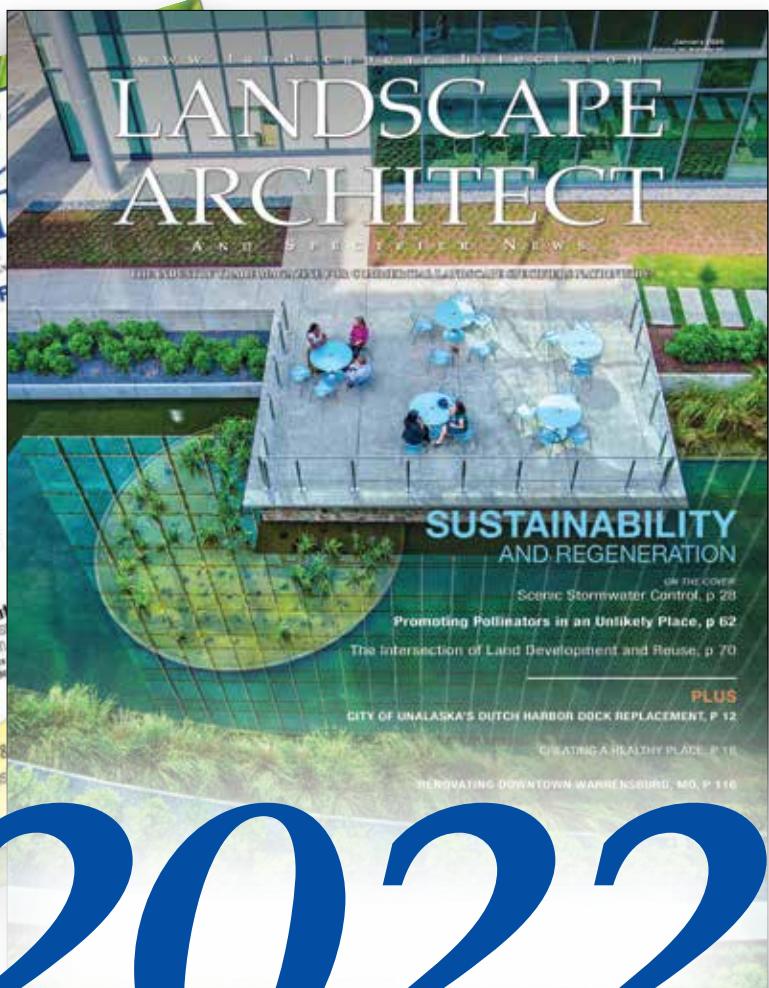


www.landscapearchitect.com

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

Circulation Audited by



2022

82.2% are Owners,
Partners, Principals or Managers*

53.6% Work on
Over 250 acres/yr.*

84.6% are Actively
Involved in Site Design*

**The Industry Trade Magazine and Website
for the Commercial Landscape Specifier *Nationwide!***

* Publisher's own data throughout.

INDUSTRY WEBSITE



LANDSCAPE ARCHITECT.com

2,650,000
Annual Page Views

PRODUCT SEARCH ENGINE



LADETAILS

124,000+
Monthly Page Views

Market your Brand and Sell your Products to nearly every Landscape Architect in the Nation with Landscape Architect and Specifier News.

PRINT

LANDSCAPE ARCHITECT

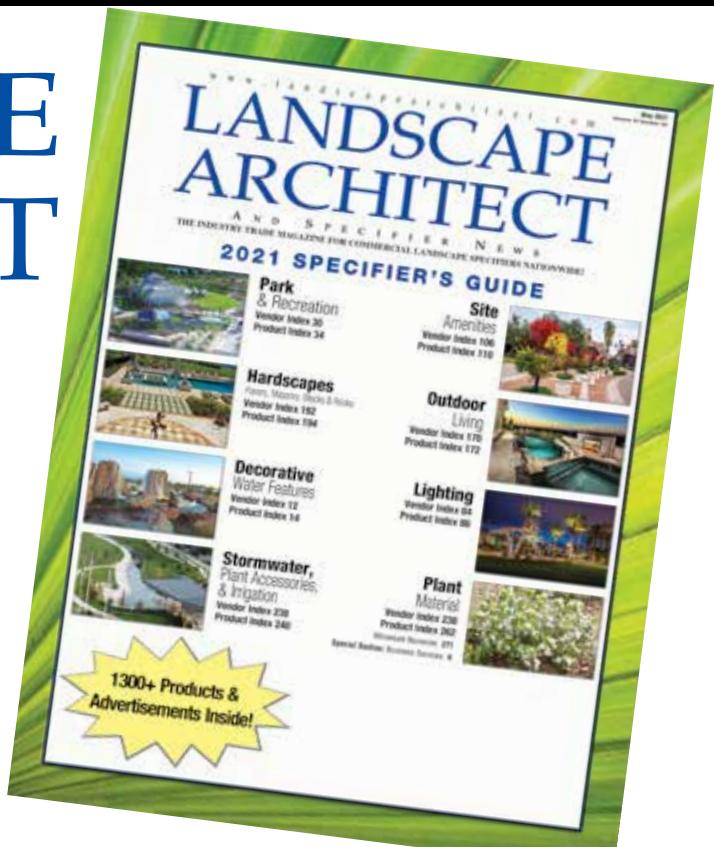
AND SPECIFIER NEWS

30,926^{}**

Landscape Architects
and Specifiers



According to the current AAM circulation audits for both magazines. LASN is mailed to 19,062 Landscape Architects, while **the association publication is only mailed to 5,895 Landscape Architects. LASN mails an average of 30,926 copies every month. The "other guys" only mail 7,707 copies of the magazine every month.



