NATIONAL ASSOCIATION OF **LANDSCAPE PROFESSIONALS**

2027 MEDIA GUIDE

















WHY NALP

Reach the People Moving the Landscape Industry Forward

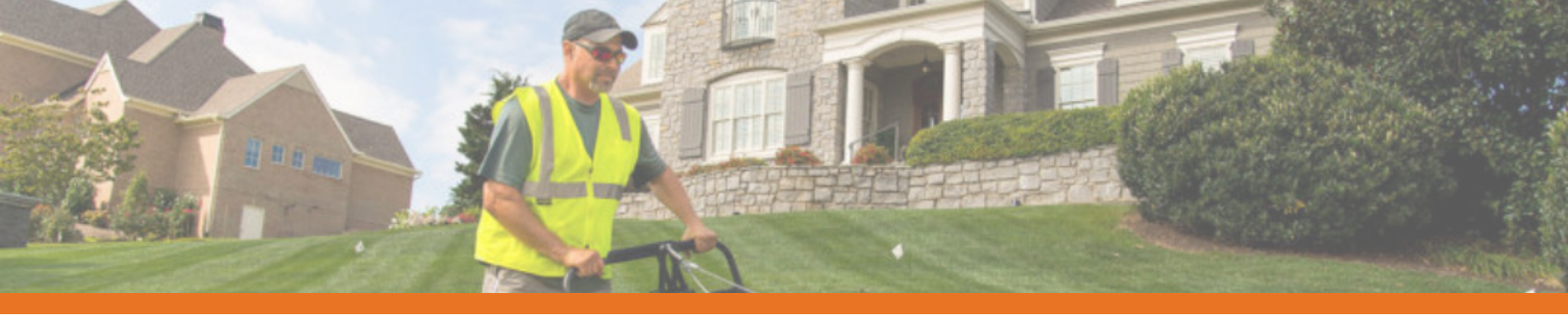
The National Association of Landscape Professionals is the national trade association representing an industry of more than **1 million landscape, lawn care, tree care, irrigation, and horticulture professionals** in the United States, Canada and overseas. In 2026, the landscape industry has a market size of **$176.7 billion** and is comprised of over 556,000 businesses.

NALP serves as the national voice for these landscape and lawn care businesses, turning shared expertise and collective action into stronger companies, better leaders, and a protected, thriving market. Led by Senior Content Manager Jill Odom, NALP's editorial content has **earned 22 national awards since 2021** from the Turf and Ornamental Communicators Association, which recognizes outstanding writing and design.

NALP's **original, trusted content** reaches decision makers on a regular basis through print and digital channels.

Industry partners can reach a curated audience of engaged landscape professionals rather than a broad trade audience. NALP's advertisers benefit from higher-quality industry engagement and direct affiliation with the **leading association of the profession.**

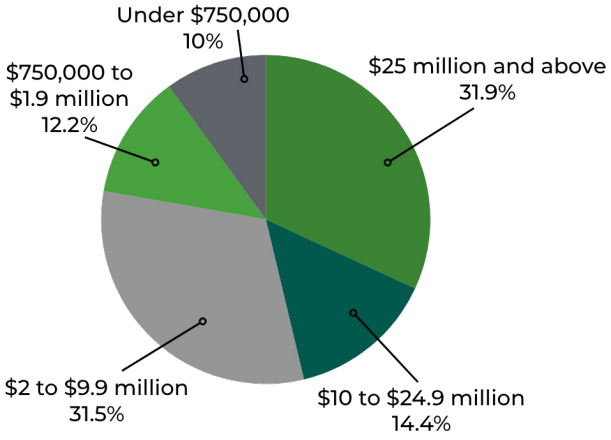
By taking advantage of NALP's integrated print, digital, events and sponsorships opportunities, you can create **year-round visibility** for your brand.



MEET THE NALP AUDIENCE

NALP's membership consists of landscape business owners and decision-makers who have invested in their businesses through association membership. Members are committed to a high level of professionalism and value strong industry partnerships.

