# 2022 MEDIA PACK

Landscape & Urban Design provides the landscape industry's key specifiers with a comprehensive look at all areas including, but not limited to, Landscape Design, Groundskeeping, Turf Management, Green & Blue Infrastructure and Garden Design.



#### Meet Some of Our Awesome Team:



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# 2022

### FEATURE CALENDAR

Each issue of the publication contains many sections covering the landscape & urban design industries. Some of the highlighted sections that will appear in every issue throughout the year are listed below:



#### Sections

- Artificial Grass
- · Bound Surfacing
- Concrete & Stonework
- Decking
- Garden Design
- Green & Blue Infrastructure
- Groundskeping
- Landscaping Services
- Outdoor Lighting
- Sports & Play
- Street Furniture
- Tools, Plant & Equipment
- Turf Management

#### 2022 Main Features

#### January/February - Issue 53

Decking, Sport & Play, Artificial Grass, Lighting

#### March/April - Issue 54

Green & Blue Infrastructure, Street Furniture, Garden Design, Groundskeeping

#### May/June - Issue 55

Bound Surfacing, Tools, Plant & Equipment, Turf Management, Concrete & Stonework, Glee Show Preview

#### July/August - Issue 56

Artificial Grass, Sports & Play, Decking, Garden Design

#### September/October - Issue 57

Green & Blue Infrastructure, Street Furniture, Groundskeeping, Turf Management, Landscape Show Preview, SALTEX Show Preview

#### November/December - Issue 58

Bound Surfacing, Concrete & Stonework, Lighting, Tools, Plant & Equipment

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#### **RATES & DATA**

Circulation



**Architects** 25.6% Landscape Contractors 21.07% Local Authorities/Councils - Town Planners 16.31% Groundsmen 11.99% Landscaping Architects/Designers 9.48% 7.96% Estate Managers Leisure Organisations (Sports Grounds, Leisure Parks) 4.15% 2.57% Members of Landscape Institute Members of the Society of Garden Designers 0.79% Statutory Bodies (English Heritage, National Trust) 0.17%

In 2019 Landscape & Urban Design become a valued member of BALI (British Association of Landscape Industries), one of the largest associations in the industry. With this partnership, we are able to send every BALI member a copy of our bi-monthly magazine, extending our circulation further to over 900 industry professionals and specific key decision makers looking for products for their projects. Secondly, being part of BALI means that we are recognised as a leading magazine across the industry.

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LONDON WALL PLACE

# 2022

#### **RATES & DATA**

Specifications

Double Page Spread - £2,550

Area: 400mm x 277mm Trim: 420mm x 297mm Bleed: 426mm x 303mm

Full A4 Page - £1,495

Area: 190mm x 277mm Trim: 210mm x 297mm Bleed: 216mm x 303mm

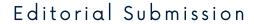
Outside Back Cover - £2,300 Inside Front Cover - £2,100

Half Page - £950 Area: 180mm x 132mm

Quarter Page - £675 Area: 88mm x 132mm

Loose Insertion - Price upon request

Editorial Showcase - £175
120 words of text and a colour image plus
company contact details



If your company has a latest project or case study you would like us to consider to run within the publication, please contact our Editor-in-Chief via email editor@mhmagazine.co.uk or call 01304 806039.

### Magazine Advertising Contacts

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# 2022 TRADE SHOWS EXHIBITONS



Distribution Calendar

January/February - Issue 53
Future Build

March/April - Issue 54

May/June - Issue 55
Glee Show

July/August - Issue 56 Sports & Grounds Expo

September/October - Issue 57
UK Contruction Week\*, Saltex\*, Landscape Show\*

November / December - Issue 58 London Build\*

\*On date of publishing this media pack the following shows had not confirmed their 2022 show dates so are based of predictions from previous years.

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# FURTHER INFORMATION

Online Presence

You can view our whole entire archive of online publications on the following platforms: Readly, Joomag & Issuu

Social Media Handle - @ludmagazine









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# 2022 DIGITAL ADVERTISING



What We Offer

Email Campaigns / Solus E-shot £1495 for 1, £2795 for 2, £4195 for 3

Our E-shot circulation is 115,000 Exclusive named circulation of the most up to date key decision makers within the landscaping and urban design industries Including: Landscape Architects, Landscape Contractors, Garden Designers, Local Authorities, Architects, Leisure Organisations, Golf clubs, Gardeners, Members of the Landscape Institute, Members of the Society of Garden Designers, Statutory Bodies and other key specifiers.

With an average return of 1,500 — 15,000 per shot, you can include hyperlinks directly to your website, allowing us to provide you full stats of the click throughs. The best results come when we send them on a Tuesday or Wednesday between 10am and 12pm, that way, we avoid the spam dump at the beginning of the day, and it's there ready for them to read at lunch time. We would ask for you to create the html content, as we only do it as a last resort.

Website Banner - £995 per annum

Our web banner opportunity gives you the chance to display your banner ad on our website www.landud.co.uk in a prime position for 12 consecutive months which will also be linked to your website so we can track how many people have clicked. If you needed us to design the banner for you there will be no extra cost involved as we have our own reprographics team in-house.

Directory Entry - £695 per annum
Our Global Directory www.landud.co.uk
gives you the opportunity to include up
to 1000 words of text, selection of
images, company logo & contact details
for a full 12 months Listed under as many
relevant categories of your choice.

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# DIGITAL ADVERTISING

What We Offer



Our bi-weekly e-Newsletters targets tens of thousands of key buyers and specifiers. With each release receiving a fantastic amount of response and enquiries, this is certainly a worthwhile option of getting your product/service recognised to the correct audience. With such a large circulation of relevant readers this form of advertising is money well spent.

www.landud.co.uk/newsletter to view the Latest Newsletter.

The overall benefits include:

- Up to 1,200 words of text, 10 images, company logo & contact details
- Direct hyperlink to your website
- Higher search rankings
- Read more link to view full release
- Release will be published on the home page
- Statistics supplied upon request



Total Circulation of just over 115,000 Exclusive named circulation of the most up to date key decision makers within the landscaping and urban design industries Including: Landscape Architects, Landscape Contractors, Garden Designers, Local Authorities & Town Planners, Architects, Leisure Organisations covering all sports facilities and leisure parks, Golf clubs, Gardeners, Members of the Landscape Institute, Members of the Society of Garden Designers, Statutory Bodies and other key specifiers.

eNewsletter Banner -£1,295 per annum

Digital Advertising Contacts

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