

COUNTRY *Media Pack* GARDENER

2021

Everything
YOU NEED TO KNOW ABOUT
advertising with us

From readers:

"A wonderful and much loved magazine."
ANNIE WEBB, CHARD, SOMERSET

"Quite the best gardening magazine we
have come across."
SARAH BRYANT, BATH

"By far the best gardening magazine
I know." **ABI JACKSON, EXETER**

From garden clubs:

"We pick up our copies from the local
garden centre and when they are spotted
at our meetings everyone pounces on
them. Our members couldn't be without
your magazine."

PORTISHEAD GARDENING CLUB

From advertisers:

"Country Gardener Magazine is the ideal
place to advertise our specialist plant
fairs; it covers a large proportion of the
area in which our events take place, and
targets exactly the audience who would
be keen to come."

**IAN & TERESA MOSS -
RARE PLANT FAIRS**

"We've been advertising in Country
Gardener for a number of years.
Gardeners love it, and the ethos of the
magazine sits beside our own. Country
Gardener work with us to communicate
our products to their readers. As
advertisers, we have always been looked
after very well by the Country Gardener

team and feel we have developed a really
nice relationship. We are never hounded
or pushed to advertise. Highly
recommended."

**TOBY ALLEN, PARTNER AND JANE
MERRY, OFFICE ADMINISTRATOR -
SAY IT WITH WOOD**

"Received a copy of the late summer issue
yesterday. I have to say that I think it's one
of the best yet. Full of interesting and useful
articles, and relevant adverts.

If I didn't get to see a copy, I would be
tempted to subscribe! Just shows what can
be done with a small, knowledgeable team.
I can think of a few of the glossies who
could learn a thing or two from you guys."

**SARAH RIDGEWAY -
HINTONS NURSERY**



www.countrygardener.co.uk

COUNTRY GARDENER Media Pack 2021

INTRODUCTION

Do you want to reach over 300,000 enthusiastic and committed gardeners?

If you are looking to break into the flourishing gardening market place or just want to make more of raising the profile of your company or product to gardeners then *Country Gardener* is the place to be. *Country Gardener* is produced ten times a year - every month from March to November and then a Winter issue which covers December, January and February.

Every copy of this hugely popular and colourful specialist gardening magazine is snapped up from an established network of gardening and local outlets and we have a growing list of subscribers.



