

THE LANDSCAPER

www.landscapermagazine.com



MEDIA PACK 2012

ABOUT US

THE LANDSCAPER

The Magazine for all Seasons

The Landscaper magazine has now been published for 12 years. It has established itself as the UK's leading monthly magazine for professional landscapers.

Our readers are responsible for the design and construction of high quality urban gardens and patios, large glasshouses, outbuildings and water features. They are also involved in laying lawns and borders, and installing irrigation, fencing, decking and lighting. Larger projects that require the services of our readers include parks, golf courses, playgrounds, leisure areas and out-of-town shopping developments.

Our Aim

The magazine's editorial mission is to be the eyes, ears and mouthpiece of the industry. In order to achieve this goal, members of our team preview, attend and report on every major trade show in the UK as well as on some of the smaller regional shows.

The Landscaper carries pages of news, features, interviews, profiles and machinery reviews - as well as seeking out new opportunities for our readers to expand and improve their businesses.

The job of the modern landscaper is diverse and always expanding, and the magazine's coverage will reflect these changes as they happen - from machinery to planting.

The Landscaper will always concern itself with new ways of improving and protecting the environment and conserving our natural resources and wildlife.



THE MARKETING MIX

The Magazine

The Landscaper's advertising income has grown from strength to strength, which indicates that our advertisers achieve the results they expect. Taking a look through our back issues reveals that most advertisement contracts are renewed on an annual basis - this indicates that advertising in the magazine works.

As well as display advertising in the usual page, half page and quarter page formats, we also regularly publish Profile - our main classified section and Plantseeker - a specialized classified section for large cash'n'carry nurseries. Throughout the course of a year, special features are published covering a wide range of subjects to coincide with the seasons and industry developments.

Inserts

The options range from inserting postcard-size product cards to full scale brochure distribution. This is a very direct form of marketing that we are also able to target by industry sector or geography.

The Website - www.landscapermagazine.com

One of the busiest web sites in the sector, www.landscapermagazine.com attracts as many as 2,800 unique visitors every month. The news content of the site is updated on a daily basis and the key word search system is an ideal reference tool for readers and advertisers. Banner or Skyscraper adverts are available to book on a monthly basis. We use Google Analytics for monitoring our websites and are able to supply click-through info at any time. The website is due to be relaunched in 2012, with key new features to include video hosting and an interactive product guide.

Recruitment - www.landscaperjobs.co.uk

A popular, user-friendly website which offers our readers and advertisers a cost effective method of finding staff at every level. The site incorporates up to date technology to make it easier than ever to place your listings. Again, banner advertisement spaces are available throughout the site.

The Digital Magazine

The magazine's digital edition is produced after the hard copy is distributed. It incorporates the very latest technology. It is easy to navigate and has a number of excellent features which can be used for research or marketing purposes.

- Search
- Electronic cutting device (for sending features or advertisements to associates)
- Web and e-mail hyperlinks for rapid response

Database Rental

The most direct form of marketing that we offer. We are able to post your literature or samples directly to our readership on your behalf. As with inserts, this can be targeted by industry sector or geography.

Our constantly updated e-mail database is also available to send your electronic press releases out to our digital readers. This is an extremely efficient way of targeting a large cross-section of the industry.

e-Newsletter

The Landscaper electronic Newsletter service has been received extremely well. At present, it is sent out to over 5000 industry contacts every two weeks. We are able to monitor its performance with great accuracy, and our average open rate - the number of emails that are actually opened - is currently 20%.

This percentage is extremely high, and we believe that it is because our e-Newsletter is virtually all news with very little advertising.

Having said this, there is one sponsored slot available every month that has proven to return excellent results. It is perfect for promoting an upcoming event or new brochure.



DISPLAY AND CLASSIFIED RATES

LANDSCAPER INTERVIEW

LANDSCAPE MAN



Matthew Wilson calls on the Landscape Industry to say 'No' to small budgets...

What's your view on the state of public spaces in the UK today?

Public landscaping and public green spaces in this country have never really recovered from the mid-1980s. Compulsory Competitive Tendering introduced in the 1980s by the Conservative government, and the absolute insistence that the winning quote was the lowest quote given has shafted our public landscaping.

Do you think that there's a danger that the new government cuts will further damage our public spaces? Until there's recognition at a high level that green space has significant impact on our behaviour and well-being, and until it's properly funded then we're always going to be going round in circles and scratching for scraps at the table. In the industry we know that good quality space has a regenerative impact on communities, but this needs to be properly recognised by agencies and the government.

Do you think landscaping is an afterthought in development?

Yes, often. If it's an afterthought something tacked on at the end and not properly funded then the landscape architects are always struggling to cover costs and so in order to make a profit on the job they resort to a tried and tested formula. The same old landscape gets churned out - the same formula. It's not the fault of the landscape architects industry, it's down to the lack of money applied to the whole process. In Scandinavia there's something like 1% of the total cost of the development applied to the outside environment. You'd struggle to find a development in the UK where that overall cost has been applied to the landscape.

