

COUNTRY GARDENER Media Pack

www.countrygardener.co.uk



2026



For more than a quarter of a century Country Gardener magazine has earned a much-loved place in the hearts of gardening lovers throughout the Cotswolds and southwest of England.

It is both much loved and widely regarded and respected for its authoritative writing, features and gardening coverage and close relationships with its readers.

If you are looking to break into the **flourishing gardening marketplace** which is now estimated to have increased in value 22 percent in the last three years or just want to make more of raising the profile of your company or product to gardeners, then **Country Gardener is still very much the place to be.**

For 2026 we have made changes to ensure the long-term future of the magazine, improve the speed of its distribution and provide our readers with an improved better quality free magazine- more pages and more expert gardening coverage.

Some things will stay the same.

Supported by a publishing history of over 25 years, the magazine will still have the **largest circulation of any free gardening magazine in the UK.**

It will still be produced **nine times a year.**

We will still inspire and inform readers wherever they live by offering a **rich editorial mix of places, plants and people.** We

will continue to support advertising spend with editorial support.

Circulation varies seasonally with the main gardening season **circulating 100,000 copies** which are distributed to over 430 outlets where gardeners visit regularly.

Here is the change. For 2026 **Country Gardener will be produced as one edition covering the whole of our area** and incorporating both local and national pages.

The single edition will mean we can get the magazines out to our outlets and **in the hands of readers more quickly** and each of the nine issues will be a **bigger more impressive magazine.** Gardening features will be supported by an increasing amount of **local coverage of gardening events, shows, gardens open to visit and local news.** New county-specific sections will help readers navigate straight to the local suppliers, events and attractions within their own county or a county they are planning to visit.

Every copy of this hugely popular and colourful specialist gardening magazine is snapped up from an established network of gardening and local outlets.

All advertising within the Country Gardener's print version is also replicated online with digital copies available to view and download at www.countrygardener.co.uk

PUBLICATION

Country Gardener in 2026 is produced every month from **March to September**, an **Autumn** issue covering October and November then a **Winter** issue which covers December, January and February.

CIRCULATION

Circulation of Country Gardener magazine **varies seasonally alongside the main gardening season** with our **peak circulation of 100,000 March through to June.** Some nurseries and other distribution outlets close in the winter.

DISTRIBUTION

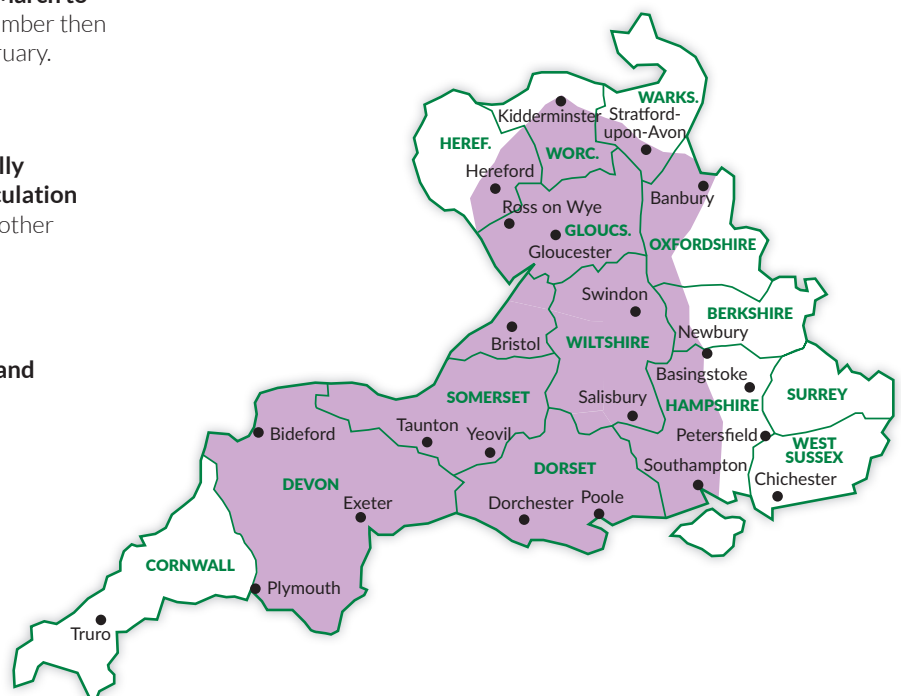
Distributed to over **430 stockists across the Cotswolds and Southwest** including new garden centre groups.