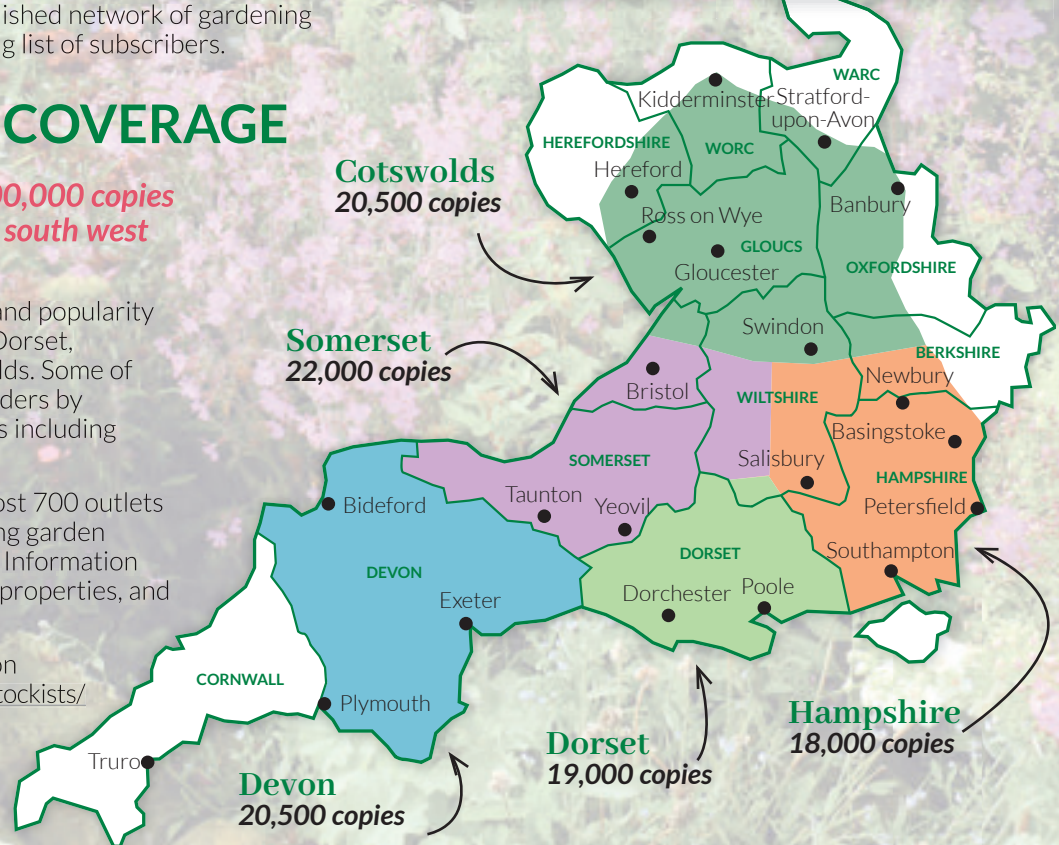
DISTRIBUTION & COVERAGE

Country Gardener distributes 100,000 copies every issue across a wide area of south west and southern England.

The magazine has built its reputation and popularity with five editions focusing on Devon, Dorset, Somerset, Hampshire and the Cotswolds. Some of our editions go beyond the county borders by distributing into neighbouring counties including Wiltshire.

Country Gardener is distributed to almost 700 outlets throughout its circulation area including garden centres, nurseries, farm shops, Tourist Information Centres, village stores, National Trust properties, and other retailers and gardens.

Our full distribution list is available on www.countrygardener.co.uk/magazine/stockists/



COVID-19 PROMISE

Our plans for ten issues of *Country Gardener* in 2021 reflect how well established and loved the magazine is and we look forward to a settled spell of continuous publishing. As we found in 2020, things can be out of our control. So we would like to reassure our advertisers of our procedures if another lockdown comes into force because of the coronavirus pandemic.

If local shutdowns return with fresh outbreaks of the virus we just want to reassure advertisers that *Country Gardener* will continue to be supportive and will honour requests to cancel bookings caused by changes in circumstances.

Our readers say:

72% purchased a **PRODUCT** or visited an **EVENT** they saw **IN THE MAGAZINE**

85% consider **LOCAL** services are **IMPORTANT TO THEM**

39% travel outside their home county to **VISIT A GARDEN**

58% HAVE A 'LARGE' GARDEN - above 10,000 sq ft

31% tell us *Country Gardener* is the **ONLY MAGAZINE THEY READ**

98% visit **OPEN GARDENS** during the year

93% say **BUYING PLANTS IS THE TOP PRIORITY** at the start of a gardening season

35% **RELY ON THE PRINTED MAGAZINE** to see advertising as they have limited internet access

Statistics in this Media Pack are based on the 2018 Readership Survey.

COUNTRY GARDENER Media Pack 2021

ADVERT DEADLINES & PUBLICATION DATES

MARCH

Advert deadline **3rd February**

In store by **27th February**

APRIL

Advert deadline **3rd March**

In store by **27th March**

MAY

Advert deadline **7th April**

In store by **1st May**

JUNE

Advert deadline **5th May**

In store by **29th May**

JULY

Advert deadline **2nd June**

In store by **26th June**

AUGUST

Advert deadline **7th July**

In store by **31st July**

SEPTEMBER

Advert deadline **4th August**

In store by **28th August**

OCTOBER

Advert deadline **1st September**

In store by **25th September**

NOVEMBER

Advert deadline **6th October**

In store by **30th October**

WINTER (DEC, JAN & FEB)

