

# LANDSCAPE ARCHITECT AND SPECIFIER NEWS



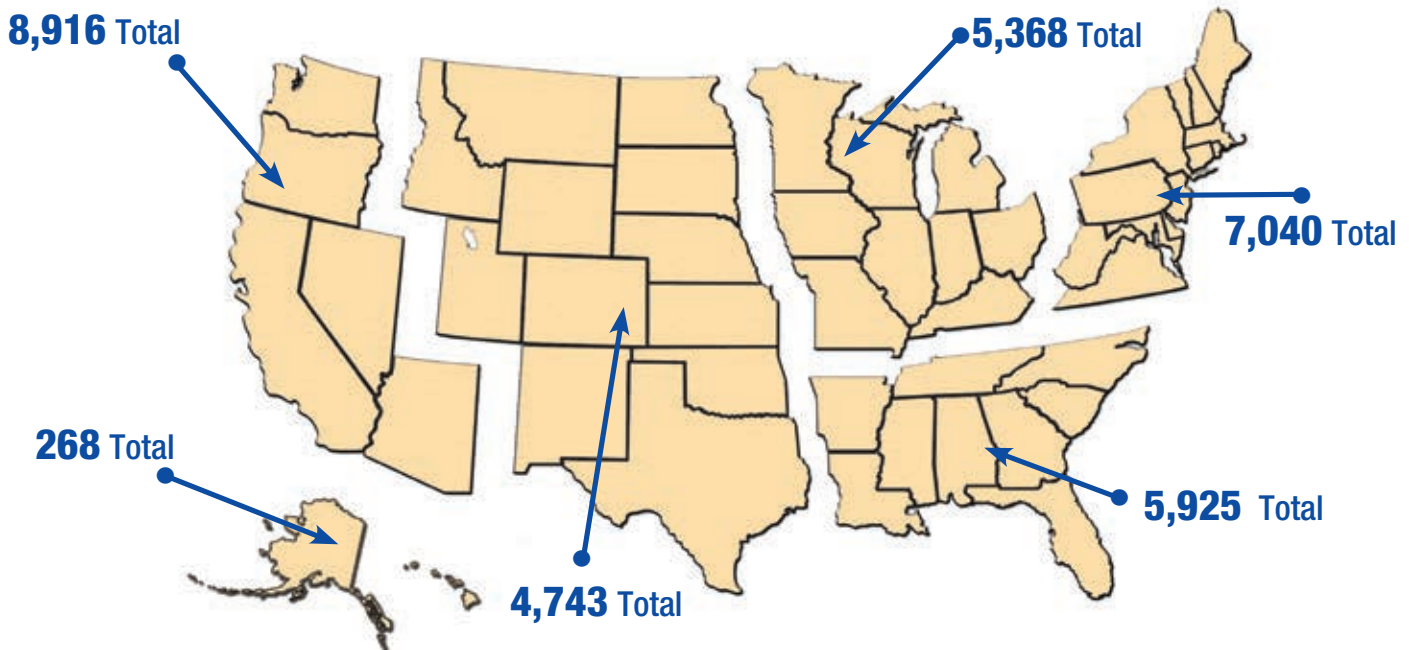
*Your One-Stop Marketing Platform  
for Landscape Architects Nationwide*

# Demographic Profile

# LANDSCAPE ARCHITECT

AND SPECIFIER NEWS

Virtually Every Licensed Landscape Architect in the Nation!



Licensed Landscape Architects	22,043
American Society of Landscape Architects (ASLA)	5,986
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Land Planning	13,794
Municipal Work/City Planning	13,452
American Planning Association (APA)	692
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Park Design	16,188
Playground Specification	10,987
National Recreation & Park Association (NRPA)	592
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Commercial Development	17,833
Institutional Development	12,832
Hotel & Resort Development	6,310
Commercial Facilities	1,908
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Suppliers, Distributors, Nurseries, Turf Farms, etc.	1,637

Single Family Residential	15,348
Multi-Family Residential	12,302
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Campus Design	8,381
Universities/Colleges	902
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Lighting Design	15,035
Hardscape Design	12,677
Water Feature Design	8,601
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Licensed Architects	1,262
American Institute of Architects (AIA)	1,093
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Erosion Control	12,161
Transportation Development	9,334
DOT/Army Corp of Engineers	901

Total Distribution: **32,260**

Total Readership, including pass-along copies, is more than **120,000** per issue!

More than Double the Closest Competition!

Includes virtually every Licensed Landscape Architect in the nation!