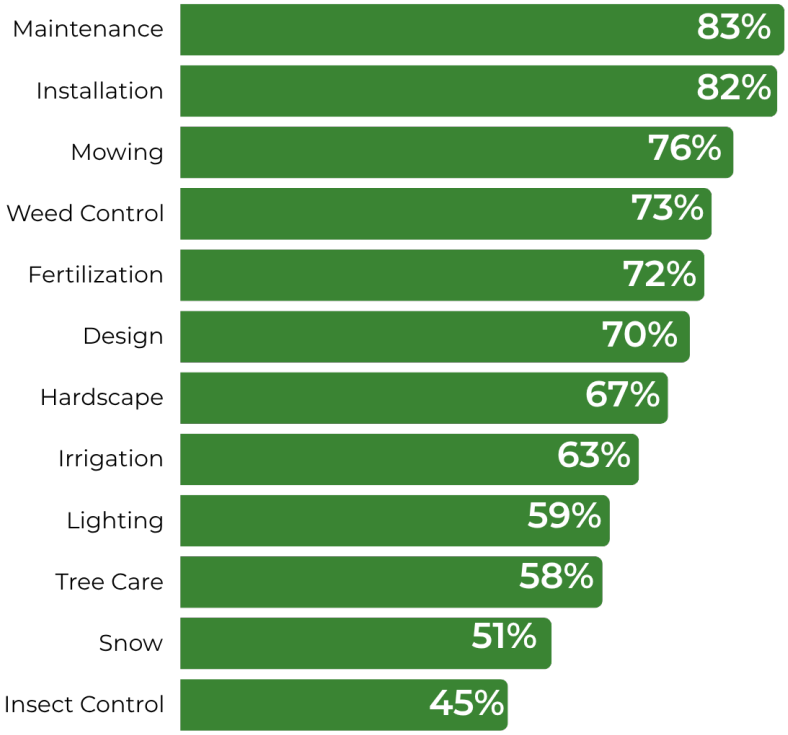
NALP MEMBERS ARE COMPANIES OF ALL SIZES



43% OF NALP MEMBERS ARE OVER $2 MILLION

57% OF NALP MEMBERS UNDER $2 MILLION

NALP MEMBERS ARE BUYING SOLUTIONS FOR A DIVERSE ARRAY OF SERVICES



NALP'S REACH

The NALP website and Edge blog receives **400,000+ users annually.** The Edge blog received **251,000 page views** last year alone.

45,000 followers

39,000 followers

11,600 followers



BUILD YOUR CAMPAIGN

Whether it's brand awareness, website traffic, or lead generation, NALP has the right touchpoints to position you as a trusted partner to the industry.

What are you trying to accomplish?

KEY: TOP PICK – ★ ALSO CONSIDER – ✓	BUILD AWARENESS	LAUNCH A PRODUCT	BUILD AUTHORITY	DRIVE TRAFFIC	CREATE CONNECTIONS
THE EDGE MAGAZINE ADS	✓	✓	★		
NEWSLETTER ADS	✓	✓	★	✓	✓
WEBSITE ADVERTISING	★	✓	✓	★	
E-BLASTS	★	✓		✓	
RETARGETING	✓	✓		★	✓
DIGITAL SPONSORED CONTENT	★	★	✓	✓	
INNOVATORS SERIES	✓	★	✓	✓	
HOW I DO IT SERIES	★		✓	✓	
EVENT SPONSORSHIP	✓	✓	★		★

Don't see exactly what you need?
We'll build a custom campaign around your goals and budget.



THE EDGE MAGAZINE

As the official publication of NALP, The Edge delivers business insight, industry perspectives and practical strategies directly to landscape professionals. Advertising places your brand alongside original, nationally recognized editorial content created specifically for professionals working in the landscape industry.

This advertising channel is best for brand awareness, product launches and thought leadership. Aside from ads in the print magazine, supplier members can also purchase polybag inserts. Supplements and inserts available upon request. Please contact NALP for more information. Limited to 3 per issue.



