

# COUNTRY GARDENER

Media Pack

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](http://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.



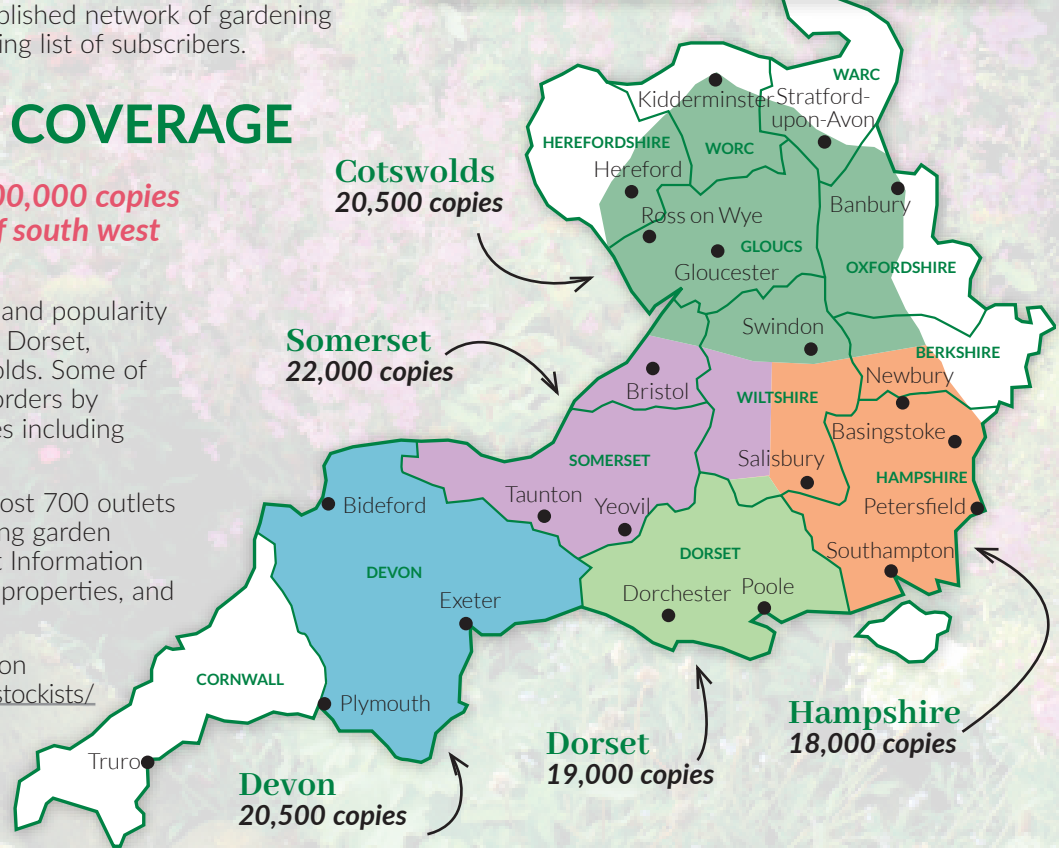
## DISTRIBUTION & COVERAGE

**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/](http://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 **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**

## 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

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