

COUNTRY GARDENER Media Pack

www.countrygardener.co.uk



2027



Reaching an Audience That Cares

Gardening isn't simply a hobby — it's a passion that brings people together, supports wellbeing and creates a strong sense of community. For advertisers, that makes a gardening publication a powerful environment in which to build awareness, trust and meaningful connections with an engaged audience.

For **over 25 years** *Country Gardener* magazine has earned a much-loved place in the hearts of gardening lovers throughout the Cotswolds and the southwest of England.

Our **readers are passionate, loyal and highly invested** in the products, services and experiences that enhance their lives. They don't just browse — they actively seek ideas, recommendations and trusted businesses to help them make informed decisions. For advertisers, this presents **an opportunity to reach an audience in a positive, relevant environment where your message is more likely to be noticed and remembered.**

Beautiful gardens and access to nature can be a genuine point of difference for care providers. **A well-positioned advertisement can put that message directly in front of readers** who may be

considering care for themselves, a partner, parent or relative.

Whether you are a local care home looking to generate enquiries, a garden centre promoting seasonal offers, a landscaping company building its customer base or a brand seeking to **reach an affluent and engaged demographic**, our publication offers a targeted route to market.

Following successful changes made in 2026, we now provide our readers with an **improved, better quality free magazine**. One edition covers the whole of our area, with both regional pages and local pages helping readers navigate straight to the local suppliers, events and attractions within their own county or a county they are planning to visit. Published **nine times a year**, *Country Gardener* has the **largest circulation** of any free gardening magazine in the UK and offers a rich mix of places, plants and people, alongside growing coverage of local events, gardens, shows, attractions and gardening news.

We will **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.

All advertising within the *Country Gardener's* print version is also replicated online with **digital copies available** to view and download.

The UK gardening market in the south and southwest UK continues to demonstrate strong long-term potential, with latest figures showing that gardening is becoming an increasingly important part of household spending, lifestyle and wellbeing.

The market is supported by a very large and engaged audience. Around 27 million people in the UK enjoy gardening as a hobby, while the latest research indicates that approximately 34 million UK adults garden monthly. Gardening is therefore not simply a seasonal retail activity but a significant consumer interest spanning different ages and household types.

Publication

Country Gardener in 2027 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

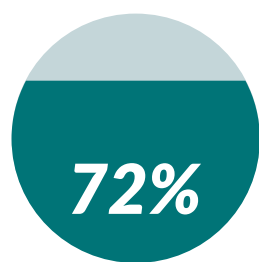
300,000 based on 2026 readership survey

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

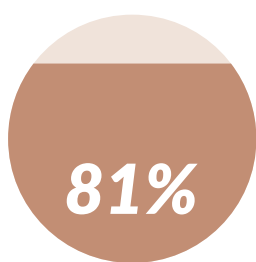
Area we cover



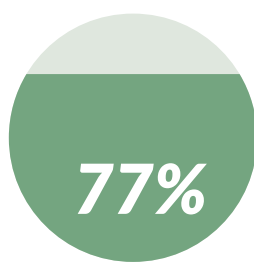
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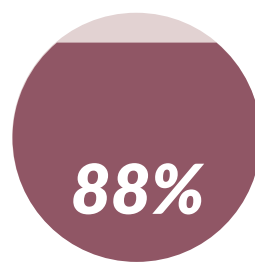
Visited a garden featured in the magazine



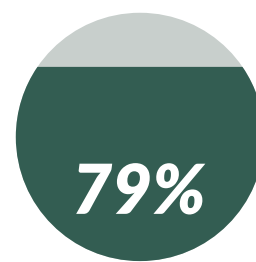
Have purchased a product from an advert seen in the magazine



