

COUNTRY Gardener Media Pack

GARDENER

www.countrygardener.co.uk  

2025



Country Gardener - 25 years of playing an essential role in the lives of garden lovers

For more than 25 years Country Gardener has won a valued place in the hearts of garden lovers throughout a wide area of the south west and Cotswolds. It is both much loved and widely regarded for its authoritative writing, features and gardening coverage.

If you are looking to break into the flourishing gardening marketplace 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, the magazine has the largest circulation of any free gardening magazine and is produced nine times a year. Circulation varies seasonally with the main gardening season circulating **100,000 copies** which are distributed to **over 500 outlets** where gardeners visit regularly.

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

Five editions focus on **Devon, Dorset, Somerset, Hampshire and the Cotswolds** with some copies distributed into

neighbouring counties **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 every month from **March to September**, an **Autumn** issue covering October and November 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.

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**

CIRCULATION

Circulation varies seasonally with the main gardening season circulating **100,000 copies** (see below).

READERSHIP

300,000 based on 2022 readership survey.

DISTRIBUTION

Distributed to **over 500 stockists** across the south west.

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 2025

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

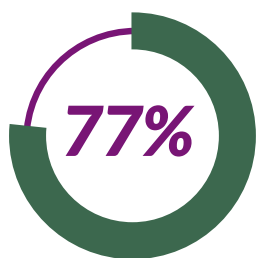
54% have or plan to have a pond or water feature

97% consider climate change and resource use in the garden important

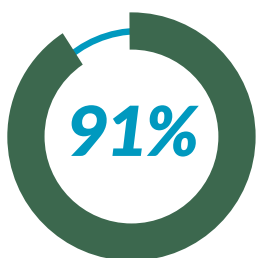
67% want to know about courses and workshops

44% expect to buy house plants in the next 12 months

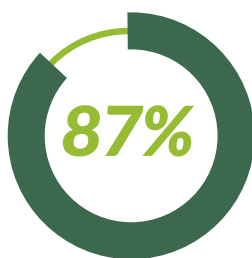
89% feel it is important to know about products and services that are local to them



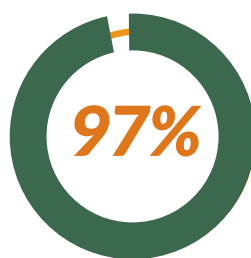
Visited a garden featured in the magazine



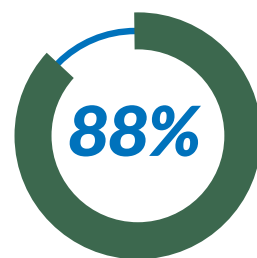
Have purchased a product from an advert seen in the magazine



Grow their own fruit and veg



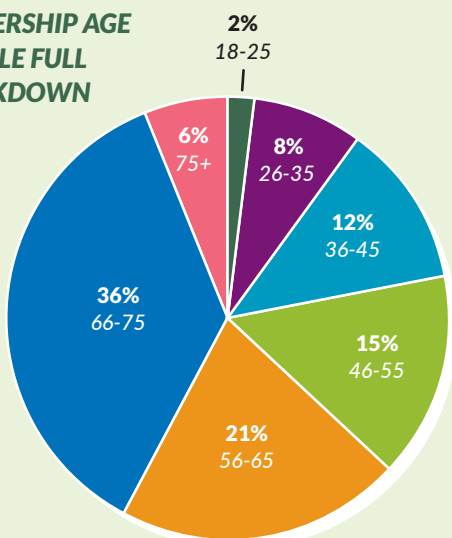
Expect to buy plants and seeds in the next 6 months



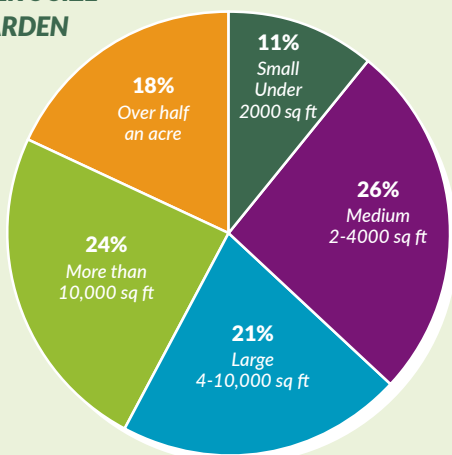
Plan to buy bird or wildlife products in the next year

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

"Country Gardener is the best gardening magazine there is and we are so fortunate to have it. We make a special trip to Monkton Elm Garden Centre every month to make sure we get a copy. I pick up one for my neighbour who is also a great fan. We couldn't do without it."

ELLEN SCALES
Taunton

"A lovely magazine full of well written good quality gardening advice. We have made a lot of family trips out to gardens based on Country Gardener."

VICTORIA STAINTON
Barnstaple

"My allotment neighbours know and really like the magazine. You can never have too much help when you are gardening and your magazine provides, sensible, accurate, no fuss information. It is something to look forward to."

ANDREW DEVLIN
Cheltenham

"We are lucky enough to be able to pick up bulk copies of the magazine from our local garden centre and when we take them along to our meetings you can really see how much the magazine is loved and respected. Everyone wants a copy and we are all avid readers."

PORTISHEAD GARDENING CLUB

"I've been reading Country Gardener ever since we moved to Dorset five years ago. Your magazine has inspired me to do more with my garden and to understand gardening and what needs to be done. A lovely magazine."

CAITLIN KIRKMAN
Lyme Regis

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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 AUTUMN



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 AND BUILDINGS

Bringing together a range of accessories from greenhouses, sheds and furniture to gardening tools,

protective clothing, ornaments, gifts, plant pots, composts, gadgets and technology... 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 that is needed from greenhouses and cold frames to plug plants and seeds. We also look at composts, peat free alternatives, soil improvers, 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, AUTUMN

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

AUTUMN

CHRISTMAS SPECIAL - Christmas events, places to visit and festive eating.

AUTUMN, 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 **3rd February**

APRIL

Advert deadline **3rd March**

MAY

Advert deadline **7th April**

JUNE

Advert deadline **6th May**

JULY

Advert deadline **9th June**

AUGUST

Advert deadline **7th July**

SEPTEMBER

Advert deadline **11th August**

AUTUMN (OCT & NOV)

Advert deadline **15th September**

WINTER (DEC, JAN & FEB)

Advert deadline **27th October**

All magazines will be in store and online by the 1st of each month. Our Autumn issue will be in store 11th October. Our Winter issue will be in store 22nd 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 9 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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