

turfbusiness

2018 Media Pack

29,000+
reasons to advertise!

turfbusiness

The Total Turf Package

Turf Business is the industry's number one hub for turf news, product information, profiles and interviews in printed and digital formats. The place where the big names share their knowledge, experience and opinions across our magazine, website, email and social media platforms alongside the industry's only dedicated TV channel, Turf Business TV.

Turf Business offers an unrivalled package of multi-platform advertising and promotional opportunities within the turfcare industry, reaching a massive audience of over 29,000 fully opted in professionals.

Our highly effective range of promotional solutions provide advertisers with both flexible and cost effective options that can meet almost any marketing objectives and suit all budgets.

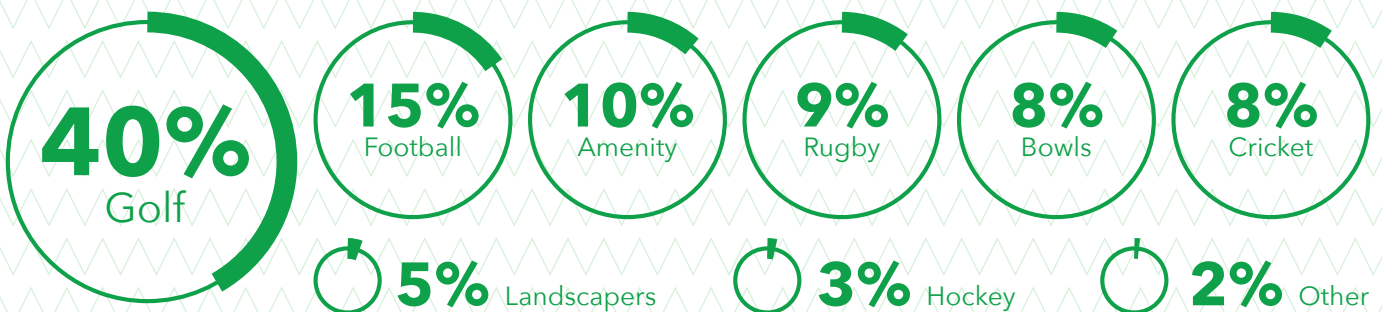
Turf Business's market leading 'Total Turf' package includes comprehensive exposure across all of our marketing channels. This includes the printed Turf Business magazine, the digital Turnpage and mobile App versions of the magazine, video content through Turf Business TV (see page 3 for more information), the market leading Turf Business website (updated daily), weekly email newsletter, dedicated email shots to our fully opted in turfcare audience, and regular breaking news and updates to our social media community.



All magazine advertising appears in the printed and digital versions of Turf Business at no extra cost with the added option to include video and/or slideshow images in the App and Turnpage versions. Alongside this we also offer cross-platform Banner and Button advertising opportunities and the chance to place product or company profiles online.

Through our first-rate content, such as the Blade Runner series and interviews with leading industry professionals, we offer our readership an experience like no other in the turfcare market. By leveraging this we provide you with fantastic promotional opportunities and the chance to target an ever growing audience across the sports, golf, amenity, education, landscaping, contracting sectors and more.

Readers by sector



For advertising enquiries call 01892 664555 or email martin@turfbusiness.co.uk



Bringing *turf* to life

Turf Business TV is the definitive multi-channel platform for industry leading video content, bringing our audience a mix of interviews, profiles, product information and demonstrations alongside the odd fun item, providing an interactive experience like no other available in the market.

Building on entertaining editorial from leading figures such as Darren Baldwin, Neil Stubbley, Paul Burgess, Alan Ferguson and Keith Kent, the next step in Turf Business TV's evolution is to offer manufacturers and suppliers the chance to utilise this unique opportunity in the form of infomercials, sponsorship or video advertising. We can even come along and shoot a dedicated video piece for you on request.

Hosted across our dedicated web page, YouTube channel, social media accounts and email subscriber list Turf Business TV provides you with the perfect opportunity to reach your target market in the highest impact manner available. If a picture says a thousand words, then imagine the possibilities of dedicated video content.

To find out more about how our digital capabilities can help you please do not hesitate to get in touch.

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Editorial Features

JAN

BTME Preview
Amenity Focus
Top Influencers in Turf
Irrigation & Drainage
Turf Treatment
Robotic Mowers

FEB

Hockey Focus
Dealership Focus
Ride-on Mowers
Weed Control
Seed & Turf
Tractors

MAR

Cricket Focus
UTV/ATV
Pedestrian Mowers
Surface Technology
Sprayers & Spraying
Overseeding Focus

APR

Golf Focus
Mowers in Action
Power Tools & Equipment
Line Marking
Turf Treatment
Water Management

MAY

Equestrian Focus
Synthetic Surfaces
Mounted & Trailed Mowers
Aeration Focus
Environmental Focus

JUNE

Football Focus
Tennis Focus
Specialist Mowers
Turf Treatment
Training Focus

JULY

Golf Focus
Ride-on Mowers
Tractors
Synthetic Surfaces
Seed & Turf
Sustainability

AUG/SEPT

Rugby Focus
Pedestrian Mowers
Tools & Accessories
Line Marking
Sprayers & Spraying
Overseeding Focus

OCT

SALTEX Preview
Leaf Clearance
Exporting Expertise
UTV/ATV
Training Focus
Mounted & Trailed Mowers

NOV/DEC

Education Focus
SALTEX Review
Aeration Focus
Power Tools & Equipment
Turf Treatment
Synthetic Surfaces

Advertising Rates

MAGAZINE

	1	3	6+
DPS	£2300	£2070	£1840
Full Page	£1250	£1125	£1000
Half Page	£700	£630	£560
Junior Page	£975	£875	£780
Quarter Page Vertical	£440	£395	£350
Quarter Page Horizontal	£515	£464	£415

Special Positions

	1	3	6+
Front Cover/Contents Page Strip	£540	£485	£435
Outside Back/Inside Front	£1450	£1325	£1200
Inserts Price on application			
Classified £25 per single column centimetre			
Web Directory £450 for 12 months' insertions			

WEBSITE & E-NEWSLETTER

Product/Company Feature	£225
Website/eNewsletter Banner	£225 per month
Website/eNewsletter Button	£105 per month
Dedicated Email Shot	£695

TURF BUSINESS TV

Product and Promotional items based on fully edited video content £345 per item

Company, Event and Product demos can be shot and edited by Turf Business TV on your behalf if required - to discuss in more detail contact the team on [01892 664555](tel:01892664555)

Artwork Specification

DISPLAY ADVERTISING

	Trim
Double Page Spread	297mm x 420mm (+3mm bleed)
Full Page	297mm x 210mm (+3mm bleed)
Half Page (horizontal)	130mm x 185mm
(vertical)	270mm x 91mm
Junior Page	198mm x 138mm
Quarter Page (horizontal)	65mm x 185mm
(vertical)	130mm x 91mm
Front Cover/Contents Page Strip	55mm x 210mm

DIGITAL ADVERTISING (in pixels width x depth)

Leaderboard	Mobile 300 x 100, Tablet 468 x 60, Desktop 728 x 90
MPU Side	300 x 250
Skyscraper	300 x 600
Newsletter Leaderboard	468 x 60 (Not animated)
Newsletter Button	180 x 150 (Not animated)

Acceptable file formats .jpg .jpeg .png and .gif

Artwork should preferably be supplied as high-resolution (300dpi) PDF, JPG or EPS files with all fonts embedded. Alternatively artwork can be supplied as: QuarkXpress, InDesign, Illustrator or Photoshop with all related linked files included in CMYK mode and at least 300dpi resolution.

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