The most comprehensive route to market for the turfcare industry

ADVERTISING RATES & DATA 2018

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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.

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...”

Pitchcare magazine is sent to a controlled circulation of 7,000. It is also available online as a PDF or interactive turning page version.

2938 - Golf
Head Greenkeepers, Course Managers

1249 - Winter Sports
Head Groundsmen involved with football and both codes of rugby

1041 - Cricket
Head Groundsmen at all the county grounds, premier clubs, leading town sides etc.

664 - Educational Establishments
Grounds Managers, Head Groundsmen at schools, universities and colleges

387 - Local Authorities
Sports Turf Managers, Landscape Managers, Park Superintendents

325 - Other
Bowls, Tennis, Croquet, Polo, Horse Racing, Stately Homes etc.

450 - Key Industry Personnel
Sports Turf Contractors, Agronomists, Lecturers, Company Representatives etc.

250-300 - Office copies
(including printers 'overs') for distribution at seminars, training courses, events

Additional copies are distributed at industry exhibitions, open days and road shows. Please ask if you require extra copies for distribution at your event.

The estimated readership is 21,000.
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.

We accept A4 inserts up to 50gsm at the rate shown opposite. Other sizes and weights are available on request.

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 thirty 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.
WEBSITE

About us

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

With over 55,000 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.

Pitchcare offer the following promotional opportunities:

Premium Banner

Premium banner (250 x 250 pixels) 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.

Initial week: £350
Subsequent weeks: £300

Minimum run for all banners (except premium) = 3 months.

Large Banner

Large banner (250 x 100 pixels) 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.

Medium Banner

As above with banner size; 250 x 70 pixels.

£250 per month or £2500 pre-paid for 12 month period

Small Banner

As large banner with size; 115 x 70 pixels.

£180 per month or £1700 pre-paid for 12 month period

Buyers Guide

153 x 163 pixels entry in classification of your choice + random view on home page. New classifications can be added as required.

£300 per year - Additional classifications £100 per year

Layout also includes full contact details, hyperlinks and brief description of products and services offered.

Used Machinery

Up to 50 machines over a 12 months period - £1000 (av. £20 per machine).

Up to 100 machines over a 12 months period - £1500 (av. £15 per machine).

Up to 200 machines over a 12 months period - £2400 (av. £12 per machine).

A banner in the Used Machinery section with link to the advertiser’s website (for a period of 12 months) - £800 (or £400 if taken out with one of the above packages).
Newsletter Sponsorship

Currently mailed to c25,000 opted in members each month. Includes top right banner plus 150 words of text and an image, all with hyper links.

£500 per mailing

Bespoke Newsletter

Mailed to c16,000 opted in members of the Pitchcare database.

One only - £1250
Booked multiples at £675
i.e. 3 booked for year = total cost of £2600

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

For this service we charge just £100 per 1000 members targeted - with a minimum cost of £200

In certain circumstances we would need to make a design charge, for example, if collating information from a website.

Website Statistics

With over 55,000 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 c16,000 industry related subscribers.

Jobs Section

The Jobs section attracts the largest online audience within the turfcare industry, with Google Analytics to prove it. Over 600 pageviews per day (an average of 17,315 visits per month).

Details can be personally uploaded or we are happy to assist you; charges are as follows and include text and logo:

Up to 14 days - £150
Up to 21 days - £200
Up to 28 days - £250
Up to 35 days - £300

For an additional charge of £50 the position can be highlighted for the duration.

In addition to this you may wish to reach candidates through our Social Media feeds; LinkedIn, Twitter and Facebook

£75 for 1 feed
£100 for 2 feeds
£120 for 3 feeds

Those seeking employment can post their CV and requirements free of charge.

Grounds Training

Pitchcare works with a network of training providers throughout the UK, through which we offer individuals and groups the full range of Lantra Awards and NPTC courses, including pesticide application, safe use of machinery (mowers, tractors, chainsaws, brushcutters and other forestry equipment), Health & Safety and First Aid.

A listing in the Training Partners section costs just £95 for 12 months or is free with a reciprocal live link. The full Training Partners package includes a listing with links, a banner, 3 x dedicated newsletters, plus a half page and quarter page advert and editorial in the Pitchcare Magazine for £200 per month.

Other packages are also available so please contact us for further information.

Product eBulletin

A NEW, monthly ‘Pitchcare Product eBulletin’ designed to promote and share many of the finest new and improved products available.

For £150.00, your product-led press release, including images and interactive contact details, will be shared with each of the 16,000 registered emails. £200 will secure one of the top 2 premium positions.

The content will also be promoted on Pitchcare.com in the Product News section.

Press Releases

As the internet becomes an ever more important route to market, with PR playing a vital role in overall marketing activity, it has become clear that we, at Pitchcare, needed to protect the interests of our advertisers and sponsors when it comes to how press releases are given exposure on our website.

