

landscape SA

2017 Buyers' Guide

ADVERTISING RATES

Landscape SA Buyers Guide, is an annual publication which serves as a product and service directory for the entire South African Green Industry.

I We have decided to enhance the usability of the guide by producing it in A5 format for ease of use in the field or on the move.

The guide follows a particular format up front information gives details on the various associations within the Green Industry, many of them falling under the umbrella body of SAGIC (the South African Green Industries Council). Thereafter, the guide is divided into the different categories which make up the Green Industry, for example landscaping architects, contractors irrigation, machinery, nurseries, interior plant-scaping, etc.

I Quick reference sections have also been added to the end of each section giving salient details in classified form of all advertisers in the guide.

We have also listed the members of the various institutes that represent the many facets of the green industry.

The sections are separated from each other by divider boards which allow for quick and easy access to a particular section. Sections are in turn colour coded as an additional identification aid for readers. A machinery company may provide equipment to maintain large golf courses as well as smaller landscapes, and it too will then appear in both sections.

INDUSTRY READERSHIP DISTRIBUTION

Readership through out the green industry is made up as follows:

Horticultural societies, associations and cut flower sector	18%
Nurseries (wholesale, retail and growers)	18%
Landscape architects, contractors and professional consultants	17%
Golf courses and other sports/turf/recreation clubs	12%
Municipalities, provincial administrators and government	9%
Hotels	8%
Allied trades, machinery and equipment	5%
Irrigation sector	5%
Property developers	6%
Educational institutions	2%

**For further information or queries
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RATES: PRICES QUOTED EXCLUDE VAT

Position	Rate
Outside Front Cover	R27 000
Outside Back Cover	R18 500
Inside Front Cover	R17 000
Inside Back Cover	R16 275
Divider Board	R15 000
Full page	R12 800
Half page	R8 400

Deadlines:

Booking deadline- **3 May 2017**

Material deadlines- **20 May 2017**

NOTE TO DESIGNERS:

To allow for the spiral binding, a 15mm margin is required on the left and right of all supplied material. Please note only full page ads may bleed

DIMENSIONS:

Size	Type (h x w)	Bleed (5mm)
Full page	210 x 148	215 x 153
Half page vertical	210 x 74	215 x 78
Half page horizontal	105 x 148	110 x 153

