

#1 COVERAGE

TURF + ORNAMENTAL

JANUARY

Ad Close 12/7
Materials Due 12/14
Editorial Due 11/1

Cover Story: LM Growth Summit (Lawn Care Product Updates from Summit Partners)

Herbicides: Preemergent—Crabgrass, Goosegrass
Insecticides: Chinch Bugs, Grubs
+ Aerators, Spreader-Sprayers and GPS Tracking/Scheduling

FEBRUARY

Ad Close 1/15
Materials Due 1/23
Editorial Due 12/1

Fertilizers: Biologicals, Organics, Enhanced Efficiency, General
Fungicides: Brown Patch
Herbicides: Postemergent—Nutsedge, Yellow, Purple
Insecticides: Fire Ants, Grubs

MARCH

Ad Close 2/12
Materials Due 2/20
Editorial Due 1/1

Fertilizers: Combinations
Herbicides: Postemergent—Dallisgrass
Insecticides: Fire Ants
+ Spreader-Sprayers, Walk-Behind Spreaders, Financial Services and Trucks, Vans & Accessories

APRIL

Ad Close 3/14
Materials Due 3/21
Editorial Due 2/1

Cover Story: What's New in Fertilizers, Herbicides, Fungicides, Insecticides, PGRs and Surfactants

Fertilizers: Combinations, General
Fungicides: Large Patch
Herbicides: Preemergent—Crabgrass; Postemergent—Clover
Partnering with distributors

MAY

Ad Close 4/11
Materials Due 4/18
Editorial Due 3/1

Herbicides: Preemergent—Goosegrass; Postemergent—Ground Ivy, Wild Violet
Insecticides: Sod Webworms & Nematodes
+ Aerators, Spreader-Sprayers, Walk-Behind Spreaders, Franchising

JUNE

Ad Close 5/14
Materials Due 5/21
Editorial Due 4/1

Cover Story: LM150

Fertilizers: Controlled Release, Enhanced Efficiency
Fungicides: Summer Patch
Herbicides: Postemergent—Nutsedge (Yellow, Purple); *poa annua* (Annual Bluegrass)
+ Aerators, Plant Growth Regulators

JULY

Ad Close 6/11
Materials Due 6/18
Editorial Due 5/1

Herbicides: Preemergent—Crabgrass, Goosegrass
Insecticides: Billbugs, Grubs
Holiday Lighting;
Walk-Behind Spreaders

AUGUST

Ad Close 7/16
Materials Due 7/23
Editorial Due 6/1

Fertilizers: Combinations
Fungicides: Brown Patch, Large Patch; Dollar Patch
Herbicides: Postemergent—*poa annua* (Annual Bluegrass); Postemergent—Nutsedge (Yellow, Purple)
Insecticides: Grubs
Surfactants

SEPTEMBER

Ad Close 8/13
Materials Due 8/20
Editorial Due 7/1

GIE+EXPO Pre-Show Issue

Fertilizers: Combinations
Herbicides: Postemergent—Dallisgrass
Insecticides: Grubs
+ Plant Growth Regulators, Tanks, Nozzles, Hoses, Reels, and Legal Services;

OCTOBER

Ad Close 9/11
Materials Due 9/18
Editorial Due 8/1

GIE+EXPO Show Issue

Special Supplement: Early Order Program

Fertilizers: Biologicals, Organics; Controlled Release
Fungicides: Snow Mold
Herbicides: Preemergent—Crabgrass, Goosegrass; Postemergent—Clover
Moss

NOVEMBER

Ad Close 10/16
Materials Due 10/23
Editorial Due 9/1

Fertilizers: Biochars, Humates
Herbicides: Postemergent—Ground Ivy, Wild Violet, *poa annua* (Annual Bluegrass)
Insecticides: Sod Webworms & Nematodes
+ Business Software, GPS Tracking/Scheduling, Tanks, Nozzles, Hoses and Reels

DECEMBER

Ad Close 11/11
Materials Due 11/18
Editorial Due 10/1

Cover Story: 2020 Industry Pulse

Fertilizers: Biochars, Humates, General
Fungicides: Pythium Blight
Herbicides: Postemergent—*poa annua* (Annual Bluegrass)
Insecticides: Chinch Bugs
Moss

#1 COVERAGE

MOWING + MAINTENANCE

JANUARY

Ad Close 12/7
Materials Due 12/14
Editorial Due 11/1

Franchising
Mowers: Ride-On, Robotic,
Stand-On, Walk-Behind,
Zero-Turn
+ Outdoor Power Equipment

