

2025

TOTAL  
**LANDSCAPE**  
CARE

# MEDIA GUIDE





# Use our robust datasets to target, engage and influence your customers and prospects



Learn more at [edadata.com](https://edadata.com)

## EDA has more than 500k contacts in the landscaping market

- EDA helps marketers predict replacement/maintenance cycles, gauge brand loyalty and much more.
- Our media brands, driven by award-winning content, have a large following, offering significant opportunities to engage and influence your target.
- The sweet spot for many clients is leveraging EDA data on our media platforms and external platforms with programmatic marketing.

### Total Landscape Care's engaged audience



70K

Monthly  
Pageviews



131K

Email  
Addresses



879K

Tagged  
Audience



81K

Social  
Followers



16K

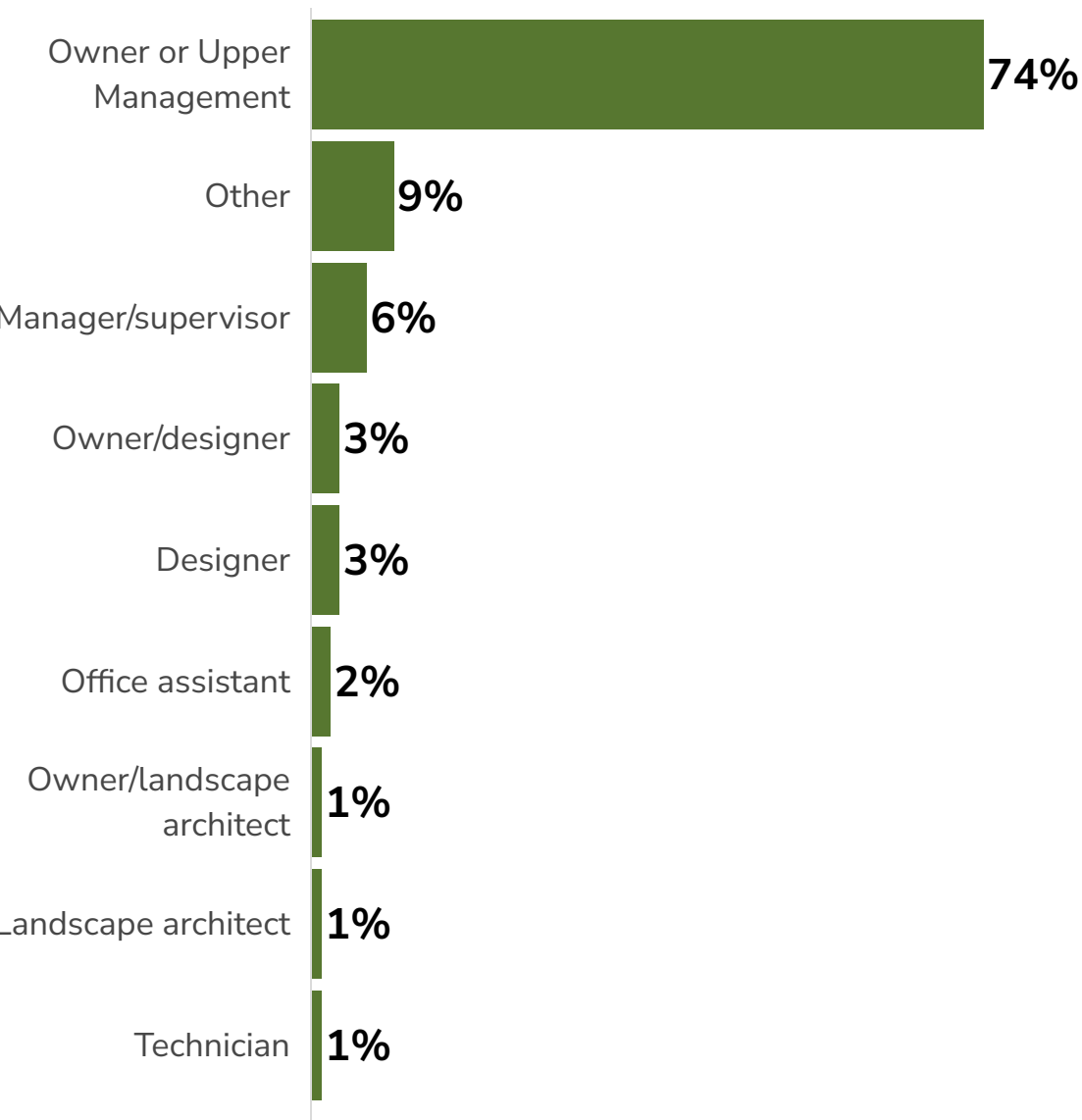
Newsletter  
Subscribers



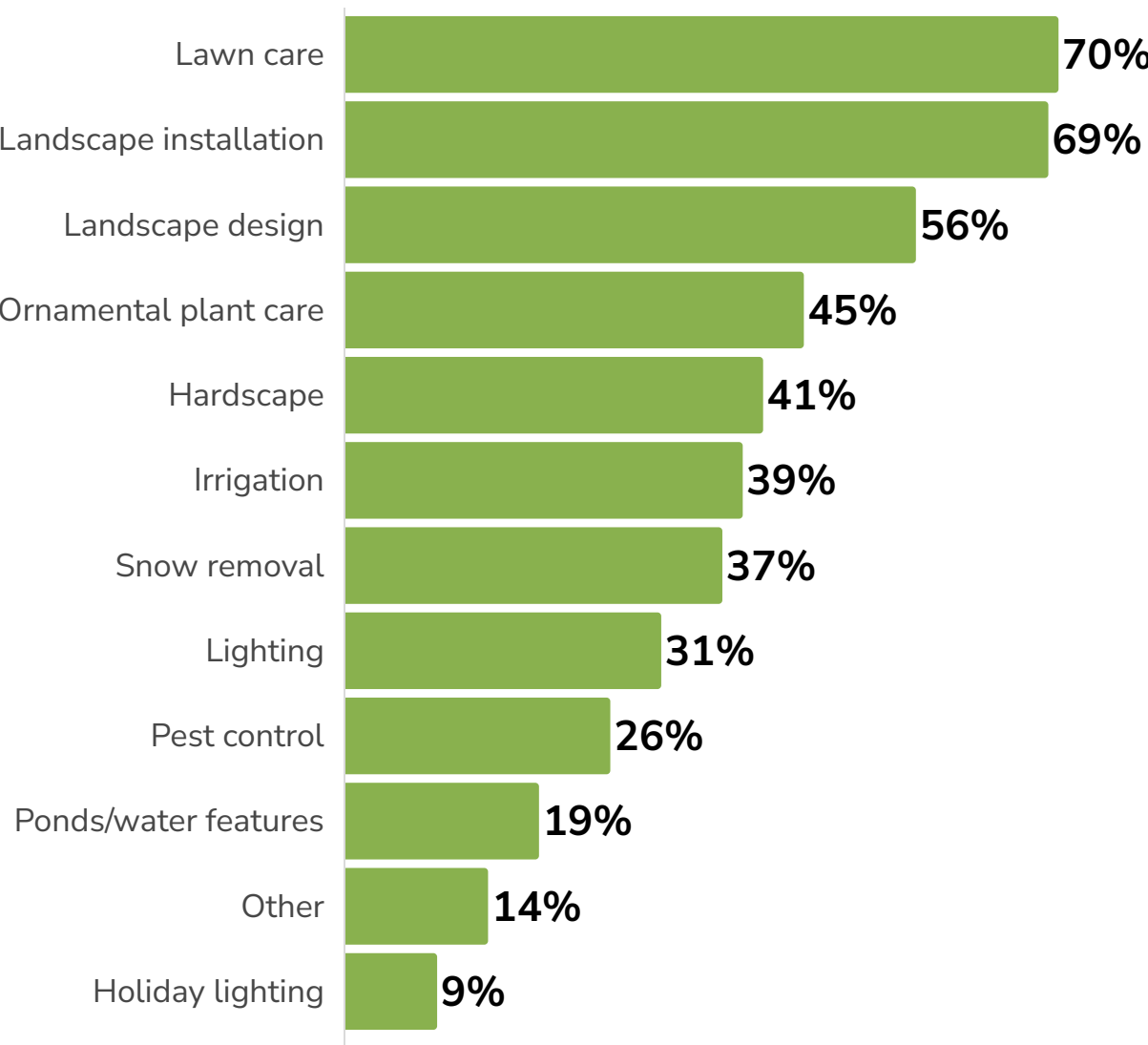
# Total Landscape Care: Access to an influential audience

**74% of our audience** are decision-makers in management positions who rely on digital content to keep current on the industry. Data on our known audiences provides detailed insights on who is reading and what content resonates.

## Positions held by *TLC's* audience



## Primary Business



## We know who's reading

Through *TLC's* unsurpassed audience insights, we know our content is being read by industry decision-makers.

### Our known audience data includes:

- ✓ Name
- ✓ Title
- ✓ Company
- ✓ What they are reading
- ✓ How long they spend reading

Source: 2023 *TLC* Connectivity & Brand Study

# Your ad + Award-winning content = Higher engagement

Across web, email, newsletters, webinars, social media and ad networks, *Total Landscape Care*’s content team provides multiple ways to move your audience from consideration to decision.



## Website

59K Unique Monthly Visits

When it comes to staying on top of up-to-the-minute industry news, business tips and the latest technology, landscapers turn to TotalLandscapeCare.com. The immediacy of this content provides opportunities to continually engage with your target audience, support conversion-based campaigns, and drive traffic to your website.