**71.9%** are business owners, principals, or partners.

**89.8%** are actively involved with site design.

My firm has **specified** or **purchased** the following products by **BRAND NAME** in the past two years:

Area/Street Lighting	64.60%	Irrigation Enclosures	44.70%	Shade Structures	34.91%
Automated Entry Systems	15.09%	Landscape Lighting	58.49%	Site Furnishings	61.32%
Bike Racks	60.00%	Low-Volume Irrigation	40.00%	Skate Parks	11.30%
Bridges, Boardwalks	21.70%	Outdoor Fitness Equipment	23.58%	Soil Amendments	38.68%
Concrete Coloring & Texturing	46.23%	Outdoor Kitchen Elements	23.58%	Solar Lighting	12.26%
Decorative Fountains	30.02%	Patio Furniture	24.53%	Sports Lighting	22.50%
Drainage	50.94%	Paving Materials	72.64%	Stormwater Products	43.40%
Drinking Fountains	34.91%	Pergolas / Arbors	33.96%	Synthetic Grass	32.08%
Edging	54.90%	Planters	44.34%	Trash Receptacles	61.10%
Erosion Control Products	51.89%	Play Structures	44.34%	Tree Anchoring	33.02%
Fencing	53.77%	Porous Pavement, Turf Reinforcement	46.90%	Tree Grates	36.79%
Fertilizer, Soil Amendments	57.80%	Precast Concrete Products	73.10%	Turf Reinforcement Grids	24.53%
Fire Elements	16.04%	Restrooms	14.15%	Waste Recycling Receptacles	27.36%
Garden Arts	22.64%	Retaining Walls	65.80%	Water Aeration Equipment	13.21%
Gate-Operating Devices	19.81%	Rooftop Paving	17.92%	Water Feature Pumps/Systems	27.36%
Gazebos, Pavilions, Shelters	48.11%	Root Barriers	40.00%	Water-Oriented Play Structures	15.09%
Irrigation Controllers	58.49%	Safety Surfacing	19.81%	Waterfall, Grotto Materials	17.50%

### Top 50 lead generating categories

September 1st, 2016 – August 31st, 2017

Aerating Fountains	Fountain Equipment	Play Structures
Animal/Waste Clean-Up	Fountains, Decorative	Pool Design, Build
Arbors/Trellises	Fountains, Extra Large	Retaining Walls, Segmental
Architectural Cast Stone	Gates	Rock Features
Area/Street Lighting	Gazebos, Pavilions, Shelters	Sculpture, Water Oriented
Awnings/Canopies	Green Roof Products	Sensory Play
Bicycle Racks/Security	Lighted Bollards	Shade Devices
Bollards	Lighting Poles	Signage, Plaques
Bollards, Collapsible/Removable	Living Walls	Site Furnishings
Bridges, Boardwalks	Low-Voltage Lighting	Solar Street/Area Lighting
Cable Trellis Systems	Outdoor Kitchens	Spas
Decking	Path/Step Lighting	Teak Furnishings
Dog Parks	Patio Furniture	Themed Play/Playgrounds
Drinking Fountains	Paver Leveler/Riser	Tree Grates
Espalier Anchoring System	Pavers, Brick	Water Oriented Play Structures
Fencing	Pavers, Manufactured	Water Safe Lighting
Fire Pits/Rings	Pavers, Stone	Waterproof Lighting/Led/Fountain
Fireplaces	Pergolas	
Fog Systems	Planters	



# LANDSCAPE ARCHITECT

A N D S P E C I F I E R N E W S

## *LASN HAS IT ALL*



- 4-Channel Multi-Media branding and lead generation programs available
- **Mailed to 32,000** Subscribers Monthly
- 77.97% of Landscape Architects picked LASN as the #1 Print Resource
- 71.8% are Owners, Partners or Principals
- 49.7% Work on Over 250 acres/yr.
- **89.8% are Actively Involved in Site Design**
- Weekly Sales Leads Uploaded Daily Accessible 24/7/365
- Online Product Search Engine Producing 8,000 – 12,000+ Weekly Page Views
- Bonus Distribution at 9 Major Trade Shows
- **The LASN Specifier's Guide** is used by 96.05% of readership!

## Contact Your Advertising Sales Representative

If Your Company  
Name Begins With:

A-H  
I-P  
Q-Z

Sales Representative

Jason Seaberg - (714) 979-5276 x126  
Clint Phipps - (714) 979-5276 x111  
Matt Henderson - (714) 979-5276 x114