

PROFESSIONAL HORTICULTURE + LANDSCAPE DESIGN



MEDIA PACK
2017

WELCOME TO pH

An exciting magazine from TSP Media, dedicated to showcasing the UK's excellence in professional horticulture and landscape design.

The UK has seen an explosion of investment to help create and complete outstanding horticulture designs and vibrant landscapes. **pH** magazine, published quarterly, will reflect this through a mix of news, case studies, profiles, product reports, technical updates and opinion.

With a proven track record in multi-platform publishing, the experienced TSP Media team includes Laurence Gale, one of the most recognisable and respected industry professionals, who is editing **pH** magazine.

Laurence and his team will also use their experience to develop a multi-media channel that includes a dedicated website, a network of social media platforms together with industry led ebulletins, newsletter, forums and blogs. These channels provide a vehicle for magazine content, as well as stand-alone content of daily news updates, technical articles, advice columns, a video hub, readers forums, shows and exhibitions updates.

Established in 1992, TSP Media has developed into a professional and dynamic multi-media publisher of industry-leading print, digital and online publications across the architectural, building and landscape sectors.

These include Specification Magazine and Specification Online, as well as the industry-leading title Landscape & Amenity Product Update.



PUBLICATION MONTHS

Jan - March	2017
April - June	2017
July - Sept	2017
Oct - Dec	2017

FEATURES

Each issue of **pH** will publish a range of features that reflect important aspects of the industry. This will include in-depth profiles and interviews, detailed case studies on flagship projects and initiatives and comprehensive technical reports on important issues. **pH** will provide regular updates on training and legislation news, and focus on a particular product area in each issue, including machinery, horticulture, irrigation, drainage products, hard landscaping and work wear.

Products in Practice Programme

Horticulture products

including grass seeds; wild flowers; composts/fertilisers; planters etc

Irrigation/Drainage

including water features; pumps; irrigation systems; SuDS; drainage equipment.

Hard landscaping

Including paving; street furniture; lighting; retaining walls; fencing; planters.

Machinery

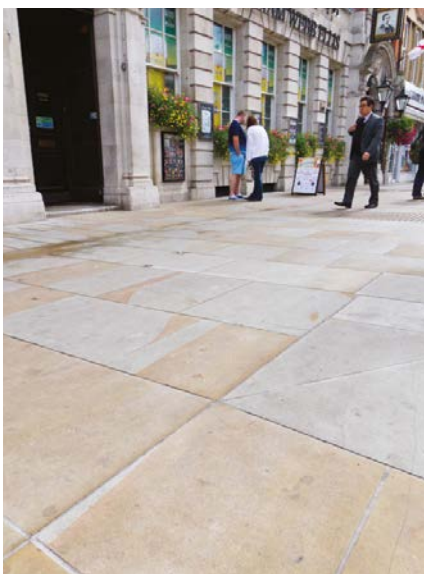
Including ride-on and pedestrian mowers; handheld tools; compact tractors; hedge and verge mowers.

Transport

Including commercial vehicles; 4x4/pick-ups; work trucks, electric/hybrid commercial vehicles.

Work wear

Including seasonal clothing ranges; corporate and branded clothing; safety and hi-viz; footwear.



CIRCULATION

pH is only circulated to individuals with a specific involvement in horticulture, landscape design and groundcare. Our database team have many years experience in this sector and their knowledge will ensure that **pH** is targeted at those individuals within the horticultural, landscape design and groundcare sector who make key decisions on the specification and purchase of products and materials.

We also access 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 gardeners, contractors and operators provides a potent target audience for manufacturers and suppliers looking to promote their brand and product offer to this lucrative market.

Education

Universities, Land Based Colleges, Public Schools/Schools

Leisure Facilities

Heads of Caravan, Camping & Holiday Parks, Golf & Sports Clubs

Horticultural

Nurseries, Professional Gardeners & Growers

Public Sector

Hospitals, Local Authorities, Parks

Landscape Contractors

Arboricultural & Tree Surgeons

English Heritage, National Trust & Private Estates

Landscape Architects & Designers

RATES & DATA

Double Page Spread 300mmH x 460mmW +6mm bleed Gutter 36mm	£2500.00
Full Page 300mmH x 230mmW +6mm bleed	£1400.00
Half Page (horizontal) 125mmH x 200mmW	£700.00
Half Page (vertical) 260mmH x 90mmW	£700.00
Quarter Page 125mmH x 90mmW	£350.00
Quarter Page (Strap) 65mmH x 200mmW	£350.00

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pH is a vital publication for the professional horticulture and landscape design industry. Designed to provide a voice for today's vibrant horticultural and landscaping industry, it will evolve to meet today's ever-changing media and publishing environment.

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