What is your favourite contemporary public space?

There are some fantastic spaces in North America and main land Europe where they have a more progressive approach to designing public spaces. In Germany, in particular, and in Canada in general there are some great developments. The Toronto Music Garden, The Spaces in Amsterdam, Columbus Park Chicago, Tjergarten in Berlin are all great examples.

Why do you think the Europeans and Americans do it better than us in the UK?

I think it's partly attitude and partly because elements of

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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
Sponsorship Options: Hardscaper Hort Month Cartoon	-	-	£1,815	£3,327
Profile/ Plantseeker/ Marketplace	£19.80 per centimetre column Minimum of 3 consecutive insertions 10% Discount on 6 insertions 25% Discount on 12 insertions			
Insert Rates	A4 single sheet (folded once to A5) =£1,270 (up to 150gms) Prices for regional inserts, additional sheet rates and bellybands etc. available on request			
Database Rental	P.O.A			
e-Newsletter	£423 (Only one sponsored slot per newsletter)			

Our advertisements appear on a regular basis and we are always delighted with the response. The quality of the replies is excellent and is usually made up with a high percentage of serious potential buyers. Our experience is that most professional landscapers, groundsmen, and contractors are regular readers of The Landscaper.

The magazine works.

Kim Sparkes - Danequip

WEB RATES

www.landscapermagazine.com/ www.landscaperjobs.co.uk

Mini Skyscraper - Appears on ALL web pages -

Size 120x240 pixels (width x height)

£242 per month - minimum of three months booking in advance.

Banner Advert - Only appears on one web page, but is the only banner on that page -

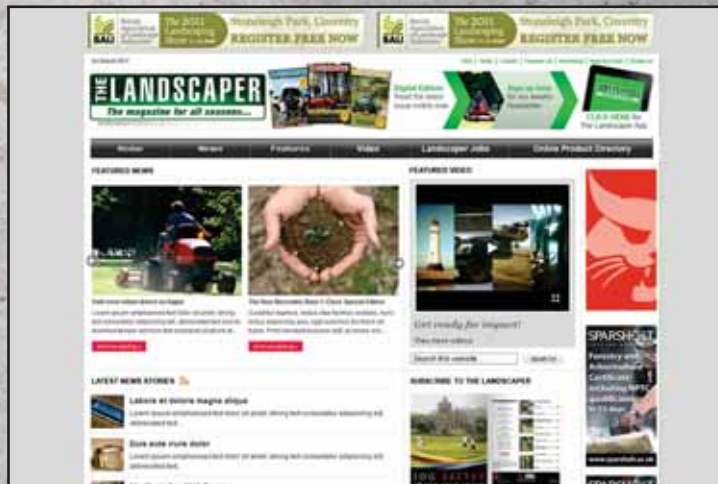
Size 468x60 pixels (width x height)

£302 per month - minimum of three months booking in advance.

MPU (Square) - Only appears on one web page, but is the only MPU on that page -

Size 250x250 pixels (width x height)

£330 per month - minimum of three months booking in advance.



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FEATURES 2012



In 2012 The Landscaper enters its 13th year with a host of exciting and informative features and special reports. Come rain or shine our dedicated editorial team are out in the field digging for facts, reviewing new products and meeting the people that make the wheels turn. Here's our plan for the year ahead....

Edition	Copy Date	Issue Date	Features
156 Jan 2012	13/01/12	18/01/12	BTME Harrogate Preview, Forecast & Predictions , Reader Profile , Web -site Reviews(Part 1) Jobs, Turf Supplies, Money Saver Special , Landscapers Diary, Organic Gardens , Readers Sur vey Results.
157 Feb 2012	10/02/12	15/02/12	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).
158 March 2012	09/03/12	15/03/12	Gan Show, Ground Control (1) Playground Surfaces and Design, ATV Special, Reader Profile Fertilisers Compost Growing Media, Hedging Plants , Dumpers.
159 April 2012	06/04/12	11/04/12	Excavators , Ground Control (2) Irrigation Special, Colleges Education , Pond Construction Reader Profile, Weed Control.
160 May 2012	04/05/12	09/04/12	Compact Tractors, Commercial Vehicles, Reader Profile, Chelsea Flower Show Preview, Erosion Control Products , Trees Shrubs & Bushes, Building Patios.
161 June 2012	01/06/12	06/06/12	Ride-On Mowers , BALI Landscaping Show 2012 Preview, Playgrounds, 4X4's, Electric Vehicles.

FEATURES 2012

As well as the features, every issue of The Landscaper also includes:

NEWSDESK

The latest industry news as it happens

THE HARDSCAPER

From paving to playgrounds, lighting to street furniture

THE CONTRACTOR

Who's doing what, where and when - contracts of all sizes are covered in this section.

