

Media Pack 2024

turf business

innovate.
inspire.
influence.

59,000+
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 first and most influential dedicated TV channel, Turf Business TV.

We pride ourselves on being innovators and with the support of our ever influential audience, we hope to inspire the entirety of the turfcare industry.

With our unparalleled presence across every platform, we offer advertising opportunities within the turfcare industry. Our range of promotional solutions provides advertisers with access to an engaging audience of over 59,000 at flexible and cost-effective options that can meet almost any marketing objective and budget.

Our market-leading 'Total Turf' package includes comprehensive exposure across all our marketing channels.

more

than a magazine



5,000+



23,000+



1,600+



15,500+



9,000+

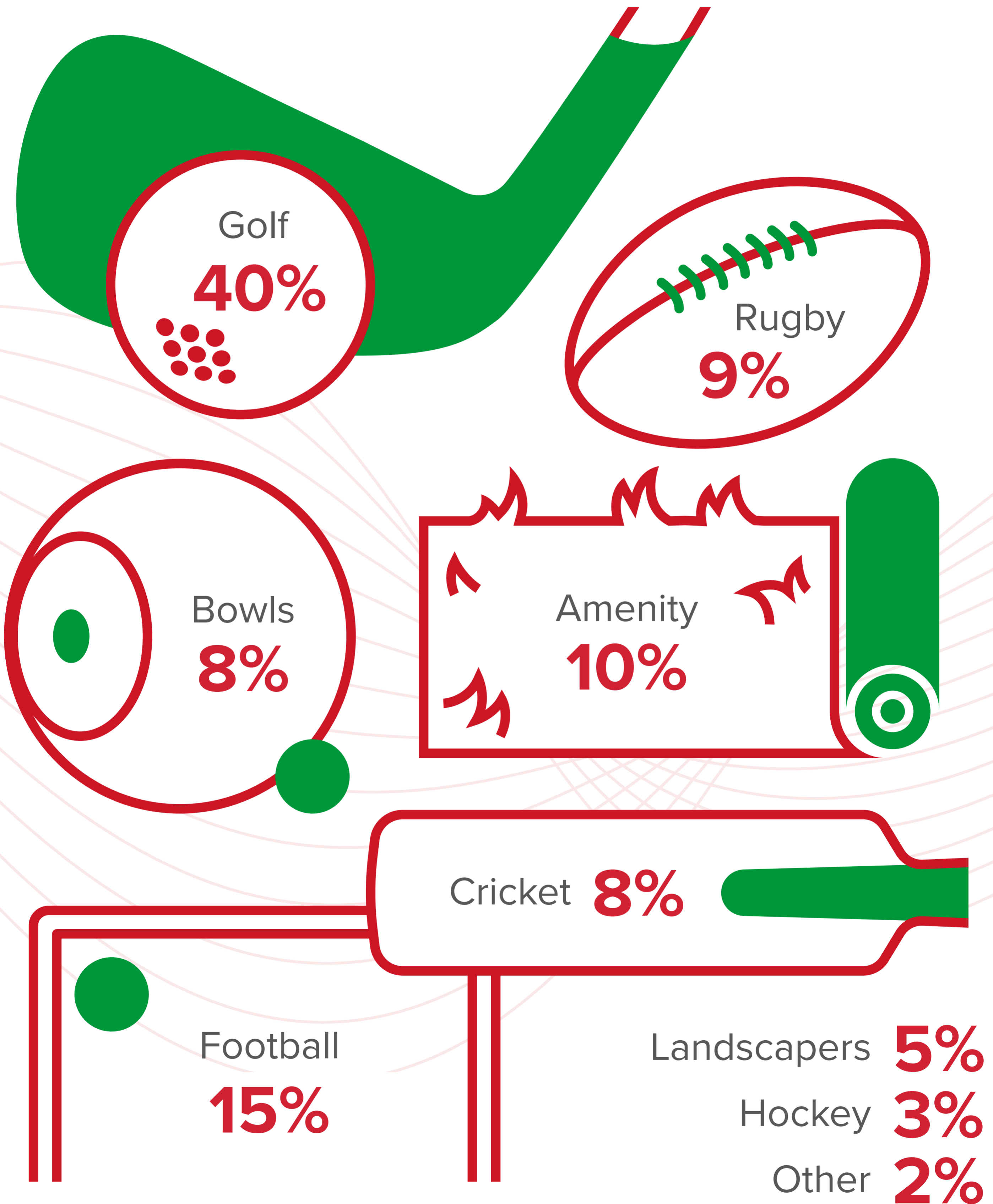
Magazine Advertising



With 19 years of being published and how highly regarded we are, advertisers can leverage this fantastic opportunity to convert an audience that holds us in high regard.