E-NEWSLETTER

LANDSCAPE ARCHITECT **WEEKLY**

48,700+

Emails sent out every Tuesday
with direct access to

LADETAILS



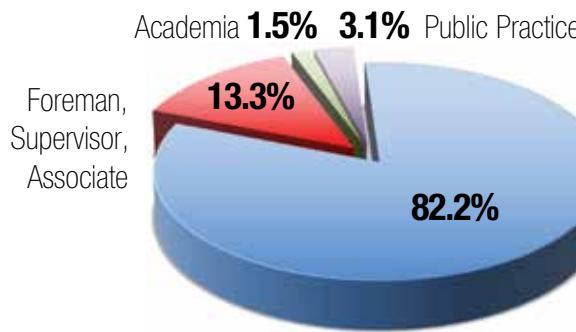
Now is the time to advertise that your business is ready to supply the demand of Landscape Architects and Specifiers for their 2022 projects.

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

Reach the Whole Market

82.2% are Business Owners, Principals, Partners or Managers

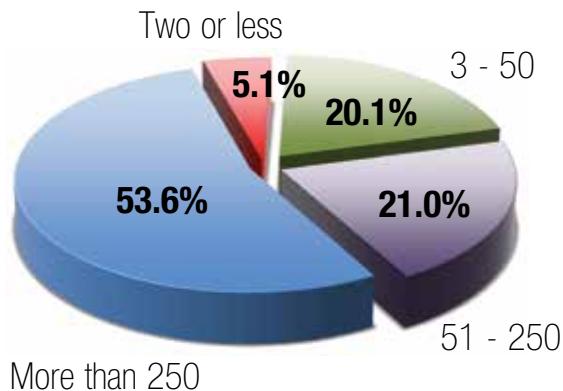


38.5% are licensed in more than one state.

- One State 61.5%
- 2 - 4 States 28.1%
- 5 - 8 States 7.4%
- 9 or more States 3.0%

LASN Readers Work on Big Projects . . .

The total acreage of the projects my firm worked last year was:

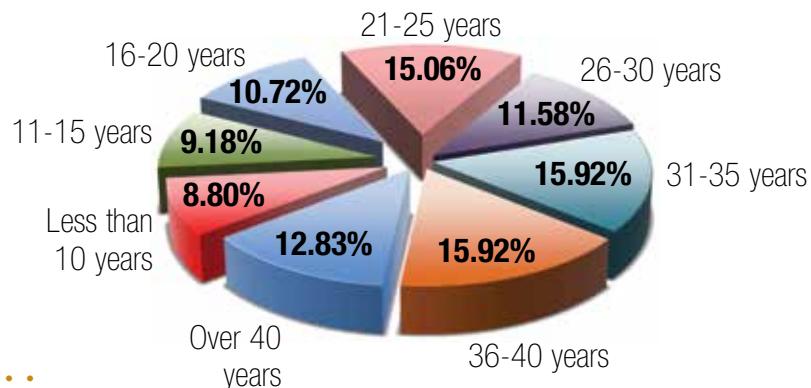


84.6% are actively involved with site design.

- Site Design 84.69%
- Land Planning 62.32%
- Construction Management 67.83%
- Estimating 67.61%
- Office Mgt. / Administration 57.49%
- Sales & Marketing 54.68%

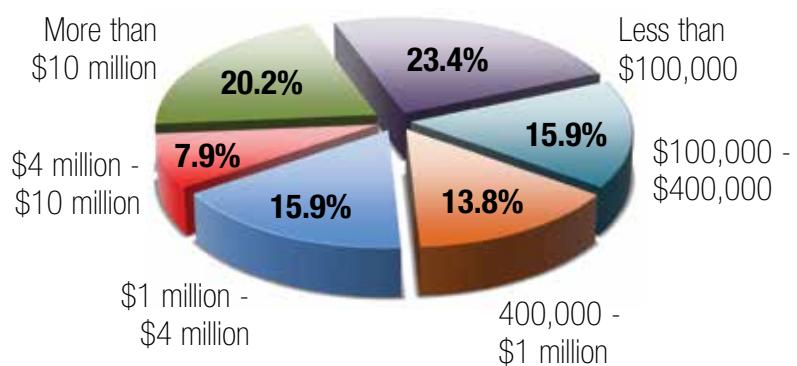
LASN Readers are highly experienced . . .

I have been in practice ____ years:



And Do Lots of Business . . .