Grow their own fruit and veg



Expect to buy plants in the next 6 months

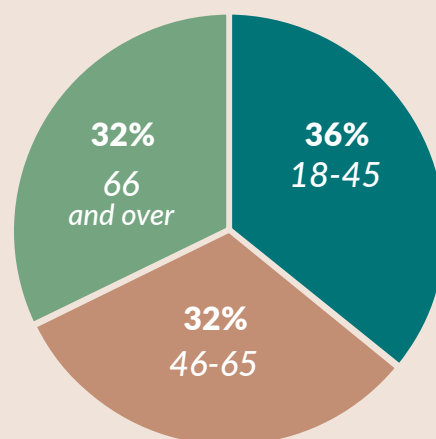


Plan to buy bird or wildlife products in the next year

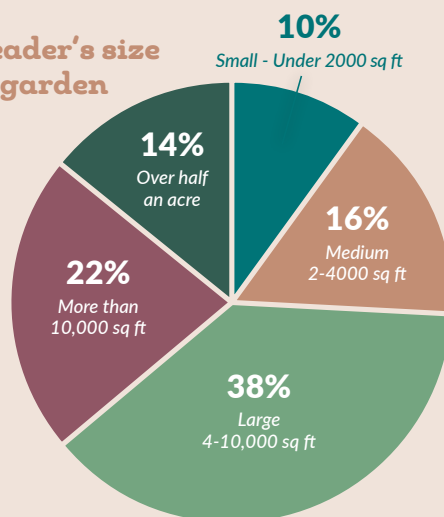
- On average **three people** get to see **each magazine**
- **89%** like to hear about **shows and events**
- **77%** visit a **garden centre** at least once a month
- **79%** prefer to hear about garden products **from the magazine**
- **72%** visit a **garden** featured in the magazine
- **81%** buy a **product** they have seen advertised in the magazine
- **78%** contact an **advertiser** they have seen in the magazine
- **83%** want to know more about **water efficiency**
- **75%** are interested in **environmentally friendly products**
- **76%** want to read about **organic gardening**
- **77%** are interested in **attracting wildlife** into their gardens
- **77%** are likely to enlist **outside services** for **general garden help** in the next year
- **67%** seek annual help with **tree surgery**
- **48%** said they'd be looking for **support with garden design**
- **88%** of respondents said that **climate change** and **resource use** are important to them
- **89%** of respondents want to know about **local gardening products and services**

Statistics in this Media Pack are based on the 2026 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

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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

Other advertising opportunities

Be the sole advertiser for one of these regular topics:

WILDLIFE, SPECIAL PLANTS THIS MONTH, WILD GARDENING, EQUIPMENT FOR A SUCCESSFUL GARDEN - PLUS BRING YOUR OWN IDEAS!

Or, you could be the sponsor of high profile regular sections such as:

GARDENERS CUTTINGS, WHAT'S ON GUIDE, GARDEN VISITS, CLASSIFIEDS, JOBS IN THE GARDEN OR READERS' LETTERS.

What our advertisers say

"Yes, the event will be taking place as usual this year and I would like to advertise with you again. Last year was a huge success with a record turnout, so the advertising worked well - I will stick to the same as before."

HELEN HODGES
Beckford Open Village

"I have quite a lot of bookings in the diary! Many were new customers who had seen my ad on your pages, so thank you very much. I'll certainly come straight to you to push the talks again."

SALLY NEX Garden Speaker

"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

"Of all the advertising that we do, our advertisement in your magazine always gets really positive feedback and we have gained customers from outside our usual catchment area because of it so be reassured that you are doing something right!"

JULIE SELWAY Norton Green Farm Nursery

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Publication dates and deadlines

MARCH

Advert deadline **8th February**

APRIL

Advert deadline **8th March**

MAY

Advert deadline **12th April**

JUNE

Advert deadline **10th May**

JULY

Advert deadline **7th June**

AUGUST

Advert deadline **12th July**

SEPTEMBER

Advert deadline **9th August**

AUTUMN (OCT & NOV)

Advert deadline **13th**

September

WINTER (DEC, JAN & FEB)

Advert deadline **25th October**

All magazines will be in store and online by the 1st of each month. Our Autumn issue will be in store by 2nd October. Our Winter issue will be in store by 13th 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 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

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What's On & Events Guide

www.countrygardener.co.uk/event-submission

ADVERTISING SALES

Ava Bench - Somerset & Speakers Guide

ava@countrygardener.co.uk
Tel: 07759 304977

Aidan Gill - Classifieds

classified@countrygardener.co.uk

Corina Reay - Cotswolds, Devon, Dorset & Hampshire

corina@countrygardener.co.uk
Tel: 01823 410098

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