

# landscape SA Buyers' Guide

## ADVERTISING RATES EFFECTIVE 2010

Landscape SA Buyers Guide, is an annual publication which serves as a product and service directory for the entire South African Green Industry.

The guide follows a particular format: upfront information gives details on the various associations within the Green Industry, many of them falling under the umbrella body of SAGIC (the South African Green Industries Council). Thereafter, the guide is divided into the different categories which make up the Green Industry, for example landscaping architects, contractors irrigation, machinery, nurseries, interior plant-scaping, etc.

We have also listed the members of the various institutes that represent the many facets of the green industry.

The sections are separated from each other by divider boards which allow for quick and easy access to a particular section. Sections are in turn colour coded as an additional identification aid for readers. A machinery company may provide equipment to maintain large golf courses as well as smaller landscapes, and it too will then appear in both sections.

### INDUSTRY READERSHIP DISTRIBUTION

**Readership throughout the green industry is made up as follows:**

Horticultural societies, associations and cut flower sector	18%
Nurseries (wholesale, retail and growers)	18%
Landscape architects, contractors and professional consultants	17%
Golf courses and other sports/turf/recreation clubs	12%
Municipalities, provincial administrators and government	9%
Hotels	8%
Allied trades, machinery and equipment	5%
Irrigation sector	5%
Property developers	6%
Educational institutions	2%

**Landscape SA is a national publication with the following geographic distribution:**

<b>Gauteng</b>	<b>40%</b>	<b>North West Province</b>	<b>6%</b>
<b>Western Cape</b>	<b>20%</b>	<b>Mpumalanga</b>	<b>5%</b>
<b>Kwazulu Natal</b>	<b>14%</b>	<b>Limpopo Province</b>	<b>4%</b>
<b>Free State</b>	<b>4%</b>	<b>Free State</b>	<b>4%</b>
<b>Eastern Cape</b>	<b>3%</b>		

### RATES: PRICES QUOTED EXCLUDE VAT

Position	Rate
Outside Back Cover	By negotiation
Inside Front Cover	By negotiation
Inside Back Cover	By negotiation
Divider Board	R14 500
Full page	R11 400
Half page	R7 900
Quarter Page	R4 300

### DEADLINES

Booking Close 30 June 2010

Material Deadline 30 July 2010

### NOTE TO DESIGNERS

**To allow for the spiral binding, a 15mm margin is required on the left and right of all supplied material.**

### DIMENSIONS

Size	Trim	Bleed (5mm)
Full page	210 x 297	220 x 307
Half page vertical	105 x 297	
Half page horizontal	195 x 135	
Quarter page vertical	95 x 135	
Quarter page Horizontal	210 x 65	

**Please note only full page ads may bleed**