



GROUNDSCKEEPING JOURNAL

MEDIA PACK 2027



Connecting Your Brand with the Leaders in Grounds Care

Groundskeeping Journal is the leading publication for professionals in the groundskeeping, landscaping, and sports turf industries. As a trusted resource, we provide in-depth coverage on the latest trends, best practices, and innovations in the field. Our readers include decision-makers, facility managers, and industry experts who rely on us to stay informed and inspired.

By advertising in Groundskeeping Journal, you'll reach a highly targeted audience of professionals who are actively seeking products, services, and solutions to enhance their operations. With our expansive reach and respected editorial content, your brand will be positioned as a leader in the industry, driving brand awareness and generating valuable leads. Don't miss the opportunity to connect with the key players in the groundskeeping sector—partner with Groundskeeping Journal today.

Working in Partnership with



Trade Show Media Partners



About Groundskeeping Journal

Groundskeeping Journal is the premier publication dedicated to professionals in the groundskeeping, landscaping, and sports turf industries. Our magazine is the go-to resource for those who manage, maintain, and improve outdoor spaces, from sports fields and parks to private estates and commercial properties. With a commitment to delivering high-quality content, we cover the latest industry trends, product innovations, and best practices, ensuring our readers stay at the forefront of their field.

Our Audience

Our readership currently stands at just over 37,500 subscribers, which includes a diverse range of industry professionals:

- **Groundskeepers & Facility Managers:** Decision-makers responsible for the upkeep and management of sports fields, parks, and large outdoor areas.
- **Landscapers & Garden Designers:** Experts in creating and maintaining aesthetically pleasing and functional outdoor environments.
- **Sports Turf Managers:** Specialists focused on the maintenance and care of sports surfaces, ensuring top performance and safety.
- **Local Authorities & Public Sector:** Professionals involved in the planning, development, and maintenance of public spaces.

With an engaged readership, Groundskeeping Journal offers advertisers direct access to key industry players who are actively seeking solutions to enhance their operations.

Groundsmen/Women	56.3%
Greenskeepers	21.04%
Local Authorities	10.7%
Estate Managers	6.2%
Universities, Colleges & Schools	3.1%
Leisure Organisations	2.3%

Why Advertise with Us?

Targeted Reach

Advertising in Groundskeeping Journal connects you with a highly targeted audience of professionals who rely on our publication to stay informed about the latest products, services, and industry developments. Your brand will be seen by the very people who make purchasing decisions in the groundskeeping and landscaping sectors.

Industry Authority

Our magazine is trusted and respected within the industry, offering authoritative content that readers value. Associating your brand with Groundskeeping Journal enhances your reputation as a leader in the field.

Multi-Channel Exposure

In addition to our print publication, Groundskeeping Journal offers a robust online presence, including a website and social media platforms, providing multiple channels for your brand to engage with our audience.

Event Partnerships

We have established long-standing media partnerships with key industry events, such as SALTEX and GroundsFest, ensuring your brand gains additional exposure at these influential trade shows and exhibitions.

Sections

Each bi-monthly issue of Groundskeeping Journal provides essential information and the latest news for professionals across the groundskeeping industry. Alongside our regular features, we welcome submitted content that aligns with the categories listed below:

- Aeration, Irrigation & Drainage,
- Artificial Surfaces,
- Greenskeeping,
- Latest News
- Pitch and Line Markers,
- Specialist Mowers,
- Sports Ground Equipment,
- Sports Pitches.
- Sprayers & Spraying,
- Top Dressing,
- Tools, Plant & Equipment,
- Tractors,
- Turf Management,
- Weed Control

Bi-Monthly Main Features

January – February

Artificial Surfaces
Aeration, Irrigation & Drainage
Specialist Mowers

March – April

Top Dressing
Weed Control
Greenkeeping

May-June

Sports Ground Equipment
Sports Pitches
Pitch and Line Markers

July-August

Aeration, Irrigation & Drainage
Greenkeeping
Specialist Mowers

September-October

Turf Management
Sports Pitches
Show Previews

November-December

Sprayers & Spraying
Pitch & Line Markers
Top Dressing

Advertising Opportunities



Print Advertising

Full Page Ad: Maximize impact with a full-page advertisement.

Half Page Ad: Gain visibility with a strategically placed half-page ad.

Quarter Page Ad: Perfect for budget-conscious advertisers who still want to make an impression.

Product Showcases: Reach a targeted audience with a product showcase listing.

Digital Advertising

Website Banners: Feature your brand on our high-traffic website with various banner ad options.

Sponsored Content: Position your company as an industry thought leader with sponsored articles or advertorials.

Newsletter Sponsorship: Promote your brand directly to our subscribers with a newsletter sponsorship.

Event Sponsorships

Event Partnerships: Increase your visibility at major industry events through exclusive sponsorship packages.

Exhibitor Features: Highlight your participation in industry events within our event-focused content.

“Advertise with Groundskeeping Journal to reach the key decision-makers and influencers in the groundskeeping industry—your ideal audience for driving brand recognition and growth.”

Rates & Data

Magazine Advertising	Rate	Area	Trim	Bleed
Double Page Spread	£1,750	400mm x 277mm	420mm x 297mm	426mm x 303mm
Outside Back	£1,600	190mm x 277mm	210mm x 297mm	216mm x 303mm
Inside Front	£1,800	190mm x 277mm	210mm x 297mm	216mm x 303mm
A4 Page	£950	190mm x 277mm	210mm x 297mm	216mm x 303mm
Half Page	£675	180mm x 132mm		
Quarter Page	£450	88mm x 132mm		

Adverts:

Pre made adverts at any of the above sizes can be supplied in any of the industry standard formats (PDF, TIFF, JPG, INDD) at 300dpi.

Product Showcase / Edit - £295 / £175:

Copy to be supplied in the form of a hi-resolution colour image, along with 80 - 100 words of text. Product showcases include full company contact details

Website Banner - £650:

A web ready image file (JPG / PNG / BMP) or animated GIF. 160 x 75 pixels further banner space can be purchased and combined.

eNewsletter Entry - £295:

Images can be supplied in any of the standard formats along with text in a word document or similar file type.

Dedicated Email Campaign - £1,495:

Our email campaigns for Groundskeeping Journal offer targeted exposure to a highly engaged audience of groundskeeping professionals. With tailored content and strategic placements, your ads will reach key decision-makers and industry influencers directly in their inboxes, ensuring maximum visibility and impact for your brand.

Don't have your own design team?

No worries, Groundskeeping Journal offer their own qualified design skills at no extra cost.



View Online At



Social Media



www.x.com/gkj_mag



www.facebook.com/gkjmagazine



www.instagram.com/gkj_mag



www.linkedin.com/showcase/gkjmag

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