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LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

Planning for 2020

Get Sales Leads Now!

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starting at \$315⁰⁰/month



We Put *Your* Brands In *Their* Hands

More Than 71%

of Landscape Architects choose LASN as the Best Product Resource
over the nearest competitor.

The Top Ten Most Specified Products by Brand Name are:

- | | |
|--------------------------|-------------------------------|
| #1 - Pavers | #6 - Bike Racks |
| #2 - Site Furnishings | #7 - Concrete Coloring/Stains |
| #3 - Fencing | #8 - Area/Street Lighting |
| #4 - Lighting | #9 - Shade Structures |
| #5 - Playground Elements | #10 - Decking Products |

61.1% of LASN readers work on more than 50 acres
of development every year.

49.7% work on more than 250 acres/yr.

More than **89.8%** say they are actively involved with Site Design.

Less than **40%** of LASN's Readership are members of ASLA.

LASN is #1 in Reach, Readership and Response!



The Top Ten Project Categories

- #1 - Commercial Properties
- #2 - Parks
- #3 - Single Family Residential
- #4 - Local Government
- #5 - Multi-Unit Residential
- #6 - School/University Development
- #7 - Institutional Properties
- #8 - Land Planning
- #9 - Transportation
- #10 - State Government

LASN Readers are Gearing for Growth

- 3.1% Will Grow by more than 50%
- 5.7% Will Grow by 26-50%
- 45.3% Will Grow by 10-25%
- 40.5 % Will stay about the same
- 5.4% Expect Less Work in 2020

**There's still time to get
into the next issue.**

Call Today! 714-979-5276 x122

The Top Ten Most Read Sections

- #1 - Feature Articles
- #2 - Industry News
- #3 - Product Advertising
- #4 - Hardscape Columns
- #5 - Playground Design Column
- #6 - Product Reviews
- #7 - Technology Columns
- #8 - Laws and Legislation News
- #9 - Commentary
- #10 - People News