THE ARBORIST

Stories and news dedicated to the work of the arb sector

HORT MONTH

The latest in gardens, design and horticulture products

PLANTSEEKER/ PROFILE

Your first stop for Cash and Carry or specialist services

LANDSCAPER JOBS

A selection of the month's top jobs as seen on

www.landscaperjobs.co.uk

Edition	Copy Date	Issue Date	Features
162 July 2012	06/07/12	11/07/12	Walk-Behind Mowers , Arborist Special, Reader Profile, Health&Safety , Sprayers, Water Storage, Fencing Materials.
163 Aug 2012	17/08/12	22/08/12	Saltex Preview, Selling your Services (2) Four Oaks Preview, Plant Suppliers /Wholesalers /Cash& Carry (2) Reader Profile.
164 Sept 2012	14/09/12	19/09/12	Getting Ready for Winter (1) Show Reports, Security Special, Landscaping in Germany, Getting Finance, Paving &Aggregates.
165 Oct 2012	12/10/12	17/10/12	Getting Ready for Winter (2) Landscaping in France, Glee Report , ScotsTurf Preview, Artificial Turf (2) HR Problems.
166 Nov 2012	09/11/12	14/11/12	Landscaping in Spain, The Landscaper 2013 Calendar, Clearing Snow, Drainage, Reader Profile , Staff Motivation, Insurance.
167 Dec 2012	07/12/12	12/12/12	BALI Awards The Landscaper Survey, Trends for 2013.

Note: This features list is subject to change. Please call 020 8253 8377 for further details.

CIRCULATION BREAKDOWN

Our last ABC audit (July 2008 – June 2009) was 5,748.

Recent research* concluded that each copy of The Landscaper is read by nearly four landscaping professionals which means that advertisers can potentially reach over **22,400** industry professionals every month.

The two leading trade organizations – British Association of Landscaping Industries (BALI) and the Association of Professional Landscapers (APL) recognize the value of The Landscaper and request that our magazine is sent to their members. Because of this, the ABC recognised The Landscaper as an “Official Journal” of these two leading trade organisations which further adds to our credibility and standing in the industry.

Well over half of our readers are Landscape Contractors, although we also go out to Arborists, Groundsmen, Landscape Architects and Cash ‘n Carry Nurseries.

Included by name in our readership are all green area and landscape managers within all local authorities in the UK. This is vital as many of the larger landscaping projects – new-build and maintenance - are under government auspices.

Additionally, our monthly digital e-Newsletter and virtual magazine is now forwarded to over 5,000 named individuals in the UK and abroad. Plus, **www.landscapermagazine.com** attracts an average of 2,800 unique visits every month**

** Average number of readers per magazine is 3.9 – Readership survey August 22 -27 2009 based on telephone interviews with 100 members of the Association of Professional Landscapers*

*** Google Analytics*



MECHANICAL SPEC

INSIDE FRONT COVER	Trim area Type area Bleed	170 x 240 * 158 x 228 178 x 248
INSIDE BACK COVER	Trim area Type area Bleed	170 x 240 * 158 x 228 178 x 248
BACK COVER	Trim area Type area Bleed	170 x 240 * 158 x 228 178 x 248
DOUBLE PAGE SPREAD	Trim area Type area Bleed	340 x 240 * 328 x 228 348 x 248
FULL PAGE		170 x 240 *
HALF PAGE LANDSCAPE		150 x 108 *
HALF PAGE PORTRAIT		73 x 219 *
QUARTER PAGE LANDSCAPE		150 x 52 *
QUARTER PAGE PORTRAIT		73 x 108 *
PLANTSEEKER / PROFILE	1 COLUMN 2 COLUMN	WIDTH: 35 WIDTH: 73

* All measurements are in mm and are Width x Height

Trim area, Type/Live area, Bleed explained

Trim area is the actual size of our magazine. With adverts that 'bleed' off the page, this is the area the advert will be cropped to once published.

Type area (also called Live area) is the area within the trim area where the type (or live information) should be contained within. Note: display adverts are all Type area only as they do not 'bleed' off the sides of the page.

Bleed area is the total size the advert should be supplied to, if the advert 'bleeds' off the sides of the page. We need 3mm around the trim size (the actual size of the magazine).



Digital Material

The Landscaper prefers material to be supplied as a high resolution PDF file. Please send all artwork to ric.blow@metropolis.co.uk

Please name your file as the company or product you are selling. All artwork will be printed in CMYK process colours. Please ensure that any images you use are converted to CMYK (and have a resolution of at least 300dpi) before exporting your PDF file.

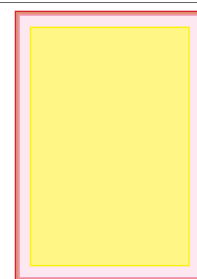
We can also provide a design service for you. This may incur an extra cost depending on the type of artwork that is required. This service would require you to provide us with images, logos and copy details. Contact lisa.ballard@metropolis.co.uk for more details.

Copy Date

9 days prior to publication

Cancellation

6 weeks prior to publication



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