

# Lawn & Landscape

# 2018 MEDIA KIT



INTEGRATED MEDIA SOLUTIONS CONNECTING BUYERS AND SELLERS IN THE LANDSCAPE CONTRACTOR INDUSTRY



# PARTNER WITH THE INDUSTRY'S LEADING BRAND

Unparalleled access to a highly engaged audience

EVERY MONTH, LANDSCAPE PROFESSIONALS TURN TO INDUSTRY PUBLICATIONS for ideas on running their businesses, buying new equipment, and updating old systems. Multiple publications serve this market, but Lawn & Landscape is the industry's #1 brand that most decision-makers read cover to cover each month.



## DESCRIBE HOW YOU READ EACH PUBLICATION.

READ NEARLY ALL OF IT (COVER TO COVER)



Industry Publication Study, Media Research, March 2017



IF YOU WANT TO REACH ENGAGED **DECISION-MAKERS**, expand your offerings to a new group of service providers, and have the most impact on your current customers, look no further. Advertising with Lawn & Landscape magazine shows your customers that you make the smartest decisions with your money, and so should they.

**58%**

IN A RECENT SURVEY, 58% of decision-makers said they would pick Lawn & Landscape if they could only receive ONE publication



## ➔ "LAWN & LANDSCAPE FOR MANY YEARS HAS BEEN SORT OF THE GOLD STANDARD

of the publications that I receive. I love that they've done a great job of covering the technical aspects of our industry but also the things that, as your company grows, become infinitely more important, such as leadership development, trends in the industry, the regulatory environment."

MARIA CANDLER, PRESIDENT, JAMES RIVER GROUNDS MANAGEMENT



# THE MARKET LEADER

The industry's trusted resource

WITH RIVETING CONTENT AND TOPICS THAT MATTER most to those engaging with the industry and looking to grow, Lawn & Landscape remains the magazine at the top of their list of resources to help them become the best in their market.



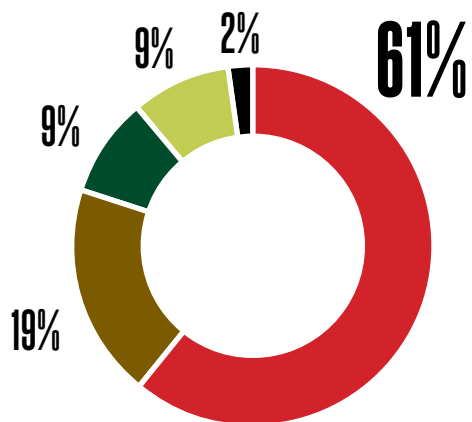
**"THE THING THAT MOTIVATED ME TO GET LAWN & LANDSCAPE MAGAZINE**

is the powerful information it offers on a consistent basis. I rely on Lawn & Landscape magazine to provide me with key, critical data and metrics, as well as resources to learn more about the industry on a consistent basis, not only for the data it applies, but for applications well into the future."

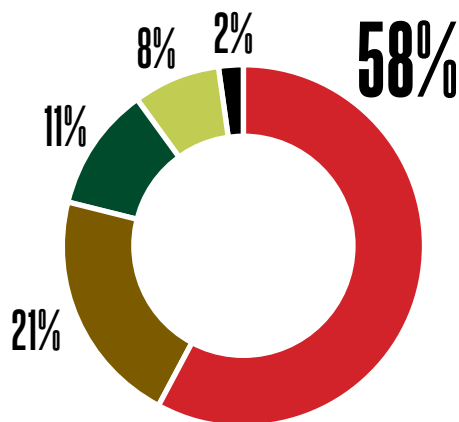
MICHAEL GREEN,  
PRESIDENT, THE GROUNDS GUYS

WHEN IT COMES TO THE INDUSTRY, LAWN & LANDSCAPE IS THE ONE MAGAZINE...

