

# Landscape & Amenity

PRODUCT UPDATE



**2016 Media Details**

The UK's leading multi-media publication for the landscape, amenity and groundscare sector

# LANDSCAPE & AMENITY PRODUCT UPDATE

Now firmly established as the UK's leading landscape, groundcare and amenity magazine for new and improved design and innovation. The mix of professional editorial content, manufacturer led articles and detailed product information are presented in an easy to read style well liked by readers and unrivalled by others.

Printed in tabloid size means we stand out from the crowd, publishing the best possible magazine for your brand and product promotion within the landscape groundcare press. Add this to an ever-growing requested and ABC audited circulation of 10,000 named and known readers and a digital distribution to 15,875 emails, positions Landscape & Amenity Product Update as a preferred magazine by all.

## PLAY & ACTIVITY TODAY

A quarterly magazine supplement published in association with the API (Association of Play Industries), designed to update both purchasers & specifiers of sports & play ground equipment including safety surfacing. We mail 10,000 copies of Play & Activity Today along with Landscape & Amenity four times a year – **February, May, August and November**. The digital interactive issue of Play & Activity Today is then emailed to those 15,875 known emails.

## LANDSCAPEANDAMENITY.COM

A comprehensive, easy to use website which reflects the need for immediate daily news, product updates, video footage and product information. Using search engine optimisation we monitor page views, web clicks, web times and track viewers from around the world. We also update all forms of social media including Twitter, Pinterest and Facebook.

## FREE ENQUIRY SERVICE

An old fashioned but highly effective enquiry service not offered by any other magazine in this sector! Good quality new business enquiries are generated via our 24/7 independent enquiry service from both adverts and articles in both the print and online Landscape & Amenity magazine. This service helps you monitor and report your decision to use Landscape & Amenity.

## WEEKLY NEWS & PRODUCT eBULLETINS

Weekly interactive eBulletin facility, giving the professional and non-professional immediate access to the very latest products one week, followed by the latest industry headlines the following week. Emailed to over 15,875 known and named emails who have access to web & email links coupled with an effective online enquiry facility.

The collage displays the following content:

- play&activity today** magazine cover (August 2015) featuring the API logo and the headline "API welcomes Generation Inactive report but calls for wider remit".
- Landscape & Amenity** magazine cover (October 2015) with a "PRODUCT UPDATE" section listing articles on SALTEx, Sweepers, Collectors, Blowers & Vacs, and Winter Maintenance.
- A screenshot of the **Landscape & Amenity.com** website, showing the navigation menu, search bar, and various article teasers.
- Article snippets from the magazine, including "New research shows large parks key to city success", "Countdown almost over to new-look SALTEx", and "Made in Britain members help city get fit".
- A "VIDEO OF THE MONTH" section featuring the Oregon 34V CS300 Cordless Chain Saw.
- A "LATEST ISSUE" sidebar with a preview of the next magazine cover.
- A "When only the best will do..." advertisement for Schöck.

# CIRCULATION

Landscape & Amenity Product Update is published 12 times per year and along with its digital issue is sent to a combined audience of over 25,000 groundcare, grounds maintenance, landscape architects, landscape contractors and procurement officers working in both the private and public sector. When you combine this circulation with our online database, web traffic and 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 & Groundsmen, Procurement Officers, Landscape Architects, Town Planning/Urban Environment Officers, Landscape & Amenity Departments.	2841	4025
<b>LANDSCAPE CONTRACTORS &amp; PROFESSIONAL GARDENERS</b> Private Contractors, Managers, Engineers, Directors & Chief Executives, Specialist Arboricultural Contractors and Horticulture Consultants.	2749	5249
<b>GROUNDSMAN &amp; GREENKEEPERS</b> Universities, Colleges, State & Independent Schools, Theme Parks, Entertainment Venues, Caravan Parks, Professional & Non-professional Sports Clubs inc. League & Non-league football, bowls, rugby, cricket and golf courses.	2911	4873
<b>URBAN PLANNING &amp; ARCHITECTURAL DESIGN</b> Landscape Architects, Town Planning Consultants, Urban Development Officers, Architectural Technicians, Surveyors	998	1176
<b>PRIVATE ESTATES, NATIONAL TRUST &amp; ENGLISH HERITAGE</b> Estate Managers, Gardeners & Groundsmen, Park Rangers, Operations, Managers and Trustees	501	552
<b>TOTAL</b>	<b>10,000</b>	<b>15,875</b>



