



LANDSCAPE MANAGEMENT

REAL-WORLD SOLUTIONS™



2022

MEDIA PLANNER

THE INDUSTRY'S MOST TRUSTED INFORMATION SOURCE SINCE 1962

97% of readers consider *LM* as the **most trusted** source in the industry.

For 60 years, *Landscape Management* has provided real-world solutions — technical and business intel — essential to helping landscape and lawn care companies grow their top and bottom lines.

When you advertise with *Landscape Management*, you are able to:

- **Connect** high value readers and influencers to your products and services
- **Attract** new business through integrated campaigns and generate leads
- **Reach** your targeted audience with your branded message



REACH A SPECIFIC TARGET MARKET SEGMENT WITH OUR SPECIALIZED CATEGORY CONTENT

Targeted Editorial Calendars

Turf + Ornamental **6-7**

Mowing + Maintenance **8-9**

Design-Build + Installation **10-11**

Irrigation + Water Management **12**

AN INTEGRATED APPROACH TO ADVERTISING

At *Landscape Management*, we offer integrated marketing programs that combine multiple channels including print, website, email, social media and events for a more effective campaign. With an integrated approach, you can be confident that your target audience is receiving a strong, consistent message no matter where your buyers encounter your brand.

Why is it important?

- Your brand becomes more easily recognized and trustworthy
- Your budget goes further and allows more advertising with less cost
- Helps establish your brand's expertise and thought leadership
- Creates more touchpoints to bring your potential customers further along in their buying journey
- Creates a consistent experience for your customers
- Provides efficiency for your marketing and advertising teams

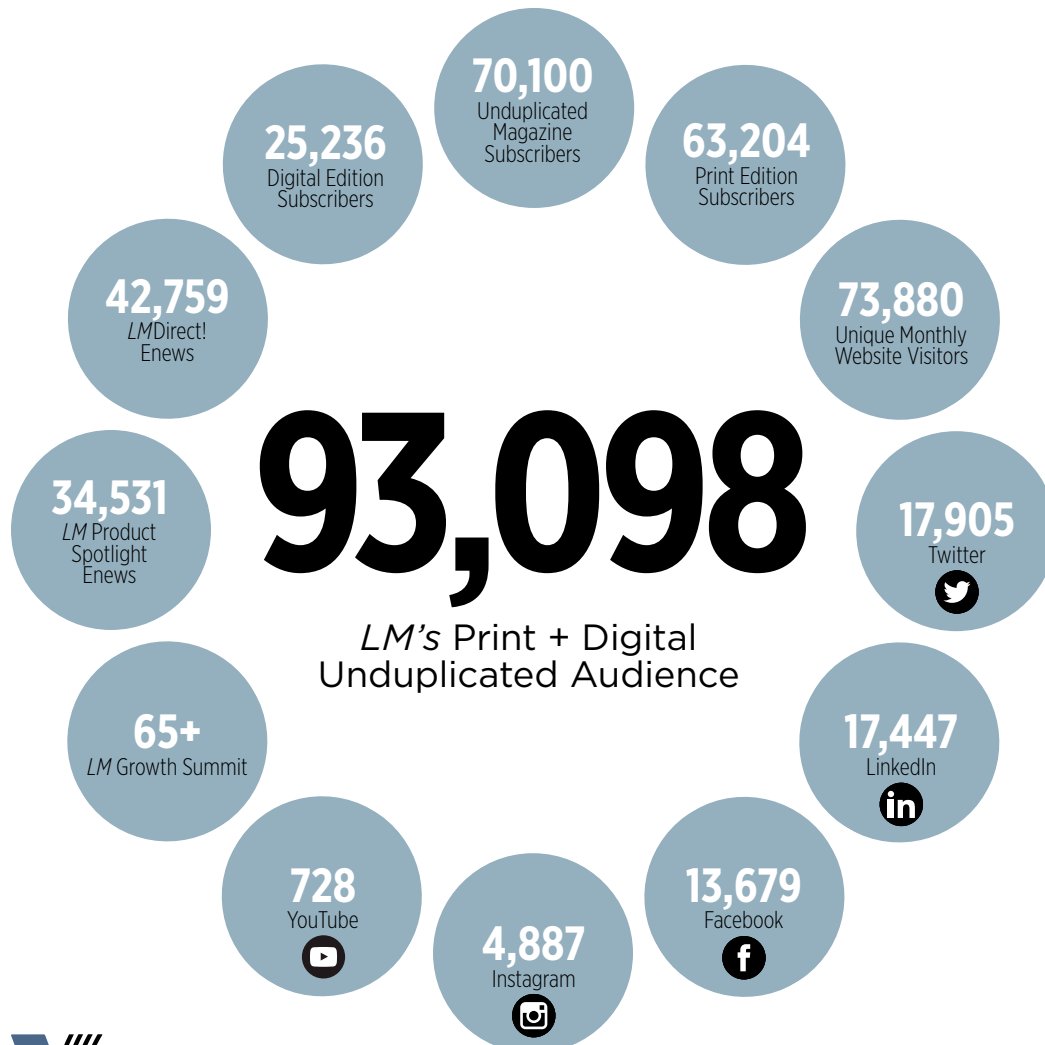


Integrated and customized marketing campaigns are **57% more effective** than nonintegrated campaigns.

