

GOLF
FOOTBALL
RUGBY
CRICKET
BOWLS
TENNIS
STADIUM MANAGEMENT
EQUESTRIAN
PESTS AND DISEASES

ENVIRONMENTAL PROJECTS
TECHNICAL ISSUES
TRAINING AND EDUCATION
LEGISLATION UPDATES
SYNTHETIC SURFACES
THE VOLUNTEER SECTOR
PEOPLE PROFILES

**Reach over 20,000
followers with
PR on our social
media and
Video SHOWCASE**



PITCHCARE

ADVERTISING RATES & DATA 2023

The most comprehensive route to market for the turfcare industry



MAGAZINE

About us

The Pitchcare magazine is the leading industry hard copy publication from the respected team at Pitchcare.com

Published bi-monthly, it is packed with features from some of the world's most experienced turfcare professionals. We get the lowdown on all the latest news, views and issues affecting the sport and amenity turf management industry today. Technical information, legislation, working practices and facilities management are featured in every issue.

Publication Dates

Approximate copy and publication dates are as follows:

January/February: Copy deadline first week of January

March/April: Copy deadline first week of March

May/June: Copy deadline first week of May

July/August: Copy deadline first week of July

September/October: Copy deadline first week of September

November/December: Copy deadline first week of November

Informed editorial

Our team of highly qualified writers include some of the leading groundsmen, greenkeepers, agronomists and technical experts in the turfcare industry.

In addition, greenkeepers and groundsmen at all levels provide us with hands-on experience of their facilities.

Careers advice is provided by the highly respected consultant, Frank Newberry.

Pitchcare magazine is not filled with press releases, exhibition previews and reviews, preferring instead to offer informed editorial that greenkeepers and groundsmen want to read.

We offer a voice to turfcare professionals at all levels, from the volunteer groundsmen doing sterling work at bowls and cricket clubs to the lads and lasses looking after the UK's top sporting venues.

A number of our features have sparked intense debate about working practices and this, we believe, is healthy for the industry. Our aim is to give our readers a vibrant, current and challenging publication that benefits the whole turfcare industry.

“We go to 7,000 of the industry's leading Head Groundsmen, Head Greenkeepers, Course Managers...”

Circulation

Pitchcare magazine is sent to a controlled circulation of 5,400. It is also available online as a PDF or interactive turning page version.

Golf

Head Greenkeepers, Course Managers

Winter Sports

Head Groundsmen involved with football and both codes of rugby

Cricket

Head Groundsmen at all the county grounds, premier clubs, leading town sides etc.

Educational Establishments

Grounds Managers, Head Groundsmen at schools, universities and colleges

Local Authorities

Sports Turf Managers, Landscape Managers, Park Superintendents

Other

Bowls, Tennis, Croquet, Polo, Horse Racing, Stately Homes etc.

Key Industry Personnel

Sports Turf Contractors, Agronomists, Lecturers, Company Representatives etc.

Readership

The estimated readership is 21,500.





Best value

We understand that the placement of an advertisement is of paramount importance for maximum impact. Where possible, advertisements will be placed within the relevant sector of the magazine. So, for example, you will never see an advertisement for cricket covers in the golf sector or greens irons in a feature on football!

Special positions or sizes are available on request.

Whilst we do not carry articles that are purely PR, we are happy to work with our clients to provide technical articles and general feature articles.

In addition, we will use product shots within articles to support our clients' advertising campaigns and, in addition, new product developments are featured in the magazine.

Our classified advertisers benefit from having technical and general interest articles within the section. This, we believe, increases the impact of these advertisements by keeping the reader on the page for a longer period. This sector of the magazine is intended to be a directory of suppliers for turfcare professionals, and the 'sensible' rates reflect this.

Added value

Magazine advertisers also benefit from having hyperlinks on the online version of the magazine, which is made available to our full membership once the hard copy has been published. No other magazine provides such an extensive potential readership.

Features

We do not provide a forward features list as, with an average of twenty articles in each issue, it simply would not be possible. Every issue includes features on the work of greenkeepers and groundsmen across all sports and amenity disciplines, plus technical articles, general interest features, training and legislation updates, latest product developments, company profiles and a bit of humour.