## Newsletters

Daily Newsletter

16K Recipients

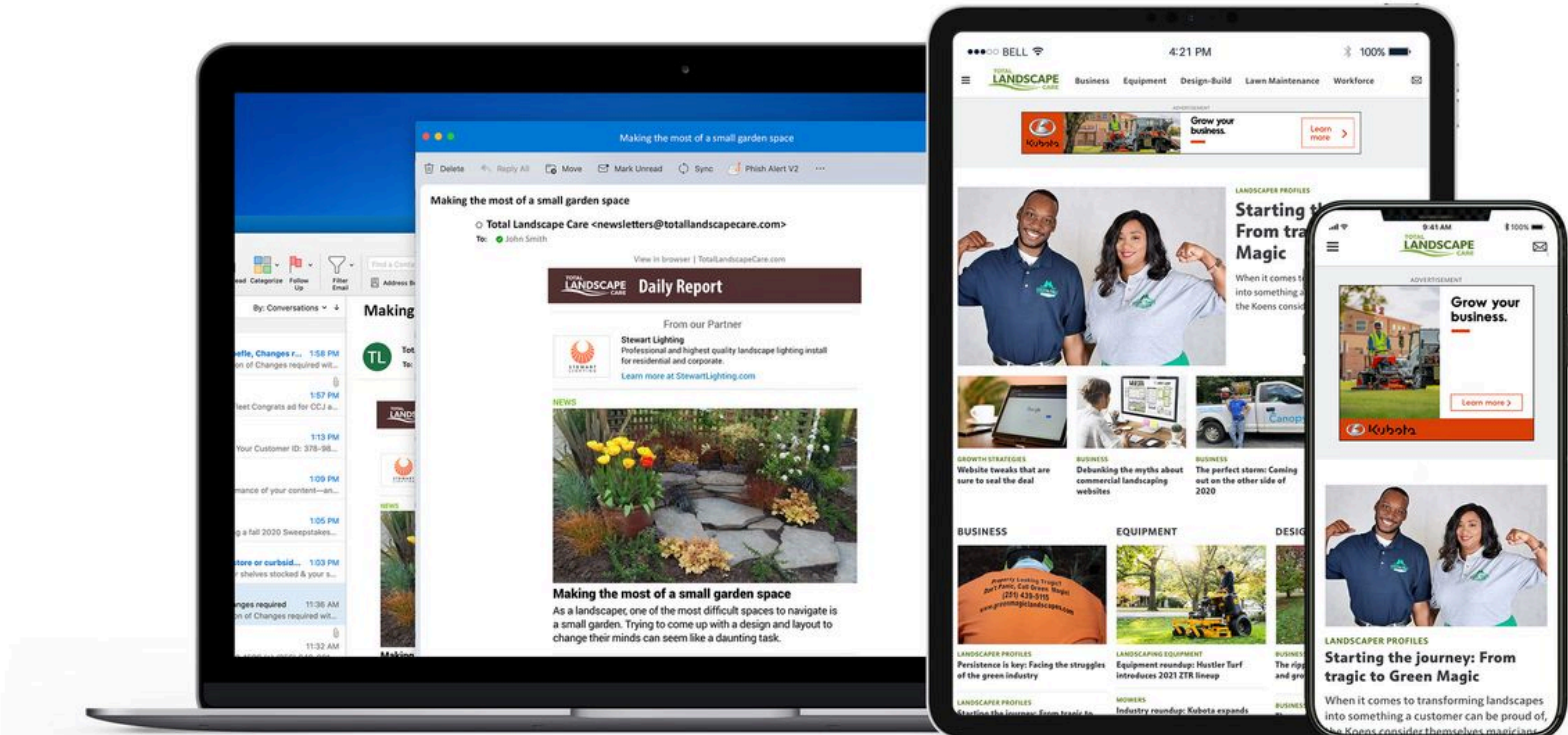
The TLC Daily reaches an exceptionally engaged audience, offering easily digested news, industry thought pieces, and a way to reach your targeted prospects.



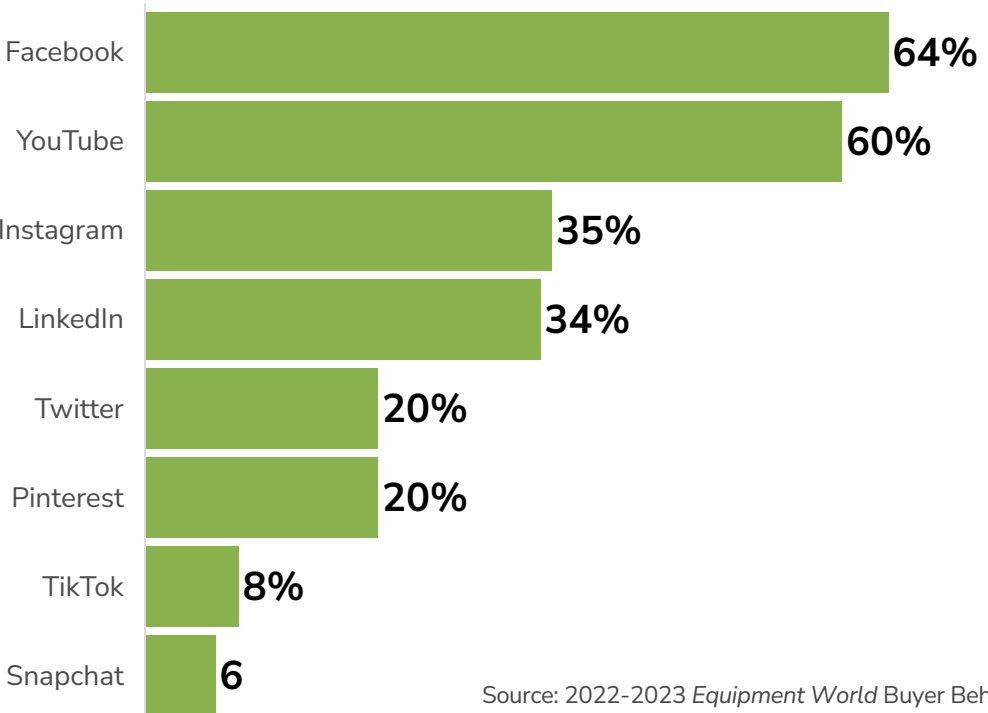
## Social Media

81K Followers

Landscapers regularly engage with our content, editors and each other through our social media channels.



## Landscapers are active on social media



Source: 2022-2023 Equipment World Buyer Behavior and Connectivity Report



# 2025 Digital Specs

## Digital Pricing


Our website ads are priced on a CPM (cost-per-thousand basis), which allows you to pay only for the performance you need and is based on a ROS (run-of-site) rotation. Once your monthly budget is set, your ads will display until your budget is at capacity. Additional investment options offer an exclusive sponsorship leaderboard position, as well as access to larger audiences. Your ad buy also offers a three-category contextual targeting option.

