

TURFPRO

WEEKLY BRIEFING | 2022 MEDIA PACK

THE INDUSTRY'S ONLY PURPOSE BUILT WEEKLY BRIEFING

ABOUT

TurfPro 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, groundsman, landscapers, amenity workers, contractors etc), TurfPro is distributed digitally to just over **6,000** verified email addresses every Monday at noon.

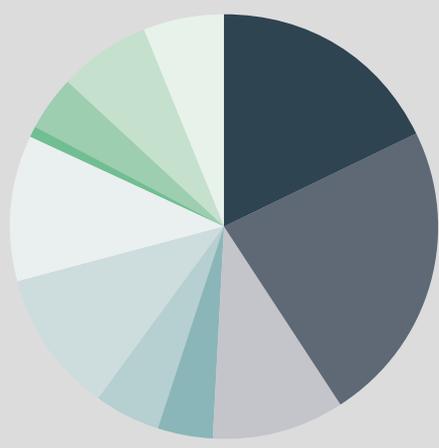
The digital distribution of TurfPro means advertisers can monitor responses and return on investment by measuring clicks from your advertisement and/or video.

35% READ ON MOBILE

TURFPRO
65% READ ON DESKTOP



TURFPRO WEEKLY BRIEFING CIRCULATION



>6000
IN CURRENT CIRCULATION

CONTACT

EDITORIAL

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ADVERTISING

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RATES

SPONSORED BANNERS

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

Top Banner:
£250 per issue

Top/Middle Banner:
£170 per issue

Middle Banner:
£140 per issue

Lower/Middle Banner:
£110 per issue

Bottom Banner:
£90 per issue

BRANDING LOGO / LINKS

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

3 months: £250

6 months: £450

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: £85 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:
£175 per issue

WEBSITE ADVERTISING

www.turfpro.co.uk

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

The screenshot displays the TurfPro Weekly Briefing website interface. At the top, the 'TURFPRO' logo is prominent with the tagline 'POWERING YOUR INDUSTRY'. The main content area includes a featured article titled 'DEMAND QUALITY. WHY COMPROMISE.' featuring an ISEKI tractor. Below this is an article 'WHY PARKS MATTER' by TurfPro Editor Laurence Gale, discussing the value of parks during the pandemic. A 'NEWS' section highlights 'NEW DISTRIBUTION FOR SPYKER SPREADERS IN UK' by Turf Machinery Spares Ltd. The website also features a 'PARTNERS' sidebar with logos for Campsey, FOLEY COMPANY, LANTRA AWARDS, and RPT. Other sections include 'GARDEN TRADER' for equipment servicing, a 'JOBS' section for recruitment, and 'Sponsored Product Announcements' such as 'TEERING OFF FOR MORE VALUE' for the Kubota L2 series. The bottom of the page includes social media links for @TurfProUK and @thegma_.

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)