

# Business partners



B2B promotion that connects, energizes and delivers results

**PRINT AND DIGITAL MEDIA  
INFORMATION 2020**

**Landscape  
Trades**  
| Canada's Premier Horticultural Trade Publication |

**landscape ontario**  
Green for Life!  
MAGAZINE

# Print and digital media

Leadership in vibrant and growing markets

## CANADIAN AUDIENCE

Built around *Landscape Trades* magazine

Economic impact of Canada's ornamental horticulture industry

**\$14,480,000,000**

Sectors served by *Landscape Trades*:

Landscape contractors	Nursery growers
Snow removal	Golf courses
Landscape design	Municipalities and parks
Garden centres	Landscape architects

## ONTARIO AUDIENCE

Built around Landscape Ontario Horticultural Trades Association

**4,500** ▶ LO's weekly enews reach

**2,800** ▶ Landscape Ontario professional members

**30-35%** ▶ LO Enews open rate range



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# Proven readership

**35%**  
Eblast  
open rate

**100%**  
Qualified  
circulation

**12,650**  
expected  
readers

**59%**  
saved  
publications

**57%**  
expecting  
stronger  
economic  
performance

**9,000**  
Email  
audience

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*Landscape Trades*  
**qualified  
and audited  
circulation**  
across Canada

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# Landscape Trades magazine

Canada's acknowledged green industry market leader is *Landscape Trades*.

We have the reach, but marketing means much, much more.

Visibility in *Landscape Trades* builds trust with our uniquely engaged readers — and it builds sales!

## 2020 four-colour rates (Canadian dollars)

	1x	5x	9x
Full Page	\$3,144	\$3,018	\$2,892
Two-thirds page	\$2,672	\$2,546	\$2,421
Half page	\$2,358	\$2,232	\$2,106
Third page	\$1,572	\$1,446	\$1,320
Quarter page	\$1,257	\$1,132	\$1,006
Double page spread	\$5,344	\$5,218	\$5,093
Half page spread	\$3,615	\$3,489	\$3,364
IFC, IBC	\$3,929	\$3,804	\$3,678
OBC	\$4,087	\$3,961	\$3,835

Agency and member discounts available.

## Production schedule 2020

ISSUE	SPACE CLOSE	MATERIAL DUE	MAIL
January 2020 Congress	November 6, 2019	November 13, 2019	December 5, 2019
February 2020 Season gear-up	January 15, 2020	January 23, 2020	February 13, 2020
March 2020 New products	February 19, 2020	February 27, 2020	March 19, 2020
April 2020 Grower	March 18, 2020	March 25, 2020	April 16, 2020
May 2020 Source Book	April 22, 2020	April 29, 2020	May 21, 2020
August 2020 Snow and ice	June 30, 2020	July 9, 2020	July 30, 2020
September 2020 Retail, CanWest	July 29, 2020	August 6, 2020	August 27, 2020
October 2020 New plants	August 26, 2020	September 3, 2020	September 24, 2020
November 2020 Business management	September 23, 2020	October 1, 2020	October 22, 2020
January 2021 Congress	November 4, 2020	November 11, 2020	December 3, 2020



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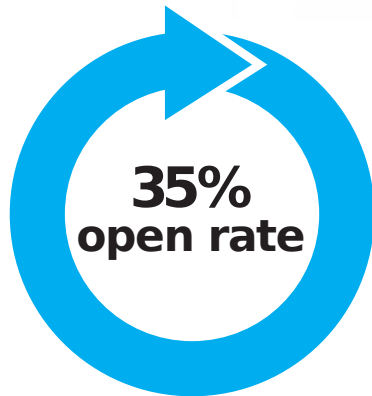


# Landscape Trades e-ssentials

Engaging digital format reaches  
Canada's landscape leaders

The new *Landscape Trades* e-ssentials gives you prime access to an enthused, professional digital audience across Canada

Broadcasts to *Landscape Trades'* Canadian audience generate impressive metrics:



Broadcasts release the second Thursday of each month.

Choose from several clickable *Landscape Trades* E-ssentials ad options; rates are monthly:

Top banner	700 x 125 .....	\$720
Side banner small	250 x 208 .....	\$370
Side banner large	250 x 416 .....	\$645
In-column banner	440 x 100 .....	\$425

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# Landscape Trades custom eblasts

Send a dedicated, targeted blast featuring your exclusive message to a national *Landscape Trades* community!

