

# COUNTRY GARDENER

## Readership Survey 2026

A new Readership Survey from *Country Gardener* magazine carried out this summer shows that readers rely heavily on the magazine when looking for and buying gardening products.

The 2026 survey was carried out as part of our commitment to regularly engage with our readers in order to provide advertisers with robust and reliable reader information. The findings reinforce the value of advertising in *Country Gardener* - if readers don't see your advert, the majority are unlikely to know your business is there.



# 79%

Prefer to find out about garden products via the magazine

**11% like a mix of magazine and online**



Prefer to find out about garden services via the magazine

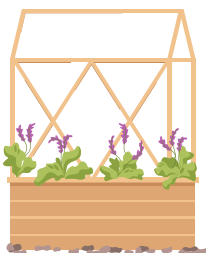
# 65%

**23% like a mix of magazine and online**

Prefer to find out about places to visit via the magazine

# 76%

**15% like a mix of magazine and online**



Reading the magazine has resulted in them purchasing from an advertiser

# 81%



# 87%

Say three or more people read their magazine

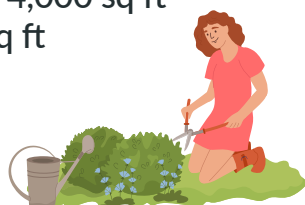


# 89%

Want see more shows and events in the magazine

Have large gardens over 4,000 sq ft with 36% over 10,000 sq ft

# 74%



# 77%

Grow their own fruit and veg



COUNTRY  
GARDENER  
Magazine

Make sure your business reaches this key market! Speak to us today about advertising.

Ava Bench - Somerset, Classifieds & Speakers  
ava@countrygardener.co.uk  
Tel: 01278 786139

Corina Reay - Cotswolds, Devon, Dorset & Hampshire  
corina@countrygardener.co.uk  
Tel: 01823 410098