AdReaction: The Art of Integration — Kantar



INDUSTRY'S LARGEST AUDITED AUDIENCE



LM'S MARCH 2021 VERIFIED AUDIT CIRCULATION REPORT (93,098); L&L'S JUNE 2021 BPA STATEMENT (71,608); SOURCES: LM MARCH 2021 VERIFIED AUDIT CIRCULATION REPORT; PUBLISHER'S OWN DATA JULY 2021

LM LANDSCAPE MANAGEMENT 93,098

Print + Digital Unduplicated Audience

VS.

Lawn & Landscape 71,608

Print + Digital Unduplicated Audience

23% more

Third-Party Research Confirms:

- 92%** read advertisements in *Landscape Management*
- 83%** consider *LM* as their favorite trade publication
- 81%** use information found in *LM* magazine and digital media to make purchasing decisions.

SOURCE: SIGNET RESEARCH AUGUST 2020 (83%), MARCH 2021 (81%), AUGUST 2021 (92%)

LM Cares About Accurate Data For Our Advertisers

LM invests in a third-party-provided audience audit that analyzes our readers to provide you with an unbiased evaluation and reporting of our annual readership data. Verified Audit Circulation has been providing audit services since its founding in 1951. Not only does it audit our print and e-newsletter data, it also aggregates and verifies our website, social media and webinars so that you know our reader numbers are accurate.



BEST IN BUSINESS

LM IS THE ONLY BRAND AUDITING PRODUCTS PURCHASED AND SERVICES PERFORMED!

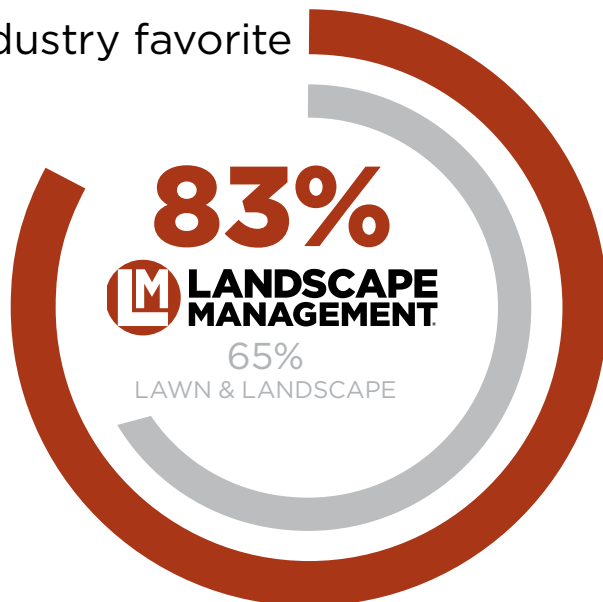
Since 2004, LM is the only media brand auditing products purchased and services performed. L&L has not audited services performed since 2014.

Why is this important?

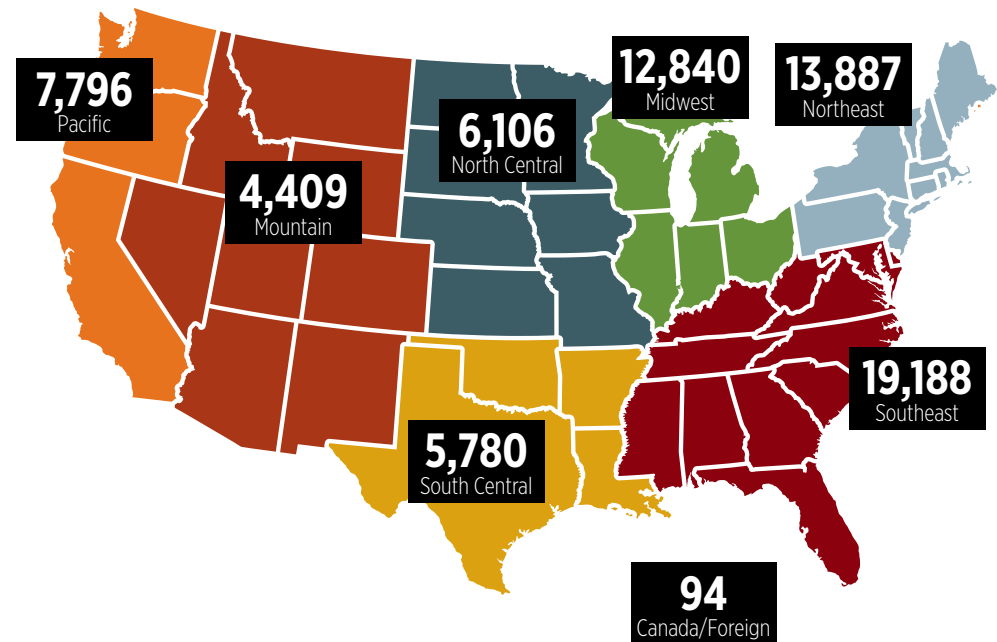
- Achieve a greater return on investment when you target your advertising to the people who need your product or service
- Build brand loyalty and engage with your targeted buyers
- Produce higher quality leads for your sales team and provide a more efficient sales process
- Deliver impactful message that increases credibility with potential buyers

	TURF + ORNAMENTAL	MOWING + MAINTENANCE	DESIGN BUILD + INSTALLATION	IRRIGATION + WATER MANAGEMENT
Landscape Management	47,655	50,632	47,319	37,036
<i>Lawn & Landscape</i>	0	0	0	0