AVERAGE CIRCULATION

PRINT: 2,900

DIGITAL: 4,900

Four issues. Timely topics. Direct access to landscape industry decision-makers.

MARCH/APRIL/MAY

THEME: Workforce Development

Ideal for: Recruiting & Staffing • HR Technology • Payroll & HRIS • Training & Education • Legal & Compliance • Workforce Solutions

DATES: Ad space closes: Jan. 8, 2027 | Ads due: Jan. 15, 2027

JUNE/JULY/AUGUST

THEME: Technology & Innovation

Ideal for: Software & SaaS • Equipment Manufacturers • Robotics & Automation • Battery & Electrification • Fleet & Telematics • AI & Data Solutions • GPS & Field Technology

DATES: Ad space closes: March 31, 2027 | Ads due: April 6, 2027

SEPTEMBER/OCTOBER/NOVEMBER

THEME: ELEVATE/Operational Excellence

Ideal for: Equipment • Fleet Solutions • Operations Software • Financial & Accounting Services • Insurance & Risk Management • Business Consulting • Training • Productivity Solutions

DATES: Ad space closes: June 30, 2027 | Ads due: July 8, 2027

DECEMBER/JANUARY/FEBRUARY/

THEME: Future-Proofing the Business

Ideal for: Financial Services • Banking & Financing • Insurance & Risk Management • Business Consulting • M&A & Succession Planning • Technology & Data • Workforce Training • Equipment & Asset Planning

DATES: Ad space closes: Oct. 1, 2027 | Ads due: Oct. 7, 2027



DON'T JUST ADVERTISE WHAT YOU SELL. SHOW WHAT MAKES IT POSSIBLE.

THE INNOVATORS SERIES

Showcase your company as an industry leader and innovator. Only **four opportunities are available per year** – one per issue of The Edge magazine. The campaign features equipment, technology, or material suppliers highlighting their corporate innovation through their product development or business strategy. Campaigns include a 2-page magazine spread with a ½ page ad and feature story showcasing how your company innovates and an article posting on our blog (promoted in The Edge Weekly e-newsletter) with promotion through our social media platforms including a promoted Facebook post. The digital campaign promotion includes company logo.



HOW I DO IT SERIES

Highlight the way your company helps industry pros up their game through the use of your products or services. Each How I Do It feature will showcase the way that one industry professional or company used your product to find greater success. This series features a two-page spread with a 1 to a 1 ½ page ad & 1 page case study written by NALP writers in collaboration with your team



DIGITAL SPONSORED CONTENT

Run a 500-to-1,500-word article on an approved topic relevant to NALP's professional audience that will live on The Edge blog. Your article will also run in a newsletter of your choice. Choose from The Edge Weekly, The Edge on Technology, Leveling Up or The Talent Pipeline. Writing assistance is available for an additional fee.



THE RIGHT MESSAGE. THE RIGHT AUDIENCE.

THE EDGE WEEKLY

From timely industry trends and practical business advice to stories featuring the professionals moving the industry forward, The Edge Weekly gives advertisers consistent access to an engaged professional audience.

Best for: **Brand Awareness • Product Launches**
Website Traffic • Year-Round Visibility



Stay visible with landscape professionals all year long.

THE EDGE ON TECHNOLOGY

Published bimonthly, this newsletter's specific focus gives technology and software brands a natural place to introduce new solutions, demonstrate their value and build recognition with forward-thinking industry professionals.

Best for: **Technology • Equipment • Software**
Product Launches • Innovation



Put your solutions in front of an audience actively looking toward what's next.

LEVELING UP

Leveling Up is NALP's monthly professional development e-newsletter, delivering actionable ideas on employee development, training, leadership, business strategy and more. Advertisers can align their brands with the resource landscape professionals turn to as they invest in their people, improve operations and grow their companies.

Best for: **Business Services • Training • HR Solutions**
Leadership • Professional Development
Website Traffic • Year-Round Visibility



Reach professionals focused on building better businesses and stronger teams.



