**2020 Media Planner**

**Turf + Ornamental**

**JULY**
- Ad Close 6/9
- Materials Due 6/16
- Crabgrass/goosegrass; pythium blight; fire ants; plant growth regulators; trucks, vans, accessories

**AUGUST**
- Ad Close 7/16
- Materials Due 7/23
- Poa annua; grubs; fertilizer combinations; biologicals/organics, tree and shrub care; holiday lighting

**SEPTEMBER**
- Ad Close 8/12
- Materials Due 8/19
- **COVER STORY:** GIE+EXPO Preshow Issue
  - aerators; walk-behind spreaders; snow mold; apparel

**OCTOBER**
- Ad Close 9/10
- Materials Due 9/17
- **COVER STORY:** GIE+EXPO Show Issue
  - Early Order Program Guide; chinch bugs; dollar spot; humates; tanks/nozzles/hoses/reels; plant growth regulators

**NOVEMBER**
- Ad Close 10/15
- Materials Due 10/22
- Spreader-sprayers; controlled-release/enhanced-efficiency fertilizers; business software/apps; tough weeds (purslane, knot wood, foxtail, plantain, spurge, dandelion); biologicals/organics

**DECEMBER**
- Ad Close 11/12
- Materials Due 11/19
- **COVER STORY:** Industry Pulse
  - dallisgrass; sod webworms; fertilizer combinations; financial services; biochars

**COVERAGE BY T+O PRODUCT TYPE**

- **AERATORS**
  - Mar, Sep

- **BIOLOGICALS, ORGANICS**
  - Apr, Aug, Nov

- **FERTILIZERS**
  - Feb, Mar, Apr, Jun, Aug, Oct, Nov, Dec

- **fungicides**
  - Mar, Apr, May, Jul, Sep, Oct

- **herbicides**
  - Feb, Mar, Apr, May, Jun, Jul, Aug, Nov, Dec

- **insecticides**
  - Jan, Feb, Jun, Jul, Aug, Oct, Dec

- **plant growth regulators**
  - Jul, Oct

- **software, apps (business, scheduling, tracking, etc.)**
  - Feb, May, Nov

- **spreaders, sprayers**
  - Jan, Jun, Nov

- **tanks, nozzles, hoses, reels**
  - Feb, Oct

- **tree and shrub care**
  - Mar, Aug

- **trucks, trailers, vans, accessories**
  - Jan, Jul

- **Walk-Behind Spreaders**
  - Apr, Sep
#1 REACH

## JANUARY
- Ad Close 12/5
- Materials Due 12/12
- Zero-turn mowers; mower maintenance; working with dealers; blowers (handheld, backpack, walk-behind)

## FEBRUARY
- Ad Close 1/15
- Materials Due 1/23
- **COVER STORY:** Mower trends and technology
- spring cleanups; ride-on, stand-on, walk-behind and robotic mowers; utility vehicles; power/engines; business software + apps

## MARCH
- Ad Close 2/12
- Materials Due 2/20
- Trucks, vans, accessories; mulch; string trimmers; mower maintenance; zero-turn mowers

## APRIL
- Ad Close 3/12
- Materials Due 3/19
- Ride-on, stand-on, walk-behind and robotic mowers; apparel; franchising; chainsaws

## MAY
- Ad Close 4/15
- Materials Due 4/22
- Zero-turn mowers; trucks, vans, accessories; power/engines; mower maintenance; snow removal

## JUNE
- Ad Close 5/13
- Materials Due 5/20
- **COVER STORY:** LM150
- ride-on, walk-behind, stand-on and robotic mowers; business software + apps; insurance

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**52,416**

**UNIQUE LM SUBSCRIBERS**

**PURCHASE** mowers, handheld equipment and other maintenance products and/or **PERFORM** mowing and maintenance-related services.

**VERIFIED**

LM is the only media brand auditing mower & other maintenance products purchased and services performed.

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*Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.*
**2020 Media Planner**

**Mowing + Maintenance**

**JULY**
- Ad Close 6/9  
  Materials Due 6/16  
  Zero-turn mowers; financial services; blowers (handheld, backpack, walk-behind); mower maintenance; snow removal

**AUGUST**
- Ad Close 7/16  
  Materials Due 7/23  
  Fall cleanups; ride-on, stand-on, walk-behind and robotic mowers; utility vehicles; string trimmers; snow removal

**SEPTEMBER**
- Ad Close 8/12  
  Materials Due 8/19  
  COVER STORY: GIE+EXPO  
  Preshow Issue  
  trucks, vans, accessories; business software + apps; zero-turn mowers; mower maintenance; mulch

**OCTOBER**
- Ad Close 9/10  
  Materials Due 9/17  
  COVER STORY: GIE+EXPO  
  Show Issue  
  ride-on, stand-on, walk-behind and robotic mowers; holiday lighting; power/engine; GPS tracking + scheduling

