



# THE LANDSCAPER

www.landscapermagazine.com

After 13 successful years as the voice of the UK landscaping industry, *The Landscaper* magazine is still gaining popularity, distributed to an average of 5,300 named industry professionals every month. The last reader-survey\* showed us that each copy of the magazine is read by an average of 3.9 people, indicating an overall monthly readership of 20,670. It also boasts a rapidly growing digital audience, with digital issues and twice monthly mail-shots now reaching in excess of 5,000 people. The magazine is currently mailed to all members of BALI and the APL, Landscape Contractors, Groundsmen, Greenkeepers, Arborists and Local Council Amenity Managers.

As always, *The Landscaper* has a host of advertising and marketing opportunities to offer our advertisers. Alongside our competitive rates for Display Adverts, Classified and Press Releases, we can also help you to reach your target audience through Inserts, Web banners, Digital Newsletters and Video hosting.

\*Readership survey Aug 2009



## YOUR CONTACT

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## ADVERTISING RATES

Insertion/ Position	Single Insertion	3 Insertions 10% Discount	6 Insertions 20% Discount	12 Insertions 30% Discount
Front Cover Story	£2,170	-	-	-
Outside Back Cover	£1,960	£1,764	£1,568	£1,372
Inside Covers	£1,800	£1,620	£1,440	£1,260
Double Page Spread	£2,868	£2,581	£2,294	£2,007
Full Page	£1,650	£1,485	£1,320	£1,155
Half Page	£880	£792	£704	£616
Quarter Page	£488	£439	£390	£341

## WEB RATES

Mini Skyscraper - £242 per month - minimum of three months booking in advance.  
Banner Advert - £302 per month - minimum of three months booking in advance.  
MPU (Square) - £330 per month - minimum of three months booking in advance.

## 2012 FEATURES LIST

<u>JAN</u>	BTME Harrogate Preview, Forecast & Predictions , Reader Profile , Web -site Reviews( Part 1) Jobs, Turf Supplies, Money Saver Special , Landscapers Diary, Organic Gardens , Readers Survey Results
<u>FEB</u>	APL Awards, Artificial Turf (1) , BTME Report, WebSite Review ( Part 2) Green Roofs and Vertical Gardens. Plant Suppliers /Wholesalers / Cash& Carry (1) ,Seeds and Seeding Machines, Selling your Services(1)
<u>MAR</u>	Gan Show, Ground Control (1) Playground Surfaces and Design, ATV Special, Reader Profile Fertilisers Compost Growing Media, Hedging Plants , Dumpers
<u>APRIL</u>	Excavators , Ground Control (2) Irrigation Special, Colleges Education , Pond Construction Reader Profile, Weed Control
<u>MAY</u>	Compact Tractors, Commercial Vehicles, Reader Profile, Chelsea Flower Show Preview, Erosion Control Products , Trees Shrubs & Bushes, Building Patios
<u>JUNE</u>	RideonMowers , BALI Landscaping Show 2012 Preview, Playgrounds, 4X4's, Electric Vehicles,
<u>JULY</u>	Walk Behind Mowers , Arborist Special, Reader Profile, Health&Safety , Sprayers, Water Storage, Fencing Materials,
<u>AUG</u>	Saltex Preview, Selling yourServices (2 ) Four Oaks Preview, Plant Suppliers /Wholesalers /Cash& Carry (2) Reader Profile,
<u>SEPT</u>	Getting Ready for Winter (1) Show Reports, Security Special, Landscaping in Germany, Getting Finance, Paving &Aggregates
<u>OCT</u>	Getting Ready for Winter (2) Landscaping in France, Glee Report , ScotsTurf Preview, Artificial Turf (2) HR Problems
<u>NOV</u>	Landscaping in Spain, The Landscaper 2013 Calendar, Clearing Snow, Drainage, Reader Profile , Staff Motivation, Insurance
<u>DEC</u>	BALI Awards The Landscaper Survey, Trends for 2013

This list is subject to change - for more details contact Lisa Ballard on 0208 253 8377