



## 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 1:40 minutes per visit and read over 350,000 pages a month.

### Demographics - Monthly Averages past 12 Months (@ 31 August 2023)

USA	20.05%
China	12.4%
India	5.87%
UK	5.77%
Australia	4.80%
South Korea	3.90%
Canada	3.01%
Hong Kong	2.90%
Germany	2.50%
Italy	2.25%

### Social Media

We connect with our readers with daily updates on our social media platforms including Facebook(218,000+ followers), Pinterest (94,000+ followers), Instagram (28400 followers), LinkedIn company (25600 followers), LinkedIn group (32,000+ members), Twitter (over 31500+ 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



dwg.



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## Individual & Design Firm Memberships

Benefits/Services	Individual \$150 AUD/year or \$15/month billing	Partner \$500 AUD/year	Sponsor \$750 AUD/year	Marketing Management Contact Us for Price
Name on Supporters Page	●	●	●	●
Company logo on WLA and Supporters page	-	●	●	●
Company logo in the weekly email newsletter	-	●	●	●
Company Profile on WLA*	-	-	●	●
Editorial Calendar	●	●	●	●
Welcome notices website & social media	-	●	●	●
Feature Projects per year (top slider on frontpage)*	1	up to 5	up to 10	Custom
Project publications*	-	up to 10	up to 20	Custom
Company news in news column*	1	6	12	Custom
People profiles*	-	up to 1	up to 5	Custom
Job listings*	1	up to 3 free	up to 10 free	Custom
Discount of WLA Awards	5%	15%	25%	25%
Monthly WLA Members Newsletter	●	●	●	●
Monthly Content/Ideas Meeting	-	-	-	Custom
Project/Article Ideas	-	-	-	Custom
Copywriting of Projects, News, Profiles	-	-	-	Custom
Coordination of Posts (inc. Client approval)	-	-	-	Custom
Press Releases/Monitoring/Article Pitching	-	-	-	Custom
Social Media Account Management	-	-	-	Custom

Company Logo - Your logo appears in the footer of website and weekly newsletter and the sidebar of all posts.

Company Profile\* - We will provide a page that includes a profile of your company.

Editorial Calendar - We have a calendar of editorial topics released at the start of the year.

Welcome Post/Notice - Your company will receive a welcome post on the front page and shared on our social media channels and weekly newsletter.

Feature Projects\* - Your project will be featured in the top slider of the page, weekly email newsletter, social media channels and includes links 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 people 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.

Monthly Contents/Ideas Meetings - WLA will have a monthly one hour meeting to discuss upcoming projects, news, and ideas.

Project/Articles - WLA will develop some project/article ideas for publication on WLA

Copywriting of Projects, News, Profiles - WLA writes the copy(text) for the project, news and people profiles.

Coordination of Posts - WLA coordinates with your team and client approval of articles.

Press Releases, Monitoring and Pitching - WLA submits the press releases to various publications and provides a reports back on online media publication.

Social Media Account Management - WLA manages your company social media accounts.

**Copy, text and images to be supplied by your company**  
**Monthly Billing available - Minimum 3 months on signup**  
**Annual Memberships are 365 days from the date of payment**  
**To discuss memberships please contact**  
**Damian Holmes [damian@worldlandscapearchitect.com](mailto:damian@worldlandscapearchitect.com)**



## Product & Supplier Memberships

Benefits/Services	Product Partner \$500AUD/year	Product Sponsor \$1000AUD/year	Content Creation Contact Us	Marketing Management Contact Us
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 website & social media	●	●	●	●
Feature Product Posts per year (top slider on frontpage)*	3	8	Custom	Custom
Company/Product news in news column*	5	10	Custom	Custom
Product profiles*	5	10	Custom	Custom
Monthly WLA Members Newsletter	●	●	●	●
Monthly Content Meeting	-	-	●	●
Project/Article Ideas	-	-	●	Custom
Copywriting of Projects, News, Profiles	-	-	●	Custom
Coordination of Posts (inc. Client approval)	-	-	-	Custom
Press Releases/Monitoring/Article Pitching	-	-	-	Custom
Social Media Account Management	-	-	-	Custom

### 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 featured products 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

### Copywriting of Products & News

WLA writes the copy(text)for the products and news through interviewing and coordinating with team members.

### Coordination of Posts

WLA coordinates with your team to approve the article (copy & images) for publication.

### Press Releases, Monitoring and Pitching.

WLA submits the press releases to various publications and provides a reports back on online media publication. We can also look to develop pitches to media outlets for future projects and articles.

### Social Media Account Management

WLA manages your company social media accounts.

Memberships are 365 days from the date of payment

POA - Price On Application - contact us for a meeting and pricing

\*copy, text and images to be supplied by your company

**To discuss memberships please contact**

**Damian Holmes [damian@worldlandscapearchitect.com](mailto:damian@worldlandscapearchitect.com)**



## Sponsorship & Advertising Opportunities

### Awards and Event Sponsorship

#### WLA Awards

Naming Sponsor	\$10,000AUD
Secondary Sponsor	\$5,000AUD

#### Competitions

Sponsor	\$1,000AUD
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For more information about Awards & Event Sponsorship please contact Damian Holmes via email [damian@worldlandscapearchitect.com](mailto:damian@worldlandscapearchitect.com)

### Advertising, Social Media Campaigns

#### Listings

Job Listing (30 days)	\$200AUD
Event/Competition Listing (30 days)	\$200AUD

#### Banner Ad

300x250 Banner Ad (30 days)	\$500AUD
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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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