Click here to view latest circulation analysis, and ABC certificate.

## 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  
**15,875**

# 2016 EDITORIAL PROGRAMME

## MONTHLY FEATURES

- Industry News
- Street Furniture & Lighting
- Pedestrianisation & Hard Landscaping
- Product News
- Sports & Play Equipment
- Machinery, Plant & Vehicles

### JANUARY 2016

- Chainsaws and Forestry Equipment
- BTME 2016 Preview
- Natural Stone & Aggregates
- Grass Seed & Wild Flowers

**Special Report:** ATVs, UTVs & Work Trucks – Jane Carley

### FEBRUARY 2016

- Fencing & Security Products
- BTME 2016 Review
- Road Sweepers & Street Cleaning Machinery
- **LANDSCAPE & AMENITY VIDEO eBULLETINS**

**Special Supplement:** Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA

### MARCH 2016

- Weed Control & Spraying Equipment
- Aerators
- Fertilisers
- Artificial Turf and Maintenance

**Special Report:** Ride on Mowers – Jane Carley

### APRIL 2016

- Green Roofs, Garden Roofs & Living Walls
- Pedestrian and Remote Controlled Mowers
- Pedestrianisation & Hard Landscaping
- **LANDSCAPE & AMENITY VIDEO eBULLETINS**

**Special Report:** Sports Turf Maintenance – Jane Carley

### MAY 2016

- Water Management - Irrigation
- Soils, Dressings, Composts & Treatments
- Brushcutters

**Special Supplement:** Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA

### JUNE 2016

- Weed, Pest Control & Spraying Equipment
- Aerators
- Sweepers, Collectors, Blowers and Vacs

**Special Report:** 2 & 4 Wheel Tractors – Jane Carley

### JULY 2016

- Grass Cutting Machinery
- ATVs, UTVs, Work Trucks & Trailers
- Soft Landscaping

### AUGUST 2016

- Street Furniture & Lighting
- Estate Management
- Hand Held Tools
- **LANDSCAPE & AMENITY VIDEO eBULLETINS**

**Special Report:** Hedge & Verge Mowers – Jane Carley

**Special Supplement:** Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA

### SEPTEMBER 2016

- Pedestrianisation & Hard Landscaping
- Shelters, Covered Walkways & Cycle Storage
- Fencing & Security
- Brushcutters

**Special Report:** Forestry Equipment – Jane Carley

### OCTOBER 2016

- IOG SALTEX 2016 Preview
- Sweepers, Collectors, Blowers and Vacs
- **LANDSCAPE & AMENITY VIDEO eBULLETINS**

**Special Report:** Winter Maintenance – Jane Carley

### NOVEMBER 2016

- Artificial Turf & Maintenance
- Water Management - Drainage
- Trees, Shrubs & Planters

**Special Supplement:** Play & Activity Today

- News & Product Update
- Latest News from API & ROSPA

### DECEMBER 2016

- IOG SALTEX 2016 Review
- Round Up of the Year's most interesting products.

