

MEDIA INFORMATION 2019

turfatters.co.uk



TURF MATTERS

In Print. Online. Social.

WHO WE ARE



Turf Matters Magazine

With its unique blend of high quality articles and professional design Turf Matters is the magazine which is a “must read” for turf professionals in every sector of the industry.

A copy is mailed to turf professionals in golf, football, rugby, cricket, bowls, horse racing and tennis as well as every UK university, the top 500 independent schools and all of the UK’s major metropolitan borough and county councils.

It means that the magazine is received and, more importantly, read by the customers and potential customers of many of the companies which operate within the industry.

Website

Turf Matters is more than just a magazine. Our online content goes beyond our printed format. turf-matters.co.uk is home to everything in the current issue; an archive of all our previous issues, the latest news and events and our job site – Turf Recruit, along with exclusive video content and features.

We receive over 15,000 unique visitors each month to the site with more than 55% of traffic arriving from search engines.

E-Newsletter

Every week Turf Matters provides the must-see news and interviews from across the turfcare and amenity industry. We bring you everything else you need to be entertained while you keep up to date with the entire sector.

Easy to sign up to, Turf Matters’ newsletter has become a popular newsletter in the industry thanks to the quality of its independent content with average open rates of 26%. The newsletter also contains jobs for those looking for their next opportunity in the sector.

Social Media

The Turf Matters social media platforms have quickly become the number one resource for those within the industry looking to engage with other groundsmen, greenkeepers and landscapers. Platforms include Twitter, Facebook, YouTube and Instagram.

With over 360,000 monthly impressions (Number of times users viewed our tweets) on Twitter alone, you can ensure that your message is being seen by all of those involved within professional turfcare.

CIRCULATION

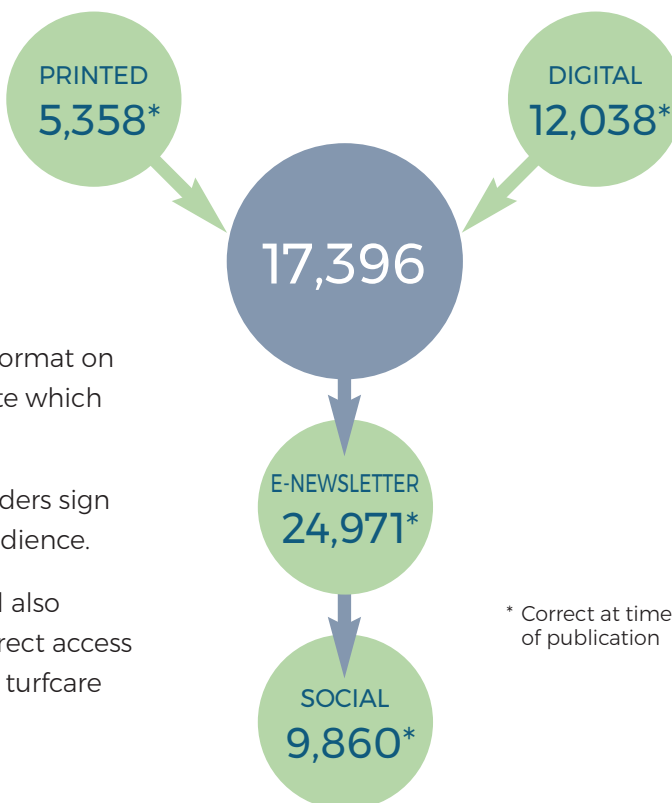
Total Circulation

Our circulation is made up of individuals who make or influence purchasing decisions in the groundscape and amenity industry.

Turf Matters Magazine also goes out attached in digital format on the E-newsletter and sits on the turfatters.co.uk website which receives over 15,000 unique visits per month.

The magazine is 100 per cent requested. Making our readers sign up annually ensures Turf Matters always hits its target audience.

We are also an official media partner of IOG SALTEX, and also support some other major trade exhibitions, giving us direct access to turf professionals with specific interests in purchasing turfcare and amenity products and services.



Readership – Typical Values

100%

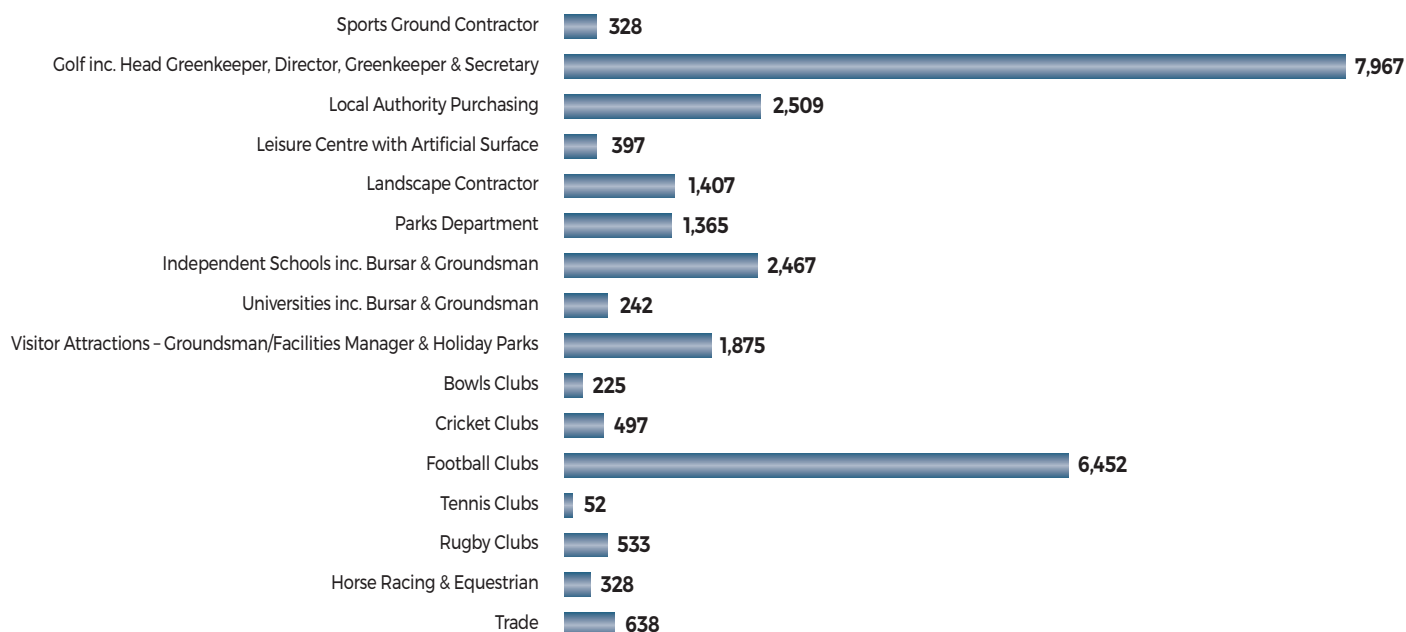
Requested readership

100%

Industry specifiers/purchaser

100%

of registrations are less than a year old. Turf Matters circulation updated on a daily basis.



CONTACTS



Editor

Scott MacCallum

07534 589109

scott@turfatters.co.uk

Design & Production Editor

Tim Moat

07879 666847

tim@turfatters.co.uk

Customer Relations Manager

Sinead Finnin

07841 927500

sinead@turfatters.co.uk

Sales Executive

Marie Anderson

07763 415588

marie@turfatters.co.uk

Turf Matters is published by Straight Down the Middle Communications Limited.

Registered Office: Greenside, Cruach, Bowmore, Islay PA43 7JQ.

turfatters.co.uk