Sustainability. Other than perhaps Brexit, this has become one of the biggest discussion points over the past few years. How can we lower greenhouse gasses? How can we reduce the amount of waste sent to landfill? Changes are being encouraged across the board. But what changes are we seeing within the landscaping industry?

In the UK, 2009 was the year that the so-called ‘war-on-plastic’ or more accurately, single-use plastics started to gain traction. The widespread use of plastic for growing materials, lightweight packaging and even construction is something that is under scrutiny.

Although most plastic pots from nurseries and garden centres are made almost entirely from waste plastic from car manufacturers, the kerbside recycling cannot cope with these plastic pots. This is because standard sorting machines struggle to subsequently get categorised as waste and are sent off to landfill or incineration.

According to the British Association of Landscape Industry’s (BALI) Marketing and Communication manager, Darren Waters, “Companies can operate more sustainably. This could include sourcing materials that are more environmentally friendly, such as recycled plastic pots, or using less energy-intensive methods of production.”

So what effect is the demand for a greener planet having within the industry? According to the BALI, “This is a problem recognised within the industry and in 2015 the BALI initiated a series of strategic actions, working towards a more sustainable future. The British and International Golf Greenkeepers Association (BIGGA) have been holistic in their approach.”

According to James Hutchinson, James, BALI Marketing and Communication manager, “Previously golf courses would just mow from wall to wall, now we have rough to encourage biodiversity.”

There are also other trade associations taking steps towards a more sustainable future. The British and International Golf Greenkeepers Association (BIGGA) have been holistic in their approach. “Smarter use of transport to attend client meetings, as well as encouraging more ecology and wildlife,” says James.

Another such association is the British and Irish Landscaping Contractors Association (BILCA) who have also been proactive in encouraging their members to educative workshops. “Just some of the ways could include producing promotional literature using chemical-free inks and FSC certified paper,” says James.

In the coming year, BALI is also planning on launching a series of strategic actions, working towards a more sustainable future. The British and International Golf Greenkeepers Association (BIGGA) have been holistic in their approach. "Previously golf courses would just mow from wall to wall, now we have rough to encourage biodiversity.”

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The Landscaper is the UK’s leading monthly magazine for professional landscapers. Spanning the entire landscape industry, readers are responsible for the design, construction, installation and maintenance of:

- Urban gardens and patios
- Parks and leisure areas
- Fencing and decking
- Golf courses
- Street furniture
- Lawns and borders
- Lighting
- Public contracts
- Playgrounds
- Water features
- Irrigation
- Ponds & Pools
- Street furniture
- Public contracts
- Sports pitches

The Landscaper is read by proprietors of large, medium and small landscape firms, landscape contractors, greenkeepers, groundsmen, local council specifiers, landscape designers and architects, arborists and horticulturists.

www.landscapermagazine.com has 52,717 visits per annum and 866,975 hits per annum

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<th>Four insertions (less 10%)</th>
<th>Six insertions (less 15%)</th>
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</table>

**Special Positions**

- **Outside Back Cover**: £1,562
- **Inside Front Cover**: £1,444
- **Inside Back Cover**: £1,386

**Digital**

- **Mini Skyscraper - Appears on ALL pages**
  - Size 120x240 pixels
  - £242 per month - minimum of three months booking in advance.

- **Banner Advert - Appears on ALL pages**
  - Size 468x60 pixels
  - £302 per month - minimum of three months booking in advance.

- **MPU (Square) - Appears on ALL pages**
  - Size 250x250 pixels
  - £330 per month - minimum of three months booking in advance.

**Artwork files**

- The Landscaper prefers material to be supplied as a high resolution digital PDF file. Please send all artwork to landscaper@sheengate.co.uk.
- Please name your files 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 landscaper@sheengate.co.uk for more details.

**Cancellations**

- Cancellations must be in writing 6 weeks prior to print deadline. Please contact our sales department for full T&C.

**Copy date**

- 9 days prior to publication.

**Advertising Specifications**

**Rates**

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**Special Positions**

- **Outside Back Cover**: £1,562
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**Design & Production Charges**

- Cost per 1,000 (CP0)
- 1/8 page: £80
- 1/4 page: £90
- 1/2 page: £100
- 1 page: £135

**Classified Display Adverts**

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**Classified ad**

- 1 column width: 35mm
- 2 column width: 73mm

**Copy date**

- 9 days prior to publication.

**Classified Display Adverts**

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<td><strong>Half page landscape</strong></td>
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<td><strong>Half page portrait</strong></td>
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</tr>
<tr>
<td><strong>Quarter page</strong></td>
<td>73mm wide x 219mm deep</td>
</tr>
</tbody>
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For editorial and/or advertising enquires contact Maggie Walsh on 07787 555 798 or email maggie.walsh@sheengate.co.uk.

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