Industry favorite



AUDIENCE BY REGION



PRODUCTS PURCHASES SERVICES PERFORMED REPRESENT UNDUPLICATED NUMBER OF LM SUBSCRIBERS WHO PURCHASE PRODUCTS OR PROVIDE SERVICES PERFORMED RELATED TO THE CATEGORY. PRODUCTS PURCHASED AND SERVICES PERFORMED SPECIFICS ARE DETAILED ON LM MARCH 2021 VERIFIED AUDIT CIRCULATION REPORT*; SIGNET RESEARCH, MARCH 2021 (83% INDUSTRY FAVORITE)



TURF + ORNAMENTAL

BEST REACH & COVERAGE

47,655

UNIQUE LM SUBSCRIBERS

PURCHASE **FERTILIZERS, CHEMICALS** AND OTHER **LAWN CARE PRODUCTS** AND/OR PERFORM **LAWN CARE APPLICATIONS.**



LM is the only media brand auditing **lawn care** products purchased and services performed.

Source: Subscriber number is the unduplicated number from LM's March 2021 Verified Audit Circulation Brand Report*

T+O FOCUS



		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	Fertilizer combos; spreader-sprayers; franchising; trucks, vans, accessories	DEC 16	DEC 23	JAN 25
FEB	Cover story: LM Growth Summit (Lawn care product updates from Summit partners) Aerators; crabgrass/goosegrass; sod webworms; walk-behind spreaders; controlled release/enhanced efficiency fertilizers; GPS tracking + maintenance scheduling	JAN 19	JAN 26	FEB 23
MAR	<i>Poa annua</i> ; billbugs; working with distributors; tanks/nozzles/hoses/reels; plant growth regulators; dollar spot; business software; tree care applications Signet Ad Study	FEB 15	FEB 23	MAR 22
APR	Cover story: 5 keys to a leaner and meaner lawn care operation Annual bluegrass weevil; summer patch; biologicals/organics; turf seed	MAR 9	MAR 16	APR 12
MAY	Enhanced-efficiency/controlled-release fertilizers; nutsedge; clover, ground ivy, wild violet; brown patch/large patch	APR 4	APR 11	MAY 10
JUN	Cover story: LM 150 Spreader-sprayers; GPS tracking + maintenance scheduling; controlled release/enhanced efficiency fertilizers, reels; spotted lanternfly control	MAY 10	MAY 17	JUN 14

TURF + ORNAMENTAL

BEST REACH & COVERAGE

T+O FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JUL	Crabgrass/goosegrass; pythium blight; franchising; fire ants; trucks, vans, accessories	JUN 6	JUN 13	JUL 12
AUG	Cover Story: NALP Elevate Conference/Show Snow mold; turf seed; walk-behind spreaders; fertilizer combinations; fall armyworm Plus: Technology + Robotics Guide Signet Ad Study	JUL 6	JUL 13	AUG 9
SEP	Cover story: Equip Expo Preshow Grubs; apparel; aerators; nutsedge; tanks/nozzles/hoses/reels Plus: Early Order Program Guide Cover Story: Equip Expo	AUG 9	AUG 16	SEP 13
OCT	Cover Story: Equip Expo Show Tough weeds (purslane, knot wood, foxtail, plantain, spurge); chinch bugs; humates; plant growth regulators Ask about our FREE Profitable Products Profiles	SEP 7	SEP 14	OCT 11
NOV	Controlled release/enhanced efficiency fertilizers; business software/apps; biologicals/organics	OCT 12	OCT 19	NOV 15
DEC	Cover story: LM Industry Pulse Dallisgrass; fertilizer philosophies; financial services; biochars; tree and shrub care; emerging pests Plus: Battery-Powered Equipment Guide	NOV 9	NOV 16	DEC 13



COVERAGE BY PRODUCT TYPE

AERATORS Feb, Sep
BIOLOGICALS, ORGANICS Apr, Oct, Nov
FERTILIZERS Jan, Feb, May, Jun, Aug, Nov, Dec
DISEASE CONTROL Mar, Apr, May, Jul, Aug
INSECT CONTROL Feb, Mar, Apr, Jun, Jul, Aug, Sep, Oct, Dec
WEED CONTROL Feb, Mar, May, Jul, Sep, Oct, Dec
PLANT GROWTH REGULATORS Mar, Oct
SOFTWARE, APPS (BUSINESS, SCHEDULING, TRACKING, ETC.) Feb, Mar, Jun, Nov
SPREADERS, SPRAYERS Jan, Jun
TANKS, NOZZLES, HOSES, REELS Mar, Jun, Sep
TREE AND SHRUB CARE Mar, Dec
TURF SEED May, Aug
TRUCKS, VANS, ACCESSORIES Jan, Jul
WALK-BEHIND SPREADERS Feb, Aug



MOWING + MAINTENANCE

BEST REACH & COVERAGE

50,632

UNIQUE LM SUBSCRIBERS

PURCHASE **MOWERS**,
HANDHELD EQUIPMENT
 AND OTHER **MAINTENANCE**
PRODUCTS AND/OR
 PERFORM **MOWING AND**
MAINTENANCE-RELATED
SERVICES.



LM is the only media brand auditing **mower** and other **maintenance products** purchased and services performed.

