

# eMail List Landscape Management

Email Addresses Available 21,062 \$425 per 1,000

## Who They Are

The majority of subscribers are presidents, owners, general managers and top-level managers at the largest and most successful landscape contracting and lawn care service firms. *Landscape Management* also reaches a substantial number of key managers and decision makers at large in-house grounds care facilities.

## What They Buy

*Landscape Management* subscribers buy all types of landscape and lawn care equipment and products, as well as other information, products and services related to the industry including:

- Lawn chemicals
- Tractors, mowers and accessories
- Trucks and utility vehicles
- Maintenance equipment and products
- Construction equipment and materials
- Irrigation systems and components
- Water features and hardscape materials
- Landscape materials, trees, seed and sod
- Snow removal products
- The only publication with audited data on products specified and services performed



Mail List AVAILABLE

## Why They Subscribe

Subscribers find *Landscape Management* delivers the latest industry news on topics like business management, market trends, new technologies and operating in a highly competitive environment. This practical publication combines news with targeted features on topics like:

- Managing operations for more profit and efficiency
- Trends in technology and pest management
- Building customer and employee loyalty
- New products for greater efficiency
- Regulatory and economic trends affecting business
- Sports field management ideas


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For advertising opportunities visit [www.landscapemanagement.net](http://www.landscapemanagement.net)

**Quality Leads**  
**Targeted Penetration**  
**Guaranteed Value**  
**Proven Results**

**Minimum Order**  
3000 Names

### List Source

Controlled Circulation,  Verified Audit Pending

### Mail/Email/Phone Lists

Combination Discounts Available  
Call for Rates

### Selections

Base Rate + \$15/M  
Job Title  
Job Function  
Business/Industry  
Business Address  
Geography  
Gender  
Max Per Site  
All Other Selects \$15/M-\$25/M

### How to Rent a Questex Email List

All orders must be in writing. Please mail, fax or email a letter or purchase order with the following information:

- Selections
- Quantity of names requested
- Test names and corresponding email addresses
- Target date you need the email message sent
- Sample of the email message
- Prepayment if requested for a first time renter

A signed email list rental contract is required with each order before transmission.

### Updating Cycle

Lists are updated quarterly. Please call for the most current counts.

### Cancellations

A \$150 cancellation fee applies if the broadcast is cancelled after delivery of the list to the service bureau and receipt of the approved message.



**QUESTEX**  
MEDIA

[www.questex.com](http://www.questex.com)

# eMail List

## Landscape Management

### Breakdown by Job Title

<b>Executive/Administrator</b> - CEO/President/Owner/Partner/ Director/GM/Purchasing Agent	18,065
<b>Manager/Superintendent</b> - Arborist/Architect/Foreman/ Supervisor/Landscape or Ground Manager	2,021
<b>Specialist</b> - Forester/Consultant/Agronomist/Pilot/Instructor/ Researcher/Horticulturist/Certified Specialist	185
<b>Government Official</b> - Government Commissioner/Agent/ Other Government Official	45

### Breakdown by Type of Business

<b>CONTRACTORS/SERVICE COMPANIES</b>	
Landscape Contractors (Installation & Maintenance)	13,252
Lawn Care Service & Custom Chemical Applicators	4,093
Irrigation Contractors & Consultants	338
Landscape Architects	507
Ornamental Shrub & Tree Services	649
Other Contractors	291
<b>SUPPLIERS &amp; CONSULTANTS</b>	
Sod Growers/Turf Seed Growers/Nurseries	379
Dealers/Distributors/Formulators/Brokers/Mfg.	39
Other	59

### Breakdown by Services Performed (+\$25/M)

<i>(Multiple Responses)</i>	
Mowing	13,410
Turf Insect Control	9,856
Tree Care	9,457
Turf Aeration	9,305
Irrigation Services	8,378
Turf Fertilization	11,755
Turf Disease Control	9,171
Ornamental Care	9,125
Landscape Design	13,775
Weed Control	10,504
Paving/Deck/Patio Installation	8,259
Pond/Lake Care	5,652
Landscape Installation	14,016
Snow Removal	6,092
Irrigation Installation	8,274
Services Performed	325
Bedding/Perennial Chemical Application	6,578
Erosion Control	4,440
Hydro Seeding	3,842
Landscape Lighting Installation	6,303
Perimeter/Pest Control	2,666



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## Breakdown by Purchasing Authority (+\$25/M)

(Multiple Responses)

Blowers	15,345
Chain Saws	13,885
Engines	10,336
Fertilizers	14,861
Fungicides	9,539
Herbicides	10,225
Insecticides	10,244
Irrigation Systems	8,239
Line Trimmers	13,360
Mowers	14,671
Ornamental/Nursery Products	10,627
Pavers/Masonry/Bricks/Rocks	9,162
Skid steers	7,610
Spreaders	12,328
Tractors	877
Pickup Trucks	10,214
Turf Seed/Seed	11,299
Utility Vehicles	8,089
Biological Organics	6,338
Bedding/Perennial Plants	9,356
Trees	4,731
Compact Truck Loaders	5,692
Business Management Software	6,743
Cab Forward Trucks	6,294

## Email List Terms and Conditions:

1. All transmissions must be sent by Questex Media's service provider.
2. In compliance with the CAN SPAM Act of 2003, Questex inserts a footer in all email messages to allow the email recipient to opt out of receiving future emails from Questex.
3. Advertisers must also include a link or email address within their message that allows recipients to opt out of any of the advertiser's future broadcasts.
4. Advertisers must supply Questex with a suppression file that includes all of their opt outs from previous broadcasts. Any of the opt outs contained on the advertiser's suppression file that match to Questex email addresses will be removed prior to transmission. If an advertiser does not have a suppression file, they must send Questex an email stating that fact.
5. The physical mailing address (no P.O. boxes) of the advertiser (sender) must appear in the message.
6. The email message can be text and HTML. Text must be provided as an attachment in a text format. The subject line may not exceed 50 characters. HTML messages must be sent as an htm or html attachment. All images must be housed on a web site provided by the client. Always include a text message along with the HTML message to enable recipients who are unable to receive HTML to receive the message.
7. Within 48 to 72 hours of receipt of all required information, Questex will send your first test message. The final broadcast will be sent within two business days of receipt of your final approval.
8. Pricing is based on net, error free emails delivered.
9. Prepayment is required for first time renters.
10. The list owner reserves the right to refuse any mailer or offer message.



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