TotalLandscapeCare.com Run-Of-Site: \$30 CPM


Additional Option: Sponsorship Leaderboard (Exclusive Position<sup>1</sup>)  
Weekly: \$2K | Monthly: \$5.5K

<sup>1</sup>Sponsorship Leaderboard Position is sold exclusively and will not be rotated with any other advertiser during its weekly/monthly run.

## Ad Specifications\*

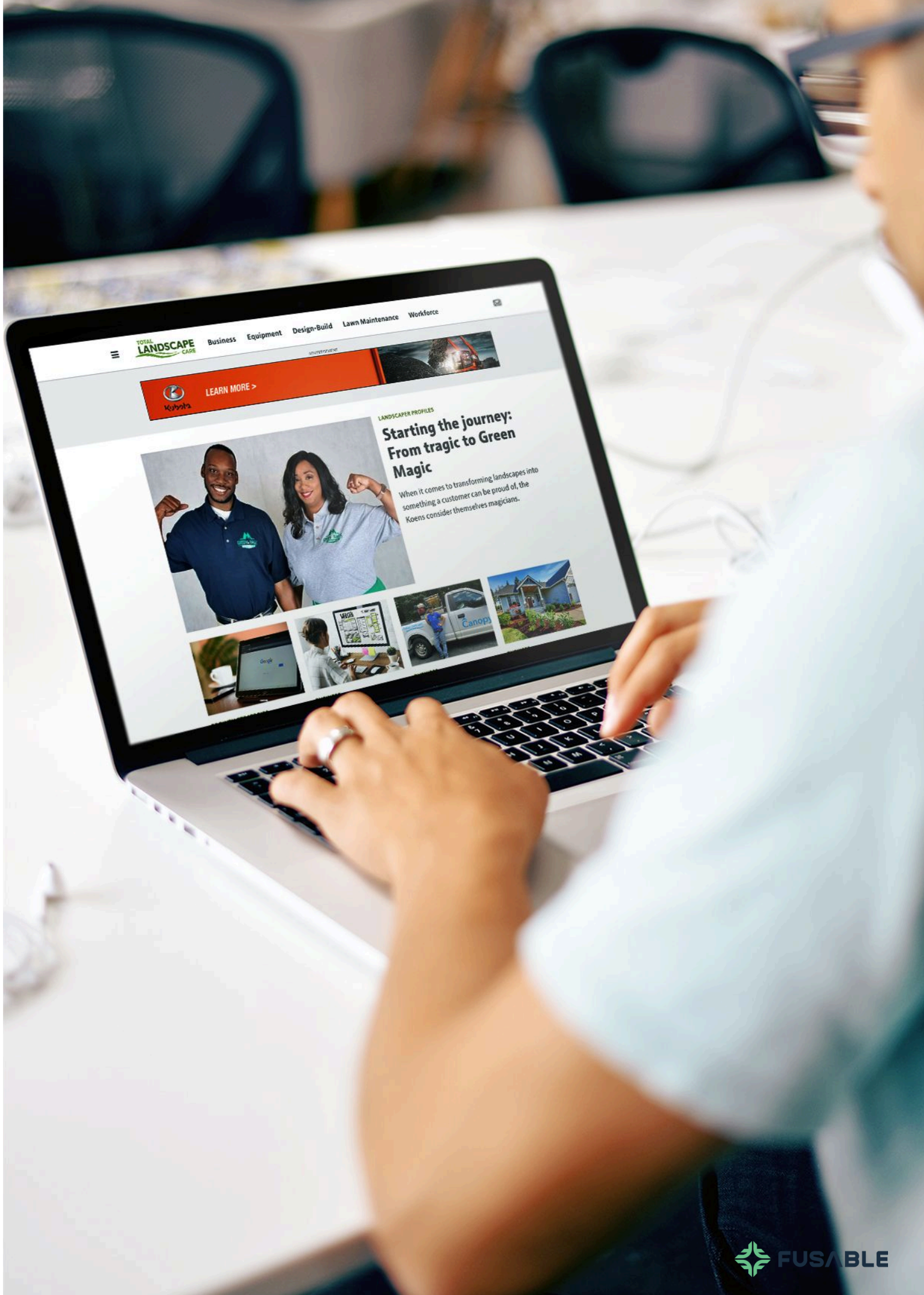
 Desktop

- 970 x 90\*\*
- 728 x 90\*\*
- 970 x 250
- 300x250 with text

 Mobile

- 320 x 100
- 300 x 250

\*1 MB maximum file size \*\* Sponsorship Leaderboard Position



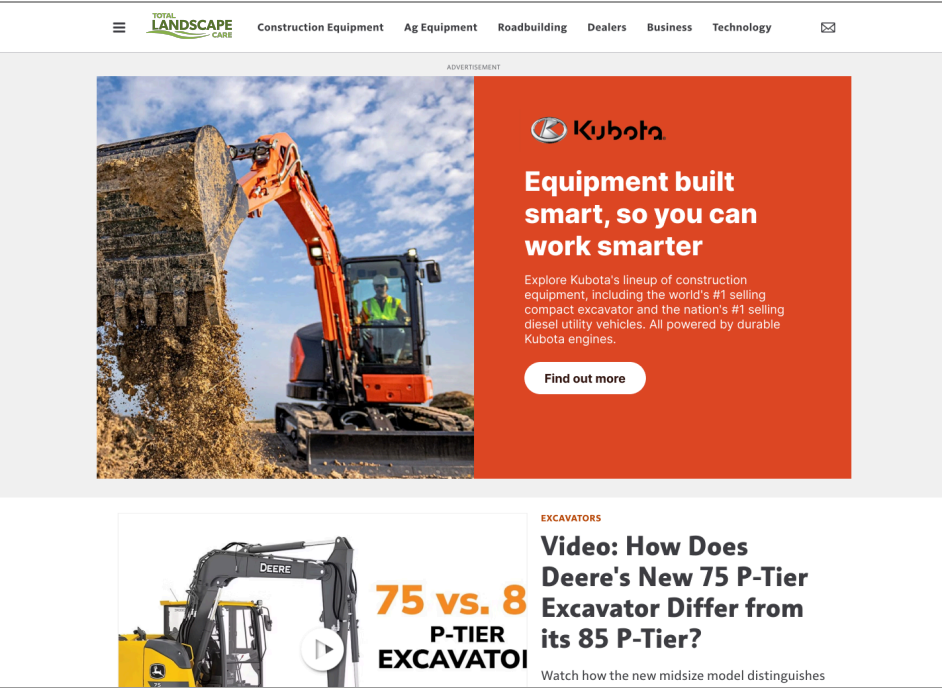


# Total Landscape Care premium ad specs

Check out these highly effective ways to reach *Total Landscape Care's* decision-makers