THE TALENT PIPELINE

From recruiting and workforce development to company culture and career growth, this focused monthly newsletter gives advertisers the opportunity to connect their brands with professionals actively investing in their teams.

Best for: Recruiting services • Payroll providers H-2B/legal/compliance firms • Training platforms



Connect your brand with the people building the industry's future workforce.

THE ADVOCATE

Distributed exclusively to NALP members, this weekly government affairs neewslettter provides timely updates on issues affecting the landscape industry and reaches an influential audience that includes decision-makers from some of the nation's leading landscape and lawn care companies.

Best for: Executive Visibility • Brand Leadership Government Affairs • High-Level Decision Makers



Connect with industry leaders paying attention to the issues shaping their businesses.

THE ELEVATE EXPO INSIDER

The ELEVATE Expo Insider gives exhibitors and sponsors an opportunity to build awareness with attendees in the weeks leading up to NALP's signature event. Highlight your products, solutions and expertise while attendees are planning what they want to see, learn and experience at ELEVATE.*

Best for: Exhibitors • Product Launches Booth Traffic • Pre-Event Awareness



Reach ELEVATE attendees before they ever step onto the show floor.

*Must be an exhibitor in good standing for ELEVATE 2027 to advertise in the Insider



STAY VISIBLE BEYOND THE INBOX AND MAGAZINE.

WEBSITE ADVERTISING

Meet professionals while they're actively engaging with NALP content.

The NALP website and Edge blog receives 400,000+ users annually. The Edge blog received 251,000 page views last year alone. Advertisers can choose between a medium rectangle or leaderboard size ad that will run for 12 months or three months.

RETARGETING

Extend your reach beyond NALP-owned channels.

Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. Retargeting uses cookies to track visitors on the LandscapeProfessionals.org website and shows them your ads when they travel to other websites. We can retarget 200,000+ landscape industry professionals that are currently available for NALP retargeting — and your ads can appear in up to 90%-95% of the web universe through our retargeting.

You'll have real-time access to detailed analytics & reporting allowing you to see your ad campaign results, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.

DEDICATED E-BLASTS

Send your specific message directly to inboxes.

A **supplier member exclusive,** our e-blasts reach an average of 4,500 landscape professionals. These e-blasts have an average 39 percent open rate and are sent out on Fridays only. Only two e-blasts are available per month.



PRINT+CONTENT AD RATES

Advertising often? NALP supplier members receive preferred advertising rates plus exclusive access to select opportunities. Ask us whether supplier membership could make sense for your 2027 marketing plan.

MAGAZINE

Premium	1-2 issues (Standard)	1-2 issues (Member rate)	3-4 issues (Standard)	3-4 issues (Member rate)
Back Cover	$4,455	$3,335	$3,500	$2,540
Inside Front/Back	$4,415	$3,190	$3,365	$2,470
Page 5 or 7	$3,805	$2,780	$3,110	$2,260
2-page Spread	$5,270	$3,800	$4,685	$3,400
Full Page	$3,280	$2,450	$2,925	$2,125
2/3 page	$3,110	$2,260	$2,660	$2,025
1/2 page	$2,530	$1,860	$2,300	$1,680

POLYBAG INSERT: $1,300

SPECIAL SECTIONS

Per issue	NALP Member Discounted	Standard
Innovators Series	$6,800	$9,375
How I Do It	$5,225	$7,000


HOW I DO IT WITH MILWAUKEE TOOL

CUSTOMER TESTIMONIAL

Everthrive Landscape: Shift to Milwaukee® M18™ Tools Benefits Our Clients and Our People, While Sharply Boosting Productivity





DIGITAL + NEWSLETTER AD RATES

DIGITAL PRODUCTS

The Edge Weekly e-newsletter		
Quarterly Rates	NALP Member Discounted	Standard
Leaderboard	$5,000	$8,250
Product Showcase	$4,375	$5,775
Medium Rectangle	$3,100	$4,150

