

# landscape SA

## ADVERTISING RATES EFFECTIVE JANUARY 2011

Circulation 4 000

Landscape SA is an all-embracing publication and mouthpiece for the South African green industry. It provides relevant information on new landscaping projects (both from the design and installation aspects), interior plantscaping, horticulture, cut flowers, nurseries, turf management, irrigation, machinery, design and construction of new golf courses, environmental issues and all trades allied to these categories.

Each of these sectors will be featured in 2011 as regular editorial sections and/or special features, which will be:

|                  |  |
|------------------|--|
| <b>January</b>   | Recreation                             |
| <b>March</b>     | Exterior and interior Landscaping      |
| <b>May</b>       | Allied Trades and Water Features       |
| <b>July</b>      | Nurseries                              |
| <b>September</b> | Irrigation, Fertilisers & Green Houses |
| <b>November</b>  | Machinery and Equipment                |

The magazine is published alternate monthly.

### 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            | 14% |
| Municipalities, provincial administrators and government       | 9%  |
| Hotels   | 8%  |
| Allied trades, machinery and equipment                         | 5%  |
| Irrigation sector  | 5%  |
| Property developers  | 4%  |
| Educational institutions                                       | 2%  |

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

|               |     |                     |    |
|---------------|-----|---------------------|----|
| Gauteng       | 40% | North West Province | 6% |
| Western Cape  | 20% | Mpumalanga          | 5% |
| Kwazulu Natal | 14% | Limpopo Province    | 4% |
| Free State    | 4%  | Free State          | 4% |
| Eastern Cape  | 3%  |                     |    |

RATES: PRICES QUOTED EXCLUDE VAT

| SIZE               | Single Insertion | 3 Insertions | 6 Insertions |
|--------------------|------------------|--------------|--------------|
| Double Page Spread | R19 000          | R18 000      | R17 000      |
| Full Page          | R10 400          | R9 600       | R8 800       |
| Half Page          | R7 000           | R6 200       | R5 700       |
| Quarter Page       | R4 400           | R4 200       | R3 800       |

### SPECIAL POSITIONS

|                    |             |
|--------------------|-------------|
| Outside Back Cover | Space + 50% |
| Inside Front Cover | Space + 30% |
| Inside Back Cover  | Space + 25% |
| Right Hand Page    | Space + 20% |

### DIMENSIONS

| SIZE                    | TRIM (W x H) | BLEED (5mm) |
|-------------------------|--------------|-------------|
| Double Page Spread      | 420 x 297mm  | 430 x 307mm |
| Full Page               | 210 x 297mm  | 215 x 307mm |
| Half Page Vertical      | 90 x 270mm   | Float       |
| Half Page Horizontal    | 185 x 130mm  | Float       |
| Quarter Page Vertical   | 90 x 130mm   | Float       |
| Quarter Page Horizontal | 185 x 65mm   | Float       |



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