



British  
Association  
of Landscape  
Industries

## Media Pack 2011

### *Vision*

*An Association for all landscape professionals that **Supports, Promotes and Inspires** its members to be leaders of an environmentally, ethically, and commercially sustainable landscape industry*





**Now in its 38<sup>th</sup> year and with over 700 members, BALI has been transformed into the leading trade organisation for the landscape industry.**

BALI's aim is to be the Trade Association of choice for the nation's landscape professionals by delivering exceptional business, technical and promotional support for our members .

As the UK's leading landscape trade association BALI can promote your products, goods and services to the key decision makers and buyers in the landscape industry.

**Promotional Opportunities available:**

Landscape News Advertising

Direct Mail outs to the BALI Membership

BALI National Landscape Awards Sponsorship

WorldSkills UK Landscape Gardening Competition Sponsorship



Landscapes designed by BALI members



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## Landscape News



*Landscape News, the official BALI journal is packed with features on a wide range of subjects relevant to the industry.*

52-page magazine produced quarterly, Landscape News has a circulation of 2000 broken down into the following (approximated)

700 copies sent out to BALI members

300 copies sent out to potential BALI Members

150 copies sent out to Local Authority Groups and Architects

200 copies sent to horticulture students

500 copies given out to trade and public at shows

150 copies sent to relevant press organisations and advertising enquiries

Landscape News has openings for 15 pages of adverts available in three sizes:

**1/4, 1/2 and full page**, along with inserts, advertorials and editorial.

### Rates

|                                    | Bali Member              | Non Member |
|------------------------------------|--------------------------|------------|
| <b>Premium Pages:</b>              | £1200                    | £1500      |
| Inside front cover                 |                          |            |
| Facing Contents Page               |                          |            |
| Inside Back Cover                  |                          |            |
| Outside Back Cover                 |                          |            |
| <b>Full Page Advert: A4</b>        | £850                     | £1100      |
| 265x180mm                          |                          |            |
| With Bleed 297x210<br>+ 2mm bleed  |                          |            |
| <b>1/2 Page Advert</b>             | £450                     | £575       |
| Landscape - 130x180mm              |                          |            |
| Portrait - 265x87mm                |                          |            |
| <b>1/4 Page Advert</b>             | £280                     | £375       |
| 130x87mm                           |                          |            |
| <b>Inserts into Landscape News</b> | Price on Application     |            |
| <b>Copy Deadlines</b>              |                          |            |
| <b>Spring</b> 28/01/2011           | <b>Summer</b> 13/05/2011 |            |
| <b>Autumn</b> 29/07/2011           | <b>Winter</b> 18/11/2011 |            |

Please note all prices shown are in GBP and exclude VAT



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## Direct Mail out campaigns

BALI is the leading trade association of the landscape industry and can help your business reach the key decision makers in landscaping and related professions.

BALI can arrange a direct mail out service to all BALI members and a number of significant industry contacts who make up our mailing list.

This can be arranged to suit your marketing timetable.

Collation to 700+ BALI Members

Weight no more than 60g

(If you have an insert weighing more than 60g, please contact BALI.)

**BALI Members** £550    **Non- Member** £850





## Sponsorship Opportunities

BALI has two events throughout the year which have opportunity for sponsorship, The BALI National Landscape Awards and The World Skills UK Landscape Gardening Competition.



### BALI National Landscape Awards 2011

There are 29 Awards covering domestic garden schemes, commercial schemes, hard landscaping, soft landscaping, grounds maintenance, interior projects, lighting, designers, employers and students.

The Grand Award is the most coveted award and is presented to the BALI member company whose winning scheme is considered, above all other award winners, to exemplify landscaping excellence and truly outstanding professionalism.

The BALI National landscape Awards showcases the 'best of the best' of the Landscaping industry – from small domestic to multi million pound contracts, and not forgetting the outstanding achievement of designers, industry employers, interior landscapes, educators and students. This is why the BALI awards are held in such high regard, and are viewed as the awards for the landscaping industry. The 2010 awards received a huge amount of attention from both press and leading industry figures.

The Bali National Landscape Awards have a number of sponsorship opportunities that can be catered for your specific marketing needs.



### WorldSkills UK Landscape Gardening Competition 2011

BALI on behalf of UK Skills, run the WorldSkills UK Landscape Gardening Competition, which is part of a set of over 50 annual skills competitions run across five sectors. The competitions test knowledge and practical application against current industry benchmarks and aim to unlock the potential of the UK's current and future workforce.

- Last year over 5,500 people registered to take part in one of 50 competitions from over 270 colleges and 900 organisations across the UK.
- 37 went on to compete in Landscape Gardening in front of live crowds at Malvern Spring Gardening Show and Gardening Scotland.
- Eight qualified for the National Final at Malvern Autumn Show.

This nationwide competition feeds into an international competition held every two years called WorldSkills which is the largest skill based competition in the World. In 2011, London will host WorldSkills from 5-8<sup>th</sup> October.

Sponsorship opportunities are available to sponsor the UK Competition through BALI. Opportunities include sponsoring materials, competitors, judges and the competition areas.

If you are looking to get your products in front of the domestic, commercial and educational market, this competition offers an excellent solution.

### The British Association of Landscape Industries (BALI)

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