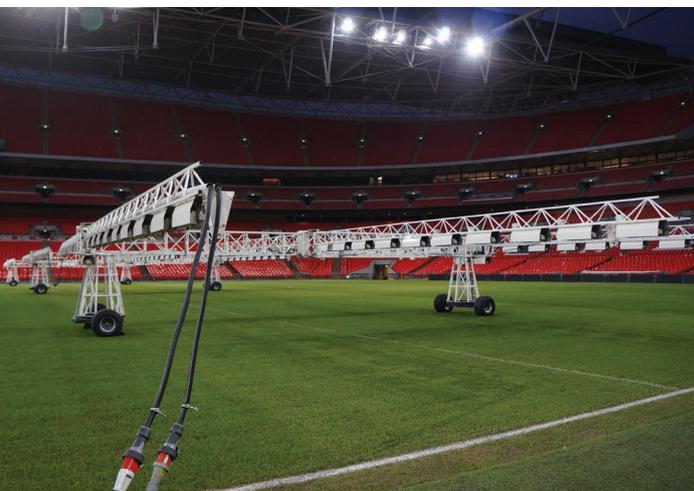


the Groundsman



Introduction

The Institute of Groundsmanship (IOG) was established in 1934 to develop and raise the profile of professional and non-professional groundsmanship here in the UK and around the world. We provide a voice for our membership and offer the highest quality training, support and advice to those working in the grounds care industry.

Our Vision

“To promote quality surfaces and quality services and establish the IOG as ‘the’ leading professional organisation for grounds management, recognised by the national governing bodies and the public, private and voluntary sectors for its industry knowledge and technical expertise.”

To achieve this we work closely with the National Governing Bodies of Sport to develop sport and sporting surfaces in the UK and Ireland, to develop training courses, and to ensure that recognition of the profession and the need for quality standards at all levels is at the top of their agenda.

We deliver a range of local, regional and national events including seminars, conferences and awards programmes, in conjunction with leading representatives from all facets of the industry. We also run a leading industry exhibition - SALTEX (Sports Amenities Landscaping Trade Exhibition).

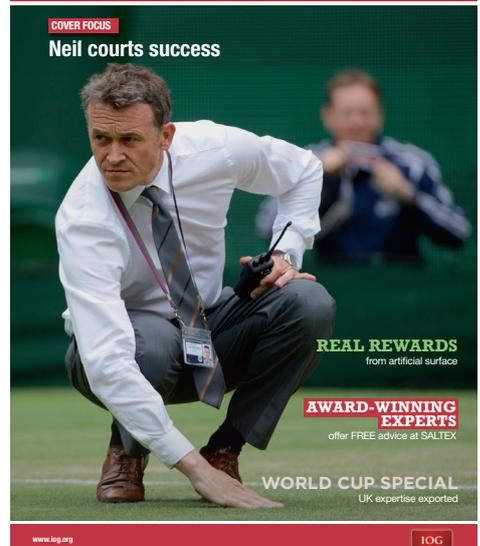
We work in partnership with colleges and awarding bodies to ensure there are adequate and appropriate educational opportunities for all sectors of the industry. We are also in touch with a wide range of employment matters which enables us to provide employers and employees alike with up to date advice on all aspects of employment from Health and Safety issues to recommended salaries and job descriptions.

Most importantly, we try to ensure that all of our products and services, including membership, represent true value for money. As an organisation committed to supporting our industry we reinvest in, and subsidise, many of our activities in order to ensure access for all.

The IOG has a proud history and can point to many successes for 80 years, with a strong membership base, successful events and award-winning magazine The Groundsman.

the Groundsman

June 2014 £4.00



The Publication

The Groundsman is the UK's leading monthly magazine for anyone involved in grounds maintenance

The Groundsman, like no other monthly magazine, takes a closer look at industry issues, practical and intricate methods, product enhancements and offers advice in a jargon-free manner using regular analysis, comments and detailed features from around the world. Publishing monthly enables The Groundsman to react to key announcements and changes to the UK turfcare industry.



Circulation

The Groundsman, first published more than 50 years ago, reaches an IOG membership subscription of more than 5,500 industry professionals across the UK and parts of Europe. Its total readership is in excess of 10,000 decision makers and those actively involved in grounds maintenance and development.

The IOG has access to more than 8,800 known and named registered email addresses who receive a digital interactive version of The Groundsman magazine every month along with the IOG's monthly eNewsletter.

Readership Profile

Head/Deputy Groundsman
Greenkeeper
Sports Ground Manager
Local Authority Parks Officer
Leisure Facilities Manager
Landscape Gardener & Designer
Landscape Architect
Park Keeper
Arborist
Estate Manager
Bursar
Principal
Owner
General Manager
Chief Leisure Officer
Grounds Manager
Contracts Manager

Industry Sector Profile

Public Sector -

Local authorities & parish councils

Contractors -

Maintenance, landscaping, gardening, construction & forestry

Education -

Universities, schools & colleges

Private Sector Facilities -

Football, cricket, golf, tennis, rugby, bowls, hockey & racecourse

Attractions, Tourism & Heritage -

Country park, national estate, zoo, leisure park & holiday park

Dealers & Manufacturers -

Machinery, materials, play & plant equipment



2016 Feature Programme

The Groundsman publishes detailed articles and case-studies based on face-to-face interviews with professional and non-professional experts in the turfcare industry. Key contributors also volunteer to share their opinions and interpretation of effective groundsmanship.

