



# Peak Season is here, but how do you make it your peak season?

Landscapers are gearing up for peak season and evaluating their fleets. And when they begin to consider alternate fuel types, stand-on mowers and mower specs, they turn to TLC's March Mower Madness. Why wouldn't they?

TLC's **Spring Mower Madness** targets landscapers in active research mode, engaging them with the content they need to make their buying decisions.

## Our extensive coverage will include:



Overview of market trends



Propane versus alternative fuels



Stand-on versus ride-on



Product descriptions and specs





As an advertiser, your product description and specs will be embedded in high-value content across all of TLC's channels. All form leads will be provided to you for lead nurturing.



**Product description and photo\* included in:**

- Totallandscapecare.com
- Downloadable e-book (including full-page ad\*\*)
- Newsletters
- Social media

**Total Investment: \$3,000**

The busy landscaping professional doesn't have the time to research multiple websites to get the insights they need to update or expand their fleet. They will rely on Total Landscape Care's **Spring Mower Madness**.

**Talk to your Sales Representative today to find out how we can help you maintain your visibility during this critical sales period.**

\*Advertisers must provide high-res photo at least 3.5 inches at 300 dpi and 250-word description. Please note that copy will be edited for space and clarity. \*\*Ebook full-page print ad specifications: page size of 8.5"x11" with minimum image resolution of 150 ppi.

**TOTAL landscape CARE**

- Facebook**  
63.3K Likes
- Newsletter**  
13.8K Monthly Subscriptions  
20% Monthly Open Rate  
41% Click-Throughs
- TLC.com**  
203.6K Monthly Pageviews  
148.1K Unique Visits
- Google's**  
Top-ranked article  
for Zero Turn Mowers