



COUNTRY GARDENER

Media Pack

2022

Everything

YOU NEED TO KNOW ABOUT

advertising with us

From advertisers:

"The quality of content is extremely high, and we are pleased to continue to work with Country Gardener! Our customers regularly pick up a copy to enjoy."

BEN THOMPSON, DIRECTOR
- GARSONS GARDEN CENTRES

"We have advertised in Country Gardener magazine for many years. Our customers pick up the free copies and tell us they love to read the varied plant and garden related articles and obviously browse the products & business advertising allowing them to indulge their love of gardens and gardening. We hope our association with the magazine and its friendly, helpful staff will continue well into the future".

PETER TOMS, OWNER
- FARNBOROUGH GARDEN CENTRE

"We have been advertising different products with Country Gardener for 10 years this year. It's a very informative and interesting magazine and works well for us. The Country Gardener team are great to work with, always helpful and never pushy."

BRIAN JOHNSTON, OWNER
- ALL WEATHER CANOPIES (SW) LIMITED

From readers:

"Your excellent magazine kept me sane and happier throughout the lockdown and has kick started what I know will be a long association with gardening."

ANNIE WOODHOUSE, BARNSTAPLE

"Your magazine is by far the most consistent and balanced gardening magazine I have come across. I look forward to it so much."

JENNIFER SUTCLIFFE, PORTISHEAD

"I was so upset recently not to be able to get hold of my copy of Country Gardener which has become something of an old friend. It is so popular at my local garden centre they often run out. My daughter has bought me a subscription as a gift so worries over."

EDNA CUTHBERT, LISS

"Just a lovely magazine - don't know what we've done to deserve it. Please keep publishing it, it is so much loved."

JESSY PERKS, CHELTENHAM

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



www.countrygardener.co.uk

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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 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 over 1,000 paying subscribers.

