



2022 Media Kit

About WLA

We publish the latest landscape architecture projects, news, competitions and we have close relationships with the most well-known landscape architecture and multi-discipline firms from across the world.

World Landscape Architecture (WLA) has over 55,000 monthly readers from across the world who spend an average 1:59 minutes per visit and read over 350,000 pages a month.

Demographics - Averages for 2021 (@ 30 Nov 2021)

USA	19.5%
China	14.2%
India	5.01%
UK	4.90%
Australia	4.30%
South Korea	3.90%
Canada	2.61%
Thailand	2.50%
Turkey	2.55%
Italy	2.25%
Thailand	2.18%

Current Global Website Ranking 121,030 (Alexa.com)

Social Media

We connect with our readers with daily updates on our social media platforms including Facebook(237,000+ followers), Pinterest (87,000+ followers), Instagram (25,850+ followers), LinkedIn company (18,400+ followers), LinkedIn group (25,500+ members), Twitter (over 31000+ followers) also through our weekly email newsletter to 3,500 subscribers.

Memberships

We offer various memberships including Supporter, Partner, Sponsor and Product Partner and Product Sponsor. See the next page for the benefits of each membership.

Tailoring

We offer differing levels of support for design firms, service suppliers and product suppliers and tailor a marketing campaign including articles, social media posts and more.

Some of WLA's Sponsors and Partners





WLA Individual & Design Firm Memberships

Individual or Design Firm Membership Benefits

Company logo on WLA and Supporters page
 Company logo in the weekly email newsletter
 Name on Supporters Page
 Company Profile on WLA
 Editorial Calendar
 Welcome notices on WLA website & social media
 Feature Projects per year (top slider on frontpage)
 Project publications
 Company news in news column
 People profiles
 Job listings
 Discount of WLA Awards
 Monthly WLA Members Newsletter
 CO2 Offset Program (Tonnes)

Prices as at 31 December 2021 for 2022 Memberships

	Supporter \$100 AUD/year	Partner \$500 AUD/year	Sponsor \$750 AUD/year
	-	●	●
	-	●	●
	●	-	-
	-	●	●
	-	●	●
	-	●	●
	1	up to 6	up to 12
	-	up to 12	up to 24
	-	-	Unlimited
	-	up to 1	up to 5
	50% discount	up to 3 free	up to 10 free
	5%	15%	25%
	●	●	●
	-	1	3

Individual & Design Firm Membership Benefits

Company Logo
 Your company logo appears in the footer of the front page and the sidebar of all posts. It will also appear in the footer of the weekly newsletter and the supporters' page.

Company Profile
 We will provide a special page that includes a summary of your company.

Editorial Calendar
 We have a calendar that we issue in December that provides the topics and ideas for each month.

Welcome Post/Notice
 Your company will receive a post on the front page of WLA and share it on our social media channels and the weekly newsletter.

Feature Projects
 Your project will be featured in the top slider of the page, and it will have priority in the weekly email newsletter and social media accounts. Also, all feature posts will be SEO-optimised with links back to your website.

Project Publications
 Your project will be published on the front page and our social media accounts. You can submit projects for publication at any time.

Company News
 Your company news will be posted in the News section.

People profiles
 You can profile your employees or a consultant or artist in a profile on WLA. We provide a template for them to complete.

Job Listings
 We will post your job listing on the front page and social media accounts.

Discount on WLA Awards
 You will get discounts (when logged in) for the annual WLA Awards

Monthly Newsletter
 We provide a newsletter with news and updates on WLA

CO2 Offset Project (New for 2022)
 We will be announcing in early 2022 that we will be offsetting all of our CO2 footprint (including website traffic, travel, couriers). Your membership assists us in offsetting the tonnes listed.



WLA Product Memberships

Product/Service Membership Benefits

Company logo on WLA and Supporters page
Company logo in the weekly email newsletter
Company Profile on WLA
Editorial Calendar
Welcome notices on WLA website & social media
Featured Product Publications (top slider on frontpage)
Product News (news, social media & weekly newsletter)
Product Profile
Monthly WLA Members Newsletter
Membership Certificate
CO2 Offset Program (Tonnes)

Product Partner \$500 AUD/year

●
●
●
●
●
up to 3
up to 5
up to 5
●
●
1

Product Sponsor \$1000AUD/year

●
●
●
●
●
up to 8
up to 12
up to 10
●
●
5

Prices as at 31 December 2021 for 2022 Memberships

Product Membership Benefits

Company Logo

Your company logo will appear in the footer of the front page and the sidebar of all posts. It will also appear in the footer of the weekly newsletter and the supporters' page.

Company Profile

We will provide a special page that includes a summary of your company.

Editorial Calendar

We have a calendar that we issue in December that provides the topics and ideas for each month.

Welcome Post/Notice

Your company will receive a post on the front page of WLA, our social media channels, and the weekly newsletter.

Feature Products

We will feature your product in the top slider of the page and place it in a prominent position in the weekly email newsletter and social media accounts. Also, all feature projects will be SEO-optimised with links back to your website.

Product News

We will publish your announcements for new products and industry initiatives and share them on social media.

Product profiles

We publish one page per product and link it back to your website, thus giving readers a direct way to contact you.

Monthly Newsletter

We provide a newsletter with news and updates on WLA

Membership Certificate

We will provide a membership certificate for your company and a copy of our logo that you can use for 2022 on your Social Responsibility profiles and company documents.

CO2 Offset Project (New for 2022)

We will be announcing in early 2022 that we will be offsetting all of our CO2 footprint (including website traffic, travel, couriers). Your membership assists us in offsetting the tonnes listed.



Marketing & Advertising

worldlandscapearchitect.com

Marketing Packages

Beyond our Memberships we can also tailor a marketing package including Advertising, Sponsored Posts, Social Media Post and Email Feature depending on your needs. We can also include a promotion of posts (yours or ours) through Social Media for an additional fee and budget.

Marketing Campaigns

We can consult (for hourly rates or per project) on your marketing plans and social media presence and provide advice on a marketing campaign or a full strategy for your product or business.

To discuss your Marketing requirements please contact Damian Holmes via email damian@worldlandscapearchitect.com

Awards and Event Sponsorship

WLA Awards

Naming Sponsor	\$10000AUD
Secondary Sponsor	\$5000AUD

Competitions

Sponsor	\$1000AUD
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For more information about Awards & Event Sponsorship please contact Damian Holmes via email damian@worldlandscapearchitect.com

Advertising, Social Media Campaigns

Banner Ad

300x250 Banner Ad (30 days)	\$350AUD
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Sponsored Post

Sponsored Post (top slider)	\$250AUD
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Social Media Post

Promotion on all social media channels with your image and nominated link	\$250AUD
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Email Feature

Top Image inclusion in email title	\$250AUD
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Listings

Job Listing (30 days)	\$150AUD
Event/Competition Listing (30 days)	\$150AUD