

TURFPRO

WEEKLY BRIEFING | 2025 MEDIA PACK

THE INDUSTRY'S ONLY PURPOSE BUILT WEEKLY BRIEFING

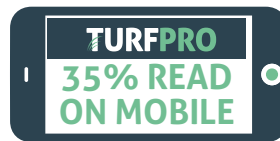
ABOUT

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

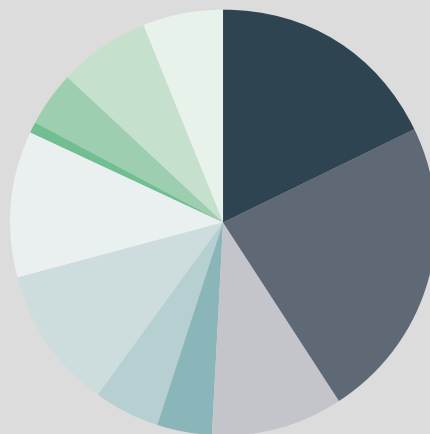
The editorial looks at issues currently affecting the professional turfcare sector. With up to date industry news and expert comment. also coverage on product developments & industry exhibitions.

Targeted at professionals who look after grassed surfaces (Greenkeepers, groundsman, landscapers, amenity workers, contractors etc), TurfPro is distributed digitally to **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 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

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THE INDUSTRY'S ONLY PURPOSE BUILT WEEKLY BRIEFING

RATES 2025

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

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!

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Campay
TURF CARE SYSTEMS
QUALITY EDUCATIONAL EQUIPMENT

DRAINTALENT
Turf Care Professionals

FOLEY
COMPANY

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ISEKI

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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)