The gross annual revenue for my firm is:



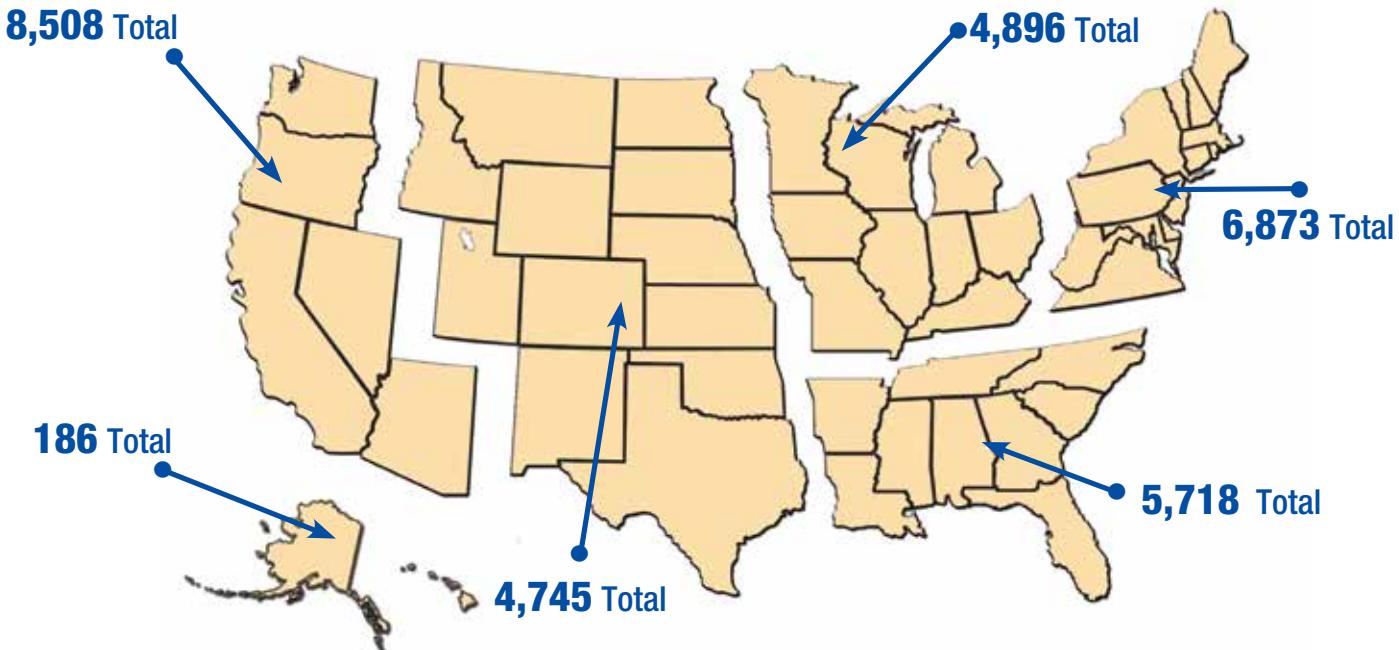
The Industry Trade Magazine for the Commercial Landscape Specifier *Nationwide!*

Demographic Profile

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

Mailed to Virtually Every Licensed Landscape Architect in the Nation!
3 Times More Than the Association Publication**



**According To:



30,926^{}** Total Distribution
4X the print distribution of the association publication

Licensed Landscape Architects**	19,062	Single-Family Residential	16,786	Lighting Design	13,393
American Society of Landscape Architects (ASLA)	5,225	Multifamily Residential	14,694	Hardscape Design	12,281
Land Planning	13,191	Campus Development	12,369	Water Feature Design	10,956
Municipal Work/City Planning	9,485	Universities/Colleges	852	Commercial Development	3,902
American Planning Association (APA)	581	Erosion Control	5,627	Institutional Development	11,739
Park Design	9,693	Transportation Development	4,137	Hotel & Resort Development	3,552
Playground Specification	9,918	DOT/Army Corp of Engineers	901	Commercial Facilities	412
National Recreation & Park Association (NRPA)	420	Suppliers, Distributors, Nurseries, Turf Farms, etc.	16,000	Licensed Architects	1,155
				American Institute of Architects (AIA)	883

Includes virtually every Licensed Landscape Architect in the nation!

82.2% are business owners, principals, partners or managers.

84.6 % are actively involved with site design.

My firm has **specified** or **purchased** the following products by **BRAND NAME** in the past two years:

Area / Street Lighting	60.68%	Fire Elements	15.83%	Railing Systems	44.02%
Aerating Fountains	20.08%	Outdoor Fitness Equipment	30.50%	Restrooms	26.25%
Bike Racks / Storage	58.96%	Gate - Operating Devices	39.00%	Retaining Walls	61.67%
Bridges Boardwalks	25.48%	Gazebos, Pavilions, Shelters	52.40%	Rooftop Paving	18.15%
Charging Stations	23.17%	Green Roof Elements	24.32%	Safety Surfacing	47.31%
Concrete Coloring & Texturing	49.03%	Grills	37.45%	Shade Structures	67.20%
Custom Planting	49.81%	Irrigation Controllers	53.37%	Site Furnishings	66.41%
Decking	44.40%	Landscape Lighting	58.49%	Solar Lighting	19.69%
Decorative Fountains	38.23%	Patio Furniture	40.15%	Solar / Smart Furnishings	10.81%
Drinking Fountains	34.91%	Paving Materials	71.04%	Sports Lighting	21.62%
Dog Related Recreation Area	35.14%	Pergolas	32.05%	Stormwater Products	43.40%
Drainage Equipment	57.14%	Planters	57.53%	Trash Receptacles	55.98%
Edging	54.90%	Play Structures	65.59%	Tree Grates	40.54%
Erosion Control Products	56.76%	Pools and Spa Features	30.89%	Water Oriented Play Equipment	19.31%
Fencing	72.20%	Porous Pavement / Turf Reinforcement	44.79%		
Fertilizer / Soil Amendments	55.60%	Precast Concrete Products	62.03%		