Display Advertising

Size	Single	Series of 3	Series of 6
Quarter page	£475	£425	£375
Half page	£675	£615	£515
Full page	£1200	£1000	£850
Half DPS	£1200	£1000	£850
Full DPS	£2100	£1900	£1600

Classified

Small	£25 per insert
Medium	£50 per insert
Large	£75 per insert

Mechanical Details

Bleed Size - Full Page*:	...	305mm x 221mm
Bleed Size - DPS:	...	305mm x 428mm
Trim Size:	...	297mm x 213mm
Half Page Horizontal:	...	133mm x 190mm
Quarter Page Vertical:	...	133mm x 92mm

Dimensions are Height x Width

Artwork files - please supply as Print Ready Adobe Acrobat PDF by email to: kellie@tspmedia.co.uk

*Pitchcare Magazine is perfect bound. Please allow an extra 3mm bleed on left edge for grip into spine when providing full page copy. Where A4 artwork is supplied a 1% enlargement may be made to allow bleed into spine.

Magazine & Website

Packages are available to clients who wish to advertise in both the magazine and on the website.

WEBSITE

About us

Pitchcare.com is the leading interactive website for anyone involved in the sports and amenity turfcare industry.

With over 26,000 members the website offers a host of advertising and promotional opportunities to manufacturers and suppliers.

In addition, our online shop and used machinery section offer sales opportunities to companies and individuals.

Large Banner

Large banner; 250 x 100 pixels (W x H) shown on every page throughout the Pitchcare site with the exception of the shop and training pages (for 12 months/24/7). Includes free Buyers Guide entry and home page entry for all press releases.

£300 per month or

£3000 pre-paid for 12 month period

Fixed position available at premium rate -please ask for details.

SERVING GREENKEEPERS & GROUNDSMEN

Introducing the Major Contoura S2

The Major 5.6m Contoura combines durability and agility for an exceptionally versatile mowing solution on undulating terrain. Suitable for tractors 45hp and above, this mower delivers a high quality finish in challenging golf rough, fairways and sports grounds.

A multi-grounding frame with self-aligning spherical bearings enables the Contoura to hug the ground easily and efficiently. The gearbox drive-line delivers consistent high-back tip speeds at 75 m/s and full length rollers ensure a level and striped presentation.



Press Releases

As the internet becomes an ever more important route to market, with PR playing a vital role in overall marketing activity, your press releases remain 'in view' for a longer period on our Media home page. For those industry companies who do not support us through advertising and/or sponsorship, the following press release package rates are available to ensure that PR reaches the largest online audience in the turfcare industry.

PR Packages

PRESS RELEASES ONLY
(annual arrangements):

PACKAGE A - up to 12 press releases
(with contact tel and email) - £1000

PACKAGE B - up to 12 press releases
(with A plus website link) - £1500

PACKAGE C - up to 12 press releases
(with B plus video) - £2000

ONE OFF CHARGE FOR ADDING VIDEO TO A OR B - £50

Alternatively, you may wish to pay for press releases on an individual basis - A £100; B £150; C £200

Bespoke Newsletter

Mailed to c11,000 opted in members of the Pitchcare database.

One only - £650

Booked multiples at £500

i.e. 3 booked for year = total cost of **£1500**

In addition, bespoke newsletters can be targeted by sector, postcode etc.

For this service we charge just £175 per 1000 members targeted - with a minimum of 3000 booked.

HTML file to be supplied.

Website Statistics

With over 26,000 members, Pitchcare is the largest online resource for sports and amenity turfcare professionals anywhere in the world.

Monthly statistics, supplied by Google Analytics, are both consistent and impressive, with page views regularly around 500,000 each month.

Advertisers benefit from targeting our full online audience plus an email database of c11,000 industry related subscribers.

PR on Social Media

Your press releases can now be included on our social media platforms as follows:

TWITTER - over 10K followers
£100 per release

FACEBOOK - 3500 followers
£50 per release

BOTH TWITTER AND FACEBOOK
£125 (same release on both)

*Subject to availability.
Limited to two slots per week.*

Contact Us

**ADVERTISING:
KELLIE WAKE**

☎ 07971 365588

✉ kellie@tspmedia.co.uk



Introducing a SHOWstopper!
A premium package of online advertising to promote your products and services

▶ **Headline item on the Pitchcare homepage** for three days. Viewed on the main slider for two weeks minimum.

- Includes video showcase shown within both articles and video sections
- Shared on Pitchcare's social media platforms - Twitter (11,800 followers), Facebook (5,700) and LinkedIn (2,800)
- Viewed by 26,000 GDPR Pitchcare members
- Half a million website views per month

£750

▶ **Newsletter One**

- Emailed to c14,000 subscribed members of the Pitchcare database
- Includes videos, direct website links and contact details
- Sent at the beginning of the SHOWCASE run

£500

▶ **Newsletter Two**

- Repeat of Newsletter One with minor amendments as required
- Sent at the end of the SHOWCASE run

£250

TOTAL PACKAGE COST £1500

**FEATURES AND EDITORIAL:
KERRY HAYWOOD**

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PITCHCARE