

COUNTRY GARDENER

Media Pack

2023

Everything
YOU NEED TO KNOW
about advertising with us

We are especially looking forward to publishing *Country Gardener* next year as 2023 will be the **25TH ANNIVERSARY** of our hugely popular magazine. Gardening has never been more popular and since the Covid restrictions, thousands more passionate gardeners read the magazine and we are delighted to be able to reach out to them, many now as subscribers as we offer advertisers the chance to reach over 300,000 enthusiastic and committed readers.



From advertisers:

"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 11 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

"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

From readers:

"During lockdown I became worried I might not be able to get hold of *Country Gardener* so was relieved to be able to take out a subscription which has brought me closer and even more a fan of your lovely, lovely magazine."

SAMANTHA PORTER, TORQUAY

"*Country Gardener* is such a part of our lives and a much-loved magazine which not only provides us with high quality advice but I know my friends and I buy regularly using the advertisements."

MAE GOVERN, EXETER

"I think the readers have grown to love and trust the magazine and what it offers in advice and in advertised products."

ANDY TURNER, CHELTENHAM

"I've been a regular reader of *Country Gardener* for many years now and can't believe how lucky we are to have it. My daughter has become a passionate gardener since spending so much time at home over the last two years and she is an avid reader now and I know buys a lot through the magazine."

MAUREEN WELSH, BRIDGWATER

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 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 over 1,000 paying subscribers.



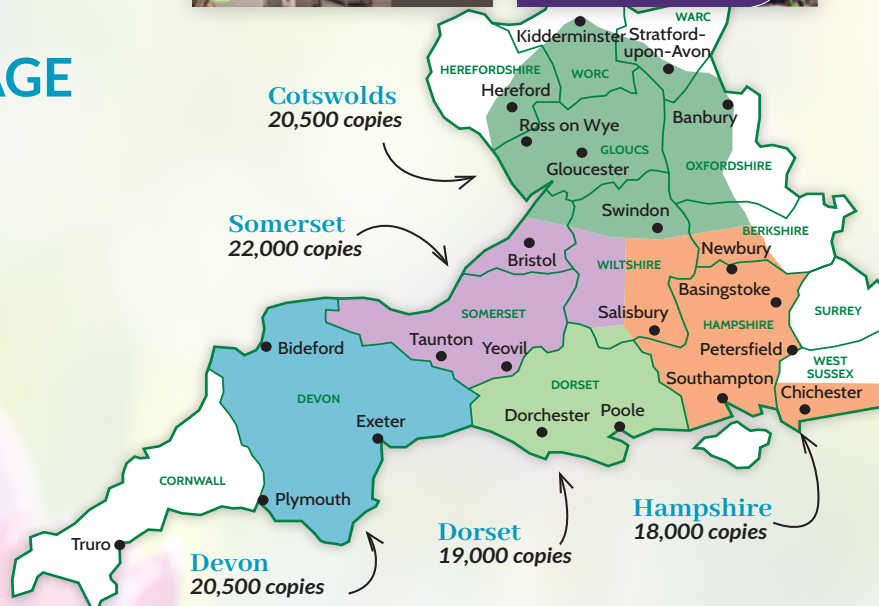
DISTRIBUTION & COVERAGE

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/



2004



2007



2011



2016



2019



2022

How Country Gardener has evolved through the years...

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 2023

ADVERT DEADLINES & PUBLICATION DATES

MARCH

Advert deadline **6th February**

In store by **25th February**

APRIL

Advert deadline **6th March**

In store by **25th March**

MAY

Advert deadline **6th April**

In store by **29th April**

JUNE

Advert deadline **8th May**

In store by **27th May**

JULY

Advert deadline **5th June**

In store by **24th June**

AUGUST

Advert deadline **10th July**

In store by **29th July**

SEPTEMBER

Advert deadline **7th August**

In store by **26th August**

OCTOBER

Advert deadline **11th September**

In store by **30th September**

NOVEMBER

Advert deadline **9th October**

In store by **28th October**

WINTER (DEC, JAN & FEB)

Advert deadline **6th November**

In store by **25th November**

ADVERT RATES & SIZES

Free design service for advertisers

DISCOUNTS
ARE AVAILABLE
FOR SERIES
BOOKINGS AND
MULTIPLE
COUNTY
BOOKINGS

Country Gardener Magazine - Per County/Edition

| Advert Size | Cost per county | Height | Width |
|-------------------------|-----------------|-------------------------|-------------------------|
| Full page back cover* | £640 | 350mm inc. 5mm bleed | 275mm inc. 5mm bleed |
| Full page inside cover* | £620 | 350mm inc. 5mm bleed | 275mm inc. 5mm bleed |
| Full page | £605 | 311mm | 239mm |
| Half page landscape | £358 | 154mm | 239mm |
| Half page portrait | £358 | 311mm | 118mm |
| Front cover banner* | £210 | 55mm inc. 5mm bleed | 275mm inc. 5mm bleed |
| Quarter page landscape | £192 | 75mm | 239mm |
| Quarter page portrait | £192 | 154mm | 118mm |
| Eighth page landscape | £110 | 75mm | 118mm |
| Sixteenth page portrait | £56 | 75mm | 57mm |

*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 | £58 per issue | 46mm | 56mm |
| Full colour advert 10 issues | £48 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 | £105 | 115mm | 56mm |
| Single Speakers | £64 | 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 & Hampshire

ava@countrygardener.co.uk

Tel: 01278 786139

Cath Pettyfer

Devon

cath.pettyfer@countrygardener.co.uk

Tel: 01837 82660

Corina Reay

Cotswolds & Dorset

corina@countrygardener.co.uk

Tel: 01823 410098

Classified & Speakers Guide

classified@countrygardener.co.uk

Accounts & Payments

Heather Rose

heather@countrygardener.co.uk

Tel: 01823 431767

Design & Production

Aidan Gill

aidan@countrygardener.co.uk

Gemma Stringer

gemma@countrygardener.co.uk

Distribution & Stockists

Pat Eade

distribution@countrygardener.co.uk

Tel: 01594 543790

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ADVERTISING FEATURES

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

MARCH

Great Places to Visit – See details below.

Shows and Events - Whether large or small, advertise your event with us at the start of the year, so that 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 details below.

Special Plants - 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.

Garden Accessories – See details below.

MAY

Great Places to Visit – See details below.

Water – See details below.

Bees and Wildlife - To coincide with World Bee Day we'll look at bee keeping, bee friendly plants, products and gift ideas. This feature will include helping all wildlife in our gardens with plants and ideas to encourage butterflies and birds and wilding the garden.

Garden Accessories – See details below.

JUNE

Great Places to Visit – See details below.

Water – See details below.

Garden Accessories – See details below.

JULY

Great Places to Visit – See details below.

Water – See details below.

Garden Accessories – See details below.

AUGUST

Great Places to Visit – See details below.

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

Garden Accessories – See details below.

SEPTEMBER

Great Places to Visit – See details below.

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

Garden Accessories – See details below.

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 details 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 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 GREAT PLACES TO VISIT, WATER AND GARDEN ACCESSORIES 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. Focussing on the different types of ponds available, maintenance and care, equipment and accessories, pond plants, wildlife and water features. Also covering rain water harvesting, watering and irrigation options, water conservation and efficiency, courses and events, hot tubs, spas and exercise pools, private water supplies and drainage.

Garden Accessories - These features run from April to September. Bringing together a range of accessories from gardening tools, protective clothing, gadgets and technology to furniture, garden-party equipment, ornaments and gifts....and so much more.