Top 50 Lead Generating Categories



Arbors/Trellises	Flood Lights	Path/Step Lighting
Area/Street Lighting	Gazebos, Pavilions, Shelters	Patio Furniture
Artificial Rock	Green Roof Products	Patio Heaters
Barbeque Grills	Landscape Rock	Paver Designs & Artwork
Brick Pavers	Led Lights	Paver Lights
Bullet Lights	Lighted Bollards	Pergolas
Concrete Coloring	Lighting Controls	Plant Location Websites
Controlled Fertilizer	Lighting Poles	Plants and Shrubs
Deck Lighting	Low-Voltage lighting	Porous Pavement
Decking	Luminaires	Retaining Walls
Drainage Pavers	Manufactured Pavers	Solar Garden/Path Lighting
Edging	Mulch	Stone Pavers
Edging Restraints	Native Plants/Seeds	Transformers
Façade Lighting	Natural Rock Stone	Wholesale Lighting Supplies
Fencing	Outdoor Kitchens	Wholesale Trees
Fire Pits/Rings	Outdoor Pizza Ovens	Wildflower Seed
Fireplaces	Outdoor Showers	

It's All About Branding!

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

The **Top Ten** Project Categories

- #1 - Commercial Projects
- #2 - Parks
- #3 - Streetscapes
- #4 - Single Family Residential
- #5 - Local Government
- #6 - Land Planning
- #7 - Multi-Unit Residential
- #8 - Trails
- #9 - Sports Fields
- #10 - Institutional Properties

The **Top Ten** Most Read Sections

- #1 - Feature Articles
- #2 - New Products
- #3 - Industry News
- #4 - Advertisements
- #5 - Technology Columns
- #6 - Laws and Legislation
- #7 - Hardscape Columns
- #8 - Building Industry and Economic Statistics
- #9 - People News
- #10 - Playground Design

30,926 Distribution**

In Addition to Every Licensed Landscape Architect, LASN also reaches Parks Depts, City Planners, Amusement Parks & Zoos, Resort & Community Developers, & Major Universities*

74.2%

of Landscape Architects choose LASN as their #1 print product reference.*



91.2%

of LASN Readers have been in business for 11 years or more.*

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

Print & Digital
Product Directory

2020 Specifier's Guide | lighting

LA's Choice | LandscapeArchitect.com

www.landscapearchitect.com
800-255-3396
See ad on page 100
Information Request # 9152

www.timberwoodproducts.com
800-255-3396
See ad on page 100
Information Request # 9152

www.happo.com
800-321-4405
See ad on page 109
Information Request # 9302

www.valmontstructures.com
800-321-4405
See ad on page 109
Information Request # 9322

www.valmontstructures.com
800-321-4405
See ad on page 109
Information Request # 9322

94 Landscape Architect and Specifier News

NEW
Hanging
FIXTURES
SERIES

Same Focus Product. New Accents.

FOCUS
INDUSTRIES

Model Shown: SL151032L24COP

93.44%

Say They Use the Specifier's
Guide to Find Products

58.8%

Say Others use their Copy

74.2%

3 out of 4 Landscape
Architects choose
LASN over the
competition as a
Product Resource

Annual Specifier's Guide

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

If you only choose one issue . . .

Advertise in the 2022 Specifiers Guide!

Total Distribution

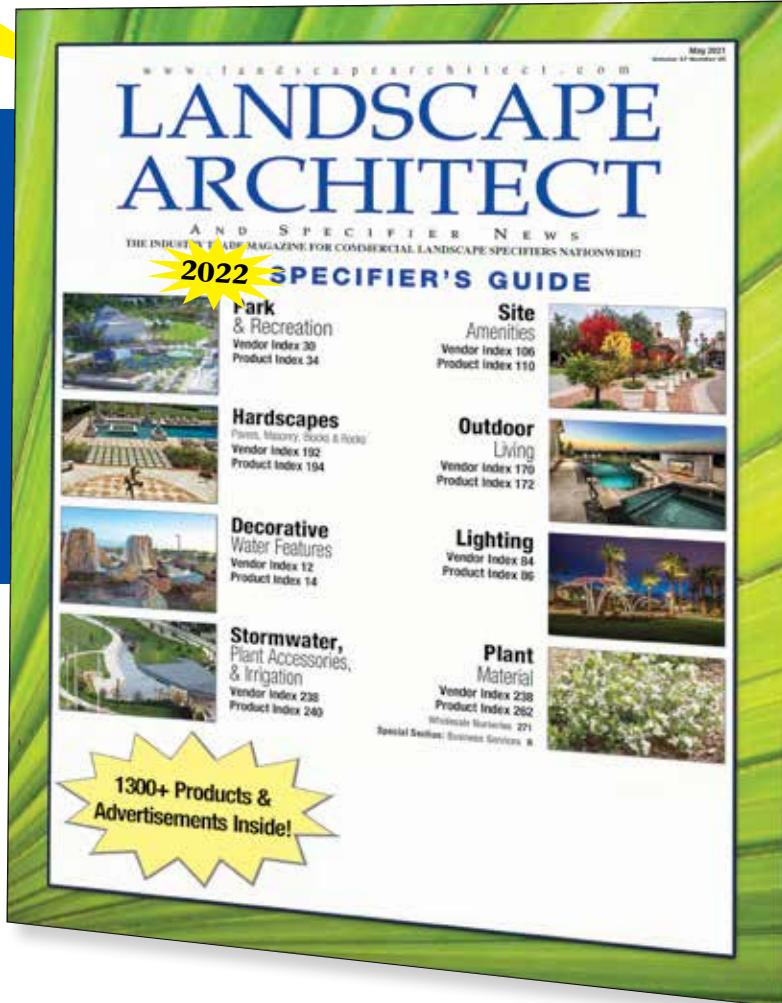
30,926^{}**

Reaching Virtually every RLA in
the nation. 4X the circulation of
the Association Publication