**NOVEMBER**
- Ad Close 10/15  
  Materials Due 10/22  
  Zero-turn mowers; mower maintenance; chainsaws; snow removal

**DECEMBER**
- Ad Close 11/12  
  Materials Due 11/19  
  COVER STORY: Industry Pulse  
  battery-powered equipment guide;  
  legal services; business software + apps; power/engine; ride-on, stand-on, walk-behind and robotic mowers; snow removal

**COVERAGE BY MOWING + MAINTENANCE PRODUCT TYPE**

**RIDE-ON, ROBOTIC, STAND-ON, WALK-BEHIND MOWERS**
- Preshow Issue  
  Feb, Apr, Jun, Aug, Oct, Dec

**ZERO-TURN MOWERS**
- Jan, Mar, May, Jul, Sep, Nov

**CLEANUPS**
- Feb, Aug

**BLOWERS, CHAINSAWS, STRING TRIMMERS**
- Jan, Mar, Apr, Jul, Aug, Nov

**BLADES, OIL, PARTS, TIRES**
- Jan, Mar, May, Jul, Sep, Nov

**MULCH**
- Mar, Sep

**POWER + ENGINES: BATTERY, GAS, PROPANE**
- Feb, May, Oct, Dec

**SOFTWARE, APPS**
- (BUSINESS, SCHEDULING, TRACKING, ETC.)  
  Feb, Sep, Oct

**SNOW REMOVAL**
- May, Aug, Nov, Dec

**TRUCKS, TRAILERS, VANS, ACCESSORIES**
- Mar, May

**UTILITY VEHICLES**
- Feb, Aug
48,558
UNIQUE LM SUBSCRIBERS
PURCHASE LANDSCAPE/DESIGN AND INSTALLATION PRODUCTS AND EQUIPMENT AND/OR PERFORM RELATED SERVICES.

#1 REACH
#1 COVERAGE

JANUARY
Ad Close 12/5
Materials Due 12/12
Brick; business software + apps; financial services; attachments; handheld equipment, saws, blades; landscape and hardscape edging; skid-steers

FEBRUARY
Ad Close 1/15
Materials Due 1/23
Tile; design software; working with dealers; track loaders; trenchers, augers, drills; trucks, vans, accessories

MARCH
Ad Close 2/12
Materials Due 2/20
Cover story: DBI trends and technology stone + aggregates; compact excavators; water features/fountains; hand tools; landscape lighting

APRIL
Ad Close 3/12
Materials Due 3/19
Solid stone/pavers; compact tractors; design software; landscape and hardscape edging

MAY
Ad Close 4/15
Materials Due 4/22
Con-Expo Coverage; design trends; ponds and pond aerators; utility vehicles; handheld equipment, saws, blades; attachments

JUNE
Ad Close 5/13
Materials Due 5/20
COVER STORY: LM150 brick; design software; tires and tracks; legal services; trenchers, augers, drills

LM is the only media brand auditing landscape/design build and installation products purchased and services performed.

Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.
### January
- **Ad Close:** 12/5
- **Materials Due:** 12/12
- Water management; rotors

### February
- **Ad Close:** 1/15
- **Materials Due:** 1/23
- Software/apps; nozzles and heads; design software

### March
- **Ad Close:** 2/12
- **Materials Due:** 2/20
- Valves and pumps; sensors; trenchers; landscape lighting

### April
- **Ad Close:** 3/12
- **Materials Due:** 3/19
- Drip irrigation; controllers; trucks, vans, accessories

### May
- **Ad Close:** 4/15
- **Materials Due:** 4/22
- Water reels; working with distributors; water management

### June
- **Ad Close:** 5/13
- **Materials Due:** 5/20
- **COVER STORY:** 
  - LM150
  - financial services; software/apps; water lines; rotors

### July
- **Ad Close:** 6/9
- **Materials Due:** 6/16
- Nozzles and heads; sensors

### August
- **Ad Close:** 7/16
- **Materials Due:** 7/23
- Business software + apps; trenchers; controllers; valves and pumps

### September
- **Ad Close:** 8/12
- **Materials Due:** 8/19
- **COVER STORY:** 
  - GIE+EXPO Preshow Issue
  - water management; drip irrigation; landscape lighting

### October
- **Ad Close:** 9/10
- **Materials Due:** 9/17
- **COVER STORY:** 
  - GIE+EXPO Show Issue
  - software/apps; trucks, vans, accessories

### November
- **Ad Close:** 10/15
- **Materials Due:** 10/22
- **COVER STORY:** 
  - Irrigation trends and technology
  - Irrigation Show Issue; sensors; GPS tracking + scheduling

### December
- **Ad Close:** 11/12
- **Materials Due:** 11/19
- **COVER STORY:** 
  - Industry Pulse
  - trenchers; controllers; landscape lighting

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**38,896 UNIQUE LM SUBSCRIBERS**

**PERFORM IRRIGATION SERVICES AND INSTALLATIONS AND/OR PURCHASE IRRIGATION SYSTEMS.**

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

Source: Subscriber number is the unduplicated number from LM’s March 2019 Verified Audit Circulation Report.