MONTHLY FEATURES:

Industry News – a review of what’s happening in the grounds care sector

IOG News – IOG news, regional views and an update from key IOG personnel

Grow with the IOG – how the IOG’s expert training and education initiatives can aid new or advanced career opportunities in groundsmanship

Get into Grounds – grassroots groundsmanship for young people and volunteers

Ahead of the Game – we talk to professional groundsmen about turf trends and industry challenges

IOG Best Practice – taking a closer look at our 2014 IOG Industry Award Winners

Technical Update – a round-up of the industry’s latest research, development and innovations

Profile – an interview with a leading figure within the grounds care sector or report on a round-table event

IOG In Action – a focus on product launches and developments and how they are used in practice

Case Studies – a ‘day in the life’ format that reviews ‘on-the-job’ grounds care practice

Maintenance Calendar – a monthly guide to grounds maintenance

Weather – what to expect for the month ahead - using Greencast’s forecasts and predictions

MONTHLY PRODUCT FEATURES:

Turf care professionals at all levels, from the volunteer upwards, need to be aware of the very latest innovative products for quality surfaces and optimum performances.

JANUARY

- Grass Seed
- Artificial Surface Maintenance
- BTME Preview

FEBRUARY

- Aeration
- UTVs and ATVs
- BTME Review

MARCH

- Pedestrian Mowers
- Compact Tractors

APRIL

- Ride-On and Mounted Mowers
- Irrigation Management

MAY

- Weed and Pest Control
- Spraying Equipment
- Grass Seed

JUNE

- Line Marking
- Natural and Artificial Surface Maintenance

JULY

- Fertilisers
- Sweepers, Blowers Collectors and Vacs

AUGUST

- Artificial Surface Maintenance

SEPTEMBER

- Top Dressers and Spreaders
- Brushcutters

OCTOBER

- IOG SALTEX Preview
- Aeration

NOVEMBER

- Estate Management Equipment
- Drainage Management

DECEMBER

- IOG SALTEX Review
- IOG Conference and Industry Awards Review



Advertising Opportunities

Display Advertising

Full page: £1,135

Half Page: £700

Quarter Page: £490

Double page spread: £1,925

Series Discounts

3 insertions 5%, 6 insertions 10%, 12 insertions 15%

IOG Corporate Member discount

5% off rate card

Classified Advertising

Classified: £20.50 per single column cm

Recruitment: £490 per Quarter Page

(Advert will also be placed on the Jobs Section of the IOG website for one month)

Mechanical Data (hwxw)

Display

Quarter Page: 136mm x 87mm (vertical)

66mm x 180mm (horizontal)

Half Page: 256mm x 87mm (vertical)

36mm x 180mm (horizontal)

Full Page: 297mm x 210mm (3mm bleed)

Double Page: 297mm x 420mm (40mm gutter)

Classified

One Block: 48mm x 50mm

Two Block 110mm x 48mm (vertical)

48mm x 105mm (horizontal)

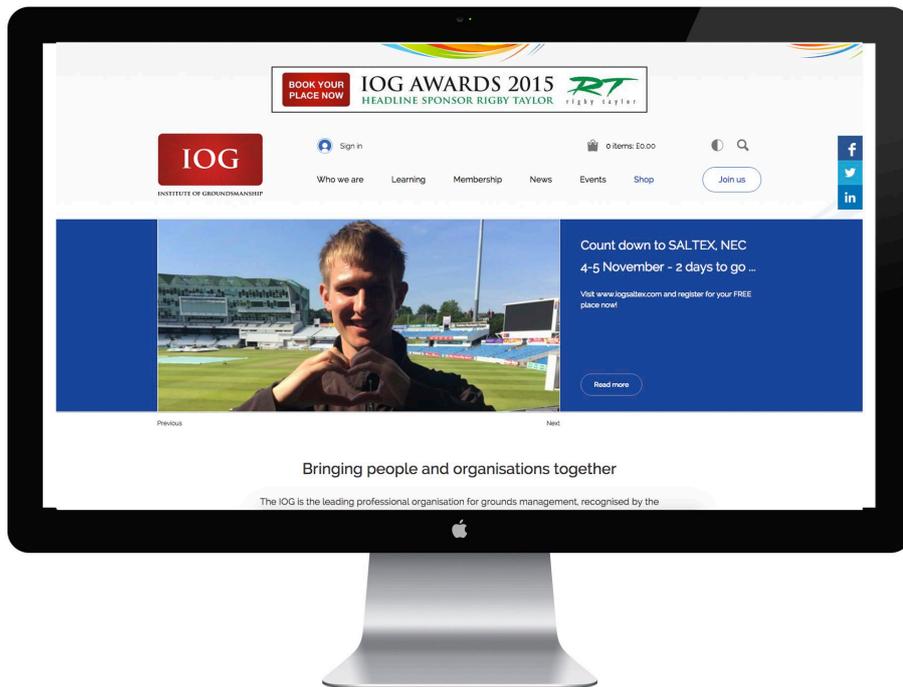
Three Block: 175mm x 48mm (vertical)