*Source: Subscriber number is the unduplicated number from LM's March 2021 Verified Audit Circulation Brand Report**

M+M FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	Cover story: New year, new mowers: keys to making the right purchase Business software + apps; working with dealers; string trimmers	DEC 16	DEC 23	JAN 25
FEB	Equipment maintenance; spring cleanups; ride-on, stand-on, walk-behind mowers; utility vehicles; power/engines; shrub care	JAN 19	JAN 26	FEB 23
MAR	Mulching; trucks, trailers, accessories; equipment maintenance; stump grinding <i>Signet Ad Study</i>	FEB 15	FEB 23	MAR 22
APR	Ride-on mowers; apparel; chainsaws; business software + apps; lightning protection; battery-powered equipment	MAR 9	MAR 16	APR 12
MAY	Zero-turn mowers; power/engines; equipment maintenance; blowers (handheld, backpack, walk-behind)	APR 4	APR 11	MAY 10
JUN	Cover story: LM 150 Walk-behind mowers; insurance; battery-powered equipment	MAY 10	MAY 17	JUN 14



MOWING + MAINTENANCE

BEST REACH & COVERAGE

M+M FOCUS		AD CLOSE	MATERIALS DUE	MAIL DATE
JUL	Robotic mowers; financial services; equipment maintenance; string trimmers	JUN 6	JUN 13	JUL 12
AUG	Cover Story: NALP Elevate Conference/Show Fall cleanups; ride-on, stand-on, walk-behind and robotic mowers; trucks, vans, accessories, snow preview Plus: Technology + Robotics Guide <i>Signet Ad Study</i>	JUL 6	JUL 13	AUG 9
SEP	Cover story: Equip Expo Preshow Zero-turn mowers; trucks, trailers, accessories; equipment maintenance, battery powered equipment; holiday lighting; preparing for efficient snow services	AUG 9	AUG 16	SEP 13
OCT	Cover story: Equip Expo Show Ride-on, stand-on, walk-behind and robotic mowers; power/engines; utility vehicles <i>Ask about our FREE Profitable Products Profiles</i>	SEP 7	SEP 14	OCT 11
NOV	Zero-turn mowers; equipment maintenance; chainsaws; shrub care maintenance	OCT 12	OCT 19	NOV 15
DEC	Cover story: LM Industry Pulse Legal services; business software + apps; power/engines; robotic mowers, mower trends Plus: Battery-Powered Equipment Guide	NOV 9	NOV 16	DEC 13



COVERAGE BY PRODUCT TYPE

RIDE-ON, ROBOTIC, STAND-ON, WALK-BEHIND MOWERS

Feb, Apr, Jun, Jul, Aug, Oct, Dec

ZERO-TURN MOWERS

May, Sep, Nov, Dec

CLEANUPS

Aug

BLOWERS, CHAINSAWS, STRING TRIMMERS

Jan, Apr, May, Jul, Nov

EQUIPMENT MAINTENANCE

Feb, Mar, May, Jul, Sep, Nov

MULCH

Mar

POWER + ENGINES: BATTERY, GAS, PROPANE

Feb, Apr, May, Jun, Oct, Dec

SNOW SERVICES

Aug, Sep

SOFTWARE, APPS (BUSINESS, SCHEDULING, TRACKING, ETC.)

Jan, Apr, Dec

TREE AND SHRUB MAINTENANCE

Feb, Nov

TRUCKS, TRAILERS, VANS, ACCESSORIES

Mar, Aug, Sep

UTILITY VEHICLES

Feb, Oct

OTHER SERVICES (FINANCIAL, INSURANCE, LEGAL)

Jun, Jul, Dec



DESIGN BUILD + INSTALLATION

BEST REACH & COVERAGE

47,319

UNIQUE LM SUBSCRIBERS

PURCHASE **DESIGN/
BUILD AND INSTALLATION
PRODUCTS AND
EQUIPMENT AND/OR
PERFORM RELATED
SERVICES.**



LM is the only media brand auditing **design/build and installation products** purchased and services performed.

*Source: Subscriber number is the unduplicated number from LM's March 2021 Verified Audit Circulation Brand Report**

	DB+I FOCUS	AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	Attachments; handheld equipment, saws, blades; landscape and hardscape edging; skid-steers	DEC 16	DEC 23	JAN 25
FEB	Tile; business software + apps; track loaders; trenchers, augers, drills; brick; financial services	JAN 19	JAN 26	FEB 23
MAR	Cover story: Build it and they will come — DBI case studies Stone + aggregates; compact excavators; water features/fountains <i>Signet Ad Study</i>	FEB 15	FEB 23	MAR 22
APR	Compact tractors; solid stone/pavers; design software; landscape and hardscape edging	MAR 9	MAR 16	APR 12
MAY	Working with dealers; utility vehicles; tires and tracks	APR 4	APR 11	MAY 10
JUN	Cover story: LM 150 Brick; augers, drills; ponds and pond aerators	MAY 10	MAY 17	JUN 14



DESIGN BUILD + INSTALLATION

BEST REACH & COVERAGE

DB+I FOCUS			AD CLOSE	MATERIALS DUE	MAIL DATE
JUL	Skid-steers; apparel; lighting; tiles		JUN 6	JUN 13	JUL 12
AUG	Cover story: NALP Elevate Conference/Show Design software; stone + aggregates; track loaders; GPS tracking + maintenance scheduling Plus: Technology + Robotics Guide Signet Ad Study		JUL 6	JUL 13	AUG 9
SEP	Cover story: Equip Expo Preshow Design trends; water features/fountains; attachments; trucks, vans, accessories		AUG 9	AUG 16	SEP 13
OCT	Cover story: Equip Expo Show Solid stone/pavers; trenchers, augers, drills; electric equipment, insurance <i>Ask about our FREE Profitable Products Profiles</i>		SEP 7	SEP 14	OCT 11
NOV	Stone + aggregates; compact excavators; ponds/pond aerators; tires and tracks; handheld equipment, saws and blades		OCT 12	OCT 19	NOV 15
DEC	Cover story: LM Industry Pulse Lighting; attachments; utility vehicles; design software Plus: Battery-Powered Equipment Guide		NOV 9	NOV 16	DEC 13

