

COUNTRY **Media Pack** GARDENER

www.countrygardener.co.uk  

2024



GENERAL INFORMATION ABOUT THE MAGAZINE

Widely regarded as the authority on local gardening, Country Gardener has won widespread acclaim for its authoritative writing, features and gardening coverage.

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.

Supported by a publishing history of over 25 years, it is produced **ten times a year** and **100,000 copies** are distributed to up to **700 outlets** where gardeners visit regularly.

It aims to inspire and inform readers by offering a rich editorial mix of places, plants and people.

The demand for copies of the magazine has recently led to a growing subscription readership.

Five editions focus on Devon, Dorset, Somerset, Hampshire and the Cotswolds with some copies distributed into neighbouring counties such as **Wiltshire, Cornwall and Sussex**. Gardening features are supported by an increasing amount of **local coverage of gardening events, shows, gardens open to visit and local news**.

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.

CIRCULATION

100,000 copies ten times a year.

READERSHIP

300,000 based on 2022 readership survey.

DISTRIBUTION

Distributed to 700 outlets across the Southwest.

Cotswolds 20,500

Somerset 22,000

Devon 20,500

Dorset 19,000

Hampshire 18,000

AREA WE COVER

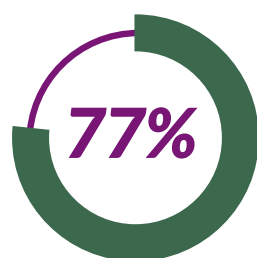


Full stockist list available on www.countrygardener.co.uk/magazine/stockists

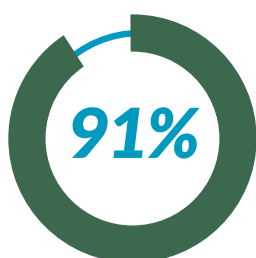
COUNTRY GARDENER Media Pack 2024

OUR AUDIENCE

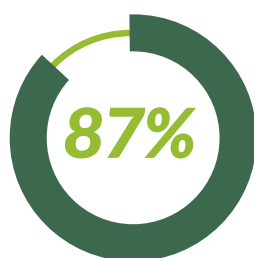
- On average **three people** get to see each magazine
- 72%** want to know more about water efficiency
- 44%** keep an advert or article for future reference
- 67%** expect to buy garden tools or machinery in the next 12 months
- 66%** travel out of the county to visit gardens
- 54%** have or plan to have a pond or water feature
- 97%** consider climate change and resource use in the garden important
- 67%** want to know about courses and workshops
- 44%** expect to buy house plants in the next 12 months
- 89%** feel it is important to know about products and services that are local to them



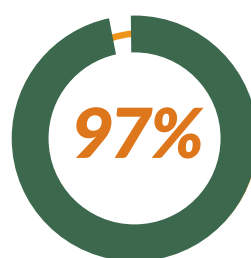
Visited a garden featured in the magazine



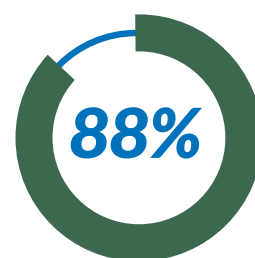
Have purchased a product from an advert seen in the magazine



Grow their own fruit and veg



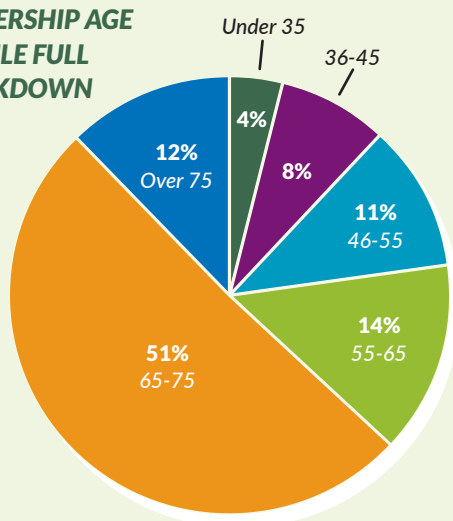
Expect to buy plants and seeds in the next 6 months



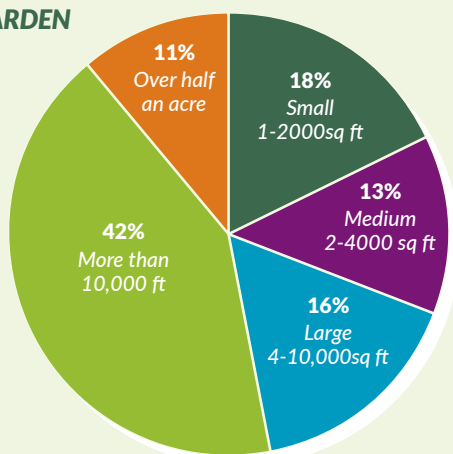
Plan to buy bird or wildlife products in the next year

Statistics in this Media Pack are based on the 2022 Readership Survey.