It pays to book early, as broadcasts are limited.  
\$1,200 per broadcast



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Ask me about our other digital promotion opportunities:

- Web advertising on [landscapetrades.com](http://landscapetrades.com) and [LTsourcebook.com](http://LTsourcebook.com)
  - Advertising on [landscape.jobs](http://landscape.jobs)
- 

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# Online library for Canada's green industry LandscapeTrades.com

Green professionals across Canada bookmark landscapetrades.com, to tap the lasting value of its credible, targeted content.

Align your brand with this important service.

**13,028**  
**users**  
**per year**

**24,478**  
page views  
per year

Exclusive product and  
service directory  
**LTsourcebook.com**



Book a longer program to enjoy discounted rates.

Top banner	728 x 90.....	\$250
Side ad	300 x 250.....	\$220

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# NEW integrated bundling programs



Powerful, targeted promotion  
— Packaged value!

Announcing a diverse and cost-effective way to connect your brand with Canada's green professionals!

## National package

Choose from three participation levels.

	OPTION A	OPTION B	OPTION C
• <i>Landscape Trades</i> print ads	5 full pages	5 half pages	5 quarter pages
• Custom e-blasts*	3	2	1
• Ads in <i>Landscape Trades</i> e-letter* side banners	12	6	3
• Featured product	3	2	1
• Social mention	5	3	1
• Partnered content page in <i>Landscape Trades</i>	2		
• Ad on landscapetrades.com*	6 mos.	5 mos.	3 mos.
	<b>\$22,764</b>	<b>\$14,064</b>	<b>\$7,338</b>
	<b>20% SAVINGS</b>	<b>15% SAVINGS</b>	<b>13% SAVINGS</b>

## Provincial package

	OPTION A	OPTION B	OPTION C
• <i>Landscape Ontario</i> magazine print ads	6 full pages	6 half pages	6 quarter pages
• Ads in LO Enews*	25	16	10
• Social mention	5	3	1
• Member list	Included	Included	Included
	<b>\$10,638</b>	<b>\$7,782</b>	<b>\$4,347</b>
	<b>29% SAVINGS</b>	<b>25% SAVINGS</b>	<b>18% SAVINGS</b>

## Congress show package

Limited opportunity: Only 10 bundles available!

INCLUDES:

- Full page ad in official Congress Show Guide
- Custom e-blast\*
- Full page ad in January *Landscape Trades* Congress issue
- Five weeks' exposure in LO Enews\*
- Two social mentions
- Ad on exhibitor listings and floorplan at LOcongress.com\*
- Lead retrieval
- Featured product in official Congress Show Guide
- Logo in Show Guide exhibitor listings
- Online exhibitor profile
- Digital VIP pass

**\$5,579**

**21% SAVINGS**



## Book now!

**Packages offer you targeted digital and print promotion.**

No agency, member or other discounts beyond published rates. Package components must be used within the calendar year. \* First-come first-served while inventories last.

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# Landscape Ontario magazine

Smart marketers know the value of association with Landscape Ontario, the most vibrant horticultural trade association in the world, with its proud members and informative magazine.

## 2020 four-colour rates (Canadian dollars)

Four colour	1x	6x	11x
Full Page	\$1,678	\$1,611	\$1,544
Two-thirds page	\$1,426	\$1,359	\$1,292
Half page	\$1,258	\$1,191	\$1,124
Third page	\$839	\$772	\$705
Quarter page	\$671	\$604	\$537
Double page spread	\$2,852	\$2,785	\$2,718
Half page spread	\$1,930	\$1,862	\$1,795
Inside front or back cover	\$2,097	\$2,030	\$1,963
Outside back cover	\$2,181	\$2,114	\$2,047

Agency and member discounts available.



## Production schedule 2020

ISSUE	SPACE CLOSE	MATERIAL DUE	MAIL
January 1, 2020	December 3, 2019	December 17, 2019	January 7, 2020
February 1, 2020	January 14, 2020	January 21, 2020	February 11, 2020
March 1, 2020	February 11, 2020	February 18, 2020	March 10, 2020
April 1, 2020	March 10, 2020	March 17, 2020	April 7, 2020
May 1, 2020	April 14, 2020	April 21, 2020	May 12, 2020
June 1, 2020	May 12, 2020	May 19, 2020	June 9, 2020
July-August 2020 - Member benefits issue	June 9, 2020	June 16, 2020	July 7, 2020
September 1, 2020	August 11, 2020	August 18, 2020	September 8, 2020
October 1, 2020	September 15, 2020	September 22, 2020	October 13, 2020
November 1, 2020	October 13, 2020	October 20, 2020	November 10, 2020
December 2020 - Annual Report	November 10, 2020	November 17, 2020	December 8, 2020
January 1, 2021	December 1, 2020	December 8, 2020	January 5, 2021