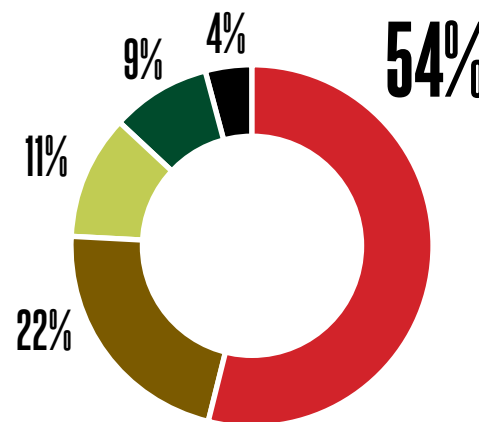
Your customers turn to for ideas



Your customers consider the most valuable



Your customers get the most on a digital platform



Industry Publication Study, Media Research, March 2017

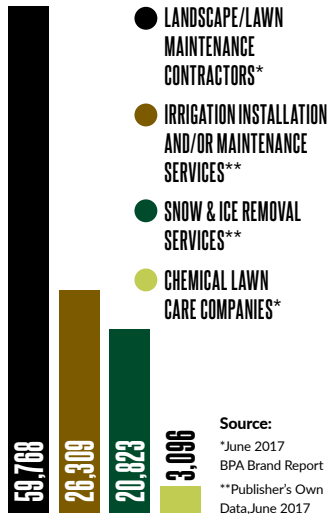
● LAWN & LANDSCAPE ● LANDSCAPE MANAGEMENT ● TURF ● GREEN INDUSTRY PRO ● IRRIGATION & GREEN INDUSTRY



## TOTAL MARKET COVERAGE

Reach members of every service offering in the same space

### AUDIENCE BREAKDOWN



**“WE’RE ADVERTISING IN THE RIGHT SPACE**

because of the input that goes around it. . . It’s addressing the needs of the lawn and landscape companies, a big part of the market that we serve.”

BLAINE PINKERTON, DIRECTOR OF SALES, TURF AND ORNAMENTAL, NUFARM



# GROW YOUR BRAND WITH LAWN & LANDSCAPE

Multiple platforms to extend your reach in the industry

LAWN & LANDSCAPE’S CROSS-PLATFORM INTEGRATION options can help you reach a wide audience range via our print edition, digital edition, email blasts, website, and social media platforms. And the numbers are constantly growing! With new followers being added daily, these are fresh audiences you do not want to miss out on.

## TOTAL REACH

# 70,620

Lawn & Landscape subscribers (print & digital avg.)

\*June 2017 BPA Brand Report

## EMAIL

# 36,777 | 26.1%

Email Subscribers  
Avg. Email Open Rate

## ONLINE

# 129,701 | 64,668

Avg. Monthly Page Views

**35% increase over last year!**

Avg. Monthly Unique Visitors

**43% increase over last year!**

## SOCIAL MEDIA

# TOTAL REACH: 42,106

**17% increase over last year!**



20,272  
↑ 15%



7,678  
↑ 45%



12,557  
↑ 4%



1,599  
↑ 52%

# EXPAND YOUR REACH

## LAWN & LANDSCAPE'S NICHE OPPORTUNITIES

give you the chance to broaden your reach and position your company as the authority in your area of expertise. Consider the following options to maximize your presence in the industry.

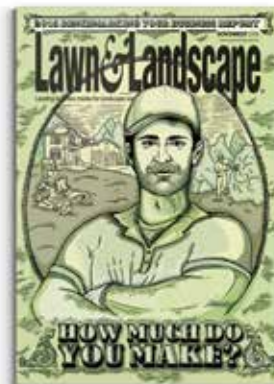
- **Special Projects:** Employee of the Year, Turnaround Tour
- **Dedicated "Smart" Months:** Financing, Engines, Parts and Shop Guide, Hiring and Retention, and more!
- **Video Product Showcase e-newsletters**
- **Advertorials:** 5 Questions with the Expert
- **Concentrated features:** Snow & Ice Supplement, Hardscape Section
- **Category e-newsletters** • **Custom Content**
- **GIE+EXPO Show Insider** • **Target Marketing Intelligence™**
- **Sponsorships:** State of the Industry Report, Benchmarking Your Business Report, Top 100



State of the Industry Report



Lawn & Landscape's Top 100



Benchmarking Your Business Report



**IN TODAY'S MULTI-CHANNEL MEDIA WORLD,** it is harder than ever to reach the right audience to tell your story.

Lawn & Landscape is paving the way with the introduction of **Intelligent Content Marketing**. We enable you to create a unique marketing campaign with our audience once they begin to show interest in your area of expertise.

Using intuitive marketing automation, we can deliver custom content or a specified ad message to a custom-tailored target audience. **Intelligent Content Marketing** takes lead nurturing and retargeting to a new level.

- Target advertising to people based on the type of content they read
- Target unknown users based on what their anonymous profile looks like (behavior on the internet)
- Amplify your messaging to the broader internet based on how much they look like your current "magazine" target audience

Leverage the power of our brand and **Intelligent Content Marketing** for maximum results.