### EDITORIAL COPY DEADLINE:

Last Friday of month preceding publication month

### EDITORIAL RELEASES TO:

kellie@tspmedia.co.uk

# MAGAZINE RATES

## ADVERTISEMENT RATES

ADVERT SIZE	1 INSERT	3 INSERT	6 INSERT	10 INSERT
Full Page Tabloid	£4200	£3700	£3200	£2700
Half Page Tabloid	£2100	£1900	£1700	£1400
Quarter Page Tabloid	£1055	£1000	£900	£750
25cm x 4 columns (A4 page)	£1850	£1650	£1450	£1200
8cm x 6 columns (Front Cover)	£1055	£950	£850	£700
13cm x 4 columns ( 1/2 A4 page)	£960	£860	£810	£660
13cm x 2 columns ( 1/4 A4 page)	£480	£420	£370	£320
Classified Panel (9cm x 9cm)	£185	£150	£125	£100

## MECHANICAL DATA

Full Page Tabloid	420mm h x 297mm w + 3mm bleed
Half Page Tabloid	200mm h x 277mm w
Quarter Page Tabloid	200mm h x 136mm w
25cm x 4 columns (A4 page)	250mm h x 183mm w
8cm x 6 columns (Front Cover)	80mm h x 277mm w
13cm x 4 columns ( 1/2 A4 page)	130mm h x 183mm w
13cm x 2 columns ( 1/4 A4 page)	130mm h x 89mm w
Classified Panel (9cm x 9cm)	90mm h x 90mm w

Printed  
inserts  
available on  
request

## EDITORIAL SUBMISSIONS

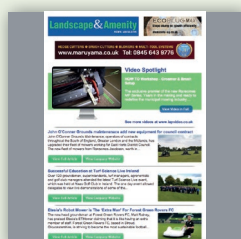
80 -90 words including image	£85
170-180 words including image	£160
340-360 words including image	£220
Landscape & Amenity eBulletin	£175
Both the 80-90 word editorial and the eBulletin	£200

If you are interested in discussing editorial submissions in Landscape & Amenity please contact Kellie Wake on 01952 234000.

A fortnightly editorial ebulletin designed to update all 15,875 known emails with up to date industry news .

## eBULLETINS

### FORTNIGHTLY NEWS eBULLETIN



Our fortnightly News eBulletin is emailed to an email address list of 15,875 known emails. These eBulletins are then archived on the landscapeandamenity.com website.

### CUSTOMISED eBULLETINS



We can also design and deliver customised eBulletins specific to your company to key specifiers by job title or by geographical location. We will compile a marketing list to your specific requirement.

# ONLINE

## LANDSCAPEANDAMENITY.COM

Landscape & Amenity Product Update continues to be supported on a daily basis with our ever changing website [www.landscapelandamenity.com](http://www.landscapelandamenity.com)

Reflecting the industry's need for instant access to product information, manufacturer news, video footage and product brochures, [www.landscapelandamenity.com](http://www.landscapelandamenity.com) promises to become the go to media platform for this diverse and exciting market.



■ **BANNER** (545px x 70px)  
£350 per month

■ **SKYSCRAPER** (130px x 520px)  
£295 per month

■ **MPU** (385px x 263px)  
£250 per month

■ **BUTTON** (130px x 130px)  
£150 per month

## LANDSCAPEPRODUCTDIRECTORY.COM



The Landscape & Amenity Product Directory gives you access to an endless array of landscape, groundcare and amenity products whilst in one website. Detailed product information, technical data and documents, images, brochure downloads and video demonstration footage.

### ■ Bronze - £150

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

### ■ Silver - £350

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

### ■ Gold - £550

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



### ■ Platinum - £750

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

### ■ Bespoke packages - £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.

## LAPVIDEO.CO.UK

Video footage of new products and machinery in action is proving more and more popular. Manufacturers and distributors are spending more money than ever before developing footage of the latest products in action, giving the professional & non-professional user the chance to watch a new product in action pre or post demonstration.

www.lapvideo.co.uk was launched to collate and host the very latest video demonstration footage in one easy to use website. All footage hosted on this website is also synched with our YouTube Channel – LAPUVideo

In addition to the website, a quarterly Landscape & Amenity Video eBulletin is sent to update the 15,875 known and named email addresses highlighting the very latest footage online.