**Greg Sumsion**

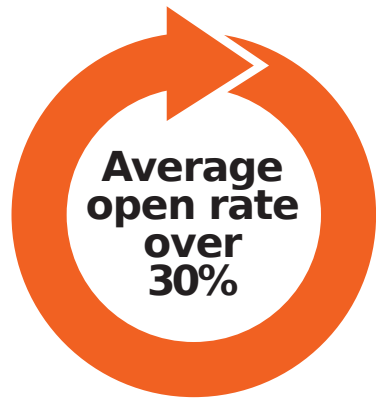
647-722-6977

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# Landscape Ontario's **eNews**

Targeted marketing at its best.



The Ontario-wide audience consistently READS the broadcasts, finds them useful and takes action.

Don't wait to get in on this prime electronic exposure opportunity — space is limited! Only \$875 for five consecutive broadcasts

Ads measure 200 by 150 pixels, and can link to any page on your website. Premium placement for ads on Enews.

Align your brand with Landscape Ontario; raise your profile in LO this Week.



15% premium for top spot ad placement  
10% premium for second spot

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# Polybag inserts

Make your products top-of-mind

Place promotions directly into your customers' hands. Specify distribution by sector or region.

- No mailing list prep
- No envelopes
- No stuffing

Available nationally in *Landscape Trades* and regionally in *Landscape Ontario* magazine. Base unit cost for both publications is \$0.39, adjusted for insert weight.

For more details on polybags, contact:

**Angela Lindsay**

Communications coordinator

647-723-5305, [alindsay@landscapeontario.com](mailto:alindsay@landscapeontario.com)

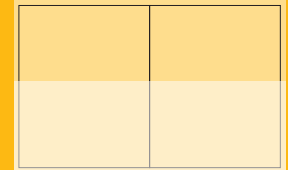


## the fine print

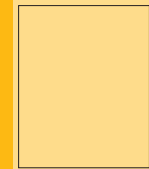
### Contract provisions

- Advertiser agrees to protect publisher against legal action based upon libelous statements or unauthorized use of photographs or other material in connection with advertisement placed under this contract.
- A contract is invalid if first insertion not used within two months of contract date.
- All advertising subject to approval of publisher. The word "Advertisement" will be placed on copy that resembles editorial matter.
- Rates based on total amount of space used in 12 months from date of first insertion. Advertisers will be short-rated if they did not use the amount of space upon which their billings were based. Advertisers will be rebated if they used sufficient additional space to warrant a lower rate.
- Advertisers charged incurred production costs.
- Cancellations not accepted after closing dates.
- Publisher is not bound by any conditions, printed or otherwise, appearing on contracts or copy instructions when in conflict with policies covered by this rate card. Publisher will not archive material beyond one year from insertion date. Advertiser and advertising agency agree that publisher shall be under no liability for failure to insert any advertisement.
- If and when new advertising rates are announced, advertisers will be protected for the balance of current contracts.

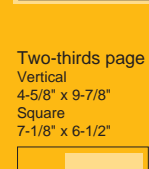
Double page spread  
Trim: 16-1/4" x 10-7/8"  
Bleed: 16-1/2 x 11-1/8"



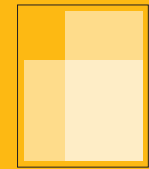
Half page spread  
Trim: 16-1/4" x 4-7/8"  
Bleed: 16-1/2 x 5-1/2"



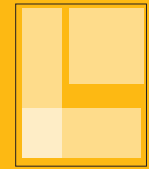
Full page  
Trim: 8-1/8" x 10-7/8"  
Bleed: 8-3/8 x 11-1/8"



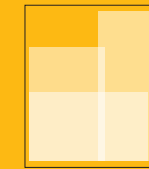
Two-thirds page  
Vertical  
4-5/8" x 9-7/8"  
Square  
7-1/8" x 6-1/2"



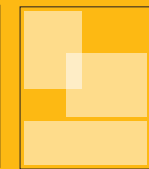
Third page  
Vertical  
2-1/4" x 9-7/8"  
Square  
4 5/8" x 4 7/8"  
Horizontal  
7-1/8" x 3-1/4"



Half page  
Vertical  
3-1/2" x 9-7/8"  
Island  
4-5/8" x 7-3/8"  
Horizontal  
7-1/8" x 4-7/8"



Quarter page  
Vertical  
3-1/2" x 4-7/8"  
Square  
4-5/8" x 3-3/4"  
Horizontal  
7-1/8" x 2-1/2"



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