All magazine advertising appears in the printed and digital versions of Turf Business, with the added option to include video and/or slideshow images in the App and Turnpage versions at no extra cost.

Readers by Sector



Our Digital Presence

Turf Business offers a highly impactful and influential online presence with an ever-growing audience across our online platforms.

We offer cross-platform Banner and Button advertising opportunities on our website and email newsletter. There is also the option to place product or company profiles online and within the e-newsletter or take advantage of our dedicated email broadcast to our fully opted-in database.

Total Social Media Audience:

25,000+





With digital and social media promotions becoming some of the most influential and valuable tools available to advertisers, we can offer an array of innovative digital opportunities to maximise engagement and create a package to suit all budgets.

Our combined social media audience totals over 25,000, our Turf Business app is in excess of 1,600 and our email database 23,000.

When considered with an average of 9,000 monthly visitors to our website, Turf Business offer a highly impactful and influential platform that is second to none within the turfcare industry.



Turf Business TV offers manufacturers and suppliers the chance to utilise this unique visual platform in the form of infomercials, sponsorship, or video advertising. We can even come along and shoot a dedicated video piece upon your request.

Hosted across our dedicated YouTube channel and other visual channels, Turf Business TV provides you with the perfect opportunity to reach and influence your target market with the highest impact. If a picture says a thousand words, then imagine the possibilities of dedicated video content.



Bringing *turf* to *life*

World-Class Events

Turf Business has a strong passion for hosting world-class events that innovate, inspire and influence. Central to all our events is the aim of making the turfcare industry a better place for those who work within it.

Our flagship event is the annual Turf Business Summit, a unique event that brings together the great and the good of the turfcare industry to discuss, tackle and set the wheels in motion for innovation and change.

This annual meeting of minds not only provides amazing networking opportunities and a packed social agenda but is really focused on making the industry a better place for all involved

After six years and five events, the Summit has truly solidified its place within the industry and the diaries of turfcare professionals alike and has seen initiatives born from the past events.



2023 saw the Summit travel to Nice and Monaco FC's state of the art new training ground.

2023 also saw the launch of the Turf Business Education Sector Knowledge Lab hosted at the prestigious Eton College.

2024 will also see several more innovative events and initiatives coming to fruition.

turfbusiness

2024 Editorial Features List

JAN Amenity Focus BTME Preview Turf's Top Influencer Water Management Ride-on Mowers Automation in Turfcare	FEB Cricket Focus Seed & Turf Tractors Line Marking Pedestrian Mowers Synthetic Surfaces Turf Treatment	MAR Golf Focus Sprayers & Spraying Overseeding Focus Mowers in Action Pitch Renovation Sustainability	APR Football Focus UTV/ATV Aeration Management Systems Further Afield Power Revolution	MAY Equestrian Focus Automation in Turfcare Electric Mowers Synthetic Surfaces Tools & Equipment Training Focus Weed Control
JUNE Tennis Focus Pedestrian Mowers Turf Treatment Technology & Automation Seed & Turf Water Management	JULY Golf Focus Ride-on Mowers Turf Growth Technology Environment Focus Line Line Marking Tractors	AUG/SEPT Football Focus Turf Horizons Power Revolution Sprayers & Spraying Overseeding Focus GroundsFest Preview	OCT Rugby Focus SALTEX Preview Leaf Clearance Exporting Expertise UTV/ATV Mounted/Trailed Mowers	NOV/DEC Turf in Education Specialist Mowers Aeration Turf Treatment Hybrid & Synthetic Turf Growth Technology

Advertising Opportunities

MAGAZINE

- DPS
- Full Page
- Half Page
- Junior Page
- Quarter Page

SPECIAL POSITIONS

- Front Cover/Contents Page Strip
- Outside Back/Inside Front

Inserts Price on application

WEBSITE & E-NEWSLETTER

- Product/Company Feature
- Website/eNewsletter Banner
- Website/eNewsletter Button
- Dedicated Email Shot

TURF BUSINESS TV

Product and Promotional items based on fully edited video content

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** or email **larissa@turfbusiness.co.uk**.

Artwork Specification

DIGITAL ADVERTISING (pixels)

Leaderboard	Mobile	Tablet	Desktop
	300x100	468x60	728x90

Newsletter Leaderboard	468x60**
Newsletter Button	180x150**
MPU Side	300x250

Acceptable formats: jpeg, png, gif

** = Not animated

DISPLAY ADVERTISING

Double Page Spread	Trim 297x420mm*
Full Page	297x210mm*
Half Page (horizontal)	130x185mm
Half Page (vertical)	270x91mm
Quarter Page (horizontal)	65x185mm
Quarter Page (vertical)	130x91mm
Front Cover/Contents Strip	55x210mm

* = Plus 3mm bleed

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.