Advert deadline **3rd November**

In store by **27th November**

ADVERT RATES & SIZES

Free design service for advertisers

Country Gardener Magazine - Per County/Edition

Advert Size	Cost per county	Height	Width
Full page back cover*	£610	350mm inc. 5mm bleed	275mm inc. 5mm bleed
Full page inside cover*	£590	350mm inc. 5mm bleed	275mm inc. 5mm bleed
Full page	£577	311mm	239mm
Half page landscape	£341	154mm	239mm
Half page portrait	£341	311mm	118mm
Front cover banner*	£200	55mm inc. 5mm bleed	275mm inc. 5mm bleed
Quarter page landscape	£183	75mm	239mm
Quarter page portrait	£183	154mm	118mm
Eighth page landscape	£105	75mm	118mm
Sixteenth page portrait	£54	75mm	57mm

Please note: Discounts are available for series bookings and multiple county bookings. Ask us for details.* These ad sizes require a bleed. For information regarding bleed, please ask for a copy of our Cover and Banner Ad Templates to be sent to you.

Classified Section - All Counties/Editions

Advert Size	Cost	Height	Width
Full colour advert 3 to 6 issues	£55 per issue	46mm	56mm
Full colour advert 10 issues	£45 per issue	46mm	56mm
Boxed advert with an image	£2 per word, plus £20	Varies on word count	
Text only advert	£2 per word	Varies on word count	

Speakers Guide - All Counties/Editions

Advert Size	Cost	Height	Width
Double Speakers	£99	115mm	56mm
Single Speakers	£59	56mm	56mm

All advertisement rates subject to 20% VAT. Cancellations made on or after the copy deadline date may be subjected to all or a proportion of the payment. Classified advertisements go in all editions (Cotswolds, Devon, Dorset, Hampshire and Somerset).

CONTACT DETAILS

Editorial

Alan Lewis

Publisher & Editor
alan@countrygardener.co.uk
Tel: 01823 431767

Country Gardener, Mount House, Halse, Taunton, Somerset TA4 3AD.

Kate Lewis

Time Off
timeoff@countrygardener.co.uk

Advertising Sales

Ava Bench

Somerset
ava@countrygardener.co.uk
Tel: 01278 786139

Cath Pettyfer

Devon
cath.pettyfer@countrygardener.co.uk
Tel: 01837 82660

Corina Reay

Cotswolds
corina@countrygardener.co.uk
Tel: 01823 410098

Classifieds

classified@countrygardener.co.uk

Lisa Cawkill

Dorset & Hampshire
lisa@countrygardener.co.uk
Tel: 01945 450784

Accounts & Payments

Sam Bartholomew

sam@countrygardener.co.uk
Tel: 01823 430639

Design & Production

Aidan Gill

aidan@countrygardener.co.uk

Gemma Stringer

gemma@countrygardener.co.uk

Distribution & Stockists

distribution@countrygardener.co.uk
Tel: 01823 431767

COUNTRY GARDENER Media Pack 2021

ADVERTISING FEATURES

We offer special all counties prices when advertising with our features, plus 100 words of free editorial with an advert. Please ask for more details.

MARCH

Great Places to Visit - A range of ideas on places to visit – gardens, stately homes, National Trust properties, places to stay and holidays in the UK and abroad. This feature runs regularly throughout the year. The March issue focuses particularly on early spring gardens.

Shows and Events - Whether large or small, advertise your event with us at the start of the year, so people put it in their diaries, and then again in the build-up to the event and we'll offer 50 per-cent off your second advert in your county.

APRIL

Great Places to Visit - Spring is a great time for our readers to get out and about and visit gardens, garden centres and local attractions including Easter events and activities. Make sure your venue is in the feature.

