

# Amateur Gardening®

Providing in-depth information on plants, products and techniques

Launched:	1884
Circulation:	35,954
Readership:	145,000
Cover Price:	£1.90
Frequency:	Weekly

## Reader Profile

Female/Male:	71% / 29%
Average Age:	61

## Passionate about the magazine

ALL our readers feel that *Amateur Gardening* offers value for money

84% of readers read *every issue*

## Passionate about gardening

69% of readers have medium-to-large sized gardens

82% have lawns

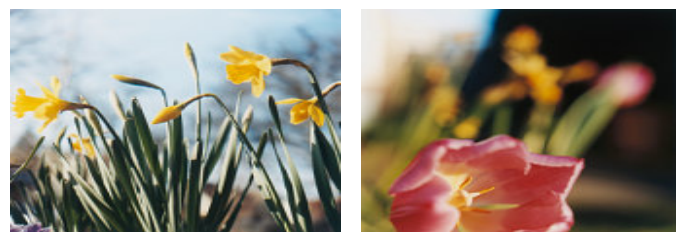
97% of readers grow flowers

On average, readers have been gardening for 21 years

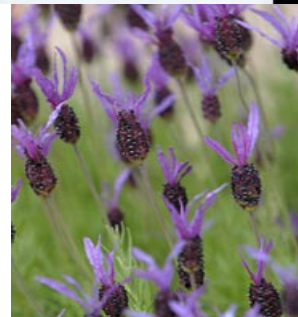
## Responsive to advertising

69% have made purchases as a result of seeing advertising in *Amateur Gardening*

Source: ABC Jun – Dec 2009/NRS Jul Dec 09/  
TGI Jul05-Jun06/Reader Survey Oct06



Amateur Gardening  
January 30 2010 £1.90  
GIANT TREE LILIES SAVE £9.99  
Britain's best-selling weekly gardening magazine  
WIN £250 worth of TREASURE HUNT PRIZES  
DESIGN TIPS: Planting up garden paths and patios  
GROW & COOK: Lifting winter parsnips can be tough!  
GARDEN VISIT: Dahlia specialist Geoff Hoyle's plot  
FRUIT TREES: Apple and pear spur pruning step-by-step  
ROSES: Prepare and plant bare root types  
GOOD OLD PRIMROSE: Expert tips on this spring classic  
Grow mushrooms: We show how to get started  
Anne: My seed sowing secrets



For more information, please contact:

Lee Morris – Group Ad Manager  
Mark Read – Display Sales  
Ben Turpitt – Classified Sales Manager  
Alison Brown – Classified Sales  
<http://www.amateurgardening.co.uk/>

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IPC INSPIRE

# Amateur Gardening®

## PRODUCTION DETAILS

Tel: 020 3148 2681

### POSITIONS

#### Double page spread:

bleed	296mm x 438mm
trim	290mm x 432 mm
type area	251mm x 406mm

#### Whole page:

bleed	296mm x 222mm
trim	290mm x 216 mm
type area	251mm x 190mm

#### Half page upright:

type area	251mm x 93mm
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#### Half page landscape:

type area	124mm x 190mm
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#### Quarter page:

upright	124mm x 93mm
across	60mm x 190mm

#### Eighth page:

Column width:	62mm x 93mm
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44mm

## DISPLAY DETAILS

### NATIONAL RATES

		Cost
Double page spread:	4 colour	£5,480
	2 colour	£4,190
Whole page:	4 colour	£2,825
	2 colour	£2,160
Half page:	4 colour	£1,690
	2 colour	£1,260
Quarter page:	4 colour	£975
	2 colour	£815

#### Special positions:

Outside back cover	£3,250
First double page spread	£3,250
Specific feature	£3,110

## CLASSIFIED DETAILS

### RATES

#### Linage

#### Display (boxed advert)

### Cost

£4.50 per line  
£19.10 scc (min 3 x 1)

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