## 1. Welcome Ad

Place your messaging front and center when executives visit *Total Landscape Care*. Your Welcome Ad appears on first click. Visitors see your creative with no competition from other ads. Works on desktop and mobile devices.



### Specifications:

Desktop: 1060x596

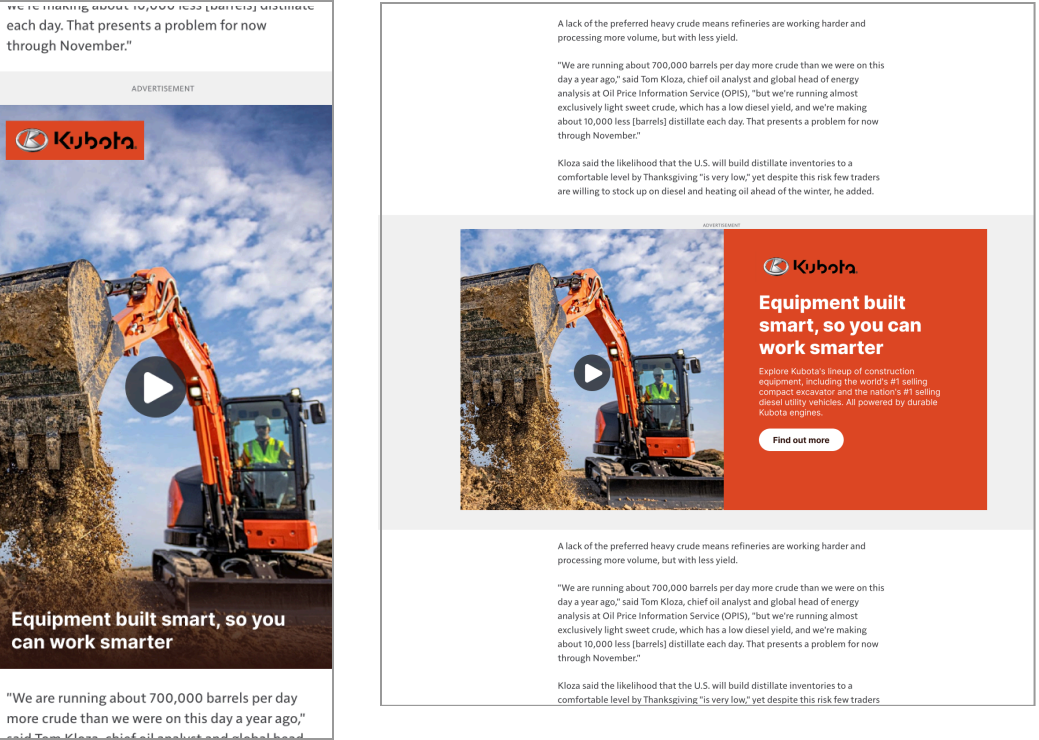
Tablet: 736x414

Mobile: 428x241

Price: \$1,500/week

## 2. XL in Content

This high impact ad position appears within the body of articles – so your message gets noticed as visitors read on desktop or mobile devices. Position supports static or video creative.