COVERAGE BY PRODUCT TYPE

- INSTALLATION EQUIPMENT**
Compact Excavators • Compact Tractors
Skid-steers • Track Loaders
Other Equipment
(Attachments, Trucks, Trailers, Vans)
Jan, Feb, Mar, Apr, Jul, Aug, Sep, Nov, Dec

- HANDHELD EQUIPMENT, SAWS, BLADES**
Jan, Nov

- LANDSCAPE AND HARDSCAPE EDGING**
Jan, Apr

- FOUNTAINS + WATER FEATURES, PONDS + POND AERATORS**
Mar, Jun, Sep, Nov

- HARDSCAPES**
Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Oct, Nov

- LIGHTING**
Jul, Dec

- SOFTWARE, APPS (BUSINESS, DESIGN, SCHEDULING, TRACKING, ETC.)**
Feb, Apr, Aug, Dec

- TILE, STONE AGGREGATE, BRICK, PAVERS**
Feb, Mar, Apr, Jun, Aug, Oct, Nov

- TIRES + TRACKS**
May, Nov

- TRENCHERS, AUGERS, DRILLS**
Feb, Jun, Oct

- UTILITY VEHICLES**
May, Dec

- OTHER SERVICES (FINANCIAL, INSURANCE, LEGAL)**
Feb, Oct



IRRIGATION + WATER MANAGEMENT

BEST REACH & COVERAGE

37,036

UNIQUE LM SUBSCRIBERS



PERFORM
IRRIGATION SERVICES AND INSTALLATIONS
AND/OR
PURCHASE
IRRIGATION SYSTEMS.



LM is the only media brand auditing **irrigation products** purchased and services performed.

Source: Subscriber number is the unduplicated number from LM's March 2021 Verified Audit Circulation Brand Report*

		AD CLOSE	MATERIALS DUE	MAIL DATE
JAN	Water management; smart irrigation; trenchers	DEC 16	DEC 23	JAN 23
FEB	Irrigation research; drip irrigation; rotors	JAN 19	JAN 26	FEB 23
MAR	Nozzles and heads; design software <i>Signet Ad Study</i>	FEB 15	FEB 23	MAR 22
APR	Controllers; valves and pumps; trucks, vans, accessories	MAR 9	MAR 16	APR 12
MAY	Water saving case study; working with distributors; water management	APR 4	APR 11	MAY 10
JUN	Cover story: LM 150 Nozzles and heads; controllers; planning for Smart Irrigation month	MAY 10	MAY 17	JUN 14
JUL	Celebrating Smart Irrigation month ; sensors; water lines	JUN 6	JUN 13	JUL 12
AUG	Cover Story: NALP Elevate Conference/Show Nozzles and heads; best in wi-fi controllers; blow-out tips and tricks Plus: Technology + Robotics Guide <i>Signet Ad Study</i>	JUL 6	JUL 13	AUG 9
SEP	Cover story: Equip Expo Preshow Water management; drip irrigation; GPS tracking + maintenance scheduling	AUG 9	AUG 16	SEP 13
OCT	Cover story: Equip Expo Show Smart irrigation; apps; trucks, vans, accessories <i>Ask about our FREE Profitable Products Profiles</i>	SEP 7	SEP 14	OCT 11
NOV	Cover story: Exciting the end user about smart irrigation Rain/freeze sensors; valves and pumps	OCT 12	OCT 19	NOV 15
DEC	Cover story: LM Industry Pulse Trenchers; emerging trends	NOV 9	NOV 16	DEC 13

PRINT IS ESSENTIAL TO DRIVING SALES

Print Pass-Along Leader

2.6 pass-along readers per copy

3.6 total readers per copy

227,548

TOTAL AVERAGE MONTHLY PRINT EDITION READERS!



82% of consumers trust print ads the most when making a purchase decision

Marketing Sherpa

Magazine publishing market to **grow** \$3.8 billion during 2021-2025.

Technavio



Paper Readers Remember More

What neuroscience says about why print magazine ads work

PAPER-BASED READING

- ✓ Higher comprehension and recall
- ✓ Stimulates emotions and desires
- ✓ Slow reading speeds
- ✓ Preferred by majority (even millennials and Gen Z)
- ✓ More focused attention, less distraction
- ✓ Drives sensory involvement which contributes to its impact on readers

SOURCE: "WHAT CAN NEUROSCIENCE TELL US ABOUT WHY PRINT MAGAZINE ADVERTISING WORKS?" A WHITE PAPER FROM MPA—THE ASSOCIATION OF MAGAZINE MEDIA, SCOTT McDONALD, PH.D., NOMOS RESEARCH

SPECIAL PRINT EXTRAS

SIGNET AD STUDY

March & August

LM has commissioned Signet Research to evaluate your ad's effectiveness and performance within the issue and among your competition.



