turfbusiness

THE PORTFOLIO

where turf businesses get seen and heard

turf business summit

turf business TV

turfbusiness the sodcast

turf's TOP influencer

education sector knowledge lab powered by turfbusiness

turfbusiness elevate leadership in partnership with Myerscough College

turfbusiness hydrate in partnership with Myerscough College

turf business

THE STATS

79,000+ combined audience across our platforms. Get seen and heard by the industry.

5,100 + In the hands of the industry

12,600 + Visiting our website every month

25,000 + Email database, straight to their inbox

1, 400 + App subscribers, on their phone

35,000 + Following us on all major platforms

Why advertise with Turf Business?

Reach the right people. A combined audience of 79,000+ across print, web, email, social and the app, all focused on turf.

Be seen everywhere they look. Magazine, website, email, social, app, TBTV, The Sodcast and events.

Build trust. 21+ years serving the industry, so your message sits alongside content people already rely on.

Get results your way. Flexible, cost-effective options for almost any objective and budget.

For all advertising enquiries please contact:
Larissa Marchant
Larissa@turfbusiness.co.uk
01892 575511 / 07769604606

79,000+ is our combined audience across print, web, email, app and social. Some people follow us on more than one platform.

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ALL PLATFORMS. ONE BRAND.

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 dedicated video channel, Turf Business TV.

With presence across every platform, we offer a range of promotional solutions providing advertisers with access to a combined engaged audience of over 79,000 turf industry professionals, with flexible and cost-effective options that can meet almost any marketing objective and budget.

MAGAZINE

With a history of over 21 years of being published, Turf Business is viewed as both well established and highly regarded within the industry. Magazine distribution exceeds 5,100 in print, alongside an international and widespread digital readership.

DIGITAL

We offer cross-platform Banner and Button advertising opportunities on our website and email newsletter, as well as the opportunity to share product updates, company profiles and news stories. Take advantage of our dedicated email broadcast to a 25,000 + database.

SOCIAL

Put your brand in front of a highly engaged turfcare audience with a range of creative digital advertising opportunities across our social media platforms. Maximise your brand's visibility, boost engagement and connect your products with the people who matter most to your business.

TBTV

The perfect platform for manufacturers and suppliers to host infomercials, video advertising and sponsorship across our dedicated platforms. With the opportunity for Turf Business to organise and shoot dedicated content for your company, your video content will sit alongside our industry interviews, event coverage and world class turf venue coverage.

WORLD CLASS EVENTS

Turf Business has taken their dedicated readership off the page. The Turf Business Summit is a well established and well respected annual event bringing together industry professionals to facilitate discussions, platform new ideas and engage in new ways to improve the turfcare industry.
The Education Sector Knowledge Lab is just one of the industry wide initiatives born out of the Turf Business Summit. The dedicated event for turfcare professionals working in the education sector to network, take part in a carefully curated informative agenda and get a hands on look at exhibitor stands.
Please ask us about our event sponsorship opportunities.

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EDITORIAL FEATURES LIST 2027

JANUARY
Editorial Deadline: 12th December 2026

Contractor Focus
BTME Preview
Water Management | Legislation, product & solutions to tackle a potential water crisis
Ride- On- Mowers | Product updates from the last 12 months
Technology & Automation in Turfcare
Aeration | Case studies & user stories

FEBRUARY
Editorial Deadline: 14th January 2027

Cricket Focus
Seed & Turf | The development of seed, turf & its installations
Tractors
Pitch Marking & Accessories
Pedestrian Mowers | Product updates from the last 12 months
Synthetic Surfaces | Installation & maintenance
Turf Health & Nutrition

MARCH
Editorial Deadline: 12th February 2027

Golf Focus
Sprayers & Spraying | Product updates from the last 12 months
Mowers in Action | Case studies & user stories
Pitch Renovation
Turf Treatment
Overseeding Focus

APRIL
Editorial Deadline: 12th March 2027

Football Focus
UTV/ATV | Product updates from the last 12 months
Aeration
Management Systems | Software & systems to help manage teams, equipment & turf
Power Revolution | Developments in & new trends for powering equipment
Focus on Scotland

MAY
Editorial Deadline: 15th April 2027

Equestrian Focus
Electric Mowers | Product updates from the last 12 months
Synthetic Surfaces | Maintenance & installation
Disease & Pest Control
Tree & Hedge Maintenance
Multi Use Venue Focus | Concert preparation & multi use sports

JUNE
Editorial Deadline: 14th May 2027

Tennis Focus
Ride on Mowers | Case studies & user stories
Seed & Turf | The development of seed, turf & its installations
Water Management | Legislation, product & solutions to tackle a potential water crisis
Data Driven Turf Management | Monitoring, testing & how to use data effectively
Knowledge Lab Preview
Focus on Ireland

JULY
Editorial Deadline: 11th June 2027

Golf Focus
Pedestrian Mowers| Case studies & user stories
Technology & Automation in Turfcare
Pitch Marking & Accessories
Tractors
Sustainability Focus

AUGUST/ SEPTEMBER
Editorial Deadline: 6th August 2027

Football Focus
Power Revolution | Developments in & new trends for powering equipment
Sprayers & Spraying | Case studies & user stories
Overseeding Focus| Equipment & Seed
GroundsFest Preview

OCTOBER
Editorial Deadline: 10th September 2027

Rugby Focus
Leaf Clearance
UTV/ATV | Case studies & user stories
Aeration
Turf Treatment
Focus on Wales

NOVEMBER/ DECEMBER
Editorial Deadline: 1st October 2027

Turf in Education | School & university turfcare
Specialist Mowers
Hybrid Surfaces | Installation & maintenance
Technology & Automation in Turfcare
Data Driven Turf Management | Monitoring, testing & how to use data effectively
SALTEX Preview

Editorial submissions should be roughly 1000 words long and where possible include quotes from the industry professional mentioned. Submissions should be supported with high resolution imagery of 300 DPI.
To submit articles for consideration or to suggest special features please contact Abi Moss-Coomes on abi@turfbusiness.co.uk or 01892 664555.
To discuss advertising opportunities please contact Larissa Marchant on Larissa@turfbusiness.co.uk or 01892 575511.

This list Is not exhaustive and is subject to change, including editorial deadlines, at the discretion of the publisher. In addition to the above, Turf Business will feature regular articles on topics that include people profiles, sustainability, careers and news extra updates, alongside regular industry news coverage.

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THE SPECS

35,000 + social media following

MAGAZINE ADVERTISING

	TRIM
Double Page Spread	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 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.

BANNERS & BUTTONS (PIXELS)

Leaderboard	Mobile	Tablet	Desktop
	300 x 100	468 x 60	728 x 90
Newsletter Leaderboard	468 x 60		
Newsletter Button	180 x 150		

Acceptable formats: jpeg, png, gif

SOCIAL (PIXLES)

	PHOTO	VIDEO
Facebook	1080 x 1350	1080 x 1920
X	1024 x 512	1080 x 1920
LinkedIn	1080 x 1350	1080 x 1920
Instagram	1080 x 1350	1080 x 1920
TikTok	-	1080 x 1920
Youtube	-	1920 x 1080

Image format: jpeg, PNG
Video format: MP4
Captions and links must be provided. Sizing provided is optimal for each platform, alternative sizing will also be accepted.
All videos supplied for Facebook, X, Linkedin and Instagram must be shorted than two minutes twenty seconds.

EMAIL

Email broadcasts should be supplied in HTML format, with all images and video embedded and hosted on a publicly accessible web server.

TAILOR MADE SCHEDULES AVAILABLE ON REQUEST