

Landscape & Amenity

PRODUCT UPDATE



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Editorial Features

REGULAR CATEGORIES

People and Product News, Street Scene, Recycling & Waste Management, Machinery Update Pedestrianisation & Hard Landscaping

January

- **BTME EXHIBITION PREVIEW**
- Timber Products
- Urban Environment, Parks & Open Spaces
- **MACHINERY PRODUCT FOCUS:** Tractors, Stump Grinders, Chippers & Shredders, Sweepers and Environmental Cleaning Machinery

February

- **BTME EXHIBITION REVIEW**
- Anti Graffiti
- **MACHINERY PRODUCT FOCUS:** ATV, Quads, Commercial Vehicles and Trailers
- **PLAY & ACTIVITY TODAY SUPPLEMENT**

March

- Fencing & Security
- Water Features
- Sports Turf, Turf Maintenance, Artificial Turf & Grass Seed
- **MACHINERY PRODUCT FOCUS:** Scarifiers & Aerators, Diggers & Excavators

April

- Waste Management & Recycling
- Irrigation
- **MACHINERY PRODUCT FOCUS:** Seeders, Fertilisers, Spreaders, Top dressers and Weed Control

May

- Soil retention
- **MACHINERY PRODUCT FOCUS:** Ride-on Tractors, Mounted, Trailed and Pedestrian Mowers and Line Markers
- **PLAY & ACTIVITY TODAY SUPPLEMENT**

June

- Timber Products
- Health & Safety issues
- **MACHINERY PRODUCT FOCUS:** Spraying, Turf Care and Compact Tractors

July/August

- **MACHINERY PRODUCT FOCUS:** Brush Cutters, Line Markers and Sweepers & Environmental Cleaning
- **GLEE EXHIBITION PREVIEW**
- **PLAY & ACTIVITY TODAY SUPPLEMENT**

IOG Saltex Exhibition Preview Edition

September

- **IOG SALTEx EXHIBITION REVIEW**
- Fencing & Security
- Training & Education
- **MACHINERY PRODUCT FOCUS:** Aerators

October

- Trees & Shrubs
- Commercial Vehicles
- **MACHINERY PRODUCT FOCUS:** Hedge Cutters, Chainsaws and Pruning Equipment
- Winter Maintenance

November

- Drainage
- Health & Safety
- **MACHINERY PRODUCT FOCUS:** Blowers, Vacs and Sweepers & Collectors
- **PLAY & ACTIVITY TODAY SUPPLEMENT**

Landscape & Amenity Product Updates ABC audited circulation reaches more decision makers in this sector than any other publication. Coupled with a growing requested readership we are confident that our title offers you an unrivalled platform from which to promote your products and services.



LOCAL AUTHORITIES Landscape & Amenity Departments, including Principal Landscape Architects, Parks Officers, Leisure Services Managers, DLO Contractors in Grounds Maintenance and Sports/Leisure activities.	5194
LANDSCAPE ARCHITECTS (Including practices involved directly with Leisure and Amenity projects)	2851
LANDSCAPE CONTRACTORS/PROFESSIONAL GARDENERS (named chief executives including specialist arboricultural contractors)	2652
HEAD GROUNDSMEN Universities, Colleges and Independent Schools	2237
GOLF COURSES - Head Greenkeepers & Owners (Including all new courses under construction)	1465
SPORTS CLUBS - Head Groundsmen (Including league and non-league football, rugby, cricket and major athletic venues)	1110
NATIONAL TRUST & ENGLISH HERITAGE PROPERTIES Trustees, Managers & Groundsmen	498
TOWN PLANNING CONSULTANTS	341
THEME PARKS - Chief Executives	136
TOTAL	16,484

LAPU offers the following marketing opportunities:

- New product press release & project article inclusion
- Loose leaf Inserts
- Online Digital Print
- Display Advertising at £18.50 pssc
- Literature Showcase
- Product Cards

play & activity today

Your essential guide for
Sports & Playground Equipment



Play & Activity Magazine is a mix of industry comment, new product, project and feature led articles relating to the sport and play market. Each item carries its own reader enquiry number that links to our 24 hour online reply service or free post/fax back enquiry card - ensuring that potential sales leads and enquiries are processed and delivered to you without delay.

Designed to inform and update a wide spectrum of professional, public and academic individuals. Play & Activity is an excellent medium to reach influential Key Audiences in this important and growing sector who have responsibility for the specification and purchase of sports and playground equipment for young people.

Play & Activity Today's circulation reflects the wide ranging nature of this sector and will naturally evolve as central government and local authorities invest more time and money in developing new strategies. The current circulation of 10,000 is an amalgamation of those individuals within our Landscape & Amenity Product Update Magazine's circulation, who have specific responsibility for the procurement and specification of sports and playground equipment and other specific individuals with job functions that have an input into the planning of facilities for young people.

EDITORIAL FEATURES

February

- * News & Product Updates
- * Water Play
- * Cityscape Preview
- * API & RoSPA Comment
- * Play through Time

May

- * News & Product Updates
- * BMX Tracks
- * Multi-Use Gaming Areas
- * API & RoSPA Comment
- * Skate Ramps

August

- * News & Product Updates
- * Saltex Preview
- * Timber Play
- * API & RoSPA Comment
- * Metal Play

November

- * News & Product Updates
- * Play Surfaces
- * Sports Fencing
- * API & RoSPA Comment
- * Teen Shelters

TARGETED CIRCULATION

(In addition to Landscape & Amenity)

■ Architectural Police Liaison Officers	349
■ Architects	1750
■ Property & Housing Developers	841
■ Buyers & Procurement Officers of sports, leisure and playground equipment within local authorities, city, borough and parish councils	1772
■ Facilities & Amenity Managers	262
■ Grounds & Leisure Managers	826
■ Parks & Open Space Officers	437
■ Landscape Contractors	1112
■ Education, and specialist government led schemes including Special Schools, Play Groups, Play workers, Surestart, Ground Work, Regional play associations	2719

TOTAL 10,068

Supported by the
Association of Play Industries



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