LM 150

June

Get in front of the landscape industry's largest companies, ranked by annual revenue.

TECHNOLOGY + ROBOTICS GUIDE

August

Promote your innovations and help our audience stay on top of the latest technology trends.

EARLY ORDER PROGRAM GUIDE

September

Share your program with the industry's largest audited audience of turf and ornamental professionals!

BATTERY-POWERED EQUIPMENT GUIDE

December

Educate landscape contractors about options when it comes to battery-powered equipment.

LM Industry Pulse

December

Our annual report on the state of the landscape and lawn care industry.



PRINT AD SIZES & GUIDELINES

LM DISPLAY ADS - TRIM SIZE

Bellyband	17.25" x 6"
Spread	15.5" x 10.5"
Full Page	7.75" x 10.5"
1/2 Page Horizontal	6.75" x 4.625"
1/2 Page Island	4.375" x 7.125"
1/2 Page Vertical	3.25" x 9.75"
1/3 Page Square	4.375" x 4.625"
1/3 Page Vertical	2.0625" x 9.75"
1/4 Page Square	3.25" x 4.625"

LM SHOWCASE ADS - TRIM SIZE

1/2 page, horizontal	6.75" x 4.125"
1/2 page, vertical	3.25" x 8.5"
1/4 page	3.25" x 4.125"
1/8 page	3.25" x 1.9375"

LM ads, advertorials and sponsored content (print and digital) must avoid comparative content (e.g., research or testimonials comparing one company's products to another, or one category of solutions or one active ingredient to another). LM's "play fair" advertising guidelines benefit our valued marketing partners as well as our loyal readers. Advertisers can trust LM to not publish print or digital ads, advertorials or sponsored content that directly speak negatively about other companies, products, product categories or active ingredients. By keeping ad messages positive and noncomparative — sticking to each advertiser's own solutions (and their specifications, features and benefits) — we add credibility with our professional audience, and help all parties reduce related potential liabilities.

DIGITAL EDITION



Mobile-friendly Digital Edition

LM offers a digital edition of its magazine that meets our audience where they are, whether it's on their mobile device, tablet or desktop. Premium advertising positions that link to a web page or video of your choosing are available.

DIGITAL EDITION OPTIONS

- Presentation page (7.75" x 10.5")
- Video (100MG MP4)
- Ticker ad (stationary) — Ticker Text: 5-7 Word Description, Ticker Image: 40 x 20
- Interstitial ad (smaller than 7.75" x 10.5")
- Ad animation (text-based or graphical)

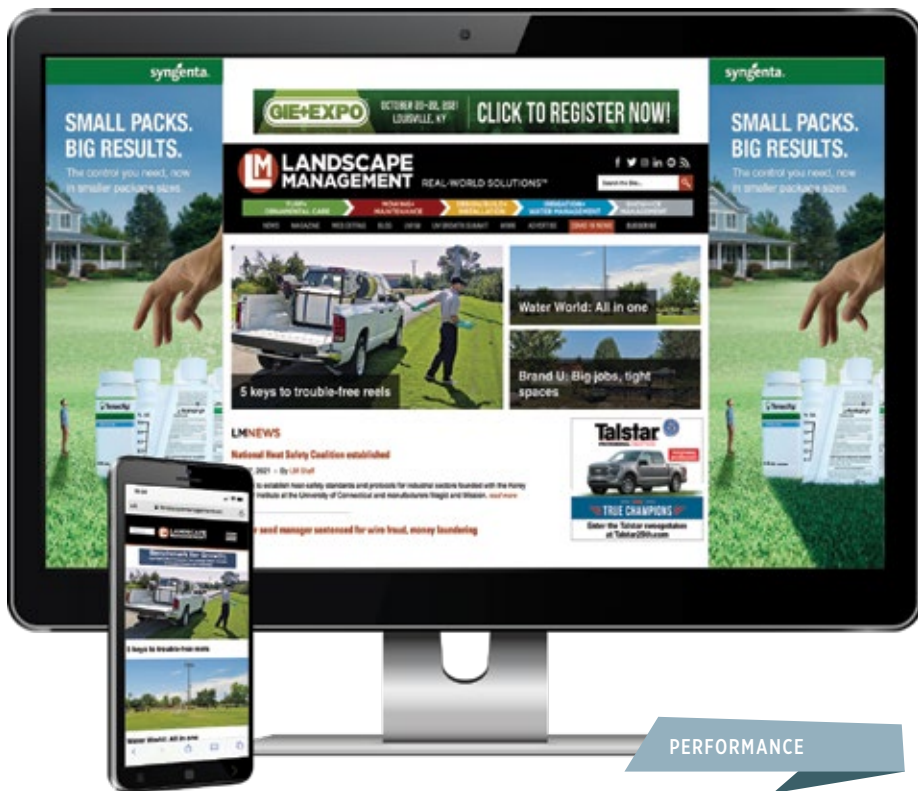
For details on digital edition offerings, please contact your account manager.

Both mobile friendly and flip book replica versions available!

