



Media Kit 2026/27

Online-Print-Social-Database-Lead Generation-Programmatic





Own the External Works Specification Market

Position your brand as a leader in an \$11B+ industry

Outdoor Design Source (ODS) – Australia's leading reference for external works professionals

The Who's Who of the External Works Industry

External works professionals shape every outdoor space you see in the public streetscape – from grand civic plazas to commercial rooftop gardens.



Landscape Architects

Shaping the design and function of outdoor spaces.



Civil Engineers & Contractors

Designing and building large or complex outdoor spaces.



Landscape Contractors

Building outdoor spaces of all sizes.



Parks, Tourism, Leisure and Sport

Developing and maintaining recreational and public amenities.



Councils, Public Works and Education

Managing public spaces and school infrastructure.



Architects & Builders

Integrating external works into broader construction projects.

External Works—Everything You See in the Public Streetscape

External works professionals deliver projects across two major sectors in Australia totaling **\$11.38 billion** in combined value.

Commercial — \$6.28bn

- Apartments & Shopping Centres
- Hotels & Business Facilities
- Rooftop Gardens & Green Walls

Public — \$5.1bn

- Plazas, Squares & Waterfronts
- Parks, Gardens & Recreation
- Roads, Campuses & Stormwater
- Cultural Heritage & Urban Renewal



Why External Works Professionals Are More Influential Than Ever

External works professionals create the **public face** of the nation's most significant projects. As creators of the interface between interior and exterior space, they shape the entire public streetscape of any public or commercial project.

- They are not served well by either search or traditional design media, creating a powerful opportunity for brands that reach them through the right channel.



How ODS Knows & Reaches These Professionals

How We Know Them

- We collect and manage B2B databases – IP, business, and email addresses
- We record interests and profile audiences over time
- We use media brands like Outdoor Design Source, Specifier Source, and association brands like Parks & Leisure Australia to track engagement

How We Tell Your Story

- Ads or articles in our own media brands
- Ads or articles on any website they use – news, weather, entertainment, finance
- Lead-generating white papers distributed to our opt-in network
- Ads or articles on LinkedIn and Facebook

Our Mission: To make your business stand out to external works professionals.

Outdoor Design Source — The Leading Reference for External Works Professionals

For over two decades, ODS has been the leading media network and information resource for professionals in the Australian external works industry. We are the trusted, go-to source for specifiers of products and services used in all landscape and external works projects.

Our network cuts through the "white noise" of general design media to deliver highly visual, targeted, and credible content that connects buyers with the businesses they need.



How ODS platforms work for GEO, SEO and AEO

GEO (Generative Engine Optimisation) focuses on your business being cited as a trusted factual source within AI responses. **SEO**- aims to rank your page in a list of links, **AEO** aims to get your content directly extracted and displayed by "answer engines" (AI Driven platforms), and

ODS helps these 3 layers work together to create brand authority and visibility amongst competitors, constructing concise answers and constantly "feeding" AI search engines with trusted accurate content. Speak to your account manager about more ways to keep up with this constantly changing environment.





Why High-Value Specifiers Trust ODS

✓ Relevance

A highly curated resource of products, services, and projects directly relevant to commercial and government sectors.

✓ Credibility

Long-standing reputation and endorsement from over **30 industry associations** establish ODS as a vital business tool.

✓ Efficiency

Fast and easy digital search allows busy professionals to find information without distraction.

✓ Visual Appeal

Highly visual content, including our Exemplary Projects showcase, provides rich inspiration and research.

The ODS Media Network — At a Glance

49K+

Email Subscribers

Across 4 fully opted-in B2B
databases

17K

Monthly Unique Visits

Outdoordesign.com.au

51K

Monthly Page Views

Outdoordesign.com.au

500K+

IP Data Points

Digital audience data for
programmatic targeting

21K

Facebook Followers

Engaged industry community

8K

Annual Resource Guide

Controlled print distribution,
published in September

The ODS network spans email, print, digital, and social – delivering your brand to external work specifiers at every stage of their workflow.

Introducing the ODS Resource Guide -Print/Online "Data-spec"

The "Data-spec" is our **baseline discoverability offering** – a detailed company profile with images, listed in the appropriate category for maximum visibility, produced both online and in print. Favoured by specifiers for its quick, efficient format. Available in multiple categories, the online replica on www.outdoordesign.com.au guarantees a bonus **1,500 page views** per year at a minimum.