READERSHIP

300,000 based on 2022 readership survey

The full stockist list is updated and available at www.countrygardener.co.uk/magazine/stockists

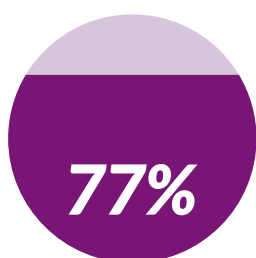
AREA WE COVER



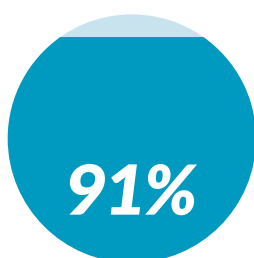
COUNTRY GARDENER Media Pack 2026

OUR AUDIENCE

- On average **three people** get to see each magazine
- 44%** keep an advert or article for future reference
- 72%** want to know more about water efficiency
- 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



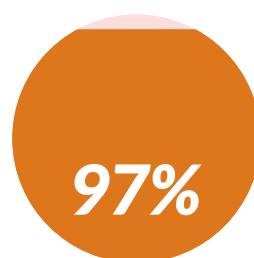
Visited a garden featured in the magazine



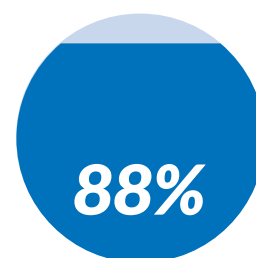
Have purchased a product from an advert seen in the magazine



Grow their own fruit and veg



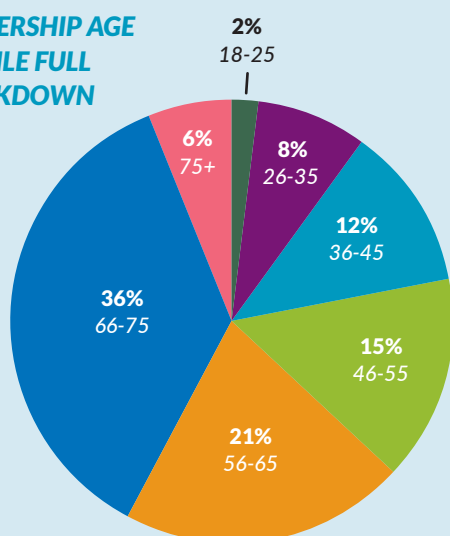
Expect to buy plants and seeds in the next 6 months



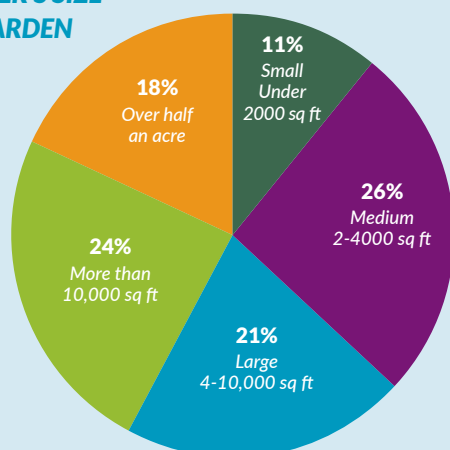
Plan to buy bird or wildlife products in the next year

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

"The best gardening magazine on the market better even than its higher expensive titles. I love it because it is so well written and informative and basic down to earth gardening advice!"

JEREMY HEFFORD
Minehead

"My family and I appreciate the magazine and feel we are so lucky to have it. We drive to our garden centre five miles away to pick it up but it is a labour of love. This year we have visited about five gardens based on its views and have never been disappointed."

MARY DAVIS
Dawlish

"I am proud to be a regular reader of the magazine. It is kindly delivered to our gardening club where there is a real rush to pick it up and devour it. We all love it and couldn't do without it."

DOREEN PALMER
Barnstaple

"I was a professional gardener for most of my adult life and spent many years at Knightshayes and then Overbecks in Devon. Since I retired I've kept gardening at home and have really enjoyed *Country Gardener*. I can speak for its accuracy on all things horticultural and good writing. It is now the only gardening magazine I bother with now."

PETER FENTON
Barnstaple

"All our garden club members want a copy and sometimes it's not that easy to get one. They run out so quickly. I think the word goes out that its available and all us gardeners go on the warpath for it. Seriously thanks for it. It's a real delight and gives me lots of ideas and things I need to buy."

MARY ANNE PORTER
Dorchester

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ADVERTISING FEATURES & EDITORIAL PROFILES

Every month we work alongside our advertisers to make sure your message gets through to maximum effect. Our commercial features offer advertisers 100 words of editorial to strengthen their message and support the advertisement.