FEBRUARY

Ad Close 1/15
Materials Due 1/23
Editorial Due 12/1

Cover Story: Mowers — Design Trends + Suppliers' Tips
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
+ Partnering with Dealers

MARCH

Ad Close 2/12
Materials Due 2/20
Editorial Due 1/1

Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Mower Maintenance: Blades, Oil, Parts, Tires
Power + Engines: Battery, Gas, Propane
+ Outdoor Power Equipment
+ Business Software/Apps

APRIL

Ad Close 3/14
Materials Due 3/21
Editorial Due 2/1

Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers
+ Legal Services and Spring + Fall Cleanups

MAY

Ad Close 4/11
Materials Due 4/18
Editorial Due 3/1

Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
GPS tracking + Maintenance Scheduling
Trucks, Trailers + Vans
+ Outdoor Power Equipment

JUNE

Ad Close 5/14
Materials Due 5/21
Editorial Due 4/1

Cover Story: LM150
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers
+ Mower Maintenance: Blades, Oil, Parts, Tires

JULY

Ad Close 6/11
Materials Due 6/18
Editorial Due 5/1

Mowers: Ride-On, Robotic, Stand-On, Walk-Behind; Zero-Turn
+ Business Software/Apps, Utility Vehicles, and Outdoor
Power Equipment

AUGUST

Ad Close 7/16
Materials Due 7/23
Editorial Due 6/1

Cover Story: Mowers — Gas, Electric + Propane Fuel Solutions
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers
+ Home Services Recommendations

SEPTEMBER

Ad Close 8/13
Materials Due 8/20
Editorial Due 7/1

GIE+EXPO Pre-Show Issue
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Mower Maintenance: Blades, Oil, Parts, Tires
Power + Engines: Battery, Gas, Propane
+ Outdoor Power Equipment

OCTOBER

Ad Close 9/11
Materials Due 9/18
Editorial Due 8/1

GIE+EXPO Show Issue
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers
+ Holiday Lighting + Insurance

NOVEMBER

Ad Close 10/16
Materials Due 10/23
Editorial Due 9/1

Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
+ Financial Services, and Outdoor Power Equipment

DECEMBER

Ad Close 11/11
Materials Due 11/18
Editorial Due 10/1

Cover Story: 2020 Industry Pulse
Mowers: Ride-On, Robotic, Stand-On, Walk-Behind, Zero-Turn
Mower Maintenance: Blades, Oil, Parts, Tires
Handheld Equipment: Blowers (handheld, backpack, walk-
behind), Chainsaws, String Trimmers

#1 COVERAGE

DESIGN BUILD + INSTALLATION

<p>JANUARY Ad Close 12/7 Materials Due 12/14 Editorial Due 11/1</p>	<p>Hardscapes: Solid Stone + Pavers Landscaping Equipment: Compact Excavators Design Software + Lighting</p>	<p>JULY Ad Close 6/11 Materials Due 6/18 Editorial Due 5/1</p>	<p>Hardscapes: Solid Stone + Pavers Landscaping Equipment: Compact Excavators + Design Software</p>
<p>FEBRUARY Ad Close 1/15 Materials Due 1/23 Editorial Due 12/1</p>	<p>Hardscapes: Brick Installing: Blades, Handheld Equipment, Saws Landscaping Equipment: Skid-Steers + Attachments</p>	<p>AUGUST Ad Close 7/16 Materials Due 7/23 Editorial Due 6/1</p>	<p>Hardscapes: Brick Installing: Blades, Handheld Equipment, Saws Landscaping Equipment: Skid-Steers + Utility Vehicles</p>
<p>MARCH Ad Close 2/12 Materials Due 2/20 Editorial Due 1/1</p>	<p>Cover Story: Equipment — Design Trends + Suppliers' Tips Hardscapes: Solid Stone + Pavers Installing: Hand Tools Landscaping Equipment: Track Loaders + GPS Tracking + Maintenance Scheduling, Blades, Oil, Repair Parts + Tires</p>	<p>SEPTEMBER Ad Close 8/13 Materials Due 8/20 Editorial Due 7/1</p>	<p>GIE+EXPO Pre-Show Issue Hardscapes: Solid Stone + Pavers Installing: Hand Tools Landscaping Equipment: Track Loaders + Legal Services, and Blades, Oil, Repair Parts + Tires</p>
<p>APRIL Ad Close 3/14 Materials Due 3/21 Editorial Due 2/1</p>	<p>Hardscapes: Stone + Aggregates Landscaping Equipment: Compact Tractors + Home Services Recommendations, and Design Software</p>	<p>OCTOBER Ad Close 9/11 Materials Due 9/18 Editorial Due 8/1</p>	<p>GIE+EXPO Show Issue Hardscapes: Stone + Aggregates Landscaping Equipment: Compact Tractors Fountains + Water Features + Design Software</p>
<p>MAY Ad Close 4/11 Materials Due 4/18 Editorial Due 3/1</p>	<p>Hardscapes: Solid Stone + Pavers Installing: Hardscape + Landscape Edging Landscaping Equipment: Tires + Tracks + Trucks, Trailers + Vans</p>	<p>NOVEMBER Ad Close 10/16 Materials Due 10/23 Editorial Due 9/1</p>	<p>Hardscapes: Solid Stone + Pavers Installing: Hardscape + Landscape Edging Landscaping Equipment: Tires + Tracks + Partnering with Dealers</p>
<p>JUNE Ad Close 5/14 Materials Due 5/21 Editorial Due 4/1</p>	<p>Cover Story: LM150 Hardscapes: Tile Installing: Augers, Drills, Trenchers Landscaping Equipment: Trucks, Trailers + Vans + Blades, Oil, Repair Parts + Tires</p>	<p>DECEMBER Ad Close 11/11 Materials Due 11/18 Editorial Due 10/1</p>	<p>Cover Story: 2020 Industry Pulse Hardscapes: Tile Installing: Augers, Drills, Trenchers Landscaping Equipment: Trucks, Trailers + Vans Ponds, Pond Aerators + Blades, Oil, Repair Parts + Tires</p>



