

# TURFPRO

## WEEKLY BRIEFING | 2024 MEDIA PACK

### THE INDUSTRY'S ONLY PURPOSE BUILT WEEKLY BRIEFING

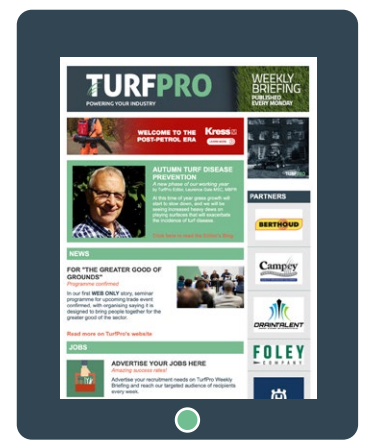
#### ABOUT

**T**urfPro is the only purpose built weekly briefing in the industry with an average **30%+ Open rate**.

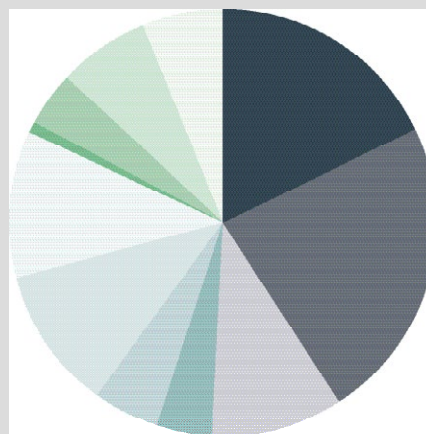
The editorial looks at issues currently affecting the professional turfcare sector. With up to date industry news and expert comment. also coverage on product developments & industry exhibitions.

Targeted at professionals who look after grassed surfaces (Greenkeepers, groundsmen, landscapers, amenity workers, contractors etc), TurfPro is distributed digitally to **6,000** verified email addresses every Monday at noon.

The digital distribution of TurfPro means advertisers can monitor responses and return on investment by measuring clicks from your advertisement and/or video.



#### TURFPRO WEEKLY BRIEFING CIRCULATION



**>6000**  
IN CURRENT  
CIRCULATION

(5%)	Schools, colleges, universities	(18%)	Golf course
(11%)	Non-vocational groundsmen/women	(23%)	Sports grounds
(4%)	Manufacturers, Suppliers and distributors	(4%)	Leisure
(7%)	Misc (trade bodies, advisory services, consultants etc)	(1%)	Hire companies
(10%)	Contractors and landscapers	(11%)	Dealers
(6%)	Other		

#### CONTACT

##### EDITORIAL

**Laurence Gale**

laurence@turfpro.co.uk  
07929 438 213

##### ADVERTISING

**Nikki Harrison**

nikki@theadplain.com  
01491 837 117

# THE INDUSTRY'S ONLY PURPOSE BUILT WEEKLY BRIEFING

## RATES 2024

### SPONSORED BANNERS

Price includes banner/logo clickable to your website.  
(475 x 100px, 72 dpi, RGB - Jpeg)

**Top Banner: £265** per issue  
Appears above editors blog

**Tier 1 Banner: £210** per issue  
Appears after editors blog

**Tier 2 Banner\*: £180** per issue

**Tier 3 Banner\*: £150** per issue

**Tier 4 Banner\*: £115** per issue

**Tier 5 Banner\*: £95** per issue

\*Tiers 2-5 appear after every 2 news items

### BRANDING LOGO / LINKS

Price includes banner/logo clickable to your website.  
(126x84px, 72 DPI, RGB-Jpeg)

**3 months: £275**

**6 months: £499**

### JOB SECTION: RECRUITMENT ADS

Price includes your logo and a brief description of vacancy on the Home Page, linking to a full page with full details, web/email link.

**Per entry: £90** per issue

### SPONSORED PRODUCT ANNOUNCEMENT

Price includes image and brief description on Home Page, linking to back page with up to 350 words of text, contact details, web/email links, images and/or video content.

**Per announcement: £195** per issue

### WEBSITE ADVERTISING

[www.turfpro.co.uk](http://www.turfpro.co.uk)

The Rate card £20 CPM means that you will only pay for ad impressions served.

**TURFPRO**  
POWERING YOUR INDUSTRY

**WEEKLY BRIEFING**  
PUBLISHED EVERY MONDAY

**WELCOME TO THE POST-PETROL ERA** **Kress**  
LEARN MORE

**AUTUMN TURF DISEASE PREVENTION**  
A new phase of our working year  
by TurfPro Editor, Laurence Gale MSC, MBPR  
At this time of year grass growth will start to slow down, and we will be seeing increased heavy dews on playing surfaces that will exacerbate the incidence of turf disease.  
[Click here to read the Editor's Blog](#)

**NEWS**

**FOR "THE GREATER GOOD OF**

*Programme confirmed*  
In our first **WEB ONLY** story, seminar programme for upcoming trade event confirmed, with organising saying it is designed to bring people together for the greater good of the sector.  
[Read more on TurfPro's website](#)

**JOBS**

**ADVERTISE YOUR JOBS HERE**  
*Amazing success rates!*  
Advertise your recruitment needs on TurfPro Weekly Briefing and reach our targeted audience of recipients every week.  
Contact **Nikki Harrison** for details - 01491 837117

**PREVIOUS FEATURES**

**Sponsored Content**

**THE STIHL FULLY CHARGED ROADSHOW RETURNS FOR 2023**  
*Dates for October*  
Giving professional users an exclusive opportunity to get hands on with STIHL's AP battery-powered tool system.  
[Find out more](#)

**ISEKI**  
**SKG VIDEO - CLICK HERE!**  
CUTS AND COLLECTS IN THE WET AND THE DRY!  
Contact your local dealer to book a demo today!

**PARTNERS**

**BERTHOUD**

**Campay**  
TURF CARE SYSTEMS  
QUALITY EDUCATIONAL EQUIPMENT

**DRAINTALENT**  
MIND. GROW. BETTER. TOGETHER.

**FOLEY**  
COMPANY

**Husqvarna**

**ISEKI**

**USEFUL LINKS**

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TurfPro Weekly Briefing

You can also advertise on the website with multiple advertising banners across the website reaching everyone that touches the site.

### Specifications:

#### Leaderboard:

(728 x 90px, 72 dpi, RGB - Jpeg)

**Tower:** (120 x 600px, 72 DPI, RGB - Jpeg)