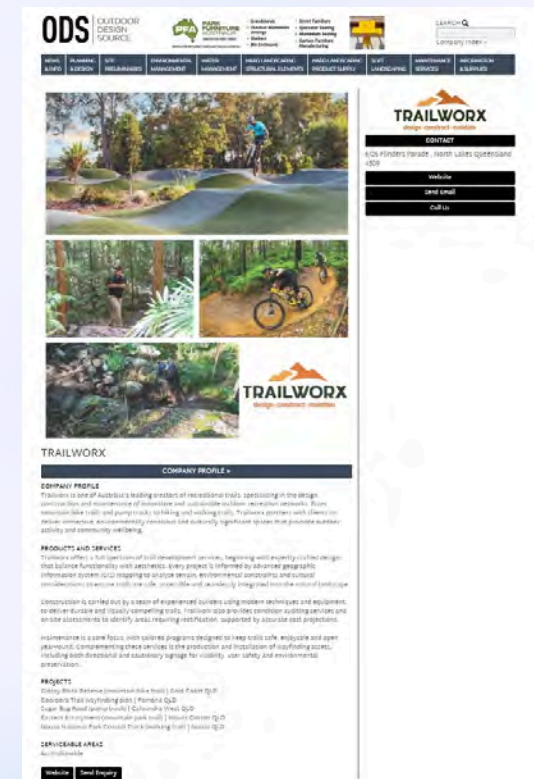
Hundreds of copies are also distributed at multiple trade events attended by the ODS team.



ODS Print



ODS Data-Spec



ODS Online Data-Spec



A companion to the ODS Resource Guide, the ODS Exemplary Showcase gives advertisers two opportunities a year to show the industry their best.

An exclusive print run of 4000 is delivered to a VIP audience of external works specifiers, landscape architects, designers and contractors across private and government sectors.

We also push this out to a digital audience of 20,000+ as an E-news article and with a bonus uploading to the ODS website.

Available in one or multiple page spreads, our experienced editors help you write an engaging article that highlights recent projects and tells a great story to the right people.

Additionally, the ODS team supply hundreds of copies free of charge to exhibitors, suppliers and all industry visitors of the many trade events they attend.



The official journal of the Parks and Leisure Australia and Recreation Aotearoa.

An opportunity for businesses who supply parks and leisure professionals to engage a targeted audience.

The Australasian Parks and Leisure Journal is a quarterly print and digital medium, offering 4 "digi-mags" and one hard copy magazine to all PLA members and promoted to the ODS network of 20,000+ opt in subscribers.

Additionally, the ODS team supply hundreds of copies free of charge to exhibitors, suppliers and all industry visitors of the many trade events they attend.

Available in full or multiple page digital and print spreads, our editors can assist with delivering an engaging story that targets new customers.

ODS Premium Content Package — Online

The ODS digital ecosystem delivers your message at every stage of the specifier's workflow. Priority positioning makes you a preferred supplier, with updates available anytime at no extra cost and all content tagged for SEO.

Online Premium Listing



Additional Features

- Unlimited content submission -
 - images
 - text
 - stories
 - video
- Preferred supplier status on a website that receives 51,000 page views per month
- Guaranteed 4,000 page views of your site p.a.
- Regular campaign/proof of performance reporting
- Your content promoted through socials and to our opt-in subscriber bases.

PRODUCT 3

ODS Digital Media — Website Advertising

Reach specifiers directly on [Outdoordesign.com.au](https://www.outdoordesign.com.au) with **17,000 monthly unique visits** and **51,000 monthly page views** (as of March 2026).

