

### 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.

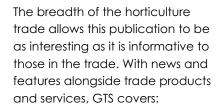
The magazine is A4, full colour and is distributed directly to our 10,000 subscribers consisting exclusively of Garden Center Owners, Managers and Buyers

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.





- 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

90mm wide x 126mm high 1/4 page vertical 183mm wide x 60mm high 1/4 page horizontal 183mm wide x 126mm high 1/2 page horizontal 90mm wide x 256mm high 1/2 page vertical

210mm wide X 297mm high + 3mm bleed A4 page (Full page)



#### **Editorial**

1/4 page editorial 1/2 page editorial A4 page editorial Double Page Spread

Headline, 150 words, images & contact details Headline, 250 words, images & contact details Headline, 500 words, images & contact details Headline, 1000 words, images & contact details

### **Directory**

1/4 page vertical 58mm wide x 90mm high 1/4 page horizontal 122mm wide x 44mm high 123mm wide x 90mm high 1/2 page horizontal 1/2 page vertical 58mm wide x 182mm high

A4 page (Full page) 148mm wide X 210mm high + 3mm bleed

- 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

- Brand guidelines
- Contact information

### Digital

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

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



- 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 insure 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 + vatA4 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 / Setpember / 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 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.