IRRIGATION + WATER MANAGEMENT

36,458*

UNIQUE LM SUBSCRIBERS

Perform irrigation services and installations and/or purchase irrigation systems.

LM is the only media brand auditing irrigation products purchased and services performed.



<p>JANUARY Ad Close 12/7 Materials Due 12/14 Editorial Due 11/1</p>	<p>GPS Tracking + Maintenance Scheduling Irrigation Equipment: Heads + Nozzles, Rotors + Legal Services</p>
<p>FEBRUARY Ad Close 1/15 Materials Due 1/23 Editorial Due 12/1</p>	<p>Irrigation Technology: Controllers</p>
<p>MARCH Ad Close 2/12 Materials Due 2/20 Editorial Due 1/1</p>	<p>Irrigation Equipment: Pumps + Valves Trucks + Vans + Partnering with Distributors</p>

<p>APRIL Ad Close 3/14 Materials Due 3/21 Editorial Due 2/1</p>	<p>Irrigation Equipment: Heads + Nozzles, Rotors</p>
<p>MAY Ad Close 4/11 Materials Due 4/18 Editorial Due 3/1</p>	<p>Irrigation Technology: Controllers Design + Irrigation Software</p>
<p>JUNE Ad Close 5/14 Materials Due 5/21 Editorial Due 4/1</p>	<p>Cover Story: LM150 Irrigation Equipment: Drip Irrigation Supplies, Water Lines</p>
<p>JULY Ad Close 6/11 Materials Due 6/18 Editorial Due 5/1</p>	<p>Irrigation Equipment: Heads + Nozzles, Rotors Legal Services + GPS Tracking + Maintenance Scheduling</p>
<p>AUGUST Ad Close 7/16 Materials Due 7/23 Editorial Due 6/1</p>	<p>Irrigation Technology: Controllers</p>
<p>SEPTEMBER Ad Close 8/13 Materials Due 8/20 Editorial Due 7/1</p>	<p>GIE+EXPO Pre-Show Issue Irrigation Equipment: Trenchers Trucks + Vans</p>
<p>OCTOBER Ad Close 9/11 Materials Due 9/18 Editorial Due 8/1</p>	<p>GIE+EXPO Show Issue Irrigation Equipment: Heads + Nozzles, Rotors</p>
<p>NOVEMBER Ad Close 10/16 Materials Due 10/23 Editorial Due 9/1</p>	<p>Cover Story: Irrigation Tech Trends + Suppliers' Tips Irrigation Show Issue Irrigation Technology: Controllers Lighting</p>
<p>DECEMBER Ad Close 11/11 Materials Due 11/18 Editorial Due 10/1</p>	<p>Cover Story: 2020 Industry Pulse Irrigation Technology: Sensors, Apps + Software Sensors</p>