

**MEDIAPACK**

**Your direct route  
to buyers and  
decision makers  
in professional  
landscaping,  
sportsturf,  
amenity  
horticulture  
and retail**

**Growtrade**.ie  
NEWS | INSIGHT | ANALYSIS



**THE ONLINE MEDIA SERVICE FOR YOUR INDUSTRY**

FROM THE TEAM BEHIND

**The Irish  
Garden**

IRELAND'S GARDENING COMMUNITY  
**Garden**.ie

**glas**  
Garden Landscape  
Amenity Sportsturf

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

Through our long established consumer and trade horticulture media brands, we have built **strong business relationships** with many Irish and international companies and organisations in the trade.

Let us get your message in front of **your target audience**. We want to tell them about your products and services so they can make better-informed purchasing decisions.

The website is focused into five channels, reflecting content areas of interest to trade professionals:



### RETAIL

- Products for resale through garden centres
- Decor
- Shopfittings
- Lighting
- Design



### HORTICULTURE

- Plants
- Growers
- Nurseries
- Technology
- Innovations
- Media
- Accessories
- Systems
- Machinery



### LANDSCAPE

- Design
- Hard Landscaping Products
- Implementation and construction
- GLDA News



### SPORTS & PARKS

- Playing pitches
- Golf courses
- Grounds maintenance
- Arboriculture
- Machinery



### CAREERS

- Industry jobs
- Vacancies
- Training
- Upskilling
- Third level education
- Open days

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



**Growtrade.ie is the online resource for professionals in the garden, landscape, amenity, sports & parks industry. We publish relevant and timely information, news and products through a website and newsletter that reaches the entire trade.**

**- PETER STEARS, EDITOR**



# THE VOICE OF GROWERS, LANDSCAPERS, RETAIL GARDEN CENTRE OPERATORS, AMENITY & SPORTSTURF PROFESSIONALS

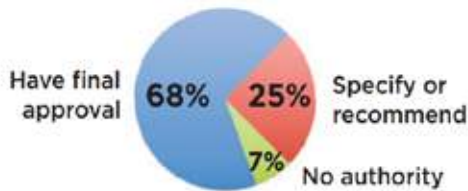
## OUR READERS WORK IN THESE KEY MARKET SECTORS:

- 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 SPAN MULTIPLE PROFESSIONS...

- College/ University **5%**
- Florist **7%**
- Garden Centre **33%**
- Greenkeeper **5%**
- Grounds Maintenance **21%**
- Landscaper **34%**
- Local Authority **7%**
- Nursery **23%**

## THEY ARE SENIOR LEVEL...

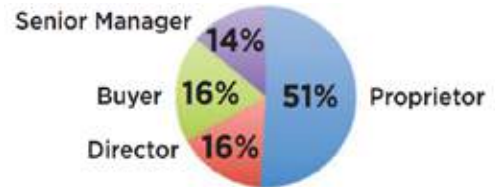


Editorial content on the site is also delivered directly to e-mail inboxes:

**Growtrade Update** reaches a unique opt-in combined reader list drawn from GLAS attendance lists, industry associations and other professional sources.



## THEY DECIDE ON SPENDING...



Growtrade.ie

Brands that we work with



## LEARN MORE ABOUT THIS VALUABLE PROMOTIONAL OPPORTUNITY



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