DIGITAL EDITION REACH

25,236 & GROWING

LANDSCAPEMANAGEMENT.NET



TRAFFIC

66%
Desktop

34%
Mobile/Tablet

PERFORMANCE

73,880
Unique Monthly Visitors

152,469
Monthly Page Views

82,891
Monthly Sessions

LandscapeManagement.net

AD SIZES

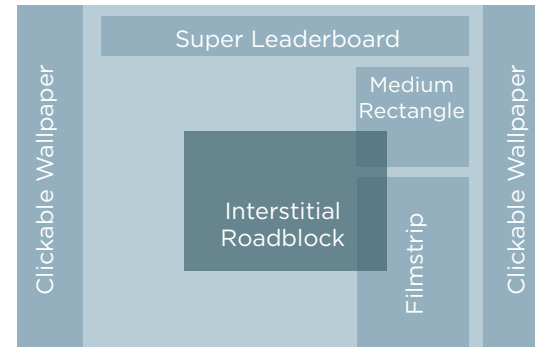
- Clickable Wallpaper
- Interstitial Roadblock (640x480)
- Super Leaderboard (970x90) or Expandable Leaderboard (970x415)
- Filmstrip (300x600)
- Medium Rectangle (300x250)
- Small Square (160x160)

MOBILE AD SIZES

- Roadblock (300x250)
- Medium Rectangle (300x250)
- Top Leaderboard (320x50)
- Bottom Leaderboard (320x50)

Platinum Website Sponsorship

Your digital ads come together to frame the home page 33% of the time, and the rest of the time, one or more of your ads rotate in. Perfect for product launches, special promotions and brand awareness, our Platinum Website Sponsorship delivers immediate, significant ROI.



PERFORMANCE

118,584
Impressions

Retargeting

Gain 50,000 impressions — our average retargeting campaign!

Retargeting uses a simple code to anonymously “follow” our website users — your target audience — around the web. This allows your ad to appear on hundreds of popular sites such as Yahoo.com, Reuters.com, ESPN.com and many more.



E-NEWSLETTERS

LMDirect! E-Newsletter

AD SIZES

- Leaderboard (728x90 desktop, 300x50 mobile)
- Top Rectangle (300x250)
- All Other Rectangles (300x250)
- Native Sponsored Content Ads
- Microbar (88x31)

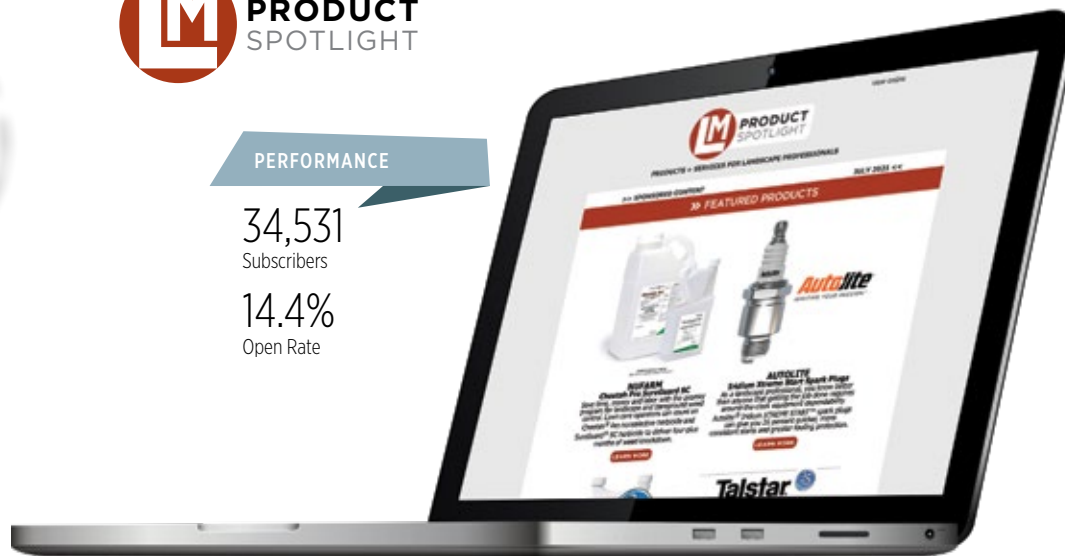
Delivered weekly



PERFORMANCE
 42,759
 Subscribers
 12.7%
 Open Rate

LM PRODUCT SPOTLIGHT

PERFORMANCE
 34,531
 Subscribers
 14.4%
 Open Rate



Delivered monthly

LM Product Spotlight E-Newsletter

Choose from Gold, Silver and Standard listings. These listings may also be featured as our Product of the Day on our website and Twitter throughout the selected month.

OPTIONS:

- Leaderboard (728x90 Desktop, 300x50 Mobile)
- Gold Listing
- Silver Listing
- Standard Listing

CUSTOM E-NEWSLETTERS & E-BLASTS

Custom E-Blasts

LM's custom e-blasts are highly targeted and hand-tailored HTMLs that are perfect for special offers, programs and new product launches. You can provide the html file or allow us to create it for you.

REACH 40,000+ POTENTIAL BUYERS!

- 10,000+ qualified buyers per send.
- Target by geographic region, business type, job title, fleet size, services performed and more.

Custom E-Newsletters

A perfect marriage of educational and promotional information, these highly targeted e-newsletters deliver sponsors unmatched ROI. Sole-sponsorship options available.

AD SIZES

- Medium Rectangle (300x250)
- Filmstrip (300x600)
- Mobile Banner (320x50)
- Mobile Medium Rectangle (300x250)
- Ad sizes vary based on your custom format



PERFORMANCE

6,547
Average Number Sent

26.5%
Open Rate

PERFORMANCE

22,571
Average Subscribers

31.2%
Open Rate

CONTENT MARKETING

LM has a dedicated content marketing team to create and promote your information.