Leaderboard

600px × 90px

Booked by the month

Nav Banner

750px × 41px

Booked by the month

Sidebar / Skins

405px × 1000px

Booked by the month

MRec

350px × 350px

Booked by the month

White Paper Lead Generation

Securing qualified leads is the cornerstone of business success. Our lead generation solutions position you as an authority, promote you to the right audience, and deliver potential customers directly to your database for lead nurturing.



e-Newsletter & EDM Marketing

Our weekly e-Newsletters reach **49,000+ opted-in subscribers**, consistently achieving above-average open and click rates. This is a robust, fully opted-in database of professionals who have explicitly chosen to receive our content.

e-Newsletter Ad Options

- Sponsored content article linking to a more detailed article and enquiry form
- Leaderboard banner / MREC

Solus EDM Options

- ODS Main / Outdoor Leisure / Plants in Practice/ Education-Sport databases: + remarketing
- ODS Civil Works database: + remarketing

ODS Main Database #1

20,000+ Landscape Architects, Contractors, Council Specifiers

ODS Civil Database #2

20,000+ Civil Contractors, construction managers, and engineers

ODS Outdoor Leisure #3

9,000+ Outdoor Leisure & Park/Recreation Managers

ODS Plants in Practice #4

4,000+ Landscape Architects & Designers focused on green landscaping

ODS Education & Sport Database #5

5000+ Professionals working across sports field & playground infrastructure, childcare, schools, universities & colleges

Article Amplification

Have a stunning project or newsworthy product? We write a story for online publication and distribute it through the **Google Ad Network**, targeting the most relevant external works professionals using our B2B data. Choose between 35,000, 65,000 or 100,000 reach.

- Share your project profiles, or have us write them
- We craft attention-getting headings using Google AI tools
- Dynamically delivered via key on-page placements
- Amplifies reach and boosts on-site engagement
- Article writing by qualified editors available



Social Media Amplification

With **21,000 Facebook followers** and a growing LinkedIn presence, ODS connects your brand with industry professionals on the platforms they use daily. Share your best project shots – we create targeted posts using uploaded B2B data.

Tier 1

2,000 Targeted Reach

Tier 2

4,000 Targeted Reach

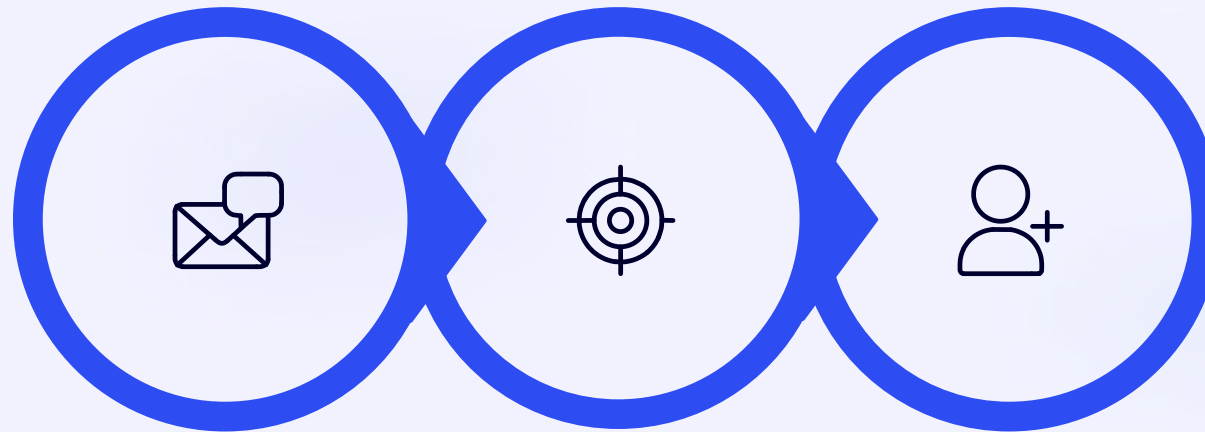
Tier 3

6,000 Targeted Reach



ODS Data-Match Programmatic Marketing

ODS offers a powerful programmatic advertising solution designed to deliver your message with **high frequency and precision** to the entire external works industry – the ideal tool for building top-of-mind brand awareness, using exclusive 1st party data.



Message

Target

Follow

*Programmatic Display

Display ad with links distributed via ODS data-informed programmatic targeting, available in 35,000, 65,000, 100,000, 250,000 ads served per campaign. Full proof of performance reporting supplied.

Target an audience of professionals at workplace addresses and/or a multitude of location or demographic filters. Your ads appear on multiple websites your audience visit- ensuring your brand is seen repeatedly by the people who matter most.



Let's Build Your Campaign

Ready to get your products and services in front of Australia's external works specifiers? Contact our team to build a bespoke digital campaign, ensuring your brand is seen and considered by the right people at the right time.

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