

# Landscape Management

2009 Media Planner



The **#1 media choice** for marketers.

## Why Landscape Management?

- ✓ Highest Projected Receptiveness in the Industry: 211,976!\*
- ✓ Fastest-Growing in 2008: Our Market Share Continues to Rise!\*\*
- ✓ Audience Revenue Average of \$1.4 million—Highest in Industry!\*\*\*
- ✓ Audience with Highest Average Number of Full-time and Part-Time Employees!\*\*\*
- ✓ Unmatchable ROI Programs Delivering Leads and More Leads from LeadSource & Questex Connection!
- ✓ In total, **LM** reaches 48,333 subscribers who purchase/specify chemical and/or perform chemical services.\*
- ✓ 48th year—Longest Industry Serving Publication!



\*Publisher's Own Data, Dec 2008.

\*\*IMS Auditor, Share of Ad Pages up 3%, Jan-Dec 2008.

\*\*\*LM Subscriber Insights Study 2006, Signet Research.

# 2009 Editorial Calendar

	Ad Close	Lawn Care	Maintenance	Design/Build	Irrigation	LM Reports	Product Spotlight	Special Coverage	Bonus Distribution
<b>January</b>	12/12	Plant growth regulators	Zero-radius turn mowers	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	IA Show wrap-up	Tractors	Tracked equipment	2009 Political Outlook	Golf Industry Show, ANLA Mgmt. Forum, PLANET Exec. Forum, New England Grows, California Landscape Industry Show
	12/5	<b>Livescapes Special Section</b>							
<b>February</b>	1/15	Fertilizer Report	Outfront mowers, attachments	Lighting trends, tips; Problem Solver; Project Portfolio; Color Cues	Controllers	Spreaders, sprayers	Trucks	Tax & estate planning	
	1/7	<b>Landscape Design/Build/Installation Special Section</b>							
<b>March</b>	2/11	Fire ants	Stand-up mowers, sulkys	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	Sprinklers, rotors	Herbicides, Fungicides	GPS	H2-B Update & Labor Survey	PLANET Student Career Days
	2/4	<b>Livescapes Special Section</b>							
<b>April</b>	3/11	Application equipment trends	Debris management	Skid steers, attachments; Problem Solver; Project Portfolio; Color Cues	Fertigation	Lighting	Trenchers, backhoes	Top Lawn Care Pests & How to Combat Them	
	3/6	<b>Landscape Design/Build/Installation Special Section</b>							
<b>May</b>	4/8	Combo products	Alternative fuels	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	Drip irrigation	Aerators, dethatchers	Trailers	LM Rankings	Snow & Ice Management Association Show
	4/1	<b>Livescapes Special Section</b>							
	4/1	<b>Snow &amp; Ice Management Guide</b>							
<b>June</b>	5/12	Organics	Mower safety	Pavers, edging, retaining walls; Problem Solver; Project Portfolio	Drought issues	Compact equipment skid steers	Utility vehicles	Trucks/fleet management	PLANET Legislative Day, Renewal & Remembrance
	5/7	<b>State of the Industry/LM Top 150 Special Supplement</b>							
	5/7	<b>Landscape Design/Build/Installation Special Section</b>							
<b>July</b>	6/9	Seeding and turf repairs	Handheld trends	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	Technology innovations; IA's Smart Irrigation Month	Handhelds	Pruning equipment	Tree care	
	6/2	<b>Livescapes Special Section</b>							
<b>August</b>	7/8	Aeration	Fuel-saving tips, technologies, techniques for mowers, handhelds	Water features; Problem Solver; Project Portfolio; Color Cues	WaterWise 2009	Walk-behind mowers	Irrigation pumps	Digital marketing	
	7/1	<b>Landscape Design/Build/Installation Special Section</b>							
	7/1	<b>2009 Seed Guide</b>							
	7/1	<b>Snow &amp; Ice Management Guide</b>							
<b>September</b>	8/11	Fall fertilization	Tree care, protection	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	Commercial sales trends, tips	Irrigation controllers	Blowers, vacuums	WaterWise 2009 – Part 1	
	8/4	<b>Livescapes Special Section</b>							
<b>October</b>	9/9	<b>2010 Business Planner</b>						WaterWise 2009 – Part 2; Turfgrass Fertility Report – Part 1	GIE+ Expo/IA Show
	9/8	<b>Landscape Design/Build/Installation Special Section</b>							
<b>November</b>	10/14	Regional obstacles, opportunities	Mower engine innovations	D/B Snapshot; Project Portfolio; Problem Solver; Award Winning Landscapes	Residential sales trends, tips	Trenchers	Chain saws, stump grinders	WaterWise 2009 – Part 3; Turfgrass Fertility Report – Part 2; My Biggest Mistake	Ohio Turfgrass Foundation
	10/7	<b>Livescapes Special Section</b>							
<b>December</b>	11/17	<b>Add-On Biz special section: Tap new revenue streams in 2010</b>							
	11/4	<b>Landscape Design/Build/Installation Special Section</b>							

# 2009 Print Advertising Rates

## Display Ads

Spread	\$11,835
Full Page	6,288
1/2 Page	3,458
1/3 Page	2,386
1/4 Page	1,886

All rates net unless otherwise specified.  
 Premium positions add 20% (backcover), 15% (cover 2 & 3); 10% other preferred positions.

## Print/Web Classified Ad

B&W	\$211
4-Color	268

Rates per Column Inch (1 Column = 2-1/8")  
 Minimum 1"; Per Word \$2; Minimum Charge \$43; Blind Box Number \$38

- Publication Trim Size:** 7-3/4" x 10-1/2"
- Column Width:** Page is three columns wide, column is 2.139" or 12p10 wide.
- Printing Method:** Web Offset
- Binding Method:** Perfect
- Preferred Material:** Digital Files (See Digital Guidelines)
- Line Screens:** All ads 150 line screen recommended.
- Color Proofs:** SWOP certified proof is required.
- Rotation Of Colors:** Black, Cyan, Magenta, Yellow

## Mechanical Requirements

SPACE UNIT	DIMENSIONS
Spread (full bleed)	16" x 10-1/2"
Full Page	7" x 9-3/4"
Single page (full bleed)	8" x 10-3/4"
2/3 Page	4-3/8" x 9-3/4"
1/2 Page, island	4-3/8" x 7-1/8"
1/2 Page, vertical	3-1/4" x 9-3/4"
1/2 Page horizontal	6-3/4" x 4-5/8"
1/3 Page, square	4-3/8" x 4-5/8"
1/3 Page, vertical	2-1/16" x 9-3/4"
1/4 Page, square	3-1/4" x 4-5/8"
1/6 Page, vertical	2-1/8" x 4-5/8"
1/6 Page, horizontal	4-3/8" x 2-1/4"

## BLEED OR OVERSIZE

Single page (full bleed)	8" x 10-3/4"
Spread (full bleed)	16" x 10-1/2"
Trim size	7-3/4" x 10-1/2"

No extra charge for bleed or oversize

## Mailing Instructions

### General and Reproduction Materials

Contacts, insertion orders, correspondence, proofs, copy and reproduction materials should be send to:

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