Leveling Up Monthly e-newsletter		
Quarterly Rates	NALP Member Discounted	Standard
Leaderboard	$2,050	$4,000
Product Showcase	$1,100	$2,310
Medium Rectangle	$850	$1,760

The Advocate Weekly e-newsletter (Member only)		
	NALP Member: Quarterly	NALP Member: Yearly
Leaderboard	$2,700	$8,100

The Edge on Technology e-newsletter (6x)		
Per 2 issues	NALP Member Discounted	Standard
Product Showcase	$1,050	$1,800
Medium Rectangle	$700	$1,400

ELEVATE Insider		
	NALP Member Discounted	Standard
Product Showcase	$1,100	$2,300
Medium Rectangle	$800	$1,700
Sponsored Content Article	$2,500	$4,500

The Talent Pipeline e-newsletter (6x)		
Quarterly Rates	NALP Member Discounted	Standard
Leaderboard	$2,500	$4,000
Product Showcase	$1,750	$3,000
Medium Rectangle	$1,250	$2,650

Sponsored Content		
Per piece, choose between Edge Weekly, Leveling Up, or The Edge on Technology		
	NALP Member Discounted	Standard
Article only	$1,125	$1,870
Sponsored Content Plus (includes push on 2 social platforms)	$1,700	$2,530

Website		
Run of Network	NALP Member Discounted	Standard
Medium Rectangle & Leaderboard	$5,425	$7,365

Retargeting Ads		
	NALP Member Discounted	Standard
35,000 Impressions	$3,660	$5,940
70,000 Impressions	$6,600	$8,580
100,000 Impressions	$8,795	$12,540
200,000 Impressions	$14,675	$19,140

E-blasts (Member only)		
per blast	NALP Member Discounted	Standard
	$3,000	n/a



ADVERTISING SPECS

THE EDGE MAGAZINE AD SIZES AND SPECS

Two page spread (bleed) - 17 1/4" x 11 1/4" (bleed)
Full page (bleed) - 8.75" x 11.25" (bleed)
2/3 page vertical - 4.75" x 9.625"
1/2 page vertical - 3.85" x 9.625"
1/2 page horizontal - No Bleed: 7.5" x 4.875" W/ Bleed 8.625" x 5.625

ALL NEWSLETTER AD SIZES AND SPECS

Leaderboard - 728x90
Product Showcase - 1200x1200, 5 word headline and 50 word description
Medium Rectangle - 300x250

WEBSITE AD SIZES AND SPECS

Leaderboard - 728x90
Medium Rectangle - 300x250

RETARGETING AD SIZES AND SPECS

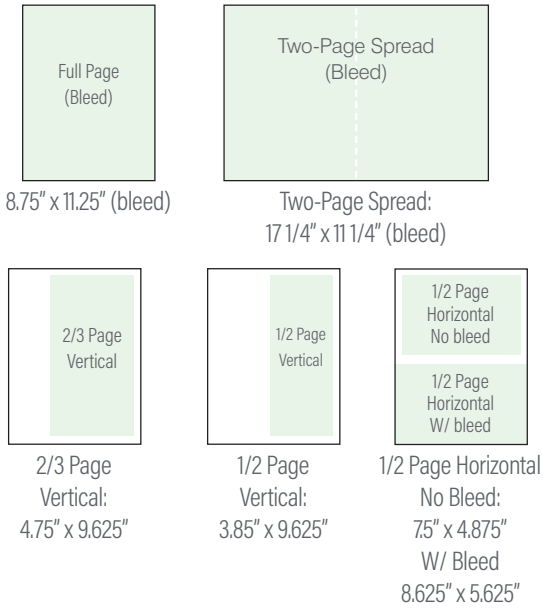
- 728 x 90
- 300 x 250
- 160 x 600

Mobile ad sizes:

- 320 x 50
- 320 x 100
- 300 x 100
- 970 x 250
- 768 x 1024
- 300 x 1050
- 300 x 600
- 300 x 50
- 480 x 320
- 1024 x 768

