



MEDIA PACK 2026

THE MAGAZINE

When it comes to advertising, Garden Trade Specialist Magazine is the platform you need to promote your business.

Garden Trade Specialist Magazine is a free magazine targeted at businesses within the garden trade industry. We are the essential guide to news and product information for the largest garden trade companies nationwide.

The magazine is A4, full colour and is distributed directly to our 10,000 subscribers consisting exclusively of Garden Center Owners, Managers and Buyers

Copies distributed nationwide with a readership of **10,000**

Digital copies delivered to our database via email with a readership of **24,000**

Distributed at all the **relevant trade exhibitions.**



The breadth of the horticulture trade allows this publication to be as interesting as it is informative to those in the trade. With news and features alongside trade products and services, GTS covers:

- Industry News
- Product Showcase
- Garden Centre Management
- Plants , Shrubs & Seeds
- Garden Furniture & Outdoor Living
- Fencing
- Garden Tools
- Greenhouses
- Pots & Planters
- Compost & Fertiliser
- Biosecurity
- Finance & Legal advice
- Landscaping, Maintenance & Ground Care
- Home Products
- Gifts & Cards
- Clothing & Accessories
- Christmas Trees & Seasonal Decorations
- Point of Sale & Displays
- Pets
- Deli & Farmers Market Products
- Catering & Food
- Trolleys
- Trade Shows & Events

...and much more!



ADVERTISING SPECIFICATIONS



Magazine

1/4 page vertical	90mm wide x 126mm high
1/4 page horizontal	183mm wide x 60mm high
1/2 page horizontal	183mm wide x 126mm high
1/2 page vertical	90mm wide x 256mm high
A4 page (Full page)	210mm wide X 297mm high + 3mm bleed

Directory

1/4 page vertical	58mm wide x 90mm high
1/4 page horizontal	122mm wide x 44mm high
1/2 page horizontal	123mm wide x 90mm high
1/2 page vertical	58mm wide x 182mm high
A4 page (Full page)	148mm wide X 210mm high + 3mm bleed

EDITORIAL & DIGITAL SPECIFICATIONS

Editorial

1/4 page editorial	Headline, 150 words, images & contact details
1/2 page editorial	Headline, 250 words, images & contact details
A4 page editorial	Headline, 500 words, images & contact details
Double Page Spread	Headline, 1000 words, images & contact details

Digital

Online Banner	728px wide x 90px high
Online Pop Up	250px wide x 250px high
Online Thumbnail	120px wide x 90px high

Digital advertising is to be supplied at **72dpi** and as either an **animated GIF** or **static JPEG**.



- All artwork should be supplied in **CMYK** at **300dpi**.
- All artwork should be supplied as a **High-Resolution PDF**.
- All artwork should be supplied by the copy date advised and sent to **jackie@euromediaal.com**.
- **IMPORTANT:** Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

Don't have the artwork?
Don't worry, our design team has you covered!

We can create your advert for no extra cost, all we need from you is:

- Your brand logo
- Text
- Images
- Brand guidelines
- Contact information

- All editorial must include a **headline**, **contact details** and some **images**.
- Images are to be supplied as **High-Resolution JPEGs**.
- Editorial is to be supplied as either a **Microsoft Word document**, **PDF** or in the **body of an email**.
- Please note **logo's** are not permitted within editorial
- **IMPORTANT:** Please ensure all images supplied are authorised for use and do not infringe any copyright or license use.

ADVERTISING RATES

Print

Press release	£175 + vat
1/4 page advert	£350 + vat
1/2 page advert	£650 + vat
A4 page advert	£1250 + vat

Cover positions available, price on request

Digital

Press release	£175 + vat
Interactive Thumbnail	£350 + vat
Interactive Pop up	£650 + vat
Interactive Banner	£1250 + vat

Discounts are available for series bookings.

SCHEDULE 2026

Issue 35 - February / March / April

Issue 36 - May / June / July

Issue 37 - August / September / October

Issue 38 - November / December / Jan 2027

Annual Trade Directory 2027 - Jan - Dec

For features in these issues please call
Deborah Glover on **01257 267677**



ADVERTISING

Advertising gives your company a positive image as it tells your consumers and competitors that you are open and ready for business. By adding dynamic and positive advertising to your business, customers are enticed to your business, regardless of the economy and competition.

When booking advertising, always remember 'repetition is recognition'



TESTIMONIALS

New Century Glasshouses say...

“ Thank you for letting us have sight of the proof of our advertisement. It's unique and eye catching, particularly as I note you've used an image from our website. As always, your team has gone the extra mile, thank you. ”

Hartman are happy because...

“ Garden Trade Specialist is the must have mag for the garden furniture industry, packed full of information and great features with an easy on the eye layout. ”

CONTACT US

Our sales team are always happy and helpful and will be there to answer any questions or queries you may have about advertising with Garden Trade Specialist Magazine.

**To discuss your requirements
contact Deborah Glover on**

01257 267677

Deborah.euromedia@outlook.com

FOLLOW US



www.linkedin.com/company/garden-trade-specialist



www.facebook.com/gardentrademag



www.instagram.com/gardentradespecialistmag