### Specifications:

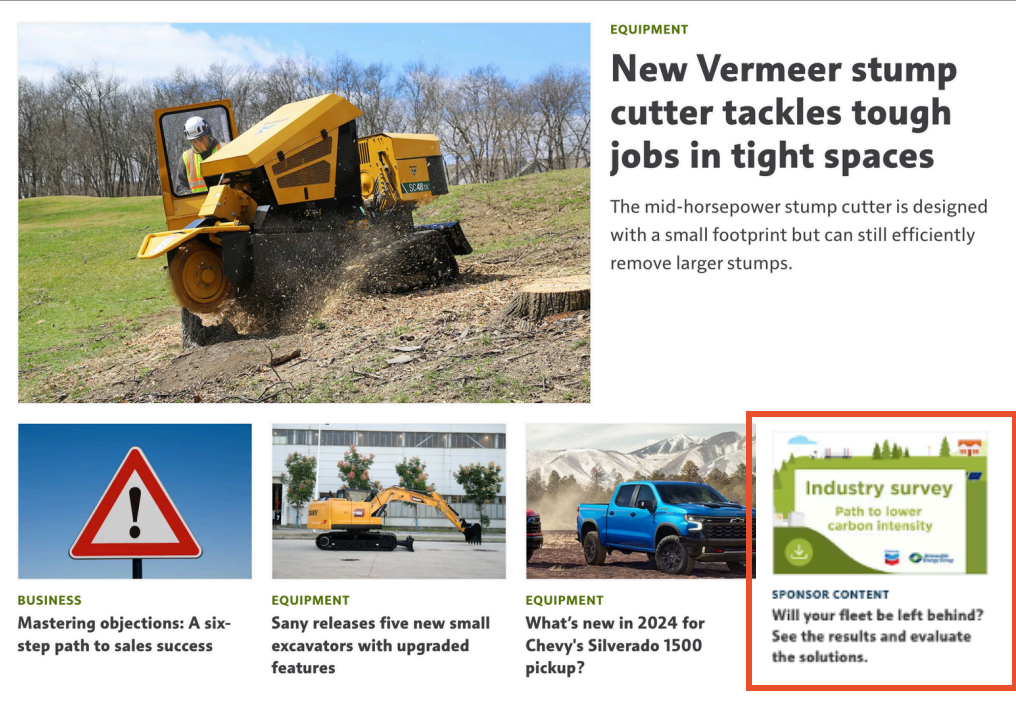
Desktop: 1124x600

Mobile: 430x720

Price: \$2,000/week

## 3. Featured Sponsor

When you want the top position available to showcase your content, consider the Featured Sponsor position on our homepage and within Top Stories. This position can take users to your site or a landing page we build for you.



### Specifications:

Image size: 500x334

Text: 175 character limit

Sponsor name

Price: \$1,000/week



# Brand Newsletter Ad Positions & Pricing

## Ad Specifications

Exclusive Ad Type		Specs	Format
1	Sponsorship Leaderboard Text	- Logo image: 115x86 - Main Text: 250 character limit - CTA Text: 75 character limit - URL Link	JPG or PNG
Rotating Ad Type		Specs	Format
2	Premium Text Ad	- Logo image: 115x86 - Image: 500x334 - Main Text: 250 character limit - CTA Text: 75 character limit - URL	JPG or PNG
3	Native Text Ad*	- Main Text: 250 character limit - CTA Text: 75 character limit - URL	

\*Can use same text as Premium Text Ad

Newsletter	Circulation	Top Position *	Rotating Position *
Total Landscape Care Daily Newsletter 5x per week	16K	\$3.5K	\$3K

Total Landscape Care’s newsletter targets an exceptionally engaged audience daily, providing advertisers with a means to engage their target prospects looking to stay on top of the latest equipment and trends.

\*Top position sold exclusively. Monthly rates shown.

Rotating ads ensure equal exposure between 5 ad positions for dailies and 4 ad positions for weeklies.


1

View in browser | TotalLandscapeCare.com

TOTAL LANDSCAPE CARE

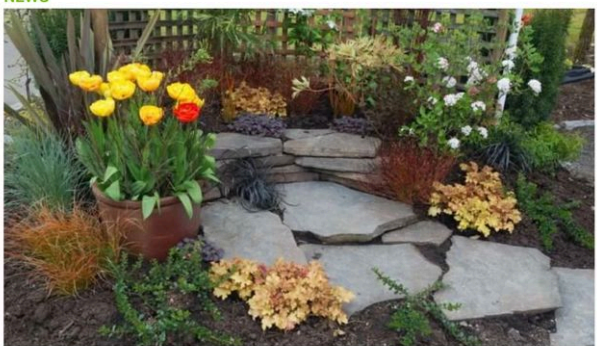
Daily Report

From our Partner



Stewart Lighting  
Professional and highest quality landscape lighting install for residential and corporate.  
[Learn more at StewartLighting.com](#)

NEWS




Making the most of a small garden space

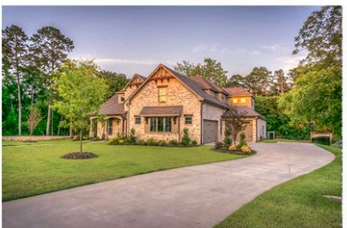
As a landscaper, one of the most difficult spaces to navigate is a small garden. Trying to come up with a design and layout to change their minds can seem like a daunting task.

2

Advertisement



Professional and highest quality landscape lighting install for residential and...  
[Learn more at StewartLighting.com](#)



NEWS

Robot roundup: Taking a look at a few robotic lawn mower options

Robotic mowers have been on the rise in popularity over the last few years, and with this interest continuing to grow, more companies are jumping on the bandwagon with their own version of the mower.


NEWS

Lawn care: The dirt on fine fescue grass

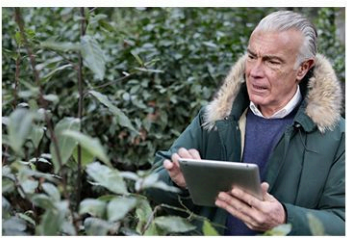
There are a number of species and varieties of fine fescue grass that may differ in color, leaf texture, disease resistance, shade tolerance and drought tolerance.

2

Advertisement



Help is here. Get faster and more efficient worksite data management.  
[Learn more at Constructo.com](#)



NEWS

Hardscaping equipment to boost your crews' productivity

Just like how the base is the most important part in a game of Jenga, the hardscaping portion of an ...

EQUIPMENT

Toro launches herd of new mowers in virtual event

3

SPONSORED CONTENT BY CONSTRUCTO

5 Signs You're Ready For Telematics

Are you ready for vehicle tracking? Go through our checklist to learn the 5 signs you're ready to add fleet tracking to your business. Get the eBook now.