Featuring More Than
1,300 Ads and
Product Images

12 Month Reference

Bonus Distributions at
6 Major Trade Shows

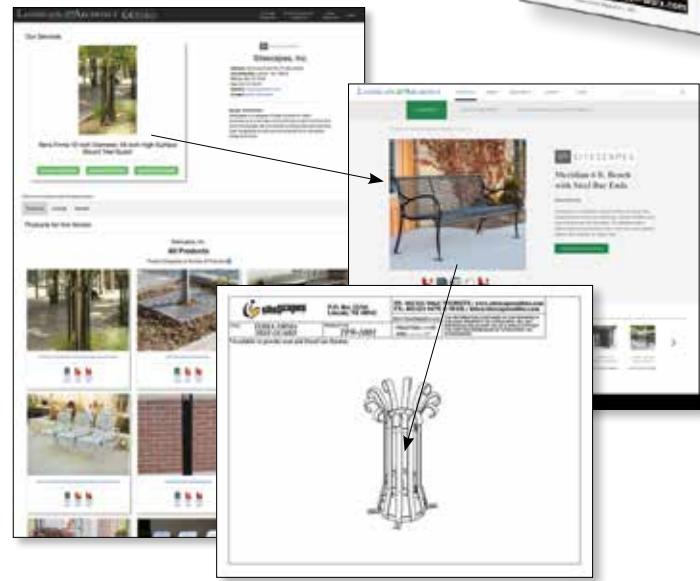


What You Get...

Every Ad Also Gets a Full Lead Generator
Organized by Product Category

- With your Company Name, Product Photo and Description, Website, and Phone Number
- All Product Profiles appear in the Digital Issue with a direct link to Your Website
- All Product Profiles also appear in the LandscapeArchitect Product Search Engine for One Full Year

*Reach Every
Landscape
Architect Every
Month For
One Full Year!*

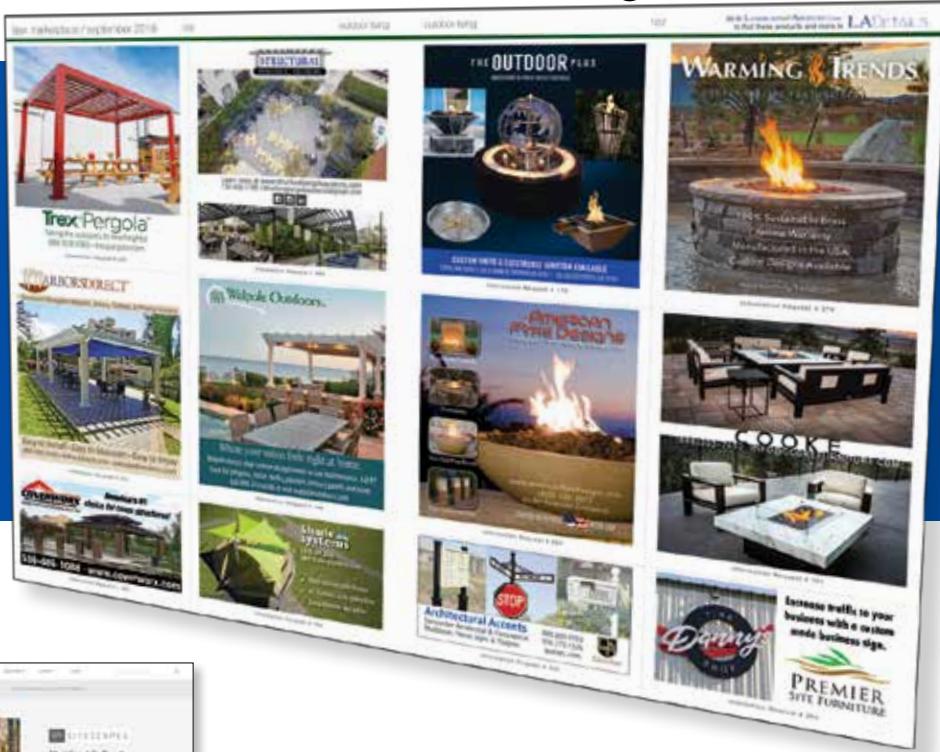


Annual Marketplace Program

Single \$3,995 (Save \$1,345)
w/ 25 LADetails Products

Double \$6,775 (Save \$2,405)
w/ 50 LADetails Products
(rate is split into 3 payments)

The LASN Marketplace Program



Annual Multi-Media Branding & Lead Generation Program

PRINT

- Full color ad in 12 monthly issues
- Lead Generation, Email Capture, Branding & Trade Show Exposure
- Full color Product Profile in the Annual Specifiers Guide
- Additional Product Releases in the most topical issue(s).