**Video eBulletins will be sent out in February, April, August and October.**

For £285.00, add your latest video footage immediately online and then part of the next available Landscape & Amenity Video eBulletin. Your video will remain on the Video Update website and YouTube Channel for the next 12 months.



## SOCIAL MEDIA

In today's interactive society social media should be an important part of any company's marketing strategy. We utilise social media platforms to enhance our online coverage of your products or services. Any media that we add to our website is automatically added to our social media platform. We have a growing following of key landscaping and groundscare professionals and are very careful in who we target.

This social media strategy has proven extremely successful with a high engagement rate from users who are actively involved in day to day landscaping projects.

Twitter



Pinterest



RSS Feed



Facebook



LinkedIn



Twitter  
Followers  
**3399**

Pinterest  
Followers  
**340**

# FORTNIGHTLY PRODUCT eBULLETIN

A fortnightly product ebulletin featuring a different subject in each mailing, Landscape Specification is emailed to over 15,875 relevant email addresses and is an ideal platform from which to promote new and existing products.



£175 enables you to include an unlimited release, image and any necessary web links.

## 2016 PRODUCT eBULLETIN PROGRAMME

### JANUARY

- 07/01/16 Amenity Pesticides & Sprayers
- 21/01/16 BTME 2016 Review

### FEBRUARY

- 04/02/16 Ground Reinforcement
- 18/02/16 Grass Seeds & Wildflowers

### MARCH

- 03/03/16 Street Furniture & Lighting
- 17/03/16 Water Management - Irrigation
- 31/03/16 Weed Control & Spraying

### APRIL

- 14/04/16 Sports Turf & Turf Maintenance
- 28/04/16 Mowers & Remote Mowing

### MAY

- 12/05/16 Play Equipment & Surfacing
- 26/05/16 Compact Tractors & Attachments

### JUNE

- 09/06/16 Green Roofs & Living Walls
- 23/06/16 Pedestrianisation

### JULY

- 07/07/16 Brushcutters
- 21/07/16 Fencing & Security

### AUGUST

- 04/08/16 Sweepers Vacs, Blowers & Collectors
- 18/08/16 Shelters & Covered Walkways

### SEPTEMBER

- 01/09/16 Forestry Equipment
- 15/09/16 Hedge & Verge Mowers
- 29/09/16 Aeration

### OCTOBER

- 13/10/16 Winter Maintenance & Snow Clearance
- 27/10/16 IOG SALTEX 2016 Preview

### NOVEMBER

- 10/11/16 Estate Management
- 24/11/16 IOG SALTEX 2016 Review

### DECEMBER

- 08/12/16 Commercial Vehicles & Trailers
- 22/12/16 BTME 2017 Preview

# ONLINE RATES - WEBSITES & eBULLETINS

## WEBSITE ADVERTISEMENT RATES (PER MONTH)

POSITION	PER MONTH	ROTATION X 3	12 MONTHS
Banner 545px x 70px	£900	£300	20%
Skyscraper 130px x 520px	£855	£285	20%
MPU 385px x 263px	£600	£200	20%
Button 130px x 130px	£300	£100	20%
Used Machinery Post	£25	N/A	20%

Banners, Skyscrapers and MPU's can be accommodated on all of our websites. To find out more on how an advertisement could support your video or product editorial, please contact a sales representative.

## WEEKLY eBULLETIN'S

PRODUCT eBULLETIN	1 eBULLETIN	3 eBULLETINS	6 eBULLETINS
Article	£200	£175	£150
Solus Banner	£150	£125	£100
Skyscraper	£125	£100	£75
MPU	£100	£75	£50
<b>NEWS eBULLETIN</b>			
Article	£200	£175	£150
Solus Banner	£150	£125	£100
Skyscraper	£125	£100	£75
Video Entry	£100	£75	£50

Couple this opportunity with banners on our main website for maximum exposure



# Landscape & Amenity

PRODUCT UPDATE

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

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