

THE LANDSCAPER

THE UK'S No 1 MAGAZINE SERVING THE LANDSCAPING INDUSTRY



SERVING
LANDSCAPERS,
CONTRACTORS
AND TURF
PROFESSIONALS
FOR OVER 20
YEARS



@landscaper_ed



/TheLandscaperMagazine



thelandscapermagazine

Media Pack 2023

About us

More than a magazine...

The Landscaper is the UK's leading bi-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 & sports pitches
 - Public contracts
 - Street furniture
- Lawns and borders
 - Lighting
 - Playgrounds
- Water features
 - Irrigation
 - Ponds & Pools

The Landscaper is read by proprietors of large, medium and small landscaping 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 865,975 hits per annum
- The e-newsletter has 3,502 subscribers and 28.6% open rate.



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Readership and Circulation

Each copy of The Landscaper is read by nearly four landscaping professionals, meaning advertisers can potentially reach over 22,000** industry professionals every issue.

Key industry sectors which receive print and digital copies of the magazine:

- Registered members of BALI** (British Association of Landscape Industries): A trade association for all landscape professionals, supporting over 900 Registered members in the UK and overseas.
- Registered members of APL** (Association of Professional Landscapers) comprises over 300 members of accredited landscape companies who design, build and maintain gardens throughout the UK.
- Head Professional Grounds Personnel in the Sports World:** Those who are responsible for landscape and ground maintenance of sporting facilities including premiership clubs, major stadiums and head groundsmen and greenkeepers at golf, cricket, tennis and equestrian venues.
- Key personnel managing and maintaining grounds within local authorities and other public sector services.** Also decision makers Higher Education Establishments and Universities responsible for the landscape and ground maintenance of their properties. This includes those responsible for parks and other public open spaces.
- Private schools:** Head groundsmen at the UK's top public schools responsible for the maintenance of sports pitches, gardens and other recreation areas
- Key members of the National Trust, Woodland Trust, English Heritage, Royal Parks** and other heritage groups responsible for landscaping projects and grounds care decisions.
- Private estate managers** of stately homes, country houses, conference centres, and private sector housing developments, hotels and residential centres.



Trusted by BALI and APL

The leading trade organisations – the **British Association of Landscape Industries (BALI)** and **The Association of Professional Landscapers (APL)** – request that the magazine is sent to their members, adding to our credibility and standing as a leading industry publication.

Testimonials

Green-Tech Ltd.

“We have been advertising in The Landscaper for well over a decade with great success. It’s a well-respected publication within the industry and always covers current trends and issues. It forms a big part of our media schedule each year.”

Lesley Spence, Communciations Manager

Groundsman Industries Ltd

I have advertised in many landscape and horticulture publications over the years but ‘The Landscaper’ is the only one I consistently advertise in because they have kept a focus on professional machinery. It is an excellent informative little publication not just pretty pictures. Well done, keep it up!

Billy Warke, Managing Director

SCH (Supplies) Ltd

Working with The Landscaper Magazine has allowed us to grow our reach among Landscaping professionals, and placing our brand against this magazines high quality content helps us to achieve an excellent response rate

Sam Elliss, Marketing Manager

Tony Hawkins Associates

With excellent editorial coverage and reach in the target market, we have used The Landscaper as part of our client schedules (including Echo-Toosl, Ariens, Terrain Aeration Services Ltd & Weeding Technologies Ltd) for more than 16 years.

Tony Hawkins

The British Association of Landscape Industries (BALI)

“We have been supporting The Landscaper for over 15 years, as an advertiser and contributor. The publication has a proud history of offering comprehensive editorial that focuses on amenity, machinery and grounds maintenance, as well as regular features on education, skills and the environment. We have always received a top rate service from The Landscaper team and have enjoyed working on a number of projects collaboratively, with many more to come.”

Darren Taylor, Marketing and Communications Manager

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Advertising Rates

Rates per insertion	One insertion	Four insertions (less 10%)	Six insertions (less 15%)
Full Page Colour	£1,155	£1,040	£981
Half Page Colour	£660	£594	£561
Quarter Page Colour	£410	£369	£349
Eighth Page Colour	£230	£207	£196

Special Positions
Outside Back Cover: £1,502 | Inside Front Cover: £1,444 | Inside Back Cover: £1,386

Advertorials
Limited availability of premium R/H advertorial positions (+10%)

Media Agencies
A 10% commission for new business introduced to the publishing house is offered to agents on agreement

Loose Inserts
Cost per 1,000: £POA

Design & Production Charges
1/8 page: £80 | 1/4 page: £80 | 1/2 page: £100 | 1 page: £135

Classified Display Adverts Rates
£22 + VAT per single column centimetre (minimum 2cm)

e-Marketing

e-Newsletter
£423 (Only one sponsored slot per newsletter)

Digital

(All artwork measurements are width X height)

Banner Advert - Appears on Home page

Size 728 x 90 pixels
£302 per month

MPU (Square) - Appears on ALL pages

Size 300x250
£330 per month.

Advertising Specifications

Ad sizes

Full page	170mm wide x 240mm deep Bleed: 3mm Type area: 150 x 220mm
Double page spread	340mm wide x 240mm deep Bleed: 3mm Type area: 320 x 220mm*
Half page landscape	150mm wide x 108mm deep
Half page portrait	73mm wide x 219mm deep
Quarter page	73mm wide x 108mm deep
Classified ad	1 column width: 35mm 2 column width: 73mm

* Allow a 20mm gutter in the centre of the ad

For editorial enquires
call Maggie Walsh on 07787 555 798
or email maggie.walsh@sheengate.co.uk

For advertising enquires
call Mark Toland 07771 881251 or email mark@bourne-media.co.uk

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 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 landscaper@sheengate.co.uk for more details.
- So that all required links on our digital version are live, please ensure PDFs supplied have URLs, social media addresses and email addresses set as “live” when saving the PDF for print. Please check the “include bookmarks and hyperlinks” button in the “General” panel as you create the PDF artwork.

Copy date

- 9 days prior to publication

Cancellations

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

Contact us

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