NEWS

Technology can be a tool for client retention

When you work as a professional landscaper, understanding how to keep clients happy and eager to continue using your services ...

Advertisement



Quality Lighting  
Quality Service

Residential and Commercial

[learn more](#)

NEWS

Occupational hazards landscape professionals should watch for

There are many dangers that exist out in the world and landscape professionals face them each minute of the work ...

NEWS

Five reasons why your landscaping business isn't profitable

Creating a landscaping business is an excellent way to put your skills to the test, spend more time in nature ...

3

SPONSORED CONTENT BY CONSTRUCTO

GPS TRACKING BENEFITS IN LANDSCAPING EBOOK

Put yourself in control of your business with GPS tracking. Find out how you can get peace of mind, increased visibility, improved worker productivity and reduced costs by downloading this eBook.workers accountable.



# CONTENT STUDIO

The average buyer consumes 5-8 pieces of content\* before making a buying decision

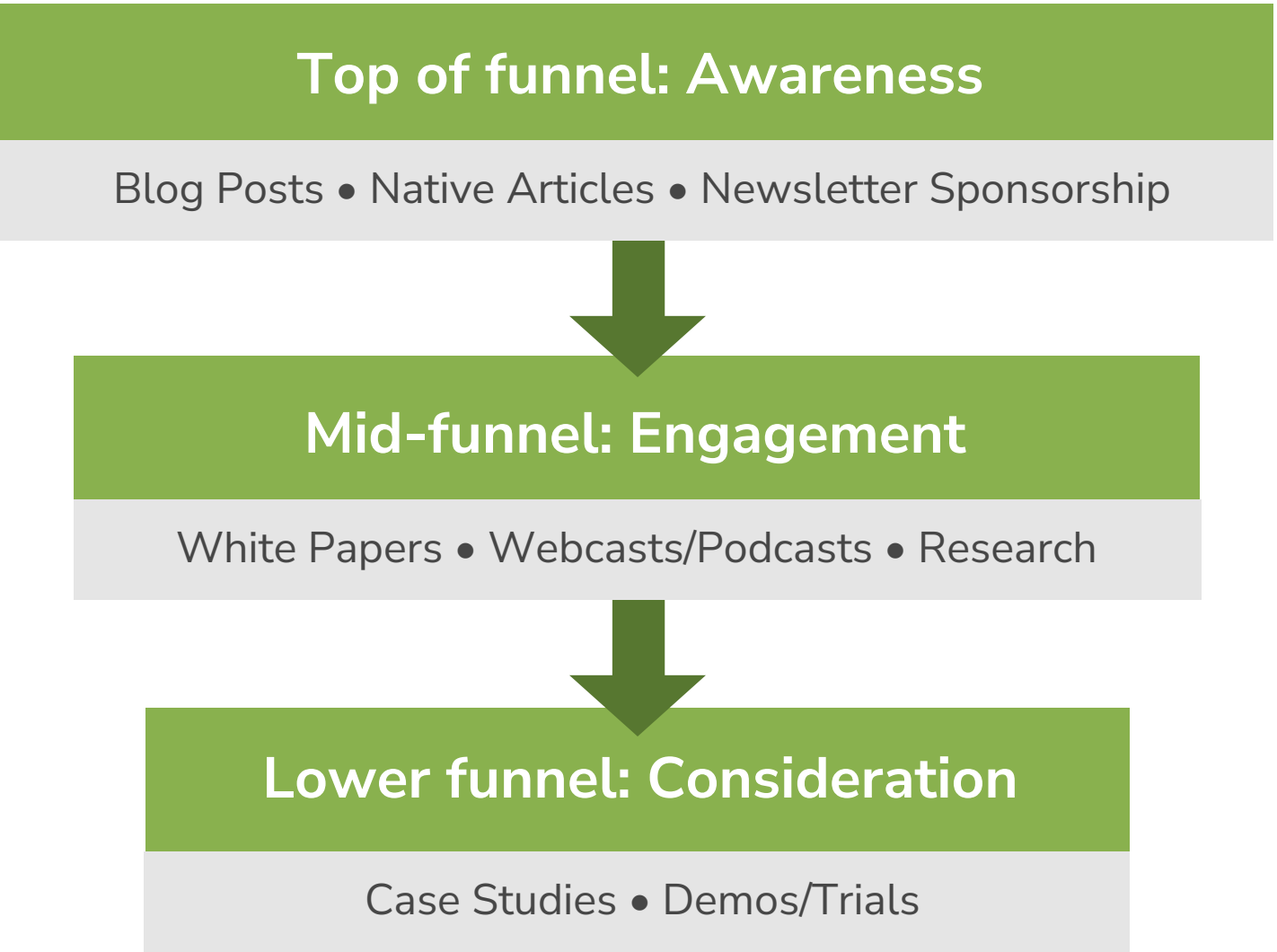
## Will your message cut through the clutter?

Our Content Studio team includes content creators with decades of award-winning journalism experience in landscaping and other essential industries. And because our storytelling engages audiences, we also have the deepest buyer persona data sets and the means to target your specific audience.