DIGITAL

- Corporate Microsite with up to 50 Product Profiles in the LADetails Search Engine
- Banner ad for 3 months in your primary LADetails Product Search Category
- Generates sales leads in 25 different ways

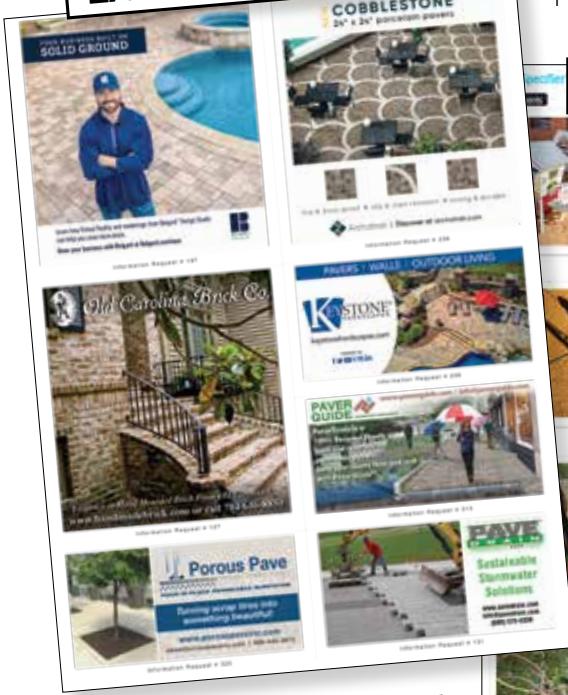
A Full 12 Months of Print & Digital Advertising

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

A N D S P E C I F I E R N E W S

LASN Marketplace

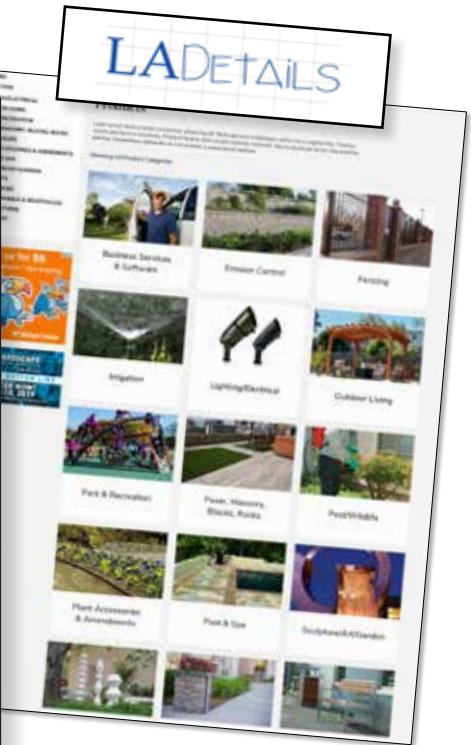


A full year of full color ads
in your specific product
section of the print & digital
magazine.

Specifiers Guide



LA DETAILS



Load your products in
LADetails with a
dedicated microsite.

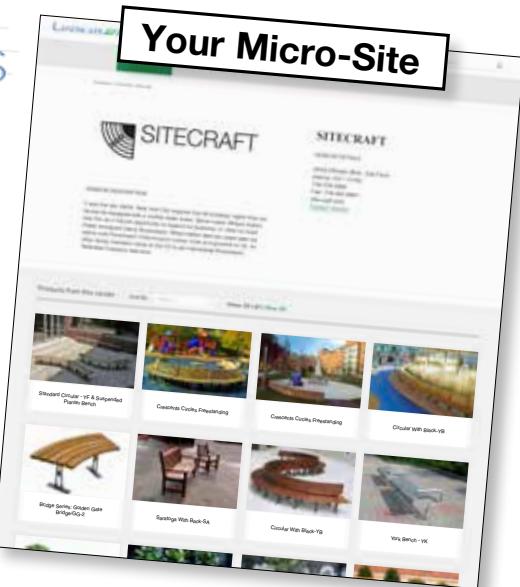
Product Releases



Scheduled Product Release(s)

in the most
topical issue(s)

