

# THE ONLINE MEDIA SERVICE FOR YOUR INDUSTRY

# Growtrade.ie

NEWS ■ INSIGHT ■ ANALYSIS



Your direct route to buyers and specifiers  
in professional landscaping, sportsturf,  
amenity horticulture and retail.

FROM THE ORGANISERS OF

**glas**  
Garden Landscape  
Amenity Sportsturf

# www.growtrade.ie



## IRELAND'S ONLINE MAGAZINE AND E-MAIL NEWSLETTER FOR TRADE PROFESSIONALS

Eamonn Maguire, Business Development Manager



News and product reports are published exclusively online for **MOBILE, TABLET and DESKTOP**

Trade website - professional information resource portal - key news and product source.

The voice of Growers, Landscapers, Retail Garden Centre operators, Amenity & Sportsturf professionals

From the team behind:

- ▷ The Irish Garden magazine
- ▷ [www.garden.ie](http://www.garden.ie)
- ▷ GLAS annual trade show

Ireland's horticulture and sportsturf industries have their own dedicated media service: an online magazine and newsletter available FREE at [www.growtrade.ie](http://www.growtrade.ie)

Growtrade.ie is brought to you by Mediateam, the organisers of the successful annual **GLAS** trade show, and publisher of best-selling magazine **The Irish Garden** and **Garden.ie**, Ireland's largest consumer gardening website.

Through these consumer and trade connections, we have built strong business relationships with many Irish and international companies and organisations in the trade.

Let us carry your message to your customers and peer group. We want to tell them about your products and services so they can make better-informed purchasing decisions.

Your trade website is focused into four channels, reflecting content areas of interest to trade professionals:

Retail	Horticulture	Landscape	Sports & Parks
<ul style="list-style-type: none"> <li>▷ Products for resale through garden centres</li> <li>▷ Decor</li> <li>▷ Shopfittings</li> <li>▷ Lighting</li> <li>▷ Design</li> </ul>	<ul style="list-style-type: none"> <li>▷ Plants</li> <li>▷ Growers</li> <li>▷ Nurseries</li> <li>▷ Technology</li> <li>▷ Innovations</li> <li>▷ Media</li> <li>▷ Accessories</li> <li>▷ Systems</li> <li>▷ Machinery</li> </ul>	<ul style="list-style-type: none"> <li>▷ Design</li> <li>▷ Hard Landscaping Products</li> <li>▷ Implementation and construction</li> <li>▷ GLDA News</li> </ul>	<ul style="list-style-type: none"> <li>▷ Playing pitches</li> <li>▷ golf courses</li> <li>▷ grounds maintenance</li> <li>▷ arboriculture</li> <li>▷ machinery</li> </ul>

Talk to us today about how to deliver your sales message to this qualified, valuable and hard-to-reach audience.





## OPTIMISED FOR DELIVERY ON MOBILE, TABLET, LAPTOP AND PC

[www.growtrade.ie](http://www.growtrade.ie) is designed from the ground up to deliver the best digital reading experience on any device: mobile, tablet, laptop or desktop PC.

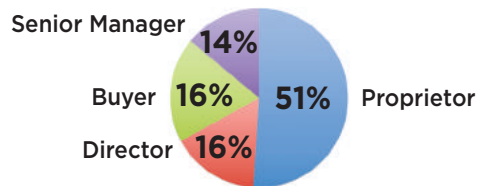
Readers can browse latest news and reports anytime they visit the site, joining the conversation with comments and sharable content.

Editorial content in the site is also delivered directly to e-mail inboxes: **Growtrade Update** reaches a unique opt-in combined reader list drawn from GLAS attendance lists, industry associations and other professional sources.

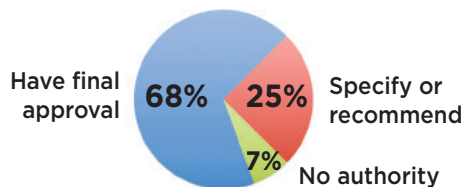
### Our readers work in these key market sectors:

- Retail Garden Centres
- Public parks and gardens
- Golf courses
- Forests and woodlands
- Nurseries
- Education and training
- Hard landscaping, design and construction
- Commercial and private grounds maintenance
- GAA, rugby, soccer and other sports pitches
- Horticulture-related businesses

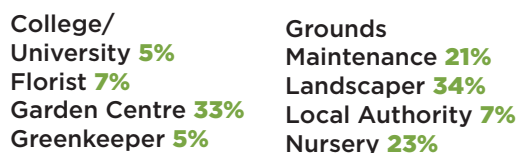
### They are senior level...



### They decide on spending...



### They span multiple professions...



Peter Stears,  
Editor



Growtrade.ie is the online resource for all professionals in the garden, landscape, amenity and sports & parks industry.

We reach out with relevant and timely information, news and products through a website and newsletter that touches the entire trade.

Peter Stears,  
Editor



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