

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

New for 2020

**Reach over 13.5K
followers with PR
on our social media**



ADVERTISING RATES & DATA 2020

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:

February/March: Copy deadline end of January for publication end of February

April/May: Copy deadline end of March for publication end of April

June/July: Copy deadline end of May for publication end of June

August/September: Copy deadline end of July for publication end of August

October/November: Copy deadline end of September for publication end of October

December/January: Copy deadline end of November for publication end of December

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 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.

Readership

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.

Display

Size	Single	Series of 3	Series of 6
Quarter page	£475	£425	£375
Quarter page (strip)	£500	£465	£425
Third page	£575	£550	£525
Half page	£675	£615	£515
Junior Page	£700	£645	£545
Full page	£1200	£1000	£850
Half DPS	£1200	£1000	£850
Full DPS	£2100	£1900	£1600

Classified

Single Column cm	£10	(Series discount offered)
Double Column cm	£20	(Series discount offered)
Maximum ad size - Eighth Page (6cm x 2 column)		

Boxed Line Entry

Full name, address and contact details, email and web addresses plus brief description of services provided.

Under relevant category heading = £150 per annum

Additional category headings = £50 per annum

Recruitment

Eighth page	£150
Quarter page	£300
Half page	£500

Others

Cover wrap	£1200
Belly wrap	£1500
Loose Inserts (max 50gsm)	£1200
Inserts printed with magazine	POA
Other sizes and weights	POA

Agency Commission: 10%

All rates are subject to VAT at the standard rate

Magazine & Website

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

Please see page 6 of our Rates & Data.

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
Half Page Vertical:	272mm x 92mm
Junior Page:	194mm x 133mm
Third Page:	100mm x 190mm
Quarter Page Vertical:	133mm x 92mm
Quarter Page Horizontal:	63mm x 190mm
Quarter Page Vertical Strip:	272mm x 50mm

Dimensions are Height x Width

Artwork files - please supply as Print Ready Adobe Acrobat PDF by email to: peter@pitchcare.com

*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.



WEBSITE

About us

Pitchcare.com is the leading interactive website for anyone involved in the sports and amenity turfcare 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 (W x H) shown on every page throughout the Pitchcare site with the exception of the shop and training sections. Available in blocks of one week (Monday - Sunday). Ideal for product launches, special offers, demo days, exhibitions etc.

Unique views c40,000 per month.

Initial week: £350

Subsequent weeks: £300

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

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.

Medium Banner

As above with banner size; 250 x 70 pixels (W x H).

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

Small Banner

As large banner with size; 115 x 70 pixels (W x H).

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

Buyers Guide

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



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

**£300 per year - Additional
classifications £100 per year**

Used Machinery

£30 per machine for an 8 week listing.

The following packages can be utilised over a 12 month period.

Up to **15 machines - £250**
(approx. £16 per machine)

Up to **30 machines - £350**
(approx. £12 per machine)

Up to **50 machines - £500**
(approx. £10 per machine)

Up to **200 machines - £1500**
(approx. £7.50 per machine)



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 highlighted for the duration.

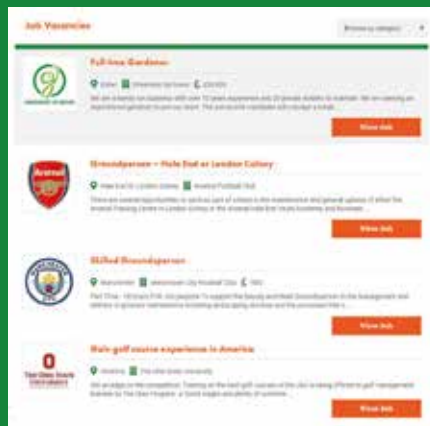
In addition to this you may wish to reach candidates through our Social Media feeds; LinkedIn, Twitter and Facebook

£75 for 1 feed

£100 for 2 feeds

£120 for 3 feeds

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



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

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.

New for 2020

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.*

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.



GROUNDSTRAINING

www.groundstraining.com

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

PACKAGE A1 - £600 + VAT

Single column x 4cm classified - magazine
Buyers Guide entry - website

PACKAGE A2 - £1000 + VAT

2 x single column x 4cm classified - magazine
2 x Buyers Guide entry - website

PACKAGE A3 - £800 + VAT

Single column x 4cm classified - magazine
Buyers Guide entry - website
Premium Banner (one week) - website

PACKAGE A4 - £1000 + VAT

Double column x 5cm classified - magazine
Buyers Guide entry - website
Premium Banner (one week) - website

'A' band packages will be invoiced half yearly or as a lump sum

Price Band B - up to £2000 pa

PACKAGE B1 - £1500 + VAT

Series 3 x 1/4 page - magazine
Single column x 4cm classified - magazine
Buyers Guide entry - website

PACKAGE B2 - £2000 + VAT

Series 3 x 1/4 page - magazine
Small banner - website
Buyers Guide entry - website

PACKAGE B3 - £2000 + VAT

Series 2 x 1/4 page - magazine
Small banner - website
Premium Banner (one week) - website

'B' band packages will be invoiced quarterly, half yearly or as a lump sum

Price Band C - up to £3000 pa

PACKAGE C1 - £2600 + VAT

Series 4 x 1/4 page - magazine
Small banner - website
Buyers Guide entry - website

PACKAGE C2 - £2800 + VAT

Series 3 x 1/4 page - magazine
Small banner - website
2 x sector targeted e-newsletters

PACKAGE C3 - £3000 + VAT

Series 3 x 1/4 page - magazine
Small banner - website
1 x Bespoke e-newsletter - full database

PACKAGE C4 - £3000 + VAT

Series 3 x 1/2 page - magazine
Single column x 4cm classified - magazine
Small banner - website
Buyers Guide entry - website

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

Price Band D - up to £4000 pa

PACKAGE D1 - £3800 + VAT

Series 3 x 1/2 page - magazine
Small banner - website
2 x sector targeted e-newsletters

PACKAGE D2 - £3800 + VAT

Series 3 x 1/2 page - magazine
Large banner - website

PACKAGE D3 - £4000 + VAT

Series 6 x 1/2 page - magazine
Small banner - website

PACKAGE D4 - £4000 + VAT

Series 3 x 1/2 page - magazine
Small banner - website
2 x sector targeted e-newsletters

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

Price Band E - over £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.

Contact us for a tailor-made package to suit your requirements and budget

Contact Us

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