Special Plants and Garden Accessories - A great opportunity for specialist nurseries to offer expert advice and to promote particular plants, as well as rare and unusual varieties to the committed gardener - plus we look at unusual and individual garden accessories and ornaments.

MAY

Great Places to Visit - Ranging from National Trust venues, gardens, stately homes, events, fairs, shows, places to stay and holidays in the UK and abroad. This feature runs throughout the summer.

JUNE

Great Places to Visit - Including garden events and wedding venues. We have a 'summer special' theme to this popular feature to include wedding venues, open air music events, open air theatre performances and art in the garden.

JULY

Great Places to Visit - Including family days out and special places to visit for a garden-related treat where the emphasis is on high summer.

AUGUST

Great Places to Visit - including great food - This month includes a focus on food, food festivals, local produce, farm shops, and places to eat using local food for all the family this summer.

Speakers - Our hugely popular annual guide to garden and gardening speakers and lecturers.

SEPTEMBER

Bulbs - Now is the time to order and plant bulbs, roses, perennials, trees, shrubs and wild flower seeds plus order catalogues for Winter browsing!

Great Places to Visit - Ranging from National Trust venues, gardens, stately homes, events, fairs, shows, places to stay and holidays in the UK and abroad.

OCTOBER

Time To Plant - Still time for bulbs and perennials plus now is the time to think about trees, shrubs and hedging.

Autumn Special - The spotlight turns on the wonders of autumn - not just the best places to see displays of colour, but where to go for great autumnal events and holidays.

NOVEMBER

Trees, shrubs and hedging - a feature which looks at buying and planting shrubs, trees and hedging and their pruning and maintenance.

Enjoying and Planning for Retirement - We highlight services from those that provide help around the home and garden to those that can advise on financial assistance and planning. We look at courses, skills and volunteering opportunities to keep our readers active as well as a range of the best retirement and care homes available across the region.

Christmas Gift Guide - Christmas gift ideas, what and where to buy.

Christmas Special - Christmas events, places to visit and festive eating.

WINTER (DEC, JAN AND FEB)

Christmas Gift Guide - Christmas gift ideas, what and where to buy.

Winter Walks and Snowdrops - a look ahead to the excitement of snowdrops and where you can see them in full early season wonder. Plus gardens open throughout the year to offer the best in winter walks.

Holidays, Mini-Breaks and Volunteering Opportunities - The perfect time for our readers to plan gardening themed holidays and to look at volunteering and working holiday options.

Trees - Still time to plant trees, shrubs and hedging - A feature which looks at buying and planting shrubs, trees and hedging and their pruning and maintenance.

GARDENS READY TO WELCOME SPRING VISITORS

As the weather warms up, many gardens are ready to welcome visitors. This month we feature a selection of gardens that are open to the public, including National Trust properties, stately homes, and local gardens. We also provide information on how to find these gardens and what to see.

As the weather warms up, many gardens are ready to welcome visitors. This month we feature a selection of gardens that are open to the public, including National Trust properties, stately homes, and local gardens. We also provide information on how to find these gardens and what to see.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

Out and about in the garden

Longer and hopefully warmer days, the Bank Holidays and the month when many gardeners enjoy days out.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

High Summer Ideas for days out for gardening lovers

We've got a great selection of suggestions for days out for those gardeners who want to take a break from their own garden to visit other gardens.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

Join us in the garden

Join us in the garden for a special event celebrating 25 years at Buscot Park House. The event will feature a tour of the house and garden, followed by a lunch and a performance.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.

Castle Hill Gardens

Castle Hill Gardens is a beautiful garden in Devon, open to the public. It features a large garden with many rare plants and flowers. The garden is a fine example of 18th-century gardening.

Buscot Park House

Buscot Park House is a beautiful stately home in Oxfordshire, open to the public. It features a large garden with many rare plants and flowers. The house is a fine example of 18th-century architecture.