MARCH ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

SHOWS AND EVENTS

HOLIDAYS AND MINI-BREAKS

EDITORIAL PROFILES:

Spring plants

Compost and soil

Bare root trees planting – ensuring their survival

APRIL ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

GROW YOUR OWN AND COMPOSTS

OUTDOOR LIVING

EDITORIAL PROFILES:

Greenhouses and polytunnels

Water containers and collecting equipment

MAY ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

SPECIAL PLANTS

EDITORIAL PROFILES:

Lawns and lawn care

Lawn mowers

Catering for garden birds

JUNE ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

WATER

EDITORIAL PROFILES:

Wildlife

Summer bedding

Organic pest control

JULY ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

EDITORIAL PROFILES:

Summer gardens open

Using water sensibly

AUGUST ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

REAP AND RE-SOW

SPEAKERS

EDITORIAL PROFILES:

High summer gardening days out

Tending your garden ponds

SEPTEMBER ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

FINDING A GARDENING CAREER

PREPARING FOR WINTER / END OF SUMMER

EDITORIAL PROFILES:

Spring bulbs

AUTUMN ISSUE

COMMERCIAL FEATURES:

GREAT PLACES TO VISIT

AUTUMN SPECIAL

CHRISTMAS

TREES SHRUBS HEDGING

EDITORIAL PROFILES:

Wildlife

WINTER ISSUE

COMMERCIAL FEATURES:

WINTER WALKS AND SNOWDROPS

CHRISTMAS SPECIAL

TREES SHRUBS HEDGING

EDITORIAL PROFILES:

Indoor gardening

Houseplants

Gift subscriptions

NEW FOR 2026

Sponsor* one of our BRAND NEW spots available on these regular topics:

**WILDLIFE
SPECIAL PLANTS THIS MONTH
WILD GARDENING
EQUIPMENT FOR A
SUCCESSFUL GARDEN**

Plus you could be the sponsor* of high profile regular sections such as:

**GARDENERS CUTTINGS,
WHAT'S ON GUIDE, GARDEN
VISITS, CLASSIFIEDS, QUIZ,
JOBS, LETTERS**

*3 issue block minimum

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 **2nd February**

APRIL

Advert deadline **2nd March**

MAY

Advert deadline **7th April**

JUNE

Advert deadline **11th May**

JULY

Advert deadline **8th June**

AUGUST

Advert deadline **6th July**

SEPTEMBER

Advert deadline **10th August**

AUTUMN (OCT & NOV)

Advert deadline **14th September**

WINTER (DEC, JAN & FEB)

Advert deadline **26th October**

All magazines will be in store and online by the 1st of each month. Our Autumn issue will be in store by 3rd October. Our Winter issue will be in store by 14th November.

ADVERT RATES & SIZES

ASK ABOUT DISCOUNTS FOR SERIES BOOKINGS

LOCAL PAGES WITHIN YOUR COUNTY SECTION

Advert Size	Cost per county	Height	Width
Full page	£623	310mm	239mm
Half page landscape	£369	154mm	239mm
Half page portrait	£369	310mm	118mm
Quarter page landscape	£198	75mm	239mm
Quarter page portrait	£198	154mm	118mm
Eighth page landscape	£113	75mm	118mm
Sixteenth page portrait	£58	75mm	57mm

REGIONAL / NATIONAL PAGES

Full page	£1021	310mm	239mm
Half page landscape	£612	154mm	239mm
Half page portrait	£612	310mm	118mm
Sponsorship banner	£220	35mm	239mm
Quarter page landscape	£398	75mm	239mm
Quarter page portrait	£398	154mm	118mm
Eighth page landscape	£202	75mm	118mm
Sixteenth page portrait	£115	75mm	57mm

Premium pages

Front cover banner*	£495	45mm	265mm
Back cover*	£1499	340mm	265mm
Inside covers (p2/p3, inside back L/R)*	£1105	340mm	265mm

*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

Full colour advert 3 to 6 issues	£60 per issue	46mm	56mm
Full colour advert 9 issues	£50 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

Double Speakers	£108	115mm	56mm
Single Speakers	£66	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.

EDITORIAL

CONTACTS

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Taunton, Somerset TA4 3AD

What's On & Events Guide

www.countrygardener.co.uk/event-submission

ADVERTISING SALES

Ava Bench - Somerset, Classifieds & Speakers Guide

ava@countrygardener.co.uk
Tel: 01278 786139

Corina Reay - Cotswolds, Devon, Dorset & Hampshire

corina@countrygardener.co.uk
Tel: 01823 410098

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