Everything 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:

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"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."

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2021

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 it 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.

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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 8th February In store by 27th February APRIL

Advert deadline 8th March In store by 27th March

MAY

Advert deadline **12th April** In store by **1st May**

JUNE

Advert deadline **10th May** In store by **29th May**

JULY

Advert deadline **7th June** In store by **26th June**

AUGUST

Advert deadline **12th July** In store by **31st July**

SEPTEMBER

Advert deadline **9th August** In store by **28th August**

OCTOBER

Advert deadline 6th September In store by 25th September

NOVEMBER

Advert deadline **11th October** In store by **30th October**

WINTER (DEC, JAN & FEB)

Advert deadline 8th November In store by 27th November

Free design service for advertisers

ADVERT RATES & SIZES

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 |
| 2 | Half page portrait | £341 | 311mm | 118mm |
| 1 | Front cover banner* | £200 | 55mm inc. 5mm bleed | 275mm inc. 5mm bleed |
| a. | Quarter page landscape | £183 | 75mm | 239mm |
| ħ, | Quarter page portrait | £183 | 154mm | 118mm |
| N. | 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 |
|---|----------------------------------|-----------------------|----------------------|-------|
| 5 | 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 | |
| 2 | Text only advert | £2 per word | Varies on word count | |

Speakers Guide - All Counties/Editions

| Ž | Advert Size | Cost | Height | Width |
|----|-----------------|------|--------|-------|
| | Double Speakers | £99 | 115mm | 56mm |
| 27 | 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

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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

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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.

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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

PRING VISITORS

GARDENS READY TO WELCOME

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.

OCTOBFR

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.

Out and about it Barnsley Village Garden Festival CASTLE HILL GAR DEVON AT ITS VER

HIGH SUMMER IDEAS for days out for gardening love