## We know your target audience and their needs

- |                            |                      |                        |
|----------------------------|----------------------|------------------------|
| • Landscaping Industry     | • Skillsets          | • Pain Points/Blockers |
| • Job function             | • Job Description    | • Topics of Interest   |
| • Demographic Information  | • Professional Goals | • and more...          |
| • Industry Characteristics | • Personal Goals     |                        |

\*Forrester



## The Content Studio Process

- |   |   |  |   |
|---|---|--|---|
| <div>1</div> <b>Discovery Workshop</b> <ul style="list-style-type: none"><li>• Target audience</li><li>• Challenges</li><li>• Goals</li></ul> | <div>2</div> <b>Audience-Building Plan</b> <ul style="list-style-type: none"><li>• Personas</li><li>• Content</li><li>• Distribution recs beyond native</li></ul> | <div>3</div> <b>Plan Execution</b> <ul style="list-style-type: none"><li>• Custom audience</li><li>• Content approved</li><li>• Content deployed</li></ul> | <div>4</div> <b>Tracking &amp; Performance</b> <ul style="list-style-type: none"><li>• Bi-weekly reviews</li><li>• Optimization recommendations</li></ul> |
|---|---|--|---|

[Check out examples of our work](#)



# Reach the right landscaper targets with our data-driven digital marketing

1

We identify the types of equipment owners you want to reach using EDA

- Average machine age
- Region of operation
- Make, model
- Equipment owned

2

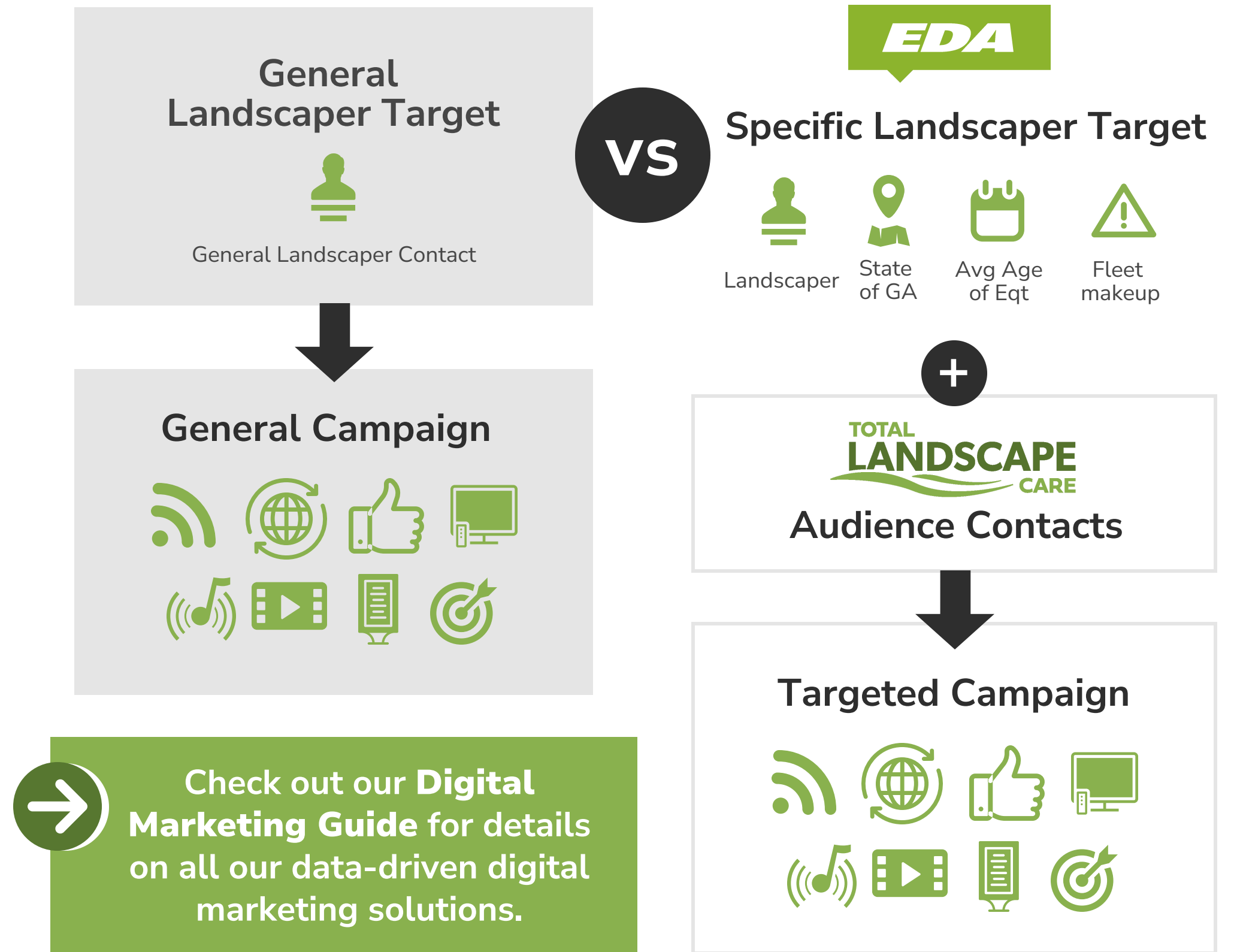
We then match your equipment owner list with our *Total Landscape Care* audience contacts

3

Finally we run your highly targeted campaign across various channels and tactics, such as:

- Facebook
- Google
- LinkedIn
- YouTube
- Tik Tok
- Native Display
- Targeted Display
- CTV/OTT
- Programmatic Audio
- Our Media Websites
- Account-Based Marketing

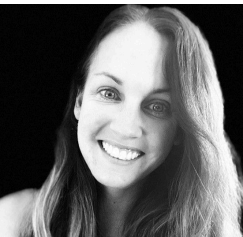
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[Total Landscape Care](https://www.linkedin.com/company/TotalLandscapeCare)



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