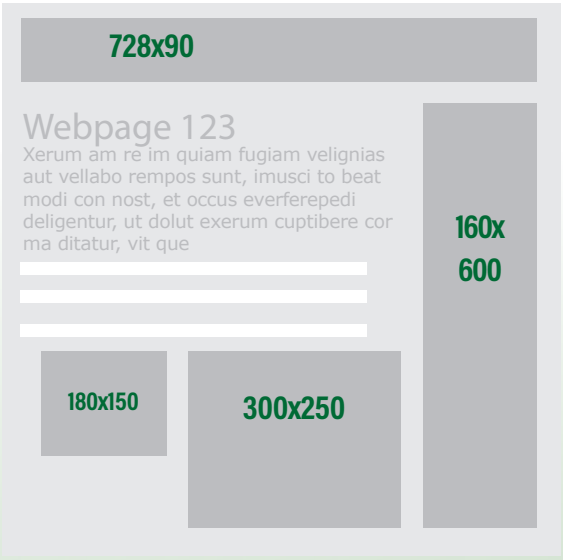
Formats: JPG, PNG, GIF. Optimal file size for JPG & PNG: 750KB Max file size for GIF: 3.5MB. Creative must be in high resolution (min 72 pixels; recommended 144 pixels).

DIMENSIONS



ADVERTISING SPECS & POLICIES

For complete artwork requirements, submission guidelines and advertising terms, scan the QR code.





SPONSORSHIP OPPORTUNITIES

If you want to take your brand awareness to the next level, sponsoring NALP's in-person events is an opportunity to turn your visibility into relationships.

ELEVATE

is the premier annual event produced by the National Association of Landscape Professionals, bringing together leaders, innovators, and decision-makers shaping the future of the landscape industry. ELEVATE combines high-impact education, networking, and a results-driven exposition designed to generate real business outcomes for exhibitors. At the ELEVATE Expo, thousands of professional attendees actively seeking solutions, partnerships, and industry innovation. This highly targeted audience ensures quality conversations—not just booth traffic.



Best for: Product Launches • Brand Awareness
Lead Generation • Customer Relationships



NATIONAL COLLEGIATE LANDSCAPE COMPETITION

The National Collegiate Landscape Competition is where landscaping careers take root. Hosted by the National Association of Landscape Professionals, this event has been the landscape industry's career-defining event for 50 years, helping students launch their futures and employers discover top talent. NCLC brings together students, faculty, and industry representatives for four days of hands-on competitive events, a Career Fair, educational workshops, scholarship events, and networking.

Best for: Product Launches • Brand Awareness
Lead Generation • Customer Relationships

LEADERS FORUM

A **member-exclusive event,** Leaders Forum brings together landscape and lawn care company owners and senior leaders. From facilitated discussions to structured networking, every element is designed to help participants make meaningful connections that continue delivering value long after the event ends. The value of Leaders Forum comes not only from who is in the room, but from the quality of the conversations that happen there.



Best for: Product Launches • Brand Awareness
Lead Generation • Customer Relationships



MORE THAN A MEDIA BUY.

NALP helps industry partners understand contractor priorities, build trusted relationships, and align their brands with the advocacy, workforce development, education, and innovation that sustain a healthy market. Becoming an NALP supplier member demonstrates long-term commitment to customers and the profession, not simply commercial presence.

SUPPLIER MEMBERS RECEIVE:

- PREFERRED ADVERTISING RATES
- ACCESS TO E-BLAST ADVERTISING
- ACCESS TO POLYBAG INSERT ADVERTISING
- ACCESS TO MEMBER-EXCLUSIVE EVENTS
- QUARTERLY UPDATED MAILING LIST OF NALP MEMBERS
- DISCOUNTED EXHIBIT OPPORTUNITIES
- FOUR CUSTOMIZED ECONOMIC FORECASTS FROM ITR ECONOMICS

LET'S PUT YOUR BRAND IN FRONT OF DECISION MAKERS.

SALES



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