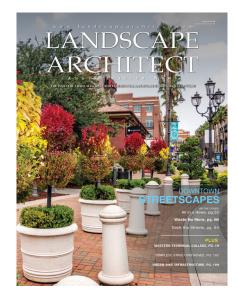


## Planning for 2020

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#### 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.

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#### 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