

ABOUT US

PLATFORMS

REACH

RATES

DIGITAL

SCOTTISH
GARDENER

MAKING PLANTS AND PEOPLE FLOURISH

MEDIA PACK 2021

PUBLICATION DATES

Spring | March 2021

Spring/Summer | May 2021

Summer/Autumn | July 2021

Autumn | September 2021



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About us



The August issue of Scottish Gardener magazine will bring readers the best of summer. We will be shining a spotlight on Greywalls, an important arts and crafts garden in East Lothian and we will be talking to Neil Ferguson about what made him give up a high-flying career in science to grow chillis on a polytunnel in Dumfriesshire and launch his own range of hot sauces under the name of Professor Pods.

We visit the Edinburgh garden that is a memorial to James Hutton, the Godfather of geology and we will be talking plants with renowned grower Gavin McNaughton.

Fresh from the oven come the favourite cake recipes from Scotland's garden centre cafes and we will also be launching our new Scottish Gardener website, which will be packed with features and gardening advice.

From our popular gardeners' crossword to Alison Swanson's allotment update, all the favourite features will be back in print, ready for readers across Scotland to enjoy during the long, hot (hopefully) days of August.

Scottish Gardener magazine is distributed through The Herald and through our extensive network of local newspapers, with the added bonus of an e-edition too, and participating in it will allow you to reach not just regular gardening audiences but also some of those many people who have discovered gardening since the Covid crisis began.

So while this year's outlook is still uncertain, Scottish Gardener magazine is here to provide you with support. Together we can all flourish.

Agnes Stevenson, Editor

PUBLISHED BY

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125 Fullarton Drive, Glasgow G32 8FG

ADVERTISING

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Scottish Gardener can be accessed through a wide range of platforms – from print to digital

Platforms



1 **MAGAZINE**
Where it all started. Scottish Walks in print, 4 issues a year

2 **DESKTOP DIGITAL EDITION**

3 **TABLET DIGITAL EDITION**

4 **SMARTPHONE DIGITAL EDITION**



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The Scottish Gardener community continues to grow – via targeted print distribution, social networks, our website and events

Reach

200,000+

Scottish Gardener combined audience reach

40,000+

Scottish Gardener print circulation

32,500+

Scottish Gardener digital edition circulation

384

Twitter followers

1594

Facebook followers



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TESTIMONIAL

Scottish Gardener continues to be Scotland's only dedicated gardening magazine and it has gained the loyalty not just of its readers, but also advertisers.

Dougal Philip, Managing Director, New Hopetoun Gardens, who has advertised in Scottish Gardener since the very first issue, says: "It is focused on our core target market of folk interested in gardening and we are very happy with the editorial content, which is both interesting and, even more importantly, accurate and reliable. We find that it is fairly unusual to get editorial and advertising connectivity; the Scottish Gardener manages to do this very well.

We include a voucher or 'free tea or coffee for two garden lovers' in each edition and the take up of this offer is exceptionally good. We find that advertising in the Scottish Gardener is excellent value for money and with the Scottish Gardener continues to thrive for many years."

PRINT

FULL COLOUR DISPLAY POSITION

Eighth Page	£300
Quarter Page	£550
Half Page	£1000
Full Page	£1895
Double Page Spread	£3500

COVERS - FULL COLOUR

Back Cover	£2400
Inside Back Cover	£2,000
Inside Front Cover	£2,200

SPONSORSHIP Price on application

INSERTS Price on application

These are accepted for loose insertion.
Size must not exceed 260mm(h) x 180mm(w)

VOLUME DISCOUNT

2 Bookings	5% discount on above
3 Bookings	10% discount on above
4 Bookings	15% discount on above

Agency commission - 10%

* Please ensure you are given a booking reference by your account exec.

ADVERTISING

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COPY REQUIREMENT

Complete Artwork: We prefer to accept advertising in the following formats: Press Optimised PDF; Illustrator EPS; Photoshop EPS, JPEG or TIFF at 300dpi. (Fonts should be embedded/outlined to paths and all pictures should be CMYK).