	EQUIPMENT FOCUS	BUSINESS FOCUS	MAINTENANCE	DESIGN/BUILD/CONSTRUCTION	OUTDOOR LIVING	LAWN CARE	IRRIGATION	SNOW & ICE	TECHNOLOGY FOCUS	SUPPLEMENT	BONUS
JAN.	Rental equipment	Franchise operations	Zero-turn mowers Soil amendments	Skid-steer loaders	Outdoor Living Trends Report	Disease management guide	Smart controllers	-	SEO	-	Readex; MGIX; iLandscape; ProGreen
FEB.	Safety equipment	Training Labor, hiring and H2B	Stand-on mowers Annuals	Tractor loader backhoes	Water features and fountains	Pre-emergent herbicides Adjuvants Mixing systems	Drip irrigation	-	Labor management technology	Hardscape/ Design Build	National Collegiate Landscape Competition
MARCH	Work truck accessories/ upfitting	Landscape maintenance Insurance	Walk-behind mowers Perennials	Sealers, cleaners and sand Tamping and compacting equipment	Pavers and stone	Fertilizer (liquid and granular) Soil testing	Pumps and valves	-	Social media	Mosquito Control	-
APRIL	Erosion control equipment	Design/build/ construction	Hydroseeders Mulch and groundcovers	Hydroseeding Erosion control	Kit installation systems	Reels, hoses and spray rigs Insect/pest control	Filtration systems; Reclaimed water systems	-	CRM/Accounting software	-	-
MAY	Vans and service vehicles	Mergers and Acquisitions Top 100	Mower attachments Hand tools	Compact excavators Mini-track loaders Hand tools	Outdoor furniture	Post-emergent herbicides	Trenchers and v-plows; Hand tools	-	Website development	-	-
JUNE	Add-on business opportunities	Lawn care/ Sports turf	Trimmers Edgers Curbing and edging	Compact tractors	Walkways and paths	Deer control Invasive species	Sensors	Tractors; Deicing blends; Spreaders; Plow attachments	Design software	Hardscape/ Design Build	Readex; Cultivate
JULY	Irrigation equipment	Irrigation service and installation	Electric equipment	Wetland restoration services Xeriscaping	Ponds	Aquatic weed control	Pond maintenance	State of the Snow Industry Report	Online marketing	-	-
AUG.	Parts and shop guide	Holiday lighting services	Blowers Vacuums	Concrete and masonry saws	Pools and spas	Aerators Dethatchers Seeders Seed and sod market update	Irrigation software	Box plows; Weather systems; Salt purchasing	Crew communication technology	-	-
SEPT.	Landscape and lawn care trucks	Landscape lighting	Chainsaws Log splitters	Compact equipment attachments Retaining walls	Landscape lighting	Fall turf planning guide (fertilization, disease and weed control)	Mobile/Wifi technology	V-blade plows; Straight-blade plows	Mobile technology; Apps	Hardscape/ Design Build	-
OCT.	Pick-up trucks	State of the Industry Report	Propane Fuel management	Compact wheel loaders Compact track loaders	Firepits Fire features	New chemical technology Sprayers and spreaders	Spray heads and nozzles	In-cab controls; Snow throwers	GPS and routing technology	-	GIE+EXPO; Hardscape North America
NOV.	Trailers	Benchmarking Your Business	Chippers Grinders	UTVs	Decks, fences, pergolas	Winter disease management	Rotors	Liquid ice control Wear parts	Robomowing	-	OTF; New England GROWS IA Show
DEC.	Uniforms and apparel	Tree care services	Engines	-	Permeable solutions	Biologicals and organics	Drainage systems	-	On demand apps	Technology	-

Advertising closes the first business day of the month prior to issue cover date. Materials are due the fifth business day of the month prior to issue cover date.

