

PRIME ACCESS
to a
vibrant market

Landscape Trades

Canada's Premier
Horticultural
Trade Publication

2019
MEDIA
INFORMATION

Landscape Trades

Canada's Premier
Horticultural
Trade Publication

November 2018
VOL. 40, NO. 9
landscapeptrades.com

Assign scores to
job performance —
like video games

How consultants
helped one
company grow

Business runs
on both logic
and emotion

Landscape Trades

Canada's Premier
Horticultural
Trade Publication

2018
Source
BOOK

Canada's product and
service directory for all
sectors and all seasons

Find up-to-date digital listings at LTsourcebook.com

LOOKING TO FIND NEW CUSTOMERS OR INCREASE MARKET SHARE?



Landscape Trades 2019 Colour Advertising Rates

Canadian dollars

	1X	5X	9X
Full Page	\$3,052	\$2,930	\$2,808
Two-thirds page	\$2,594	\$2,472	\$2,350
Half page	\$2,289	\$2,167	\$2,045
Third page	\$1,526	\$1,404	\$1,282
Quarter page	\$1,221	\$1,099	\$977
Double page spread	\$5,188	\$5,066	\$4,944
Half page spread	\$3,510	\$3,388	\$3,265
IFC, IBC	\$3,815	\$3,693	\$3,571
OBC	\$3,967	\$3,845	\$3,723

Special placement available at 15% premium



Look to Landscape Trades

Your job as a marketer gets tougher every year.
How do you allocate scarce resources most effectively?

First, we suggest targeting a prosperous market: Canada.
Then, align your brand with Canada's most respected medium: *Landscape Trades*.



Exposure in *Landscape Trades* reaches the finest list of green industry pros in Canada. Our strength is twofold: first, we are read and trusted by established players with proven purchasing power. And second, we constantly invest in upgrading our circulation list to include new, qualified green industry companies.

Effective targeting is key to achieving your end goal
— boosting your product's sales.

Why do *Landscape Trades* advertisers
keep coming back?

Because it works!

FAST FAQs

LANDSCAPE TRADES
REACHES
8,834
LEADERS OF CANADA'S
HORTICULTURE INDUSTRY

QUALIFIED
CIRCULATION
VERIFIED
THROUGH ALLIANCE FOR
AUDITED MEDIA (AAM)

READERS FROM
11 SECTORS
LOOKING FOR
SPECIALIZED
PURCHASES



new for 2019:

The *Landscape Trades* publishing schedule has been revamped for reader convenience and marketing effectiveness. Take advantage of our new February issue to tap post-Congress momentum!

Promote your brand in a respected medium that delivers results.

Landscape Trades build visibility — and sales!

UNIQUE PARTNERSHIPS FOR MARKETING POWER

Landscape Trades is official media sponsor of Congress, Canada's leading green industry show, as well as CanWest in Vancouver, the Green Industry Show in Alberta and HortEast in the Maritimes.

9
ISSUES/YR.
EACH WITH
ITS OWN
EDITORIAL FOCUS

Many *Landscape Trades* advertisers are tradeshow exhibitors, and we work closely with marketing partners to deliver the best opportunities. We publish the official Congress Show Guide, and offer partner programs for LT advertisers.

While LT is a national magazine, the title is part of the Landscape Ontario family. Landscape Ontario is known worldwide as one of the most vibrant, active and effective horticultural trade associations.

LT, published since 1979, is just one of LO's leadership initiatives. Respect for LO extends to LT. The *Landscape Trades* team also publishes *Landscape Ontario* magazine.

Finally, cooperation with the Canadian Nursery Landscape Association sees subscriptions going to every provincial horticultural trade association member across Canada. These companies are the most successful and progressive among Canada's landscape community.



