

**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**

**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.**

**EAMONN MAGUIRE,  
BUSINESS DEVELOPMENT MANAGER**



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

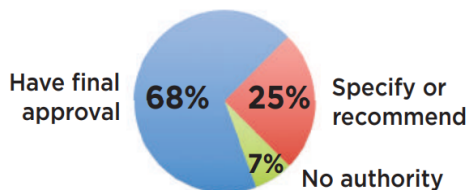
## OUR READERS WORK IN THESE KEY MARKET SECTORS:

- 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 othersports 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...



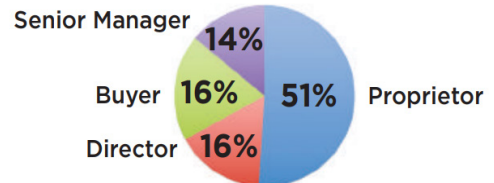
Editorial content in the site is also delivered directly to e-mail inboxes:

### Growtrade

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



## THEY DECIDE ON SPENDING...



## Growtrade.ie Brands that we work with



growtrade.ie

## LEARN MORE ABOUT THIS VALUABLE PROMOTIONAL OPPORTUNITY



### CONTACT

#### EAMONN MAGUIRE



01 294 7765



eamonnmaguire@mediateam.ie

#### PAUL BYRNE



01 294 7711



paul@mediateam.ie

mediateam

Growtrade.ie

glas  
Garden Landscape  
Associative Specialists

Growtrade is published by Mediateam Ltd,  
55 Spruce Avenue, Stillorgan Industrial Estate, Dublin 18, A94 RP22  
Ph (01) 2947765 | [www.mediateam.ie](http://www.mediateam.ie)