### 2018 PRINT

#### FREQUENCY DISCOUNTS\*

Size	1x	6x	12x	18x	24x
Full Page	\$7,983	\$7,019	\$6,633	\$6,144	\$5,861
2/3 Page	5,382	4,717	4,455	4,177	3,935
1/2 Island	4,733	4,161	3,914	3,672	3,466
1/2 Standard	4,146	3,651	3,487	3,224	3,033
1/3 Page	2,822	2,513	2,369	2,230	2,091
1/4 Page	2,132	1,869	1,751	1,658	1,566
1/6 Page	1,401	1,210	1,133	1,087	942

Covers*	6x	12x	18x	24x
2nd Cover	\$7,715	\$7,189	\$6,685	\$6,170
3rd Cover	7,092	6,937	6,432	5,917
4th Cover	8,734	8,225	7,715	7,200

Color Charges*	Single Page	Spread
Standard	\$567	\$927
Matched Color, Extra	670	1,030
Matched, Metallic Color	695	1,107
Four-Color Process, Extra	1,133	1,751

**DIGITAL EDITION:**  
Print + 8% premium

#### CLASSIFIEDS (PRINT AND ONLINE):

\$135 per column inch - 2-color \$30.00, 4-color \$55.00  
Word only: \$1.20 per word, \$35.00 minimum

\*Frequency Discounts are earned within 12 consecutive months, and are earned by advertising in any combination of *Lawn & Landscape*, *Golf Course Industry*, *Nursery Management*, *Greenhouse Management*, *Garden Center*, *Produce Grower*, and *Cannabis Business Times*.

**MECHANICAL REQUIREMENTS:** Saddle stitched, three columns to a page. Paper stock: Machine coated, 38-lb. body with 100-lb. cover. Colors available: matched, 4-color process (AAAA-MPA). Trim size 7 7/8" x 10 1/2".

**DIGITAL FILES AND SPECIFICATIONS FOR PRINT:** High-resolution press-ready PDFs are the preferred medium for advertiser-supplied, printed ad materials. Ads can be submitted via FTP upload.

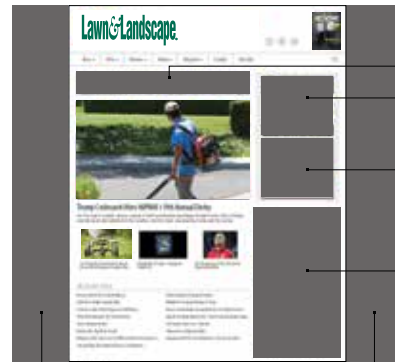
**SPECIAL REGIONAL AND DEMOGRAPHIC ADVERTISING RATES:** Contact the publisher or your advertising representative regarding regional rates and mechanical requirements.

#### AD SIZES (NON-BLEED)

Specifications	Width	Depth
Full Page (non-bleed)	7"	10"
1/2 Page	4 1/2"	10"
1/2 Page Island	4 1/2"	7 1/2"
1/2 Page Horizontal	7"	4 7/8"
1/2 Page Vertical	3 3/4"	10"
1/3 Page Square	4 1/2"	4 7/8"
1/3 Page Vertical	2 3/4"	10"
1/4 Page Square	3 3/4"	4 7/8"
1/4 Page Horizontal	7"	2 3/8"
1/4 Page Vertical	2 3/4"	4 7/8"
1/8 Page Horizontal	4 1/2"	2 3/8"

### 2018 INTERACTIVE

#### WEBSITE ADS (HOME PAGE)



**WALLPAPER ADS**  
\$18,000

#### LEADERBOARD AD

728x90  
\$2,237  
8 units available

#### PRIME-PLUS SQUARE ADS

300x250  
\$1,139  
16 units available

#### PRIME TOWER AD

300x600  
\$1,898  
5 units available



#### LIGHTBOX

500x500  
\$8,223  
Exclusive Monthly  
12 per year

#### (INTERNAL PAGE)



#### CATEGORY IN-LINE AD

300x250  
\$1,725/mo  
Exclusive

#### NEWSLETTER ADS



#### PRIME-PLUS SQUARE ADS

300x250  
1x ..... 12x  
\$1,386 ..... \$1,236  
24x ..... 52x  
\$960 ..... \$690

#### SPONSORED FEATURE

Image  
(360x180 pixels)  
**Bold Headline**  
Hic sunt volutates... (Latin placeholder text)

#### SPONSORED FEATURE

360x180  
\$1,898

#### LEADERBOARD AD

728x90  
1x ..... 12x ..... 24x ..... 52x  
\$638 ..... \$575 ..... \$443 ..... \$374

# THE POWER OF PARTNERSHIP

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## LAWN & LANDSCAPE COLUMNISTS & SUPPORT STAFF



**GIE Media's horticulture group brands are the leading publications in the turf and ornamental markets.**

Our titles include: Lawn & Landscape, Golf Course Industry, Greenhouse Management, Nursery Management, Produce Grower, Garden Center, Cannabis Business Times and Cannabis Dispensary