Your Micro-Site



LANDSCAPE ARCHITECT

AND SPECIFIER NEWS



4 Lead Generating Categories Per Ad

Leads From LASN are like Gold

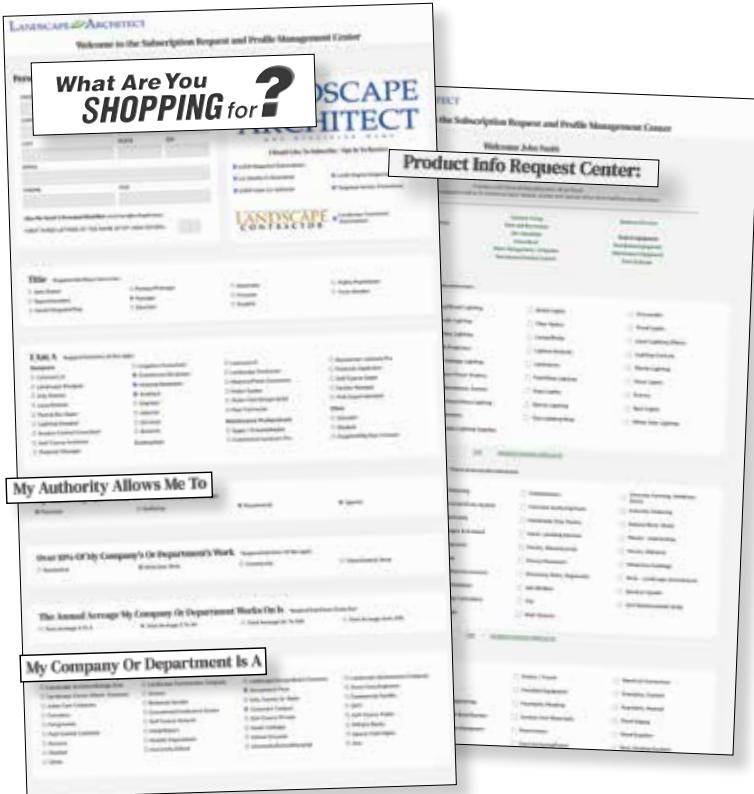
You Get Leads From
Your Ad

Phone Number

Website

Product Request
Number

It takes **TIME** and **INTENT**
to request product info from
LASN advertisers, bringing
qualified, motivated prospects
to your doorstep...**DAILY!**



You Get Leads From
The Response Card

You Get Leads From
Online Subscriptions

Get Leads From Actively Shopping Landscape Architects LADetails Digital Advertising is Included with all Print Media Programs

PRODUCT SEARCH ENGINE

for Landscape Architects

and Specifiers...

NATIONWIDE!

- LADetails has seen **500% growth** since its launch 15 months ago.
- More than 13,000 searchable products and 500 vendors.
- 120,000 Product Views a month in 2022 and growing!
- All print programs include an active vendor microsite with products. Every time a shopping professional downloads a CAD file, spec sheet or other media for your product; you will be notified and receive that persons demographics/contact info.

Generating **1,400,000+** page views a year from shopping professionals



Access **Your** Leads **24/7/365** at the
LandscapeArchitect Vendor Center

*Leads are processed daily, Monday-Friday except Holidays

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

2022 Editorial Calendar

Month	Cover Theme	Bonus Distribution	Product Focus
JANUARY	LIGHTING How a landscape architecture design looks at night is not only about safety, but also aesthetics and energy savings. Use of decorative poles, shielded luminaires, uplighting, downlighting, spot, façade, path and step lighting fixtures and bollard lighting are just some of the options to enhance a site's night environment.		<i>Lighting Products</i>
FEBRUARY	CUSTOM RESIDENTIAL Approximately 70 percent of landscape architects do residential design work. LASN will showcase how landscape architects enhance residential properties with landscape design and outdoor-living elements.	FenceTech	<i>Outdoor Living & Entertainment</i>
MARCH	PARKS By maximizing use of limited green space and providing play areas for children, landscape architects continue to foster Olmsted's idea that "every community should have a park at its heart."		<i>Site Amenities</i>
APRIL	HARDSCAPES Hardscape materials and designs can give a residence, a town plaza, a streetscape or a campus a special identity, as well as offer stormwater management.		<i>Hardscape Elements</i>
MAY	Annual Specifier's Guide		
JUNE	SCHOOL & CAMPUS DESIGN (SPECIAL SECTION: AREA LIGHTING) LASN will feature school landscape designs at all levels of education—elementary, middle school, high school and college and university, plus engaging landscapes of corporate campuses.	LightFair International	<i>Play Structures & Safety Surfacing</i>
JULY	RESORT & HOTEL DEVELOPMENT A recent industry report forecast that expenditures on U.S. commercial building construction, which includes resort and hotel development, will increase 4.3% annually through 2023.		<i>Fire & Decorative Water Features</i>
AUGUST	STREETSCAPES (SPECIAL SECTION: ADVERTISER Q&A) Downtown streetscapes are focusing on multimodal and pedestrian-friendly designs, enhancing traffic flow and attracting people to downtown areas to foster economic growth. The designs of landscape architects and the use of site amenities are crucial to their success.	TNL A	<i>Area/Street Lighting</i>
SEPTEMBER	NRPA SHOW ISSUE: PLAYGROUNDS LASN showcases the latest innovative playground designs for schools and parks. Accessible play for children of all abilities continues to grow, as does inventive, thematic design.	NRPA Show Hardscape NA	<i>Landscape Perimeters</i>
OCTOBER	LASN's ASLA SHOW ISSUE/FIRMS OF NORTHERN CALIFORNIA This year our popular annual issue featuring the project work of regional landscape architecture firms focuses on those firms either based in or with offices in and around Northern California.	ASLA Show	<i>Advertiser Corporate Profiles</i>
NOVEMBER	STORMWATER & EROSION CONTROL One of the primary responsibilities of a Landscape Architect is to plan for proper stormwater processing. Whether through diversion, percolation, drainage, retention, filtration, capture or reuse, the methods are many, the technology is developing and opportunities for improvement are boundless. Show the Landscape Architects how your products will help them in this all important facet of land planning and design		<i>Stormwater & Erosion Control</i>
DECEMBER	YEARBOOK / FORECAST 2023 The Yearbook issue is dedicated to the issues, events and activities of the national and state landscape associations in 2022, including ASLA State Chapter reports. LASN also looks at the economic forecast as it relates to the industry. This is an indispensable issue and is perfect to kick off your 2022 promotional campaigns.		<i>Best of the Year</i>

