

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.

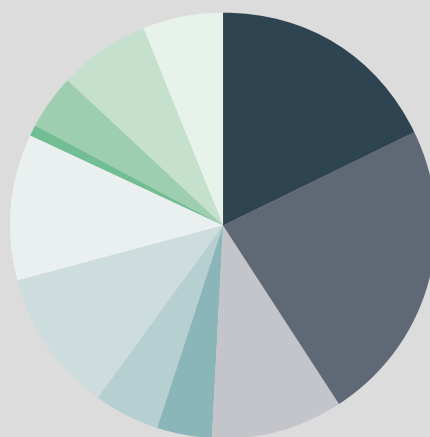
The digital distribution of TurfPro means advertisers can monitor responses and return on investment by measuring clicks from your advertisement and/or video.

35% READ ON MOBILE

TURFPRO
65% READ ON DESKTOP



TURFPRO WEEKLY BRIEFING CIRCULATION



>6000
IN CURRENT
CIRCULATION

- | | | | |
|-------|---------------------------------------------------------|-------|----------------|
| (5%) | Schools, colleges, universities | (18%) | Golf course |
| (11%) | Non-vocational groundsman/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

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'. To the right, it states 'WEEKLY BRIEFING PUBLISHED EVERY MONDAY'. Below the header, there are several content blocks: a 'DEMAND QUALITY. WHY COMPROMISE.' banner featuring a man with a blue ISEKI tractor; an article titled 'WHY PARKS MATTER' by TurfPro Editor Laurence Gale, discussing the value of parks during the pandemic; a 'NEWS' section with an article on 'NEW DISTRIBUTION FOR SPYKER SPREADERS IN UK' by Turf Machinery Spares Ltd; a blue banner for 'GARDEN TRADER' offering mowers, trimmers, and chainsaws; a 'JOBS' section with an 'ADVERTISE YOUR JOBS HERE' call to action; a 'Sponsored Product Announcements' section featuring a 'TEERING OFF FOR MORE VALUE' article about a Kubota L2 tractor; and a 'New LX Series' banner for Kubota. On the right side of the page, there is a 'PARTNERS' section listing 'Campay', 'FOLEY COMPANY', 'LANTRA AWARDS', and 'TURF TANK'. At the bottom right, there are 'USEFUL LINKS' such as 'Send to a friend', 'Subscribe', and 'Visit our website', along with social media handles for '@TurfProUK' and '@thegma_'. The overall layout is clean and professional, with a focus on industry news and equipment.

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)