

TURFPRO

WEEKLY BRIEFING | 2021 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



CONTACT

EDITORIAL

Laurence Gale

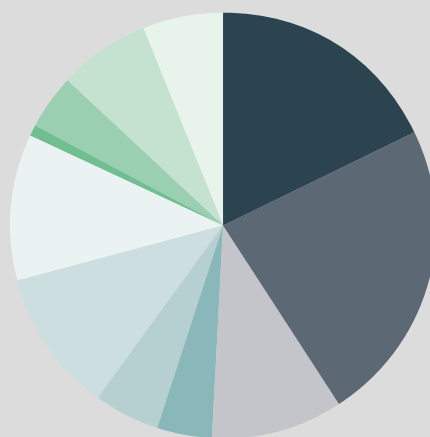
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ADVERTISING

Nikki Harrison

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TURFPRO WEEKLY BRIEFING CIRCULATION



>6000
IN CURRENT CIRCULATION

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

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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: £75 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 shows the TurfPro Weekly Briefing website interface. At the top is the TurfPro logo with the tagline 'POWERING YOUR INDUSTRY' and 'WEEKLY BRIEFING PUBLISHED EVERY MONDAY'. Below this is a featured article titled 'UPGRADE YOUR EVERYDAY' featuring a Husqvarna Automower 500-Series. Another article titled 'WINTER IS COMING' by TurfPro Editor Laurence Gale discusses saturated pitches. A 'NEWS' section highlights 'BALMERS JOIN INFINICUT NETWORK'. A 'JOBS' section advertises recruitment needs for a grounds team. A 'Sponsored Product Announcements' section features Cramer chainsaws and blowers. On the right side, there are 'PARTNERS' (Campsey, RT rigby taylor), a 'TURF TANK' logo, and 'USEFUL LINKS' (Send to a friend, Subscribe, etc.). A Twitter feed is visible at the bottom right.

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)