

# LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

THE INDUSTRY TRADE MAGAZINE FOR THE COMMERCIAL LANDSCAPE SPECIFIER NATIONWIDE!



## Why a Manufacturer of Outdoor Living Products Should Advertise With LASN . . .



**Reason #1: The Largest Circulation in the Industry:** Landscape Architect and Specifier News (LASN) **MAILS** more than 30,000 issues to the most targeted commercial professionals every month.

**Reason #2: The Only Magazine to Reach Every Registered Landscape Architect:** According to the Association for Audited Media (AAM) LASN is mailed to 19,026 Landscape Architects. That is three times more than the association magazine who only mails to 5,985 landscape architects.

**Reason #3: LASN Reaches the Elite Decision Makers:**

- 80.1% of LASN's readers are Owners, Principals, Partners or Managers.
- 82.2% of LASN's readership has been in practice for 11 years or more.
- 65.7% of those readers have been in practice for more than 20 years!
- 84.6% of LASN's readers are actively involved in Site Design and
- 66.3% are active in Construction Management.

**Reason #4: Not Just Landscape Architects:**

In addition to RLAs, LASN reaches about 10,000 other commercial buyers who can and do purchase **Outdoor Living Products**, including 4,510 Landscape Designers; 4,735 Residential Community Developers; 1,021 Property Managers; 558 Commercial Developers, and 852 Universities/Colleges across the United States.



**Reason #5: Print Media Works - We Put YOUR Brands in THEIR Hands!**

- 80.3% of Landscape Architects say LASN is their #1 print resource for products.
- 80% of LASN's readership say they have purchased or specified products first seen in LASN.

**Reason #6: LASN Readers Work on Outdoor Living Products**

### Projects:

Over the past two years . . .

- 45.51% of LASN readers have worked on a Multifamily development
- 54.49% on a Custom Residential project
- 21.85% on a University or School project
- 25.28% on a Rooftop Landscape
- 21.35% on a Resort Hotel project

**Reason #7: Brand Identity is the Key:**

- 62.48% of Landscape Architects say they have specified or purchased **Outdoor Living Products** by Brand Name over the past two years.
- 48.31% included Decking,
- 37.08% included Cooking Grills and
- 43.82% included Patio Furniture as well.

**Reach this market today.**

*It's time to advertise in LASN!*



\*LASN is mailed to 3X more Licensed Landscape Architects than the Association Publication!