

COUNTRY GARDENER

Media Pack

2020

We're coming
BACK

...after missing three issues because of the measures to control the Covid 19 virus, *Country Gardener* is delighted to be back publishing three special magazines over the rest of the year.

LATE SUMMER 2020 EDITION

Advertising sales close on Wednesday, 29th July with the magazine published on Wednesday, 12th August

AUTUMN 2020 EDITION

Advertising sales close on Wednesday, 9th September with the magazine published on Wednesday, 23rd September

WINTER 2020 EDITION

Advertising sales close on Wednesday, 21st October with the magazine published on Wednesday, 4th November



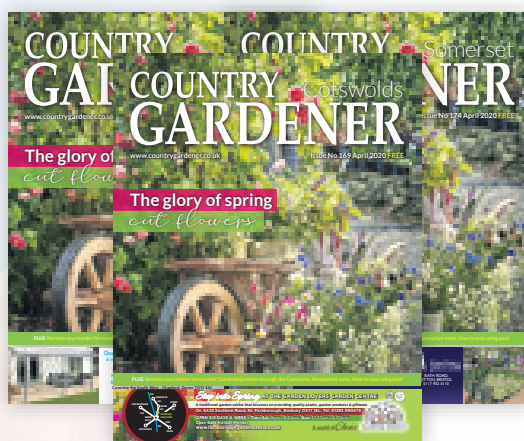
www.countrygardener.co.uk

COUNTRY GARDENER *Media Pack* 2020

INTRODUCTION

There has been a huge demand for *Country Gardener* from readers desperate to get hold of their favourite gardening magazine over the last three months. But unfortunately, the lockdown meant the vast majority of our 650 plus stockists were closed and our routes to those readers was cut off. Over the past few weeks things have started to get to back to normal with most places now open and keen to make the most of the time lost, and to enjoy what is still a sizeable part of the gardening year.

Our publishing schedule has had to adapt with three seasonal named editions. But everything else stays the same in terms of our distribution and quality of editorial, as we help to raise the profile of your company or product to our passionate readership.



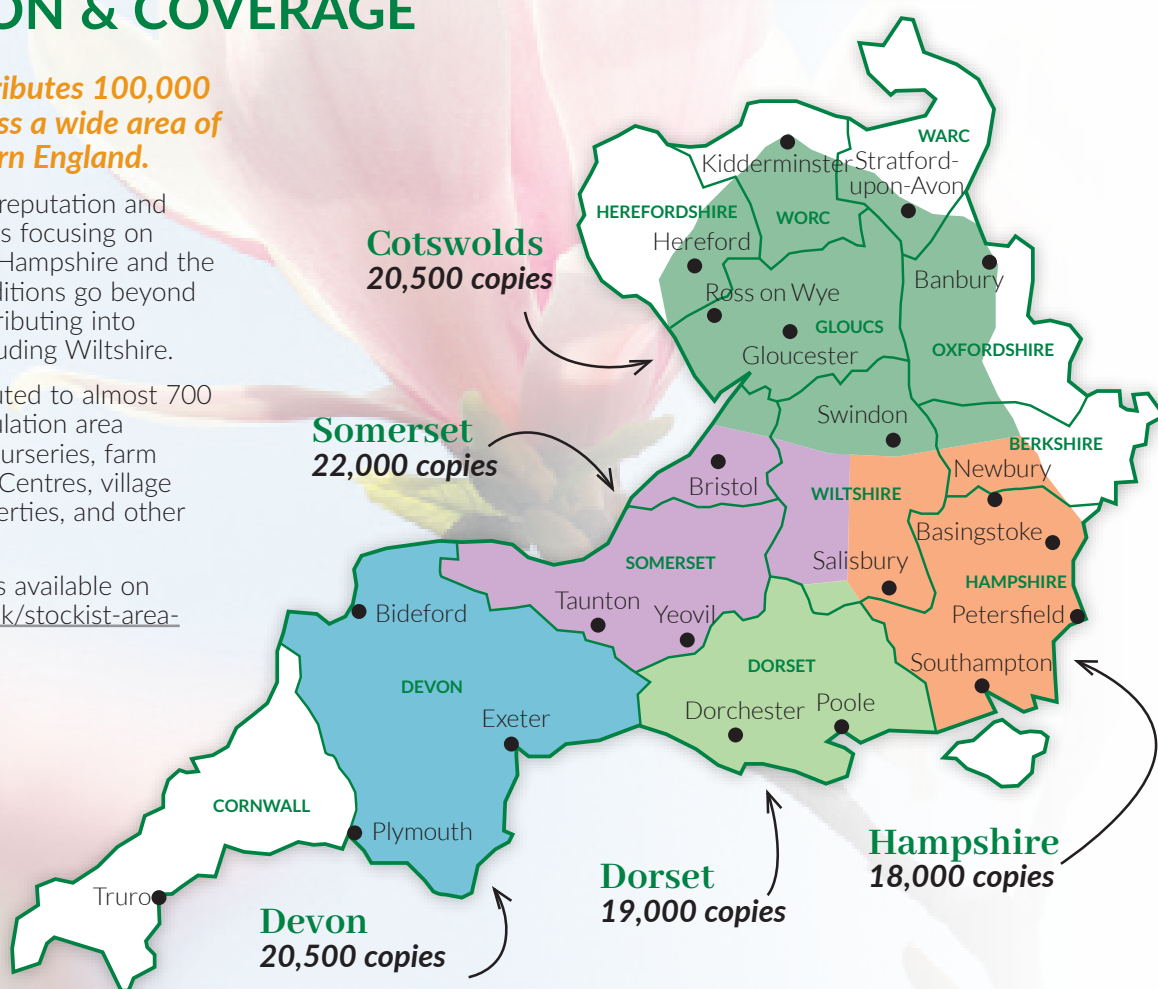
DISTRIBUTION & COVERAGE

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/stockist-area-grouped



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.

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ADVERT DEADLINES & PUBLICATION DATES

LATE SUMMER

Advert deadline **29th July**
In store from **12th August**

AUTUMN

Advert deadline **9th September**
In store from **23rd September**

WINTER

Advert deadline **21st October**
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LATE SUMMER

Great Places to Visit There's a real sense of expectation as the trauma of the lockdown eases and gardens, National Trust venues, stately homes and places to stay, try and make up for the loss of three months trading. We highlight in our special feature what is still available to enjoy as gardens open up to be enjoyed even more for the rest of the year.

Speakers – Our hugely popular Speakers guide to garden and gardening speakers and lectures, has even more of a special feel this summer as garden clubs start to get back to normal, and to plan their club and association meetings, schedules and speakers for 2021

AUTUMN

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.

WINTER

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.

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 3 to 6 issues	£55 per issue	46mm	56mm
Full colour 10 issues	£45 per issue	46mm	56mm
Boxed 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

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

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

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