

# GROUNDSKEEPING

## JOURNAL

Media Pack 2024  
groundskeepingjournal.co.uk

### About The Magazine

Groundskeeping Journal is a market leading digital bi-monthly magazine which is sent directly to the inboxes of our 36,500 requested circulation including Greenskeepers, Groundsmen/women, Local Authorities, Estate Managers, Leisure Organisations, Schools, Colleges and Universities.

Each of our editions keep our readership up to date with the latest information and technology within the Groundskeeping industry.

With in depth editorial and articles from industry leaders on topics including, but not limited to, Greens keeping, Top Dressing, seeds, loams, Turf Management, Equipment, Pitch Markers, Irrigation & Drainage, Aeration, Weed Control, Tractors, Synthetic Surfaces, Sprayers & Spraying, Specialist Mowers, Sports Ground Equipment and Sports Pitches.

The magazine is distributed directly to laptops, tablets, PCs and other mobile devices giving the reader, wherever they may be, information at their finger tips. Every action by the reader is recorded and tracked.

### Circulation

Groundsmen/Women	56.3%
Greenskeepers	21.04%
Local Authorities	10.7%
Estate Managers	6.2%
Leisure Organisations	2.3%
Universities	1.5%
Colleges	0.9%
Schools	0.7%

Groundskeeping Journal has a circulation of just over 36,500 subscribers.

This digital publication is distributed via email to key specifiers and major decision makers within the Groundskeeping Industry.

This publication is bi-monthly and latest issues will be released the first weeks of January, March, May, July, September and November.

With hyperlinks placed on all booked in artwork/articles our readers are then able to go direct to our advertisers websites to peruse their site for products and projects.

We will also be looking to further our circulation by gaining new followers on our Twitter page, daily along with sharing and supporting companies we follow.

### Sections

Every Bi-Monthly issue of Groundskeeping Journal will include features giving information and latest news for all Groundskeeping Industry professionals.

In addition to these features, we are always happy to consider submitted feature material which support the categories below:-

- Aeration, Irrigation & Drainage,
- Artificial Surfaces,
- Greenskeeping,
- Latest News
- Pitch and Line Markers,
- Specialist Mowers,
- Sports Ground Equipment,
- Sports Pitches.
- Sprayers & Spraying,
- Top Dressing,
- Tools, Plant & Equipment,
- Tractors,
- Turf Management,
- Weed Control

#### Bi-Monthly Main Features

##### January – February

Artificial Surfaces  
Aeration, Irrigation & Drainage  
Turf Management  
Specialist Mowers

##### March – April

Top Dressing  
Weed Control  
Greenkeeping

##### May-June

Sports Ground Equipment  
Sports Pitches  
Pitch and Line Markers  
SAGE

##### July-August

Aeration, Irrigation & Drainage  
Greenkeeping  
Specialist Mowers

##### September-October

Turf Management  
Sports Pitches  
SALTEX  
GroundsFest

##### November-December

Sprayers & Spraying  
Pitch & Line Markers  
Top Dressing

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## Rates & Data

Magazine Advertising	Rate	Area	Trim	Bleed
Double Page Spread	£1,750	400mm x 277mm	420mm x 297mm	426mm x 303mm
Outside Back	£1,600	190mm x 277mm	210mm x 297mm	216mm x 303mm
Inside Front	£1,800	190mm x 277mm	210mm x 297mm	216mm x 303mm
A4 Page	£950	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page	£675	180mm x 132mm		
Quarter Page	£450	88mm x 132mm		

### Adverts:

Pre made adverts at any of the above sizes can be supplied in any of the industry standard formats (PDF, TIFF, JPG, INDD) at 300dpi.

Product Showcase / Edit - £295 / £110:  
Copy to be supplied in the form of a hi-resolution colour image, along with 80 - 100 words of text. Product showcases include full company contact details

### Website Banner - £650:

A web ready image file (JPG / PNG / BMP) or animated GIF. 160 x 75 pixels further banner space can be purchased and combined.

### eNewsletter Entry - £295:

Images can be supplied in any of the standard formats along with text in a word document or similar file type.

**Please contact us in regards to Solus emails and loose insertions.**

**Don't have your own design team?**





**No worries, Groundskeeping Journal offer their own qualified design skills at no extra cost.**

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## Social Media

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 [www.instagram.com/gkj\\_mag/](http://www.instagram.com/gkj_mag/)  
 [www.linkedin.com/showcase/gkjmag](http://www.linkedin.com/showcase/gkjmag)

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