READERSHIP AGE PROFILE FULL BREAKDOWN



READER'S SIZE OF GARDEN



WHAT OUR READERS SAY

"What a great magazine – so full of sensible gardening advice, ideas and wisdom. I have been a loyal reader for over five years now and am just full of praise for what you are doing. Keep going!"

MARIANNE LLOYD
Witchampton, Dorset

"I have been a reader of *Country Gardener* for years now and have introduced my neighbour, daughter and even my husband's boss to it. No need to buy another gardening magazine – you seem to have it all covered."

CLAIRE ADAMS
Staplegrave, Taunton

"Thank you for a wonderful magazine. Don't know how you do it. So professional and full of gardening advice and help. One of my highlights of the month."

NAOMI WILLIAMS
Radstock

"We are so lucky to have you producing *Country Gardener* in Devon. I am always one of the first in the queue to receive it every issue. So informative and wise. I never feel the need to buy any other gardening magazine and read it avidly."

ROSEMARY WEBBER
Tiverton

"Our gardening club members love your magazine and can't wait to see it every month. There's a real rush when it gets delivered to our meetings and we often have to get them to put the magazine down for a while to allow us to get on with the business of the meeting. I can't tell you how popular it is."

WEST BAGBOROUGH GARDENING CLUB

COUNTRY GARDENER Media Pack 2024

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.

OUR REGULAR FEATURES



MARCH TO OCTOBER

GREAT PLACES TO VISIT

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.



APRIL TO SEPTEMBER

GARDEN ACCESSORIES

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.



MAY TO JULY

WATER

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.

PLUS...

MARCH

SHOWS AND EVENTS - Advertise your event at the start of the year so that people put it in their diaries, and again nearer the event and get 50 per-cent off your second advert.

GROW YOUR OWN AND COMPOST

- We include everything needed from seeds and plug plants to cold frames and greenhouses. We look particularly at composts, peat free alternatives, soil improvers and composters and tumblers.

APRIL

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.

MAY

BEES AND WILDLIFE - This feature will include helping all wildlife in the garden and the products available to make your garden more sustainable and climate friendly. To coincide with World Bee day, we'll take a special look at the importance of attracting bees to your garden, bee keeping, bee friendly plants, gifts and products.

AUGUST

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

SEPTEMBER, OCTOBER

AUTUMN PLANNING AND PLANTING

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

NOVEMBER

CHRISTMAS SPECIAL

- Christmas events, places to visit and festive eating.

NOVEMBER, WINTER

TREES, SHRUBS AND HEDGING

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

CHRISTMAS GIFTS - Christmas gift ideas, what and where to buy.

WINTER

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.

WHAT OUR ADVERTISERS SAY

"There has been good interest with the article and advertising and I really appreciate your help with this. Many thanks again for producing a wonderful magazine that is a great pleasure to be a very small part of."

ANDREW DAVENPORT
Gardeners Cottage
Plants

"Our compliments to your whole team - we received our copy of the paper in the post this week and it is lovely! Our Charity sections look wonderful, thank you all for putting this together for us."

GEORGE BRADLEY
SongBird Survival

"We have advertised with *Country Gardener* for several years. It provides great exposure for our business, with the opportunity to increase this at key times of the year. Excellent value for money!"

LAURA SUMMERS
Batsford Arboretum

"We have advertised in *Country Gardener* magazine for many years. 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."

BRIAN JOHNSTON
All Weather Canopies (SW) Limited.

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PUBLICATION DATES AND DEADLINES

MARCH

Advert deadline **5th February**

APRIL

Advert deadline **4th March**

MAY

Advert deadline **8th April**

JUNE

Advert deadline **7th May**

JULY

Advert deadline **3rd June**

AUGUST

Advert deadline **8th July**

SEPTEMBER

Advert deadline **5th August**

OCTOBER

Advert deadline **9th September**

NOVEMBER

Advert deadline **7th October**

WINTER (DEC, JAN & FEB)

Advert deadline **4th November**

All magazines will be in store and online by the 1st of each month. Our Winter issue will be out by 30th November.

ADVERT RATES & SIZES

COUNTRY GARDENER MAGAZINE - PER COUNTY/EDITION

Advert Size	Cost per county	Height	Width
Full page back cover*	£640	340mm	265mm
Full page inside cover*	£620	340mm	265mm
Full page	£605	311mm	239mm
Half page landscape	£358	154mm	239mm
Half page portrait	£358	311mm	118mm
Front cover banner*	£210	45mm	265mm
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 5mm bleed on all edges. We also recommend keeping all text a minimum of 7mm from all trim edges. 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).

DISCOUNTS
ARE AVAILABLE
FOR SERIES
BOOKINGS AND
MULTIPLE
COUNTY
BOOKINGS

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