

2024

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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FOR MORE INFORMATION OR TO ADVERTISE

CALL 01227 936974

www.landud.co.uk

OPENING HOURS
MON-FRI 9AM - 4.30PM

MH MEDIA GLOBAL LTD. 18/20 NEWINGTON
ROAD RAMSGATE CT12 6EE

2024 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
- Groundskeeping
- Landscaping Services
- Outdoor Lighting
- Sports & Play
- Street Furniture
- Tools, Plant & Equipment
- Turf Management

2024 Main Features

January/February - Issue 65

Decking, Sport & Play, Artificial Grass

March/April - Issue 66

Green & Blue Infrastructure, Street Furniture, Garden Design, Landscape Show Preview

May/June - Issue 67

Bound Surfacing, Turf Management, Concrete & Stonework, Glee Show Preview

July/August - Issue 68

Sports & Play, Decking, Garden Design, SAGE Preview

September/October - Issue 69

Green & Blue Infrastructure, Street Furniture, Groundskeeping, GroundsFest Preview, SALTEx Show Preview

November/December - Issue 70

Concrete & Stonework, Lighting, Tools, Plant & Equipment

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RATES & DATA

Circulation

Landscape & Urban Design has a combined circulation of just over 65,500 copies. The interactive edition of the magazine is distributed by email to key specifiers and enables readers to visit any of the featured companies by clicking on the relevant hyperlink. We pride ourselves on the high quality of the printed version which goes out to our subscribers and visitors of the trade shows.

Architects	25.6%
Landscape Contractors	21.07%
Local Authorities/Councils - Town Planners	16.31%
Groundsmen	11.99%
Landscaping Architects/Designers	9.48%
Estate Managers	7.96%
Leisure Organisations (Sports Grounds, Leisure Parks)	4.15%
Members of Landscape Institute	2.57%
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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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



Editorial Submission

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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TRADE SHOWS & EXHIBITONS



Distribution Calendar

January/February - Issue 65
Future Build

March/April - Issue 66
Landscape Show

May/June - Issue 67
Glee Show

July/August - Issue 68
Sports & Grounds Expo

September/October - Issue 69
UK Construction Week*, Saltex* GroundsFest*

November/December - Issue 70
London Build*

*On date of publishing this media pack the following shows had not confirmed their 2024 show dates so are based on 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 & Zinio

Social Media Handle - @ludmagazine



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2024 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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2024 DIGITAL ADVERTISING



What We Offer

eNewsletter Insertion - £295

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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