

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

THE INDUSTRY TRADE MAGAZINE FOR THE COMMERCIAL LANDSCAPE SPECIFIER NATIONWIDE!



Why a Manufacturer of Site Furniture Should Advertise With LASN . . . The School & Campus Design Issue is coming up soon!



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 **Site Furniture**, including 3,908 Commercial Developers; 2,261 Cities and Municipalities; 1,021 Property Managers; 703 Amusement Parks, Zoos and Commercial Facilities; 582 Park & Rec Supervisors, 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 Site Furniture Projects:

- 71.72% of LASN's readers are responsible for more than 50 acres of development every year
- 45.83% work on at least 250 acres a year
- 67.95% on Commercial Properties,
- 58.99% on Parks
- 53.80% on Streetscapes
- 27.85% on Universities or Schools

Reason #7: Brand Identity is the Key:

- 66.85% of Landscape Architects say they have specified or purchased **Site Furniture** by Brand Name over the past two years!
- 49.44% included Precast Concrete and
- 43.82% 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!