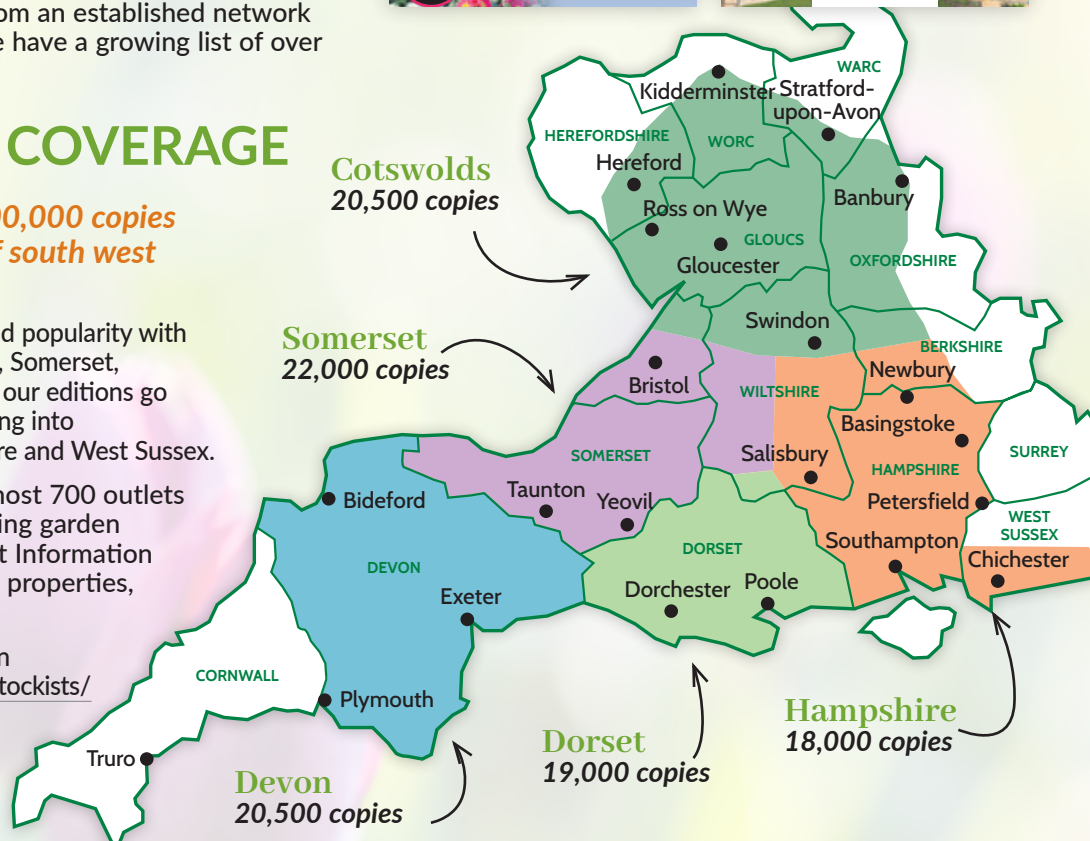
DISTRIBUTION & COVERAGE

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 and West Sussex.

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/



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 2022

ADVERT DEADLINES & PUBLICATION DATES

MARCH

Advert deadline **7th February**

In store by **26th February**

APRIL

Advert deadline **7th March**

In store by **26th March**

MAY

Advert deadline **7th April**

In store by **30th April**

JUNE

Advert deadline **9th May**

In store by **28th May**

JULY

Advert deadline **6th June**

In store by **25th June**

AUGUST

Advert deadline **11th July**

In store by **30th July**

SEPTEMBER

Advert deadline **8th August**

In store by **27th August**

OCTOBER

Advert deadline **12th September**

In store by **1st October**

NOVEMBER

Advert deadline **10th October**

In store by **29th October**

WINTER (DEC, JAN & FEB)

Advert deadline **7th November**

In store by **26th 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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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 - See below.

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.

Compost - A look at all aspects of caring for the soil, including different composts on the market; peat free, mushroom compost, loam, topsoil, specific soil improvers, accelerators and all products involved with composting such as compost bins, tumblers, compostable pots.

APRIL

Great Places to Visit - See below.

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 - See below.

Water - See below.

Bees and Wildlife - To coincide with World Bee Day which aims to raise awareness of the significance of bees and other pollinators, we'll look at fundraising initiatives, education and courses, bee keeping, bee friendly plants, products and gift ideas. This feature will include helping all wildlife in our gardens with products such as wild bird food, bird boxes, plants for butterflies and birds and wilding the garden.

JUNE

Great Places to Visit - See below.

Water - See below.

Technology in the Garden - Garden Gadgets Galore! Technology is a big part of everyday life which includes the garden too, whether that is to make lives easier, necessity or fun, we will look at innovative inventions, tools, security, gadgets, apps, eco ideas, power free technology, gifts, accessories and much more.

JULY

Great Places to Visit - See below.

Water - See below.

AUGUST

Great Places to Visit - See below.

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

SEPTEMBER

Great Places to Visit - See below.

Planning and Planting - Now is the time to order bulbs, roses, perennials, wild flowers, trees, shrubs and hedging plants - and get planting!

OCTOBER

Time to Plant - Still time for bulbs and perennials plus now is the time to really start focussing on trees, shrubs and hedging.

Great Places to Visit - See below.

NOVEMBER

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

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 and Mini-breaks - The perfect time for our readers to plan holidays and mini-breaks.

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.

MORE ABOUT THE GREAT PLACES TO VISIT AND WATER FEATURES

Great Places To Visit - These features run from March to October. A range of ideas on beautiful places to visit and stay and interesting activities to attend throughout the seasons. Included are - gardens, stately homes, country estates and parks, events, fairs, festivals, open days, sales and shows, attractions and holidays in the UK and abroad.

Water - These features run from May to July. Features focusing on a variety of topics under the umbrella of water in the garden. The different types of ponds available, maintenance and care, equipment and accessories, pond plants, wildlife and water features. Also water gardening, growing methods and equipment, rain water harvesting, watering and irrigation options, water conservation and efficiency, gardens that particularly embrace water in their designs, courses and events, hot tubs, spas and exercise pools, private water supplies and drainage.