In-house Design: Advertisements can also be made up in-house by our production staff. Text and images should ideally be emailed. Digital images may be supplied on CDs or via link to download and must be large enough to be printed at 300 dpi at the target size. JPEG compression, if used, must be kept at a high level to ensure colour is not lost. Low resolution images cannot be accepted.

If you have any query regarding these specifications please call our production department on 0141 302 7765.

NB. Finished page size is 297mm (H) x 210mm (W) with a 3mm bleed all round. Please see next page for full ad size specification.

NBB. It should be noted that the Magazine Division of Newsquest (Herald & Times) Ltd will NOT, under any circumstances, accept copies of fonts. Fonts are licensed to the purchaser and may only be copied for the purposes of backing up. It is illegal to copy fonts in any form.



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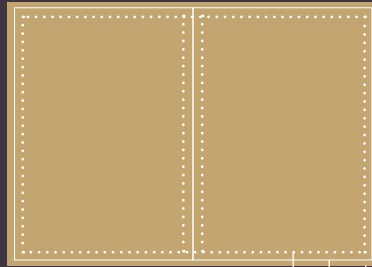
REACH

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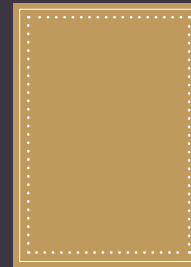
Rates

MECHANICAL DATA



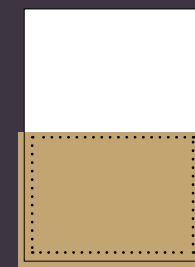
DOUBLE PAGE SPREAD

Trim: 297mm(h) x 420mm(w)
Bleed: 303mm(h) x 426mm(w)
Type: 280mm(h) x 402mm(w)
Gutter 18mm (9mm on each page)



FULL PAGE BLEED

Trim: 297mm(h) x 210mm(w)
Bleed: 303mm(h) x 216mm(w)
Type: 280mm(h) x 192mm(w)



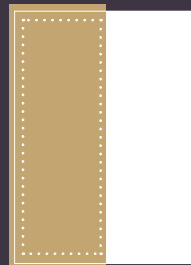
HALF PAGE HORIZ BLEED

Trim: 146mm(h) x 210mm(w)
Bleed: 151mm(h) x 216mm(w)
Type: 135mm(h) x 192mm(w)



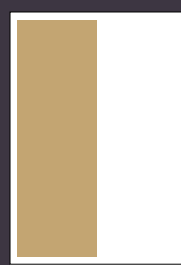
HALF PAGE HORIZ

Type: 135mm(h) x 192mm(w)



HALF PAGE VERT BLEED

Trim: 297mm(h) x 103mm(w)
Bleed: 303mm(h) x 106mm(w)
Type: 280mm(h) x 94mm(w)



HALF PAGE VERT

Type: 280mm(h) x 94mm(w)



QUARTER PAGE

Type: 135mm(h) x 94mm(w)



EIGHTH PAGE

Type: 65mm(h) x 94mm(w)



SIXTEENTH PAGE

Type: 65mm(h) x 45mm(w)

NB. The trim area defines the size the page will be cut to. You should avoid the use of text up to the edge of the page, ideally keeping any important text within the 'type' area defined above. Where you require adverts to bleed off the page, a bleed area of 3mm all round should be added to the trim specs, as detailed above.

PLEASE NOTE: Copy with bleed must be supplied with **BLEED MARKS NOT CROP MARKS**



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Digital

www.scottishgardener.co.uk



1 WEBSITE LANDING PAGE

Leaderboard - positioned at top of website landing page.

Banner - positioned at bottom of landing page.

£295 per issue

Specification: JPG only
900 pixels wide x
100 pixels deep

2 DIGITAL EDITION EMAIL NOTIFICATION

Digital edition gets sent out to all 11,000 Scottish Gardener digital edition subscribers.

Banner advertising is available, positioned at the top of the notification email.

£350 per issue

Specification: JPG only
900 pixels wide x
100 pixels deep

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