Instead of just pitching your product or services, content marketing helps you deliver valuable, educational information that helps move your buyers through the marketing funnel toward purchasing or another desired objective.

- Educate audience(s)
- Build credibility and trust
- Support sales/revenue generation
- Generate demand/leads
- Create brand awareness
- Build loyalty with existing customers

Print

Make your company and its products top of mind with our unmatched audience of qualified buyers: tether your marketing message to our award-winning editorial. Whether you provide the message or have one of our experts create it for you, our content marketing solutions will optimize your standing in the marketplace.



Online

Sponsored content on **LandscapeManagement.net** resembles both the visual look and functionality of our industry-leading online content.

79% of B2B marketers reported their organization has a content marketing strategy.

11th annual B2B Content Marketing Report

SPONSORED VIDEO & WEBINARS

Sponsored Video

It's well established that video has been one of the standout trends for the last decade. Video provides storytelling to your audience about your product, service or brand. We can help you shoot, edit and produce your video and make sure it's seen by your target audience.



90% of consumers say watching product videos helps them make buying decisions.

Vidyard

Webinars



Webinars are an effective way to communicate educational information, build awareness of your company's technical expertise or showcase customer case studies. Sponsoring a webinar with LM provides an opportunity to establish your company as an industry thought leader.

WE OFFER TWO TYPES OF WEBINARS:

Editorial: LM defines the topic and speakers

Content Marketing: Sponsor selects the topic, speakers and content with guidance from LM Staff

73% of B2B marketers say webinars are the best way to **generate** high-quality leads.

Outgrow's 18 Eye-Opening Statistics on Webinars

SOCIAL MEDIA






Social Media


Social media is a cost-effective way to engage with your existing and potential customers. With a sponsored social media campaign, you can drive traffic to your website, increase demand for your content or boost your video views. Let us help you promote your brand through our social media channels. Paid campaigns are effective part of an integrated program.

90% of brands want to **build brand awareness** through social media. 77% of them use it to maintain brand reputation, while 71% of them use it for building and managing an **engaged community**.

Hootsuite

STATS

-  17,905
Twitter
-  17,497
LinkedIn
-  13,679
Facebook
-  4,887
Instagram
-  728
YouTube




CREATIVE SERVICES & MORE

Creative Services

Not all of our customers have in-house creative capabilities or work with an agency, which is why our award-winning content creators and designers stand ready to help increase your campaign results. We provide:

- Comprehensive digital campaigns
- Digital and print advertisements
- Other creative marketing collateral

MINLEON USA
WELCOMES
THE 2021 HOLIDAY LIGHTING SEASON

After 16 Years of quality, this is what you have been receiving:

- Reliability year after year for over a decade, and in that time we also take into account your concerns. We listen! We have recently provided a connection that is **Corrosion Free, No Lead, No Mercury**. In the USA, we now have a better connection for consistent lighting.
- After 2020 test-marketing, the V2 Thick Shell is here to stay and has been shown to be a successful option for the professional installer, or distribution channel growing into new markets. With over 100 million bulbs in the USA market, our biggest challenge is reminding you that we are the resource for all your holiday lighting needs!

Please contact your local distributor.
minleonusa.com

SPONSORED CONTENT

Good Chemistry
How reliable products + great vendor relationships = success for one Texas lawn care firm

READ MORE

SPONSORED CONTENT

QUALI-PRO

YOUR GUIDE TO 2021 SUCCESS

Learn how to navigate the top turf solutions starting Jan. 2021 with Quali-Pro Academy

Learn more

Lists/Direct Mail

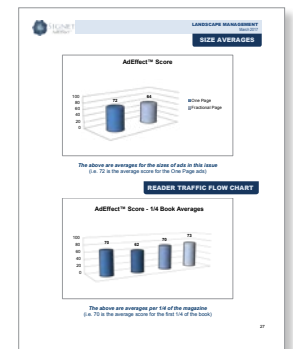
Extend your integrated marketing plan by leveraging our database to send a custom direct mail piece to your target audience.

- Introduce a new product
- Invite potential customers to an event
- Reinforce a digital campaign or print ad
- Share company news or information

Market Research

From a single-send email survey to a long-term study capped off with a detailed market report, we have you covered.

- Test new products during their development stages
- Assess customer needs and reactions to your company's products and those of your competitors
- Gauge customer sentiment
- Determine purchase intent



White Papers

Rely on our industry expertise to develop a high-value asset that provides your target audience with important and expanded information about your product or service. We handle content creation, design and layout and will host on the LM site with traffic driving promotions.



LMGROWTHSUMMIT.COM

An Exclusive, Invite-Only Buyer-Seller Networking Event

DATE: November 2022

ATTENDANCE: 65+

LOCATION: Orlando, FL

FORMAT: Three-day event, bringing industry professionals together through one-on-one meetings, networking opportunities, golf, games, food and beverage.

AUDIENCE: 20+ decision-makers and executives with the proven ability to buy.

PARTNERSHIP INCLUDES: A dedicated meeting area, inclusion in extensive pre- and post-event promotion and much more.

“If you’re like me, I’m always looking to tweak my program to make it better. With this event, I get to meet manufacturers demonstrating their wares but just as important, I get to network with my peers in lawn care and find out what works and doesn’t work for them. Bonus, it’s in Orlando!”

— LUKE HAWTHORNE
OWNER | EMERALD LAWNS



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