2022 Marketplace & Display Rates

LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

EFFECTIVE 12/1/21

Full-Color Display Rates

Size	1X	6X	12X	18X	24X
2-Page Spread	\$7,345	6,715	6,215	5,645	5,095
Full Page	\$4,275	3,595	3,215	2,945	2,595
Jr. Page	\$3,215	2,650	2,430	2,165	1,965
1/2 page	\$2,345	1,965	1,745	1,615	1,395
1/3 page	\$1,625	1,350	1,225	1,095	995
1/4 page	\$1,245	1,045	925	835	775

Full-Color Marketplace Rates/Net

Size	1X	6X	12X	Annual/Net
Quad Card	\$1,995	1,795	1,395	12,295
Triple Card	\$1,515	1,335	1,015	9,595
Double Card	\$1,105	950	765	6,775
Single Card	\$625	565	445	3,995

Trim Size: 8.375 x 10.875

Size
2-Page Spread (Live Matter 15 3/4 X 9 7/8)
FP (Non-Bleed/Live Matter)

FP Bleed (Live Matter 7 3/8 X 9 7/8)

Jr. Page (Island)

2/3 Vertical

1/2 Horizontal

1/2 Vertical

1/3 Vertical

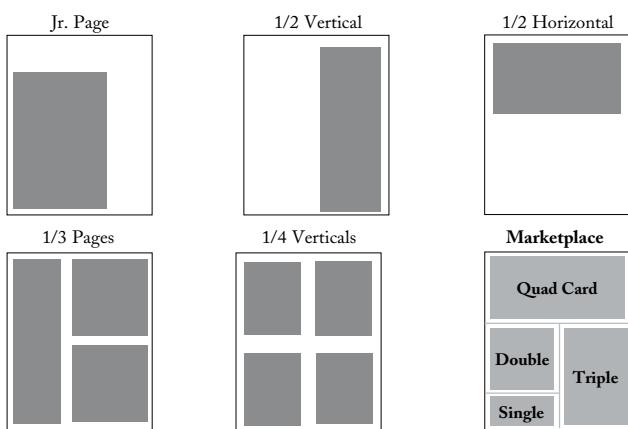
1/3 Square

1/4 Vertical

Wide
17
7.375
8.625
4.75
4.875
7.375
3.5
2.25
4.75
3.5

Tall
11.125
9.875
11.125
7.5
9.625
4.75
9.625
9.265
4.75

Marketplace	3.5	1.75
Single Card	3.5	1.75
Double Card	3.5	3.75
Triple Card	3.5	5.75
Quad Card Horizontal	7-1/4	3.75
Quad Card Vertical	3.5	7.875



Covers/Positions

Available on a first-come first-serve basis

Inserts

Material must be approved by publisher.

Call for quotes: 714-979-5276

Terms & Conditions

Terms: Net 30 days on approved credit. 1.5% per month late charge on any item over 60 days. In the event that collection proceedings are taken, advertiser and agency are responsible for all costs thereof. All orders non-cancelable after closing date. Covers are non-cancelable. Rates are determined by earned frequency. If there are fewer insertions than were contracted, rates will be adjusted to the earned frequency.

Issue & Closing Dates

Published 12 times a year. Each issue mails on or about the 10th of the issue month. Advertising closing date: the 1st of the month preceding publication date. **Art Deadline:** The 2nd Friday of the preceding month. Publisher will accept no cancellations after closing date and reserves the right to run previously run ad material if art deadline is not met. If the deadline will be missed, please call Jeremy Victor at 714-979-5276 (ext. 125).

Mechanical Requirements

Please send all artwork as a flattened pdf file at 300 dpi.

Best Method for Artwork Submissions

Please email your ad artwork to Jeremy Victor at jvictor@landscapearchitect.com.

Materials may also be sent via U.S. mail, U.P.S. or other carrier to:

Landscape Communications, Inc.

Attn: Jeremy Victor, Ad Coordinator

14771 Plaza Drive, Suite A, Tustin, CA 92780

For unusually large file sizes, you can utilize our FTP site:

1.) Using your FTP software, log on to ftp site by entering the following:

Host: landscapeonline.com

User ID: ftpuploads@landscapeonline.com

Password: uploads

2.) In the incoming folder, drop your company named folder into the "Place Ads in this folder Only".

3.) For Mac & PC send data as binary.

Ph: 714-979-5276 (ext. 125) • Fax: 714-434-3862

To avoid a \$75 surcharge, please send your ad according to mechanical requirements.

LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

LASN HAS IT ALL



- **Print Distribution 30,926****
4X the distribution of the association publication**
3X as many Landscape Architects!**
- **74.2% of Landscape Architects** picked LASN as the #1 Print Resource
- 82.2% are Owners, Partners, Principals or Managers
- 53.6% Work on Over 250 acres/yr.
- **84% are Actively Involved in Site Design**
- Weekly Sales Leads Uploaded Daily Accessible 24/7/365
- **LA DETAILS**
Producing 1,400,000+ Annual Page Views
- Bonus Distribution at 6 Major Trade Shows
- **The LASN Specifier's Guide** is used by 93.44% of readership!

**  Alliance for Audited Media

Contact Your Advertising Sales Representative

If Your Company
Name Begins With:

A-L Jim Moorhead - (714) 979-5276 x126 - jmoorhead@landscapearchitect.com
M-Z Clint Phipps - (714) 979-5276 x114 - cphipps@landscapearchitect.com

Sales Representative