Whilst we have always given preference to our advertisers, we are now adding a structure that ensures that this is the case.

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

SOCIAL MEDIA LINKS - will not be included in press releases. Clients should expect readers to link to their website and onwards to SMLs from there.
PACKAGE ADVERTISING RATES

The Pitchcare website and magazine offer the most comprehensive route to market for the turfcare industry. With over 55,000 members, website advertisers are guaranteed the largest target audience within the sports and amenity turfcare sector. The Pitchcare magazine has a controlled circulation of 7,000, most of whom are decision makers, e.g. head greenkeepers, course managers and head groundsmen. In addition, the magazine is available online with hyperlinks to advertisers’ websites and email addresses.

Combined, the two media offer a powerful promotional tool for your products and services.

For 2018, we are again offering package advertising across both media. Here are a few examples of what is available. However, all packages can be tailored to individual requirements.

**Price Band A - up to £1000 pa**

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
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<tbody>
<tr>
<td>PACKAGE A1 - £600 + VAT</td>
<td>Single column x 4cm classified - magazine Buyers Guide entry - website</td>
</tr>
<tr>
<td>PACKAGE A2 - £1000 + VAT</td>
<td>2 x single column x 4cm classified - magazine 2 x Buyers Guide entry - website</td>
</tr>
<tr>
<td>PACKAGE A3 - £800 + VAT</td>
<td>Single column x 4cm classified - magazine Buyers Guide entry - website Premium Banner (one week) - website</td>
</tr>
<tr>
<td>PACKAGE A4 - £1000 + VAT</td>
<td>Double column x 5cm classified - magazine Buyers Guide entry - website Premium Banner (one week) - website</td>
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*A’ band packages will be invoiced half yearly or as a lump sum*

**Price Band B - up to £2000 pa**

<table>
<thead>
<tr>
<th>Package</th>
<th>Description</th>
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<tbody>
<tr>
<td>PACKAGE B1 - £1500 + VAT</td>
<td>Series 3 x 1/4 page - magazine Single column x 4cm classified - magazine Buyers Guide entry - website</td>
</tr>
<tr>
<td>PACKAGE B2 - £2000 + VAT</td>
<td>Series 3 x 1/4 page - magazine Small banner - website Buyers Guide entry - website</td>
</tr>
<tr>
<td>PACKAGE B3 - £2000 + VAT</td>
<td>Series 2 x 1/4 page - magazine Small banner - website Premium Banner (one week) - website</td>
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*B’ band packages will be invoiced quarterly, half yearly or as a lump sum*

**Price Band C - up to £3000 pa**

<table>
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<tr>
<th>Package</th>
<th>Description</th>
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<tbody>
<tr>
<td>PACKAGE C1 - £2600 + VAT</td>
<td>Series 3 x 1/4 page - magazine Small banner - website Buyers Guide entry - website</td>
</tr>
<tr>
<td>PACKAGE C2 - £2800 + VAT</td>
<td>Series 3 x 1/4 page - magazine Small banner - website 2 x sector targeted e-newsletters</td>
</tr>
<tr>
<td>PACKAGE C3 - £3000 + VAT</td>
<td>Series 3 x 1/4 page - magazine Small banner - website 1 x Bespoke e-newsletter - full database</td>
</tr>
<tr>
<td>PACKAGE C4 - £3000 + VAT</td>
<td>Series 3 x 1/4 page - magazine Single column x 4cm classified - magazine Small banner - website Buyers Guide entry - website</td>
</tr>
</tbody>
</table>

*C’ band packages will be invoiced monthly, quarterly, half yearly or itemised*

**Price Band D - up to £4000 pa**

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<th>Package</th>
<th>Description</th>
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<tbody>
<tr>
<td>PACKAGE D1 - £3800 + VAT</td>
<td>Series 3 x 1/2 page - magazine Small banner - website 2 x sector targeted e-newsletters</td>
</tr>
<tr>
<td>PACKAGE D2 - £3800 + VAT</td>
<td>Series 3 x 1/2 page - magazine Large banner - website</td>
</tr>
<tr>
<td>PACKAGE D3 - £4000 + VAT</td>
<td>Series 3 x 1/2 page - magazine Small banner - website 2 x sector targeted e-newsletters</td>
</tr>
</tbody>
</table>

*D’ band packages will be invoiced monthly, quarterly, half yearly or itemised*

**Price Band E - up to £4000 pa**

Packages in this price band include a mix of 1/2 or full pages in the magazine, website banner, bespoke e-newsletters, premium banners and buyers guide entries. Other promotional opportunities, such as used machinery and diary sponsorship may be added by request.

*’E’ band packages will be invoiced monthly, quarterly, half yearly or itemised.*