PARTNERS IN PROMOTION

OFFICIAL MEDIA PARTNER FOR



Landscape Trades 2019 Production Calendar

ISSUE	FOCUS	SPACE CLOSE	MATERIAL DEADLINE	MAIL
January 2019	Congress	November 6, 2018	November 13, 2018	December 5, 2018
February 2019	Gear-up	January 16, 2019	January 23, 2019	February 14, 2019
March 2019	New products	February 20, 2019	February 28, 2019	March 21, 2019
April 2019	Nursery grower	March 20, 2019	March 27, 2019	April 18, 2019
May 2019	Source Book	April 24, 2019	May 1, 2019	May 23, 2019
August 2019	Snow and ice	July 10, 2019	July 17, 2019	August 8, 2019
September 2019	Retail, CanWest	July 31, 2019	August 7, 2019	August 29, 2019
October 2019	New plants	August 21, 2019	August 28, 2019	September 19, 2019
November 2019	Business management	September 18, 2019	September 25, 2019	October 17, 2019
January 2020	Congress	November 6, 2019	November 13, 2019	December 5, 2019



**PRIME
AUDIENCE
TARGETED
REACH**



Technical specs

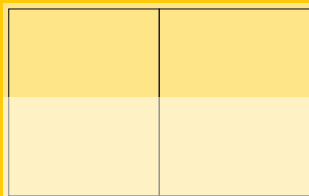
High resolution PDF or EPS files with fonts embedded are preferred. Colour files must be CMYK. If your files are larger than 10 MB, please call for instructions. Publisher and Word documents are not accepted. Ads requiring makeup are charged hourly production fees. Minimum resolution for rasterized images is 300 pixels per inch. Publisher will not be responsible for the reproduction of colour advertisements unless progressively pulled proofs are supplied.

Contract provisions

- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "Advertisement" will be placed on copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers charged incurred production costs.
- Cancellations not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.

Ad dimensions

Double page spread
Trim: 16-1/4" x 10-7/8"
Bleed: 16-1/2" x 11-1/8"

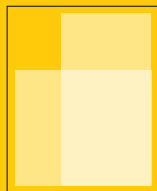


Half page spread
Trim: 16-1/4" x 4-7/8"
Bleed: 16-1/2" x 5-1/2"

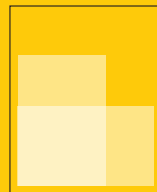


Full page
Trim: 8-1/8" x 10-7/8"
Bleed: 8-3/8" x 11-1/8"

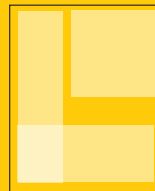
Two-thirds page
Vertical
4-5/8" x 9-7/8"
Square
7-1/8" x 6-1/2"



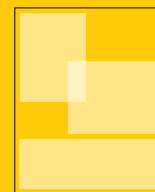
Half page
Vertical
3-1/2" x 9-7/8"
Island
4-5/8" x 7-3/8"
Horizontal
7-1/8" x 4-7/8"



Third page
Vertical
2-1/4" x 9-7/8"
Square
4 5/8" x 4 7/8"
Horizontal
7-1/8" x 3-1/4"



Quarter page
Vertical
3-1/2" x 4-7/8"
Square
4-5/8" x 3-3/4"
Horizontal
7-1/8" x 2-1/2"



Repetition builds trust: It's a fact.

Build on your *Landscape Trades* exposure with this suite of opportunities.

Polybag or bind-in inserts

Try this cost-effective option to deliver your material into the hands of top prospects. Specify distribution by sector or region; phone for information.

Website advertising

Place your linked electronic ad on Canada's green industry pro sites: **landscapetrades.com** and **LTsourcebook.com**. Book a longer program to enjoy discounted rates.

Top banner 728x90	\$220-150 per month
Large side ad 300x250	\$220-180 per month
Small side ad 300x125	\$125-165 per month

Congress Show Guide

Call us about leveraging show exposure into maximum promo power.

Enews: Ontario digital exposure

Tap into Ontario's buying power, with affiliated publication *Landscape Ontario's* weekly Enews. It delivers the pulse of a vibrant trade association to 4,500 subscribers, with a strong open rate of over 30%. Linked digital ads reach the most successful Ontario green industry companies.

Only \$875 for five consecutive broadcasts.

Landscape Trades

| Canada's Premier Horticultural Trade Publication |

Gregory Sumsion
Account manager
647-722-6977
gsumsion@landscapeontario.com
landscapetrades.com

Magazines
Canada

Alliance for
Audited Media
The New Audit Bureau of Circulations

100%
QUALIFIED
READERSHIP
FROM ALL
CANADIAN
LANDSCAPING
SECTORS



4,500
ENEWS
SUBSCRIBERS