

play & activity today

Your essential guide for
Sports & Playground Equipment



Play & Activity Today 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 Today 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

July/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

■ Architectural Police Liaison Officers	349
■ Architects	1,750
■ Property & Housing Developers	841
■ Buyers & Procurement Officers of sports, leisure and playground equipment within local authorities, city, borough and parish councils	1,772
■ Facilities & Amenity Managers	262
■ Grounds & Leisure Managers	826
■ Parks & Open Space Officers	437
■ Landscape Contractors	1,112
■ Education, and specialist government led schemes including Special Schools, Play Groups, Play workers, Surestart, Ground Work, Regional play associations	2,719

TOTAL **10,068**

Supported by the
Association of Play Industries



Play & Activity Today offers a range of marketing opportunities which include:

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



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