

Headline item on the Pitchcare homepage for three days. Viewed on the main slider for two weeks minimum.

- Includes video showcase shown within both articles and video sections
- Shared on Pitchcare's social media platforms - Twitter (12,400 followers), Facebook (6,200) and LinkedIn (3,000)
- Viewed by 26,000 GDPR Pitchcare members
- Half a million website views per month.

**£600.00**



## VIDEO SHOWCASE

A premium package to publish your videos.



## PAID PR

The option to reach over 26,000 industry personnel across our social media platforms.

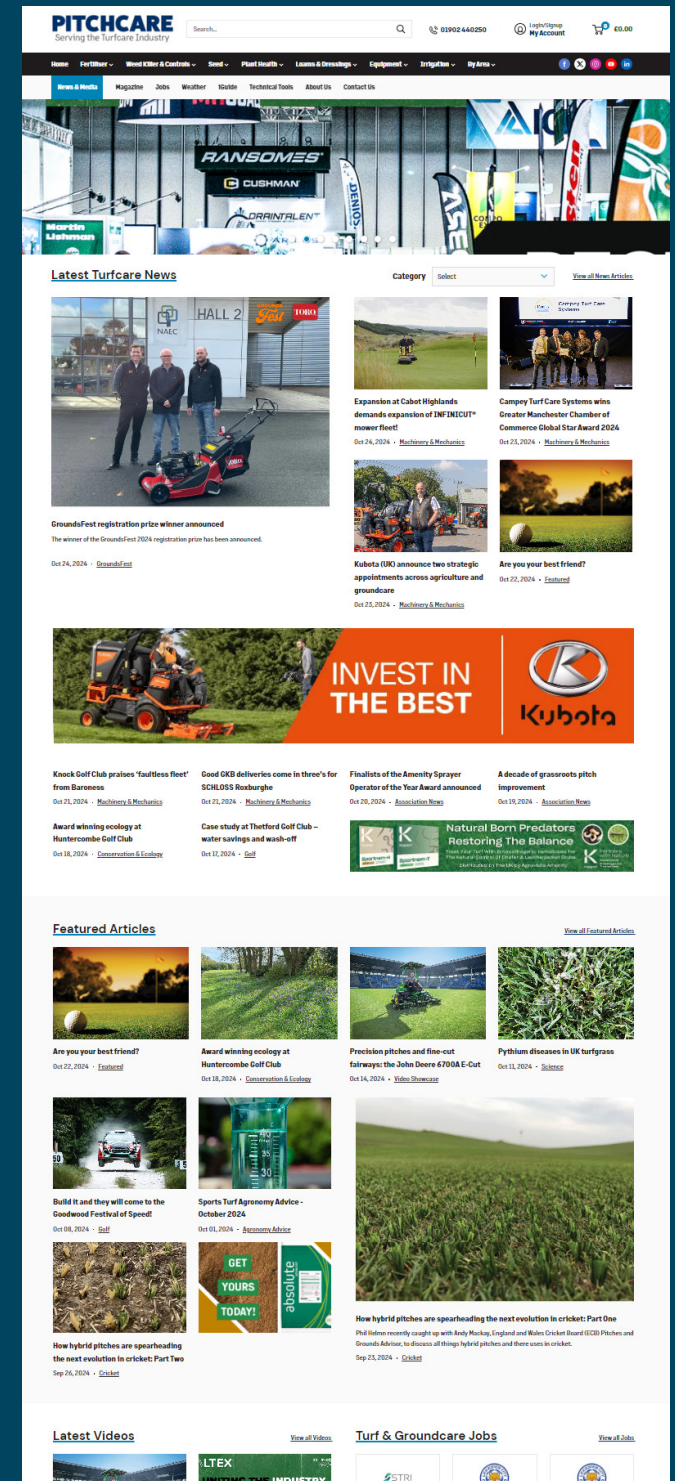
PR plays a vital role in overall marketing activity, and your press releases can now be shown on our feature slider.

**PACKAGES AVAILABLE FOR 2025.**



## SOCIAL MEDIA

Engage with our target audience of 17K.



# CONTACT US

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**TSP**MEDIA  
BUSINESS TO BUSINESS MEDIA

## ADVERTISING

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## PITCHCARE

## EDITORIAL

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VISIT US

**PITCHCARE.COM**