



# Pitchcare Magazine - Rates and Data 2012

## About us

The Pitchcare magazine is the leading industry hard copy publication from the respected team at [Pitchcare.com](http://Pitchcare.com).

Published bi-monthly, it is packed with features from some of the world's most experienced turfcare professionals, we get the lowdown on all the latest news, views and issues affecting the sport and amenity turf management industry today. Technical information, legislation, working practices and facilities management are featured in every issue.

## Publication dates

Approximate copy and publication dates are as follows:

**December/January:** Copy deadline end of November for publication end of December

**February/March:** Copy deadline end of January for publication end of February

**April/May:** Copy deadline end of March for publication end of April

**June/July:** Copy deadline end of May for publication end of June

**August/September:** Copy deadline end of July for publication end of August

**October/November:** Copy deadline end of September for publication end of October

## Informed editorial

Our team of highly qualified staff writers include some of the leading groundsmen, greenkeepers, agronomists and technical experts in the turfcare industry.

In addition, greenkeepers and groundsmen at all levels provide us with hands-on experience of their facilities.

Careers advice is provided by the highly respected consultant, Frank Newberry.

Pitchcare magazine is not filled with press releases, exhibition previews and reviews, preferring instead to offer informed editorial that greenkeepers and groundsmen want to read.

We offer a voice to turfcare professionals at all levels, from the volunteer groundsmen doing sterling work at bowls and cricket clubs to the lads and lasses looking after the UK's top sporting venues.

A number of our features have sparked intense debate about working practices and this, we believe, is healthy for the industry. Our aim is to give our readers a vibrant, current and challenging publication that benefits the whole turfcare industry.

## Circulation

Pitchcare magazine is sent to a controlled circulation of 7,000. It is also available to online subscribers in PDF format.

**2945 - Golf** - Head Greenkeepers, Course Managers

**1242 - Winter Sports** - Head Groundsmen involved with football and both codes of rugby

**1047 - Cricket** - Head Groundsmen at all the county grounds, premier clubs, leading town sides etc.

**658 - Educational Establishments** - Grounds Managers, Head Groundsmen at schools, universities and colleges

**384 - Local Authorities** - Sports Turf Managers, Landscape Managers, Park Superintendents

**317 - Other** - Bowls, Tennis, Croquet, Polo, Horse Racing, Stately Homes etc.

**456 - Key Industry Personnel** - Sports Turf Contractors, Agronomists, Lecturers, Company Representatives etc.

**250-300** - Office copies (including printers 'overs') for distribution at seminars, training courses, events

Additional copies are distributed at industry exhibitions, open days and road shows. Please ask if require extra copies for distribution at your event.

**Readership** - The estimated readership is 21,000.

Golf • Football • Rugby • Cricket • Bowls • Tennis • Stadium management  
 Pests and Diseases • Environmental projects • Technical issues • Training and Education  
 Legislation updates • Synthetic surfaces • The volunteer sector • People profiles  
**PITCHCARE - SERVING THE TURFCARE INDUSTRY**



## Best value

We understand that the position of your advertisement is of paramount importance for maximum impact. Where possible, advertisements will be placed within the relevant sector of the magazine. So, for example, you will never see an advertisement for cricket covers in the golf sector or greens irons in a feature on football!

Special positions or sizes are available on request.

Whilst we do not carry articles that are purely PR, we are happy to work with our clients to provide technical articles and general feature articles. These include contact details at the end of articles.

In addition, we will use product shots within articles to support our clients' advertising campaigns and, in addition, new product developments are featured in the magazine.

Our classified advertisers benefit from having technical articles within the section. This, we believe, increases the impact of these advertisements by keeping the reader on the page for a longer period. This sector of the magazine is intended to be a directory of suppliers for turfcare professionals, and the 'sensible' rates reflect this.

## Added value

Magazine advertisers also benefit from having hyperlinks on the online version of the magazine, which is available to our PDF subscribers. In addition, once an issue is published, the previous issue is made available to all of Pitchcare's 42,000 plus members free of charge. No other magazine provides such an extensive potential readership.

## Features

We do not provide a forward features list as, with an average of thirty-five articles in each issue, it simply would not be possible. Every issue includes features on the work of greenkeepers and groundsmen across all sports and amenity disciplines, plus technical articles, general interest features, training and legislation updates, latest product developments, company profiles and a bit of humour.

DISPLAY			
Colour Display	Single	Series of 3	Series of 6
Quarter Page	£475	£425	£375
Quarter Page (strip)	£500	£465	£425
Third Page	£575	£550	£525
Half Page	£675	£615	£515
Junior Page	£700	£645	£545
Full Page	£1200	£1000	£850
Half DPS	£1200	£1000	£850
Full DPS	£2100	£1900	£1600

  

CLASSIFIED			
Colour			
Single Column cm	£10	Series discounts offered	
Double Column cm	£20	Series discounts offered	

Maximum ad size - Eighth Page (6cm x 2 column)

  

BOXED LINE ENTRY	
Full name, address and contact details, email and web addresses plus brief description of services provided.	
Under relevant category heading = £150 per annum	
Additional category headings = £50 per annum	

  

RECRUITMENT	
Eighth Page	£240
Quarter Page	£475
Half Page	£675

  

OTHERS	
Loose Inserts (max 50gsm)	£1200
Inserts printed with magazine	POA
Other sizes and weights	POA

**Agency Commission: 10%**

All rates are subject to VAT at the standard rate.

  

MAGAZINE & WEBSITE	
Packages are available to clients who wish to advertise in both the magazine and on the website.	
Please ask for details.	

MECHANICAL DETAILS	
Bleed Size - Full Page*	305 x 221mm
Bleed Size - DPS:	305 x 428mm
Trim Size:	297 x 213mm
Half Page Horizontal:	133 x 190mm
Half Page Vertical:	272 x 92mm
Junior Page:	194 x 133mm
Third Page:	100 x 190mm
Quarter Page Vertical:	133 x 92mm
Quarter Page Horizontal:	63 x 190mm
Quarter Page Strip:	272 x 50mm
Other sizes:	on request

**Artwork files** - please supply as Print Ready Adobe Acrobat PDF by email to: [peter@pitchcare.com](mailto:peter@pitchcare.com)

\*Pitchcare Magazine is perfect bound. Please allow an extra 3mm bleed on left edge for grip into spine when providing full page copy. Where A4 artwork is supplied a 1% enlargement may be made to allow bleed into spine.

Artwork may also be supplied on CDROM in PDF, EPS or JPEG formats to the following address: **Pitchcare Magazine, 3 Kingsbere Lane, Shaftesbury, Dorset SP7 8RR**



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