

PROFESSIONAL HORTICULTURE + LANDSCAPE DESIGN



MEDIA PACK
2018

WELCOME TO pH

pH is an industry leading cross-platform professional horticulture and landscape design information provider from multi-media publisher, TSP Media.

The content is aimed at professionals working in horticulture and landscaping, including ornamentals production, landscape design and build, garden and estate management, parks management, professional gardening, turf care and arboriculture.

Print: pH is distributed quarterly, and each issue has an in-depth seasonal focus

Digital: www.landscapeandamenity.com/professional-horticulture-and-landscape-design covers the horticulture and landscaping market. The website is updated regularly with breaking news stories, in-depth features, technical information and industry data, making it an invaluable reference point for users.

pH e-news is issued monthly to give professionals the latest industry news, legislation and technical updates, enabling them to make informed decisions.

A network of social media platforms provides a vehicle for magazine content, as well as stand-alone daily news updates.

With a proven track record in multi-platform publishing, the pH team includes Editor, Sophie Wilesmith, who has extensive experience in technical writing for the horticultural and land management sectors, and a robust marketing duo, Kellie Wake and Dan Codling.

Who reads pH?

- Hard and soft landscapers
- Landscape designers or contractors
- Professional gardeners
- Estate managers
- Parks departments
- Arboriculture professionals
- Commercial growers of ornamental plants
- Grounds maintenance contractors
- Turf professionals

PUBLICATION MONTHS

Winter	February 2018
Spring	May 2018
Summer	August 2018
Autumn	November 2018



FEATURES

Regular features:

News, industry showcase, horticultural practice, community spaces, estate management, landscape design and planning, education and training, industry innovations, and a new product focus

Quarterly features:

- Winter:** Top trends for 2018 , growing media and fertilisers, tools and machinery
- Spring:** Malvern Spring Show Preview, Chelsea 2018 preview, IPM, irrigation/drainage
- Summer:** Four Oaks trade show preview, Malvern Autumn Show preview, dramatic autumn displays, hard landscaping materials
- Autumn:** Saltex preview, horticultural products, turf maintenance, dramatic winter displays



CIRCULATION

pH is circulated to 8,500 individuals and businesses with specific involvement in horticulture, landscape design and groundcare, including:

- Landscape contractors
- Landscape Architects and Designers
- Head Gardeners And Estate Managers
- Plant nurseries and growers
- English Heritage, National Trust and Private estates
- Universities, land-based colleges, schools
- Hospitals, local authorities, parks
- Heads of holiday parks, golf and sports clubs

TSP Media also accesses data from Glenigan Project Leads, who collect information on every planning application submitted throughout the UK. Our third party agreement with Glenigan gives TSP Media unrivalled access to landscape architects, landscape designers, and groundcare professionals actively responsible and overseeing many of the UK's leading landscape projects. This data, when coupled with our own organically sourced information of local authority grounds departments, parks gardens, contractors and operators, provides a potent target audience for manufacturers and suppliers looking to promote their brand and product offering to this lucrative market.

RATES & DATA

PRINT

Double Page Spread £2500.00
300mmH x 460mmW
+6mm bleed Gutter 36mm

Full Page £1400.00
300mmH x 230mmW +6mm bleed

Half Page (horizontal) £700.00
125mmH x 200mmW

Half Page (vertical) £700.00
260mmH x 90mmW

Quarter Page £350.00
125mmH x 90mmW

Quarter Page (Strap) £350.00
65mmH x 200mmW

DIGITAL:

pH E-news

Monthly insert – text, image and link through to company website £100/insert

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TSP MEDIA

INNOVATION IN B2B COMMUNICATION