

landscape SA

ADVERTISING RATES EFFECTIVE JANUARY 2017

Circulation 3 000

Landscape SA is an all-embracing publication and mouthpiece for the South African green industry. It provides relevant information on new landscaping projects (both from the design and installation aspects), interior plantscaping, horticulture, cut flowers, nurseries, turf management, irrigation, machinery, design and construction of new golf courses, environmental issues and all trades allied to these categories.

Each of these sectors will be featured in 2017 as regular editorial sections and/or special features, which will be:

January	Recreation
March	Exterior and interior Landscaping
May	Allied Trades and Water Features
July	Nurseries
September	Irrigation, Fertilisers & Green Houses
November	Machinery and Equipment

The magazine is published alternate monthly.

INDUSTRY READERSHIP DISTRIBUTION

Readership throughout 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	14%
Municipalities, provincial administrators and government	9%
Hotels	8%
Allied trades, machinery and equipment	5%
Irrigation sector	5%
Property developers	4%
Educational institutions	2%

Landscape SA is a national publication with the following geographic distribution:

Gauteng	40%	North West Province	6%
Western Cape	20%	Mpumalanga	5%
Kwazulu Natal	14%	Limpopo Province	4%
Free State	4%	Free State	4%
Eastern Cape	3%		

RATES: PRICES QUOTED EXCLUDE VAT

SIZE	Single Insertion	3 Insertions	6 Insertions
Double Page Spread	R25 000	R23 950	R22 475
Full Page	R13 675	R12 600	R11 550
Half Page	R9 000	R8 050	R7 525
Quarter Page	R5 950	R5 500	R4 950
Front cover	R27 000	R25 950	R24 650
Outside back cover	R18 550	R17 500	R16 650
Inside front cover	R17 500	R16 325	R15 650
Inside back cover	R16 325	R15 475	R14 650

AD DIMENSIONS

SIZE	TRIM (W x H)	BLEED (5mm)
Double Page Spread	420 x 297mm	430 x 307mm
Full Page	210 x 297mm	215 x 307mm
Half Page Vertical	90 x 270mm	Float
Half Page Horizontal	185 x 130mm	Float
Quarter Page Vertical	90 x 130mm	Float
Quarter Page Horizontal	185 x 65mm	Float

For further information or queries please contact Erika at Eagle Publishing
Phone: 011 326 0303
Cell: 082 644 8532
E-mail: sparkles@eaglepub.co.za

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 The Cottage, 47 Rothsay Ave, Craighall.
 Tel: 011 326 0303 Fax: 086 714 0448
 E-mail: karyn@eaglepub.co.za
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