48mm x 160mm (horizontal)

Four Block: 110mm x 105mm

All material to be supplied as high-resolution flattened CMYK pdf files, with fonts outlined, set at 300dpi with 3mm bleed and trim marks. Artwork emailed to copy@tspmedia.co.uk

IOG Online – www.iog.org



The IOG website gives immediate online access to industry news, along with training course awareness and career development advice. It also creates access to many of the very latest vacancy availability from across the UK.

The home page alone has received nearly 100,000 page views in this time, and an average viewer stays on the home page for over 14 minutes. More than 80% of the traffic to the site arrives via search engines.

Online Advertising Opportunities

Static Buttons of 400x200 pixels are available on the home page.

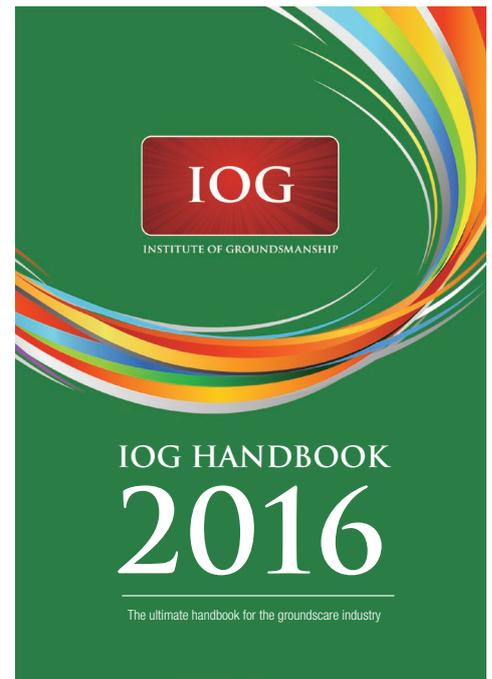
Price:
£250.00 per month

IOG Handbook

The IOG Handbook is an essential aid throughout the year for the turfcare professional. Access is at hand for professional month-by-month maintenance advice, career development and training awareness along with an introduction to 'your' IOG.

The IOG members' handbook includes a diary and interviews with professionals giving an insight into their knowledge and expertise and detailed profiles of many recognised and established industry brands and manufacturers.

The IOG Handbook will be made available at the IOG Industry Awards evening and mailed along with the December issue of The Groundsman magazine.



Advertising Opportunities

Profiles:

Two-page Profile: £350

Full Page advert along with a detailed company profile on a facing page. Includes logo branding, two images, full contact details and a 200-word overview. Unlimited Handbook Index listing entries

Single-page Profile: £250

Detailed company profile including logo branding, two images, full contact details and a 200-word overview. Unlimited Handbook Index listing entries

Half-page Profile: £150

Detailed company profile including logo branding, single image, full contact details and a 100-word overview. Six Handbook Index listing entries

Profile Entry: £100

Our basic entry option, and including logo branding, full contact details and six Handbook index listing entries

Individual Advertisements:

Exclusive Full-page Advertisement - £550.00

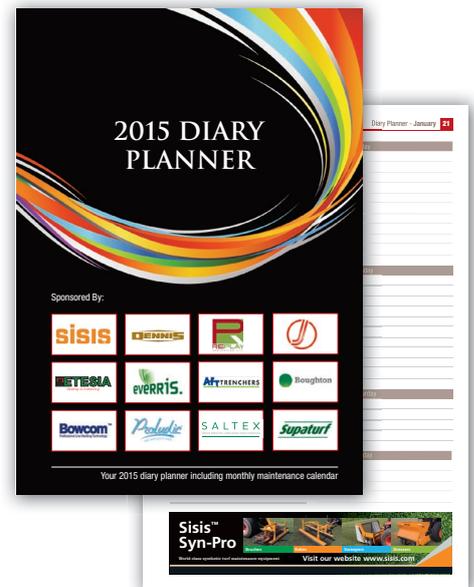
Full-page advertisement booked in one of the following prominent positions: Inside Front Cover, Inside Back Cover and Back Page.

Full-page Advertisement - £400.00

Full-page advertisement booked within the Handbook.

Half-Page Advertisement - £250.00

Half-page advertisement booked amongst the Handbook.



Calendar Month Sponsorship - £350.00

Your company can sponsor one of twelve months available as part of the IOG Handbook diary. Month sponsorship offers impressive corporate exposure and includes a Full-page advert facing that month's maintenance advice along with four/five individual strap adverts at the foot of each week throughout your sponsorship month.

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